

# WILEY



## 2025 Media Guide

# Nachrichten aus der Chemie

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[www.GDCh.de](http://www.GDCh.de)



# Nachrichten aus der Chemie

***Nachrichten aus der Chemie** is the official source of information from the **Gesellschaft Deutscher Chemiker GDCh** (German Chemical Society) and for over 70 years has enjoyed wide acceptance throughout its broad readership in research, teaching and industry.*

*With a print run of almost 24,000 copies **Nachrichten aus der Chemie** has the highest paid circulation in the chemistry sector in Germany. Four times a year the magazine is published with a higher print run reaching the 1,650 members of the Österreichischen Chemischen Gesellschaft (Austrian Chemists Society).*

*High quality overview articles on all relevant topics in chemistry, coupled with news from the association about events and training sessions, as well as career and economic topics, make the magazine an indispensable medium for the **29,000 GDCh members** and guarantee strong reader loyalty. In addition to the print issue, which GDCh members can also find as an e-paper on the association's website, a newsletter informs more than 24,000 recipients about news from the chemistry sector and from the GDCh itself, every 14 days.*

## Overview

**Publication Frequency**  
11 per year

**Volume**  
Volume 73, 2025

**Print run**  
23,585

**Publishing house**  
Gesellschaft Deutscher Chemiker e.V.

**Editor-in-Chief**  
Dr. Christian Remenyi

**Director of Sales, Science**  
Vanessa Winde

**Advertising Administration**  
Melanie Radtke



**ISSN**  
1439-9598



**Format of the magazine**  
DIN A4

## Content

- |                            |                                 |
|----------------------------|---------------------------------|
| 3 Dates & Contents         | 9 Newsletter                    |
| 4 Analysis                 | 10 General Terms and Conditions |
| 5 Prices & Formats         | 11 General Terms and Conditions |
| 6 Prices & Formats         | 12 Contact                      |
| 7 Technical Specifications | 13 Publisher                    |
| 8 Job Market               |                                 |

# Dates & Contents

Issues	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   <b>2</b> February         </div> <div style="text-align: center;">   <b>5</b> May         </div> </div>					
	<b>1</b> January	<b>2</b> February	<b>3</b> March	<b>4</b> April	<b>5</b> May	<b>6</b> June
Publishing date	02.01.2025	01.02.2025	01.03.2025	01.04.2025	02.05.2025	03.06.2025
Advertising deadline	26.11.2024	03.01.2025	31.01.2025	04.03.2025	02.04.2025	30.04.2025
Advertising deadline "Job-market"	12.12.2024	14.01.2025	11.02.2025	11.03.2025	15.04.2025	12.05.2025
<b>Topics</b>	Trend Report: Solid State Chemistry  Synthesis Life Sciences Chemical Industry Recycling	Trend Report: Inorganic Chemistry  Analytics Inorganic Chemistry	Trend Report: Organic Chemistry  Life Sciences Synthesis Chemical Industry  Material Flow	Trend Report: Photo Chemistry  Inorganic Chemistry  Chemical Industry: Statistics and Economy Raw Materials	Trend Report: Physical Chemistry  Synthesis Life Sciences  Focus Topic: Equality	Trend Report: Technical Chemistry  Inorganic Chemistry  Chemical Industry: Statistics and Economy
<b>Events</b>			<b>Chemiedozenten- tagung</b> 10.-13.03.2025, Leipzig			
<b>Increased print-run</b>		Approx. 1,650 copies to members of the Österreichi- schen Chemischen Gesellschaft GÖCH (Austrian Chemists Society)			Approx. 1,650 copies to members of the Österreichi- schen Chemischen Gesellschaft GÖCH (Austrian Chemists Society)	

