

2021

REFRESH YOUR MARKETING

# Imaging & Microscopy

[analyticalscience.wiley.com](http://analyticalscience.wiley.com)





# Imaging & Microscopy

**Imaging & Microscopy (I&M)** magazine is the premier resource for the European microscopy community. As official partner of the European Microscopy Society you reach all members of all microscopy societies in Europe and additional microscopy specialists. Our well-organized brand has been providing readers with thought-provoking and relevant information on developments and trends in microscopy methods in the Life Sciences and Material Sciences for more than 20 years.

The magazine's high-scientific content is designed for microscopy users and developers providing practical information on new methods and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing and X-Ray Analysis. Our material covers also latest news, information from societies, announcements of meetings and conferences and the latest products for scientific research.

With the help of its editorial team and an updated Editorial Advisory Board, I&M is constantly striving to ensure its content is well-rounded and meets the needs of its professional readers.

**Imaging & Microscopy – the ideal partner to meet your marketing goals for 2021 and beyond.**

## Content

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## Overview

**Publication frequency**  
4 issues per year

**Volume**  
23<sup>rd</sup> year 2021

**Circulation**  
18,000

**Publishing Director**  
Dr. Heiko Baumgartner

**Editor-in-Chief**  
Dr. Birgit Washburn

**Commercial Manager**  
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**Sales, America**  
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# Dates & Contents

Issues	1 / March	2 / May	3 / August	4 / November
Publishing Date	09.03.2021	20.05.2021	09.08.2021	30.11.2021
Advertising Deadline	17.02.2021	30.04.2021	20.07.2021	10.11.2021
Editorial Deadline	14.01.2021	26.03.2021	16.06.2021	07.10.2021

<b>Fairs and Exhibitions</b>	<b>Focus on Microscopy FOM 2021</b> Porto, Portugal 28.–31.03.2021	<b>European Light Microscopy Initiative Meeting – ELMI</b> Noordwijkerhout, The Netherlands 22.–25.06.2021	<b>Microscopy Conference MC 2021</b> Vienna, Austria 22.–26.08.2021	<b>SPIE Photonics West</b> San Francisco, CA, USA February 2022
	<b>Labvolution</b> Hannover, Germany 04.–06.05.2021	<b>SCANDEM 2021</b> June 2021	<b>3rd International Conference On Nanoscopy – ICON Europe</b> Jena, Germany September 06–09	<b>6th Neubias Conference</b> February 2022
		<b>Microscience Microscopy Congress – mmc2021</b> Manchester, UK 05.–08.07.2021	<b>Seeing Is Believing</b> Heidelberg, Germany 05.–09.10.2021	
		<b>Microscopy &amp; Microanalysis M&amp;M 2021</b> Pittsburg, USA 01.–05.08.2021	<b>Neuroscience</b> Chicago, IL, USA 13.–17.11.2021	
		<b>16th European Molecular Imaging Meeting – EMIM 2021</b> Göttingen, Germany 24.–27.08.2021		

<b>Topics</b>	To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on: <b>Light Microscopy · Electron, Ion and X-Ray Microscopy · Scanning Probe Microscopy Image Analysis/Processing · Compositional Analysis</b>
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<b>I&amp;M Showcase</b>	<p>This half-page advertorial format is consisting of:</p> <ul style="list-style-type: none"> <li>• <b>1,500 characters incl. blanks</b></li> <li>• <b>main technical specifications, 65 letters incl. blanks per line</b></li> <li>• <b>one illustration, 250 dpi</b></li> <li>• <b>company logo</b></li> <li>• <b>Email and URL</b></li> </ul>	<p>I&amp;M Showcase is a regular feature introducing new products and services related to:</p> <ul style="list-style-type: none"> <li>• <b>Light Microscopes</b></li> <li>• <b>Electron, Ion and X-Ray Microscopes</b></li> <li>• <b>Scanning Probe Microscopes</b></li> <li>• <b>Compositional Analysis</b></li> <li>• <b>Image Analysis/Processing</b></li> <li>• <b>Microscopy Accessories</b></li> <li>• <b>Microscopy Consumables</b></li> </ul>
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## I&M Showcase

**Deep Tissue and Live Cell Nanoscopy: Leica HC PL APO 93x / 1,3 Glyc motCORR STED WHITE**

**STED WHITE – Don't Compromise on Optics**  
The new STED WHITE objective Leica HC PL APO 93x/1,3 Glyc motCORR is designed for resolving at the nanoscale. Its outstanding chromatic correction ensures optimal overlay of excitation and STED PSF in x, y and z over the visible spectral range. Using the white light laser as excitation source for STED at 592/660/775 the objective allows the greatest choice of fluorophores ever for STED nanoscopy.

