ChemistryViews.org

ChemistryViews.org is the ideal platform to address international scientists in the field of chemistry. As the scientific e-magazine of the ChemPubSoc Europe, which units 16 European chemistry associations, ChemistryViews provides daily updated news from science industry, as well as exclusive specialist articles by well-known authors. In addition, with learning content and tips and tricks, ChemistryViews provides specific solutions for day-to-day laboratory work. Due to the close ties with the peer-reviewed journal "Angewandte Chemie", you benefit from interlinking the reader structure and the high impact factor of the journal. On average we register 55,000 visits and 100,000 page impressions per month on ChemistryViews.

Advertising options

- **Full Banner**: 468 x 60 Pixel  € 930 / month, run of site
- **Skyscraper**: 120 x 600 Pixel  € 1,360 / month, run of site
- **Button**: 120 x 60 Pixel  € 290 / month, run of site

* "run of site" means that the ad placement may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**Featured Whitepaper**

For 6 months incl. 1 month teaser on welcome page: € 1,050

Including: Teaser text, product photos, company contacts for leadgeneration, download of the PDF

**Featured Webcast**

For 6 months incl. 1 month teaser on welcome page: € 1,050

Including: Teaser text, product video, company contacts for leadgeneration

**Geographical Split (November 2014)**

- **America**: 31%
- **Europe**: 30%
- **Asia**: 12%
- **Africa**: 12%
- **Oceania**: 6%
- **not specified**: 25%

**Field of activity of the users of ChemistryViews.org**

- Analytical Chemistry: 68%
- Organic Chemistry: 17%
- Inorganic Chemistry: 15%
- Biochemistry: 15%
- Chemical Engineering/Biotechnology: 15%
- Physical Chemistry: 12%

**Field of interest of the users of ChemistryViews.org**

- Nanotechnology: 25%
- Pharmaceutical/Healthcare: 14%
- Energy: 14%
- Food: 12%
- Sustainability: 12%
- Water: 12%

**e-newsletter**

In our weekly and monthly e-newsletters we compile overviews of the most relevant developments for our readers. Users can decide whether they prefer themed newsletters with dedicated content from special fields such as Nanotechnology, Pharmaceutical/Healthcare or Organics, or a sector newsletter with content from all relevant disciplines. The average opening rate of 30% highlights the relevance of the content.

Please choose here the appropriate newsletter for your advertising

<table>
<thead>
<tr>
<th>Newsletter Type</th>
<th>Frequency</th>
<th>Recipients*</th>
<th>Full-Banner (468 x 60 px)</th>
<th>Advertorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Themed e-Newsletter</td>
<td>monthly</td>
<td>16,600</td>
<td>–</td>
<td>€ 1,850</td>
</tr>
<tr>
<td>Organic</td>
<td>weekly</td>
<td>10,700</td>
<td>€ 1,350</td>
<td>–</td>
</tr>
<tr>
<td>Nanotechnology</td>
<td>monthly</td>
<td>9,000</td>
<td>€ 1,350</td>
<td>–</td>
</tr>
<tr>
<td>Pharmaceutical/Healthcare</td>
<td>monthly</td>
<td>8,500</td>
<td>€ 1,350</td>
<td>–</td>
</tr>
<tr>
<td>Chemical Engineering/Biotechnology</td>
<td>monthly</td>
<td>7,300</td>
<td>€ 1,350</td>
<td>–</td>
</tr>
</tbody>
</table>

* June 2014
WEBINARS

IN DIALOGUE WITH YOUR TARGET GROUP

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

<table>
<thead>
<tr>
<th>Webinar “BASIC”</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner und Product Feature provided by the client **</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Skyscraper Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin</td>
<td></td>
</tr>
<tr>
<td>Tariff Webinar “BASIC”</td>
<td>**</td>
<td>10 weeks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Webinar “PREMIUM”</th>
<th>Conception, Promotion</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner und Product Feature provided by the client **</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Skyscraper Banner on Portal for 2 months; 4 x Product Feature in e-Newsletter, 2 x Full Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin</td>
<td></td>
</tr>
<tr>
<td>Tariff Webinar “PREMIUM”</td>
<td>**</td>
<td>10 weeks</td>
</tr>
</tbody>
</table>

* Discount not available ** If desired the publishing house will create the printing material for an additional fee.

CONNECT

THROUGH CONTENT

Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley’s content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

Content Solutions powering your Business!

- Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.
- Contact us to find out how Wiley content solutions could help drive your marketing strategy.

Advertising

Reaching the minds that matter most: Whether print or online, Wiley advertising offers access to highly targeted, influential audiences of decision makers and opinion leaders in key markets around the world. 19.5 million experts read Wiley journals in print or on WileyOnlineLibrary. 100,000 decision makers in industry read our b2b publications (GIT VERLAG brand)

Webinar

Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

Microsite

Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our b2b portals, you will benefit from promotion campaigns and best technical service.

Reprints & Sponsorship

Influence through education: Whether you choose a flyer, single article, collection of articles or abstracts with a cover, reprints and ePrints deliver the right content and right brand messages to your target audience. Or raise your profile in a special target group by sponsoring a complementary subscription to respected Wiley online journals.

Custom Publishing & Supplements

Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.