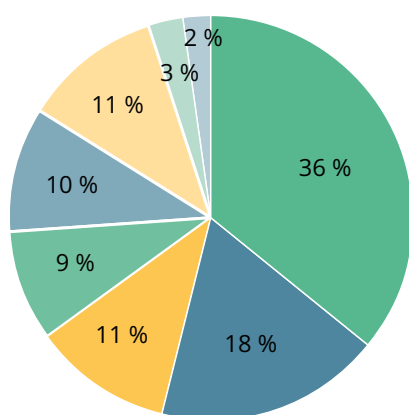
Issues	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   <b>9</b> September         </div> <div style="text-align: center;">   <b>11</b> November         </div> </div>				
	<b>7/8</b> July/August	<b>9</b> September	<b>10</b> October	<b>11</b> November	<b>12</b> December
Publishing date	01.07.2025	02.09.2025	03.10.2025	01.11.2025	01.12.2025
Advertising deadline	04.06.2025	05.08.2025	05.09.2025	06.10.2025	04.11.2025
Advertising deadline "Job-market"	12.06.2025	15.08.2025	17.09.2025	13.10.2025	14.11.2025
<b>Topics</b>	Trend Report: Biochemistry  Synthesis Inorganic Chemistry Life Sciences Analytics	Trend Report: Food Chemistry  Industry Plants Synthesis	Trend Report: Macromolecular Chemistry  Inorganic Chemistry Life Sciences Recycling Water analysis	Trend Report: Theoretical and Computational Chemistry  Synthesis Digitalization Chemical Industry	Trend Report: Chemical Education  Inorganic Chemistry Life Sciences Technology metals
<b>Increased print-run</b>		Approx. 1,650 copies to members of the Österreichischen Chemischen Gesellschaft GÖCH (Austrian Chemists Society)		Approx. 1,650 copies to members of the Österreichischen Chemischen Gesellschaft GÖCH (Austrian Chemists Society)	

# Analysis

## Circulation Breakdown

Copies per issue Ø	Copies
Print run	23,585
Member copies	22,740
Archive, sample copies	268
Actual total circulation	23,008

Branches	%
Chemical / Pharmaceutical Industry	29 %
Universities & Highschools	28 %
Scientific Institutes	25 %
others	11 %
Private service provider	4 %
Biotechnology	3 %



- Head of Department / Laboratory
- Scientific staff / doctoral candidates
- Professors
- Managing Director
- Employees / Clerks
- others
- no information
- CTA, PTA, BTA



## Die Gesellschaft Deutscher Chemiker GDCh

More than 29,000 readers of *Nachrichten aus der Chemie* are members of the Gesellschaft Deutscher Chemiker (GDCh, The German Chemical Society). The GDCh bundles the interests and activities of chemists in Germany. As the largest continental European chemistry scientific society, the GDCh has around 29,000 individual and corporate members from academia, business, government and various professions. Approximately 9,000 students and young members develop their own initiatives and 60 local associations, spread throughout Germany, foster collaboration and communication within the scientific community.

The 150-year history of *Nachrichten aus der Chemie*, its global network and its high scientific and societal aspirations, form the basis for its creative activity in the interests of a world that is fit for the future and worth living in. The GDCh finds positions for experts in the field of chemistry and other scientific disciplines. It organizes job fairs and other events for chemistry graduates providing extensive information about the associated professions and the labor market. In addition, the GDCh promotes further training of chemists and offers a wide range of training programs for scientists in other disciplines as well as for technicians and business people.

## WILEY-VCH

### Strong partners: Wiley-VCH & GDCh

The GDCh actively supports a modern publication concept and is one of the founding members of the Association of European Chemical Companies (Chemistry Europe). In close cooperation with Wiley-VCH publishing, the GDCh publishes, among others, the peer-review journal *Ange wandte Chemie*, *Chemie Ingenieur Technik*, *Lebensmittel-chemie* and *CITplus*.

Wiley-VCH publishing bundles activities in various business areas of natural- and engineering sciences as well as economics. Founded in 1807, Wiley has been a renowned publisher and reliable partner for a world's growing number of decision-makers, opinion leaders and professionals in science, medicine and industry for more than 200 years. Its focus on specific knowledge areas includes all relevant fields: From the basic needs of the student through primary research to information on the latest laboratory techniques and results of research and development in active ingredients. To date, Wiley can count more than 450 Nobel laureates amongst its authors. Every month, more than 10 million readers take advantage of the Wiley Online Library and over 800 societies are partners of Wiley-VCH.

## Prices & Formats

Advertisements (type area)	width / height (mm)	Price € 4c
1/1 Page	180 x 260	7,840
1/2 Page portrait	90 x 260	4,685
1/2 Page landscape	180 x 130	4,685
Juniorpage	135 x 190	4,890
1/3 Page portrait	60 x 260	3,150
1/3 Page landscape	180 x 90	3,150
1/4 Page classic	90 x 130	2,400
1/4 Page portrait	45 x 260	2,400
1/4 Page landscape	180 x 65	2,400
1/8 Page classic	90 x 65	1,550
1/8 Page landscape	180 x 40	1,550

### Preferred Positions

Inside front/back cover*	210 x 297	8,620
Belly band		7,195

\* + 3 mm bleed

Bound-in Inserts <sup>1</sup>	width / height (mm)	Price € 4c
2-page A4	210 x 297	6,450
4-page A4	420 x 297	7,410

\* Head: 3 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose Inserts <sup>1</sup>	weight	Price € 4c
	up to 25 g	205
	up to 50 g	245

### Terms of Payment:

Payment within 30 days without deduction.