**New Opportunities for Live Cell Nanoscopy**  
For live cell imaging, the new STED WHITE glycerin objective creates new opportunities. The motorized correction collar allows precise and swift adjustment of the optical lenses to varying cover glass thickness and temperature changes. Deep imaging with 2D/3D STED is possible at room temperature or at 37°C.

**Deep Tissue Nanoscopy at Unparalleled Depth**  
Thick tissues are often mounted in glycerin-based embedding media or mounting media that have a refractive index close to that of glycerin. When imaged with the STED WHITE glycerin objective, the refractive index is well matched. Besides, its motorized correction collar allows adjusting for inhomogeneity. This results in significantly improved image quality, outstanding 2D/3D STED performance and nanoscopy at unparalleled depth.

**Description of the Product**

**Eye-Catching Image**

Deep nanoscopy 45-65 µm inside cleared adult kidney sample. 20 µm xys stack confocal/3D STED. Specimen visualized with STAR 635P. Clearing by modified CLARITY protocol. STED lens: HC PL APO 93x/1,3 Glyc motCORR – STED WHITE. Sample courtesy of David Dinsag-Jess, Karolinska Institute, Sweden.

**Key Features**

- 2D/3D nanoscopy over the full visible spectrum by outstanding chromatic correction
- Freedom to choose from a wide range of fluorophores
- STED imaging at room temperature and 37°C
- motCORR and large free working distance for 3D STED deep inside tissues

**Company Logo**

**Email and URL**

[www.leica-microsystems.com/nanoscopy\\_qr](http://www.leica-microsystems.com/nanoscopy_qr)

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- Freedom to choose from a wide range of fluorophores
- STED imaging at room temperature and 37°C
- motCORR and large free working distance for 3D STED deep inside tissues

**Company Logo**

**Email and URL**

[www.leica-microsystems.com/nanoscopy\\_qr](http://www.leica-microsystems.com/nanoscopy_qr)

# Advisory Board

## Support from Science

We are very proud to present the advisory board of **Imaging & Microscopy** to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience.

**Imaging & Microscopy** calls upon suggestions and criticism that will make a good journal even better.



Prof. Alberto Diaspro,  
Italian Institute of  
Technology, Genoa, Italy



Dr. Roland Fleck,  
King's College London, UK



Prof. Daniela Nicastro,  
University of Texas  
Southwestern, TX, USA



Dr. Denis Spitzer, Institut  
franco-allemand de  
recherches de Saint-Louis,  
France



Dr. Roger Wepf,  
University of Queensland,  
Australia



Dr. Colm Durkan,  
University of  
Cambridge, UK



Prof. Min Gu,  
University of Shanghai for  
Science and Technology,  
China



Prof. Fu-Jen Kao,  
National Yang-Ming  
University, Taipei, Taiwan



Dr. Jens Rietdorf, Centre for  
Technological Development  
in Healthcare (CDTS), Brazil



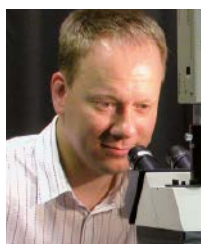
Prof. George A. Stanciu,  
University Politehnica of  
Bucharest, Romania



Dr. Timo Zimmermann,  
CRG-Centre for Genomic  
Regulation, Barcelona, Spain



Dr. Markus Dürrenberger,  
University of Basel,  
Switzerland



Prof. Bert Hecht,  
University of Wuerzburg,  
Germany



Prof. Norbert Kruse,  
Washington State  
University, WA, USA



Prof. Giovanni Valdré,  
University of Bologna, Italy



# Media Partners

## European Microscopy Society (EMS)



The aims of EMS are to promote the use and the quality of advanced microscopy in all its aspects in Europe, with particular reference to developments in instrumentation and methodology and novel applications of all types of microscopy. Although light, electron and scanning-probe microscopy are expected to occupy a large place in the activities of The Society, no form of microscopy is excluded.