### Bank details:

J.P. Morgan AG  
Taurus Turm · Taunustor 1  
60310 Frankfurt, Germany  
IBAN: DE55501108006161517443  
BIC: CHASDEFX

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on  
1 January 2025 and supersedes all previous price lists.



### Additional charges

Request positions	10 %
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### Discounts

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %
18 Advertisements	25 %
24 Advertisements	30 %

### Address for shipment (stitched inserts/bound-in inserts)

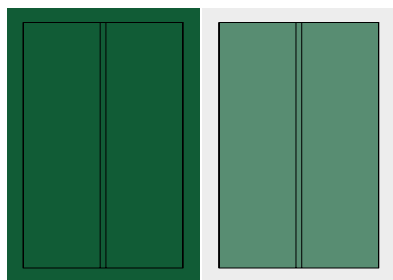
Westermann Druck GmbH  
Georg-Westermann-Allee 66  
Tor 1  
38104 Braunschweig · Germany

Tel.: +49 (0) 6341 142-253

Fax: +49 (0) 6341 142-410253

<sup>1</sup> Costs per thousand – including postage;  
no discount for loose inserts, sample must  
be sent before order can be accepted.

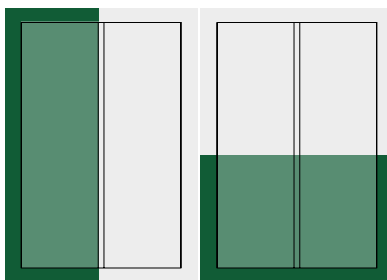
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
180 x 260 mm

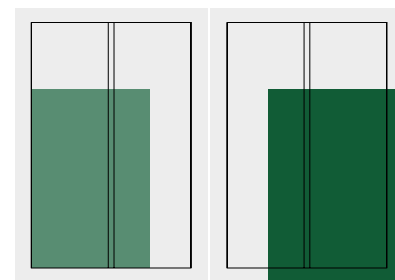
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 90 x 260 mm  
landscape: 180 x 130 mm

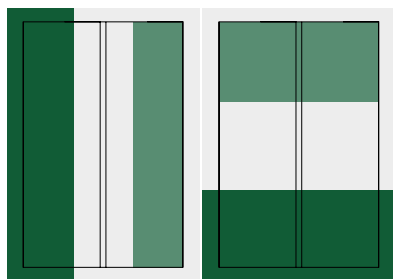
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
135 x 190 mm

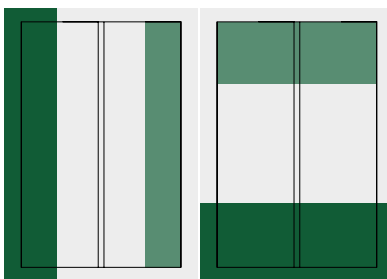
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 60 x 260 mm  
landscape: 180 x 90 mm

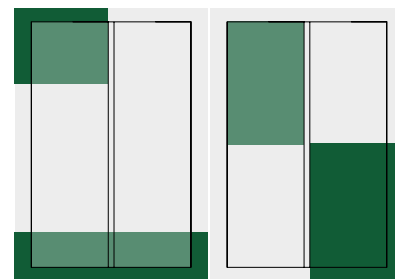
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 45 x 260 mm  
landscape: 180 x 65 mm

**Bleed Size:**  
portrait: 54 x 297 mm  
landscape: 210 x 82 mm



**1/4 | 1/8**  
Page Type Area/Bleed Size

**Type Area:**  
classic: 90 x 130 mm  
**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 65 mm  
landscape: 180 x 40 mm  
**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

# Technical Specifications

## Magazine format

210 x 297 mm (width x length), A4 size  
180 x 260 mm (width x length), print space  
Number of columns: 3; column width 60 mm or  
Number of columns: 2; column width 90 mm

## Print methods

Roll offset

## Colours

Euro scale

## Screen ruling

70 ruling

## Loose inserts

Minimum insert size: 105 x 148 mm (w x h)  
Maximum insert size: 200 x 287 mm (w x h),  
the back fold must be on the long side (287 mm)  
Minimum weight for single-sheets inserts: 150 g/m<sup>2</sup>

The delivery address for bound-in inserts and  
any supplements will be given to you with the order  
confirmation.