## SCANDEM – Nordic Microscopy Society



SCANDEM was founded in 1948 in Stockholm and includes now all the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden).

**SCANDEM** The society has served as an active organization focusing on all aspects related to microscopy. This includes developments of the technology, specimen preparation techniques, applications in material and life sciences and new types of microscopy. Most of the members, more than 300, come from universities, research institutes and industries in the Nordic countries. An annual SCANDEM meeting is organized by a local committee. SCANDEM is a member of the International Federation of Societies for Microscopy (IFSM), and of the European Microscopy Society (EMS).

## European Light Microscopy Initiative (ELMI)



ELMI was created in 2001 to establish a unique communication network between European scientists working in the field of advanced light microscopy in life science and the manufacturers of their equipment. The annual meetings of this initiative combine lecture sessions focusing on applications and workshop sessions organized by the industry partners for instrument demonstration and hands-on opportunities.

## Focus on Microscopy



The FOM conferences constitute an effective meeting point for developers and users working in the rapidly evolving field of optical microscopy and imaging, playing an important role in the dissemination of information about new developments. The FOM conferences are accompanied by a technical exhibition showing the recent technical developments in microscopy and associated techniques. Focus on Microscopy 2018 is the continuation of a yearly conference series presenting the latest innovations in optical microscopy and their application in biology, medicine and the material sciences.

## Royal Microscopical Society (RMS)



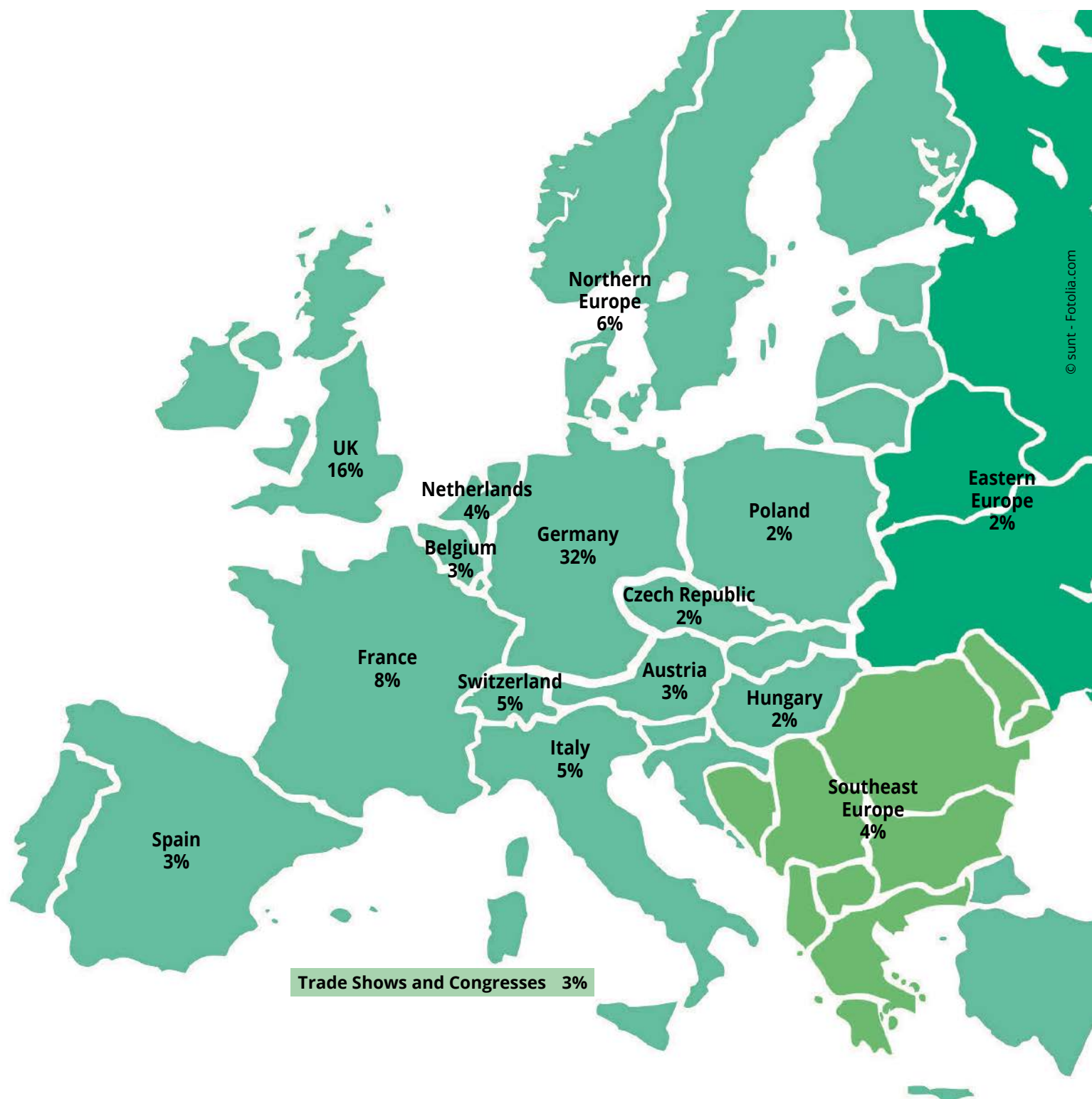
This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council of trustees and members drive the direction of the society and form its long-term strategy. The society publishes the Journal of Microscopy and a series of microscopy books.

## Microscopy Conference MC 2021



MC2021 will take place in Vienna, Austria and will be a combined conference of Dreiländertagung and Multinational Congress on Microscopy again. The conference will be jointly organized by ten microscopy societies from eleven countries. The MC2021 aims at bringing together leading experts and emerging young researchers, highlighting new developments in instrumentation and methods as well as providing a forum for new directions in the field of life or materials sciences.

# Highly Qualified Audience 2020 Geographical Breakdown



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# Circulation & Audience

**Imaging & Microscopy caters to scientists who work in a variety of job sectors**

## Circulation by Job Function

University Professor/Lecturer	26%
Scientist/Post Doc/Graduate	23%
Engineer/Technician	21%
CEO/Managing Director	9%
Sales/Product Manager	9%
PhD Student	8%
Other	4%

**Imaging & Microscopy addresses the users and decision-makers in industrial and academic research**

## Circulation by Area

University and Research Institute	40%
Pharmaceutical Industry	12%
Biotechnology Industry	11%
Chemical Industry	10%
Measurement and Automation Technology	7%
Optics	6%
Working Materials and Metals	6%
Semiconductor and Electronic Industry	4%
Energy-/Agro-/Environmental Industry	2%
Others	2%

## Two strong brands to reach the global microscopy community

### Imaging & Microscopy



High valuable content focused on methodology and academic research

### Microscopy & Analysis



Presents current trends in microscopy instrumentation and application

### Readership



**18.000** (readers in Europe)



Users and key decision-makers in industrial and academic research



**46.000** readers around the world



Fully qualified professionals and academics - all specifiers, influencer and/or purchasers of microscopical and imaging equipment

### Partnerships and Cooperations





# Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297	6,375
1/2 Page portrait	90 x 260	3,960
1/2 Page landscape	185 x 128	3,960
Juniorpage	137 x 190	4,215
1/3 Page portrait	58 x 260	2,400
1/3 Page landscape	185 x 85	2,400
1/4 Page classic	90 x 128	1,970
1/4 Page portrait	43 x 260	1,970
1/4 Page landscape	185 x 63	1,970
1/8 Page classic	90 x 128	1,365
1/8 Page landscape	185 x 30	1,365
Job Advertisements	25 % discount on regular advertisement prices	