## Data format

We accept the following data formats:  
PDF, EPS, TIFF, JPG.

## Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

## To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

## Transmission options

by E-Mail to [mradtke@wiley.com](mailto:mradtke@wiley.com)



Wiley-VCH GmbH  
FAO: Melanie Radtke  
Boschstrasse 12  
69469 Weinheim  
Tel.: +49 (0) 6201 606 557 · Fax: -790



## Job Market PRINT

Advertisement	FORMAT (mm)	Price € (4c)	Price € (4c) special price for Universities
1/1 Page	180 x 260	6,975	5,930
1/2 Page potrait	90 x 260	3,930	3,255
1/2 Page landscape	180 x 130	3,930	3,255
1/4 Seite classic	90 x 130	2,045	1,635

For member companies, we offer special rates,  
For queries, we are looking forward to your call,

### Prices for customized formats (VAT not incl.)

Prices per column millimeter	(45 mm )
Jobs in industry	€ 8.65
Special price for universities	€ 7.45
Transfer to the online job market:	free

### Color surcharges

4c colors inclusive  
Per Color by Euro – scale: on request  
Special color – 4c color printing: on request

### Surcharges for special formats

Spread ads: 20 % surcharge

### Art work

For a short term we would gladly create your job announcement at cost price. Please talk to us.

### Color ads

Please send your advertisement order and the printing material to GDCh-Recruitment (stellenmarkt@gdch.de). Please send a color-expression at least two business days prior to the closing date to:

Westermann Druck GmbH  
Christiane Tretter  
Für „Nachrichten aus der Chemie“, Heft ...  
Klaus-Von-Klitzing-Straße 2  
76829 Landau in der Pfalz · Germany  
Tel.: +49 (0) 6341 142-253 · Fax: +49 (0) 6341 142-410253

### Contact:

GDCh-Stellenmarkt  
Angela Pereira Jaé  
Yasmin Yasin  
Anna Miller  
Varrentrappstraße 40–42  
60486 Frankfurt/Main · Germany

Tel.: +49 (0) 69 7917-665

Please send advertisements as PDF-file to GDCh job market:  
stellenmarkt@gdch.destellenmarkt@gdch.de

## Job Market ONLINE · [www.gdch.de/stellen](http://www.gdch.de/stellen)

Apart from the home page, the most visited page of the GDCh (German Chemical Society) – website is the online job market. Each newly posted job announcement triggers an RSS feed and draws more attention to the open position that you are presenting. The freely accessible and regularly updated information about study opportunities and careers makes up the attractive background for our vacancies section and encourages chemistry graduates and job seekers go to the GDCh Internet sites regularly. With a teaser on the GDCh

home page, you not only reach chemists who are actively seeking, but the entire network of the GDCh. Chemists, life science researchers, Chemical Engineers and other scientists can find your job offers without the need of advertising banners. Lengthy search processes are no longer necessary.

We will publish your ad within one business day.  
For the online publication of your vacant position, we can offer you the following options:

Advertisement Types (Advertisement via mail to <a href="mailto:stellenmarkt@gdch.de">stellenmarkt@gdch.de</a> )	Runtime	Price €
<b>HTML-advertisement</b>		
Job advertisement in the individual company layout; Delivery as a ZIP file	4 weeks	615
incl. additional integration of your logo in the tabular summary of ads	8 weeks	995
<b>PDF-advertisement</b>		
Job advertisement in the individual company layout as PDF-File	4 weeks	615
incl. additional integration of your logo in the tabular summary of ads	8 weeks	995
<b>Jobs for young professionals</b> both as html and PDF advertisement	4 weeks	339
<b>Advertisement in standard layout (deliver as MS Word file)</b>	4 weeks	405
	8 weeks	665
<b>Non-academic chemical professions (CTA, Laboratory staff) – Deliver as PDF-File</b>	4 weeks	285
	8 weeks	465

### Further information is available at [www.gdch.de/kundeninfo](http://www.gdch.de/kundeninfo)

In addition to these offerings, the GDCh- recruitment lists are also a preferred medium for the free advertisement of open internship-, doctoral-, postdoctoral- and professorial positions. For an extra fee university ads can be placed in the classified ads of "Nachrichten in der Chemie". Send your enquiry to: [stellenmarkt@gdch.de](mailto:stellenmarkt@gdch.de).