## Preferred positions

Title Page + Story <sup>1</sup>	213 x 303	7,945
Inside front/back page, Back page <sup>1</sup>	213 x 303	7,545
1 <sup>st</sup> right hand page in text <sup>1</sup>	185 x 260	7,545
Belly Band	450 x max. 100	5,750
Postcards <sup>2</sup>		130

Advertorials	1/1 page	1/2 page
- Application Note		
- Technical Report	2,665	1,660
- Showcase		
- Company Profile		

## Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

### Contact:

Dr. Stefanie Krauth  
Tel.: +49 (0) 6201 606 728, mkrauth@wiley.com

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	4,860
3-page A4 + side flip	207 + 105 x 297	7,290
4-page A4	420 x 297	7,780
6-page A4	414 + 203 x 297	10,210

\* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts <sup>3</sup>	weight	
	up to 25 g	310
	up to 50 g	390

## Additional charges

Binding positions	10 %
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## Discounts

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %

## Terms of Payment:

Payment within 30 days without deduction.

## Bank details:

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

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

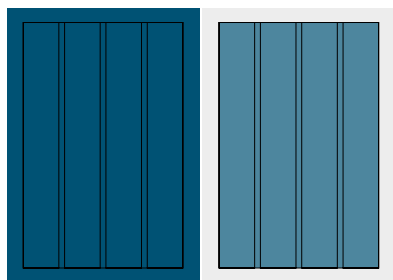
All prices are subject to the statutory VAT.

The new price list comes into effect on 1 January 2021 and supersedes all previous price lists.

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.



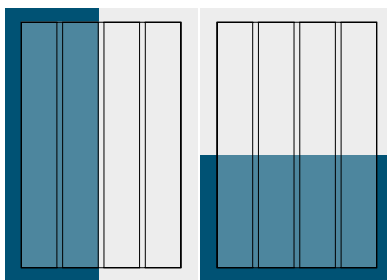
# Formats



**1/1** Pages  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

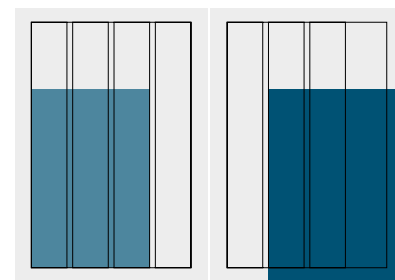
**Bleed Size:**  
210 x 297 mm



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

**Type Area:**  
portrait: 90 x 260 mm  
landscape: 185 x 128 mm

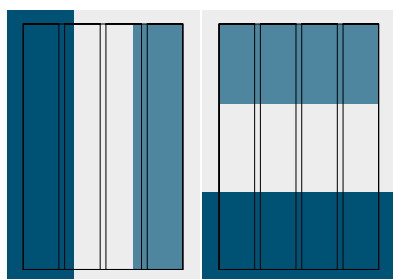
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

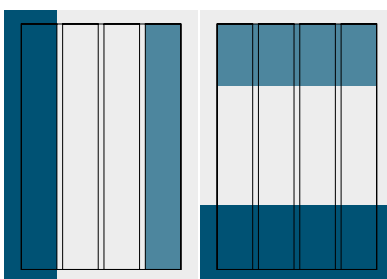
**Bleed Size:**  
147 x 209 mm



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

**Type Area:**  
portrait: 58 x 260 mm  
landscape: 185 x 85 mm

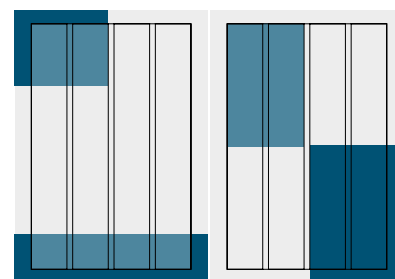
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



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

**Type Area:**  
portrait: 43 x 260 mm  
landscape: 185 x 63 mm

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



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

**Type Area:**  
classic: 90 x 128 mm  
**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 63 mm  
landscape: 185 x 30 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 height), A4 size  
185 x 260 mm (width x height), print space  
Number of columns: 3; column width 58 mm or  
Number of columns: 4; column width 43 mm

## Print and binding methods

Sheet offset

## Colours

Euro scale

## Screen ruling

70 ruling  
Print profile: ISO Coated\_v2\_300 (39L)

## 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>

## Delivery of loose inserts

Delivery quantity: 18,200 copies

## Delivery of bound-in inserts

Delivery quantity: 18,500 copies

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 [kerstin.kunkel@wiley.com](mailto:kerstin.kunkel@wiley.com)



Wiley-VCH GmbH  
FAO: Kerstin Kunkel  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 731  
Fax: +49 (0) 6201 606 790

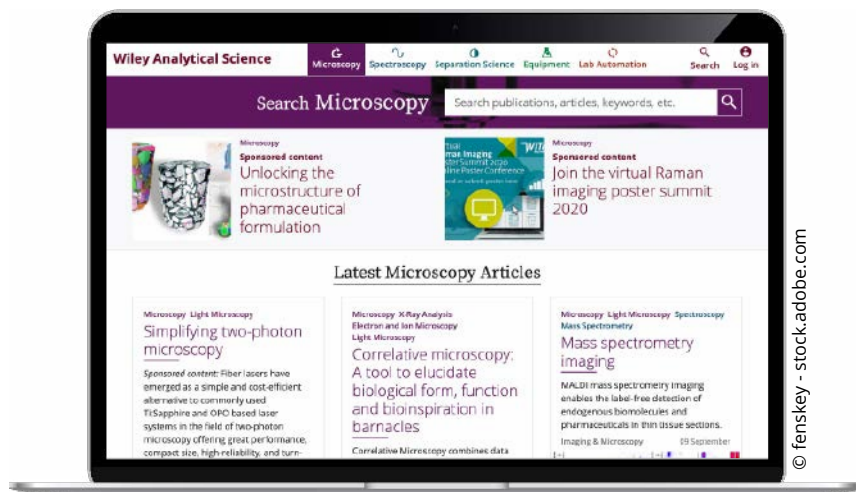


# Wiley Analytical Science

## A subject portal for the hybrid researcher and practitioner

Wiley Analytical Science is a subject-focused website hosting professional and peer-reviewed content from five well-established publication-based websites in Analytical Science. The website helps researchers and practitioners to easily access and navigate the largest repository of validated information around the latest techniques, equipment and news to support their professional success.

The **Microscopy channel** on Wiley Analytical Science expands upon the pre-existing audiences of Imaging & Microscopy and Microscopy & Analysis. It offers targeted advertising solutions to reach a highly engaged audience. The bi-weekly WAS Microscopy newsletter provides 16,150 readers with the latest research and industry news.



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## Banner advertising solutions on the WAS Microscopy Channel

### Desktop Advertising Subject or Individual Page Targeting

Size in pixels	CPT
<b>Position 1: Interstitial</b>	
Interstitial 640 x 480	220 €
<b>Position 2: Header Banner</b>	
Billboard 970 x 250	220 €
Super Leaderboard 970 x 90	130 €
Leaderboard 728 x 90	75 €
<b>Position 3: Impact Right Rail Banner</b>	
Super Rectangle 300 x 600	180 €
Rectangle 300 x 250	75 €
<b>Position 4: Tracking Right Rail Banner</b>	
Rectangle 300 x 250	180 €

### Mobile Devices Advertising\* Subject or Individual Page Targeting

Size in pixels
<b>Position 1: Mobile Header Banner</b>
Large Mobile Leaderboard 320 x 100
Mobile Leaderboard 320 x 50
Small Mobile Leaderboard 300 x 50
<b>Position 2: Sticky Mobile Banner</b>
Small Mobile Leaderboard 300 x 50
<b>Position 3: Secondary Mobile Banner</b>
Rectangle 300 x 250

\*Mobile Device Advertising is included in Desktop Advertising rates

### Submission Lead Time

Ad creative must be submitted at least one week ahead of deployment for testing and build processing time to ensure assets are in-spec.  
 Third-party ads must be live at time of submission.  
 Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

**You can find detailed  
technical information  
at this link ►**

# Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

## Native Advertising on the WAS Microscopy Channel

### Top Teaser Story – 1,740 €

Promote your product, your application note, your event or any other highlight on the starting page of the WAS microscopy channel. Reach your target group 24/7/365.

### Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px. The top teaser will be linked to a more comprehensive sponsored content on WAS Microscopy. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

### Run time:

2 weeks on the starting page and 6 months as sponsored content on WAS Microscopy

### Sponsored Content – 1,250 €

Promote your product, your application note, your event or any other highlight on WAS Microscopy.

### Scope of Service:

Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video

Run time: 6 months

The screenshot displays the Wiley Analytical Science Microscopy channel interface. At the top, there's a navigation bar with links to Microscopy, Spectroscopy, Separation Science, Equipment, and Lab Automation. A search bar is prominently featured. Below the navigation, a 'Top Teaser Story' banner highlights a sponsored content piece for 1,740 €. The main content area is titled 'Latest Microscopy Articles' and features several article teasers with images and headlines. A large blue box on the left side of the article grid is labeled 'Sponsored content 1,250 €'. The articles include topics like 'Simplifying two-photon microscopy', 'Correlative microscopy: A tool to elucidate biological form, function and bioinspiration in barnacles', 'Mass spectrometry imaging', 'Recent developments for high spatial resolution imaging of carbide precipitates in austenitic and ferritic steels', and 'Imaging charge densities at interfaces with TEM'.



# Wiley Analytical Science

## Advertising solutions in the WAS Microscopy newsletter

WILEY publishes 25 powerful microscopy e-newsletters. Our full market e-Newsletter gives advertisers the most exposure and user engagement possible, while also giving users the best information and experience across the devices they use every day. Combining editorial with the convenience of digital media, e-newsletters allow you to reach the target audience of your choice while placing your brand next to relevant content. Include E-Newsletters to achieve a full digital marketing strategy.



**16K+**  
Opt-in  
subscribers



**28%**  
Average  
open rate



**25+**  
Newsletters

### Advertising solutions in the WAS microscopy newsletter

Rectangle Banner 300 x 250 px	3,045 €
Content Ad	3,480 €
Single-Sponsored (3 Banner + 2 content ads)	9,490 €

#### Technical Specifications:

Rectangle Banner: 300 x 250 px  
 Maximum file size: 200 KB  
 Data formats: GIF, JPG & PNG  
 No 3<sup>rd</sup> Party or HTML5 tags accepted  
 Click-Through URLs: Required for all  
 creative files provided (GIF, JPG, PNG).  
 Animation/Looping: No animation  
 permitted / Static display only.

#### Content Ad

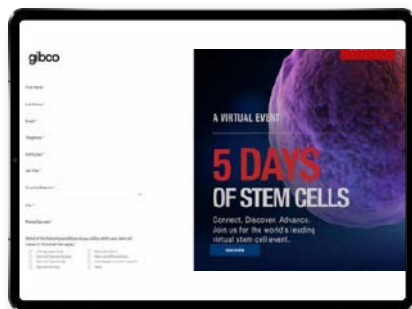
Maximum 50 characters incl. blanks for  
 the headline and up to 250 characters  
 for the body text. Unlimited number of  
 characters for the publication on the  
 website. Please provide one image as a  
 JPG file in 250 x 210 px format.  
 Destination URL for text ads should be  
 direct domain and path URL. Any added  
 URL path code such as tracker, may  
 cause errors.

Newsletter WAS Microscopy English	
	26.01.2021
	16.02.2021
	23.02.2021
Issue alert I&M 1/21	09.03.2021
	23.03.2021
	06.04.2021
	20.04.2021
	11.05.2021
Issue alert I&M 2/21	25.05.2021
	08.06.2021
	15.06.2021
	29.06.2021
	06.07.2021
	20.07.2021
	27.07.2021
Issue alert I&M 3/21	10.08.2021
	17.08.2021
	07.09.2021
	21.09.2021
	05.10.2021
	19.10.2021
	09.11.2021
	30.11.2021
	07.12.2021
Issue alert I&M 4/21	14.12.2021

The screenshot displays the Wiley Analytical Science Microscopy newsletter interface. At the top, it features the newsletter title and a content alert for September 2020. Below this, several article teasers are visible, including 'Lightning-Fast Atomic Hand', 'Label-Free Live Imaging', 'Correlative live imaging sheds new light on HIV', 'Nanopositioning Systems', 'Modular Motion Control', 'Atomic Force Microscopes', 'Single Molecule Microscopes', 'Tools for the Nanoscale', 'Learn More...', 'Electron Microscopy', 'Vector microscopy: Nonlinear photoemission microscopy reveals plasmonic fields', 'Unlocking the microstructure of pharmaceutical formulations using 3D X-ray microscopy', 'X-Ray imaging', 'Boosting recycling processes', and 'Thin Film Metrology: Free eBook is out now'. Each article includes a brief description and a 'READ MORE' link.