GDCh

Newsletter

# Nachrichten

aus der

## Chemie

Liebe Leserinnen, liebe Leser,

damit die Sommerpause der *Nachrichten aus der Chemie* nicht zu lang wird: Wir haben für Sie alle in diesem Jahr erschienenen Trendberichte in der Wiley Online Library in einem virtuellen Heft zusammengefasst. Die Trendberichte sind impulsgebende Arbeiten aus einzelnen chemischen Fachdisziplinen – gesichtet von Expertinnen und Experten und in einer gut lesbaren Übersicht zusammengestellt. Es lohnt sich, den Link zum [virtuellen Trendberichtsheft 2019](#) zu bookmarken, denn peu à peu kommen die weiteren Trendberichte dieses Jahres hinzu.

Im Editorial des digitalen Sonderhefts hat sich auch Nachrichten-Kurator Burkhard König darüber Gedanken gemacht, [wie ein Trend entsteht](#). Für ihn sind die Trendberichte eher „Trendermöglichkeitsberichte“. Denn es gilt nicht, auf einen bestehenden Trend aufzuspringen, sondern „viel wichtiger ist der Keim einer Entwicklung, das erste wichtige Ergebnis und die frühen Anwendungen. Wenn diese nicht erkannt, kommuniziert und von anderen wahrgenommen werden, kann kein Trend entstehen.“

Erste Trends lassen sich auch bei der [GDCh-ChemPubSoc-Europe-Publikationsinitiative](#) erkennen. Zur Halbzeit haben die GDCh-Ortsverbände Greifswald, Bochum, Rostock, Marburg und Karlsruhe am meisten in den ChemPubSocEurope-Zeitschriften veröffentlicht. Auf den Verfolgerplätzen tummeln sich Bielefeld, Göttingen, Jena und Ulm. Publish or perish, sagt der

Aktuelle Ausgabe

Text Ad  
€ 1,300

## Fragen und antworten

Durchschnittlich 4,4 oder 3,9 Prozent mehr Gehalt gab es für Chemiker, je nachdem ob innerhalb oder außerhalb der chemischen Industrie beschäftigt. Wer bei der [Gehaltsumfrage der GDCh](#) und des Verbands Angestellter Akademiker mitgemacht hat, hatte die Ergebnisse im Briefkasten. Einige [Daten zu Einstiegsgehältern](#) stehen im Internet. Für GDCh-Mitglieder gibt's mehr [Details nach dem Einloggen bei MyGDCh](#).

Die GDCh-Fachgruppe Makromolekulare Chemie bereitet das Jahr der Polymere im kommenden Jahr vor. Dafür möchte sie wissen, was Sie am Thema Polymere reizt und wo Polymere besser werden sollen und müssen. Nehmen Sie teil an der [Umfrage zu den Errungenschaften aus 100 Jahren Polymerwissenschaften](#).

BIO Deutschland, die Hochschule Reutlingen und die Universität St. Gallen befragt Mitarbeiter in forschenden Unternehmen, was sie von Künstlicher Intelligenz (KI) in der Biotech- und Pharmaindustrie halten. Teilnehmer der [Umfrage zu KI in der Pharmaforschung](#) erhalten eine anonymisierte Auswertung der Ergebnisse.

--- Anzeige ---

Medium  
Rectangle  
€ 1,180

## Lesen

Die elektronische Broschüre der GDCh-Fachgruppe Gewerblicher Rechtsschutz [Wie liest man Patente?](#) beantwortet Fragen wie „Was ist ein Patent?“, „Was ist der Unterschied zwischen einem Patent und einer wissenschaftlichen Veröffentlichung?“ und „Wie sind Patentnummern verschlüsselt?“. Sie richtet sich vor allem an Masterstudierende und Doktoranden.

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- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
  - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
  - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
  - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
  - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (**“IAB Terms”**) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
  - (b) Section IV (Reporting) (excluding clause IV(b));
  - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
  - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

## REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
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- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

# Advertising and Reprint Production Terms and Conditions

## PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

## CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

## GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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  - cease publication of further Advertising or terminate an agreement for Advertising;
  - withhold any discounts or rebates previously granted to the Customer; or
  - exercise any other rights at law or equity.

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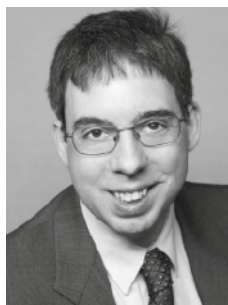
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