# Content Marketing & Lead Generation

## Webinars



**Basic** webinar package  
8,750 EUR

**Premium** webinar package  
11,250 EUR

Showcase your expertise, improve your brand, and build credibility by sponsoring a webinar. Connect with your relevant audiences in an online learning environment they depend on. We offer a wealth of opportunities to showcase your brand, build thought leadership, deliver training, and identify qualified customers. Our webinars include live question-and-answer sessions before and after the main presentation. You gain invaluable data to aid your post-event marketing strategy.

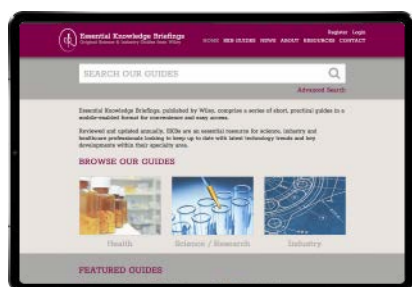
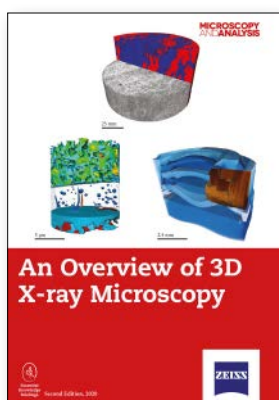
### We provide the following with each webinar:

- Content support from our specialist editors
- Technical processing and hosting
- Direct interaction with participants during the live Q&A-session
- Generation of qualified leads (GDPR-compliant)
- Brand awareness through a tailor-made marketing package
- Registration and attendance tracking

## Essential Knowledge Briefings (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to professionals in specialized science and medical fields. Deliver your messages rapidly through a series of short, practical guides in a mobile-enabled format for convenience and easy access.

You choose the topic – we take care of the graphic and content design and offer you the right platform at [www.essentialknowledgebriefings.com](http://www.essentialknowledgebriefings.com) to generate qualified leads.



A tailor-made marketing package guarantees high visibility in your target group.

From 15,400 EUR

**WILEY**



Benefit from 200 years of experience, a proven brand and reliable content. Use our unique scientific and industrial network!

# Engage with the research community



Deliver your marketing message with an exclusive advertisement on a cover page added to each article viewed from the Wiley journal of your choice. This exclusive position gives your company high visibility and enables targeted marketing through geo-targeting options.

## Benefits:

- Premium exclusive positions on highly visited article pages of renowned Wiley journals
- High visibility through a large display format: 1237 x 1631 pixels
- Click rates of 3.5% on average
- Success is easily measured by ePDF title views, ad clicks and click-through rates
- Geo-targeting is available

## Technical specifications & data delivery:

- Format: 1237 x 1631 pixel (150 dpi)
- File format: static jpg
- File size: max. 1MB
- No 3rd party tags or impression trackers
- Data delivery at least 5 working days before the campaign starts

**WILEY**

# General Terms and Conditions for Advertisements, Supplements, Digital Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time – i.e. not later than on the date specified in the order confirmation – for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders – including individual adverts under a blanket contract – or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA (society for musical performing and mechanical reproduction rights in Germany) or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the

client shall be entitled to a reduction in payment or cancellation of the contract. Complaints – except if defects are not obvious – must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise herein-after. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

(3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation – in particular of the Federal and the Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

– 20% for circulation of up to 50,000 copies

– 15% for circulation of up to 100,000 copies

– 10% for circulation of up to 500,000 copies

– 5% for circulation of up to 500,000 copies.

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract – entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.



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