

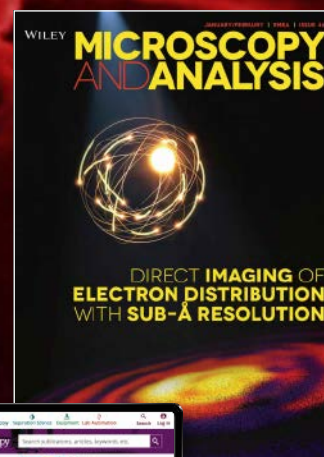
Media Guide

2021

Independent Voice of Microscopy

Microscopy and Analysis

analyticalscience.wiley.com



WILEY

Microscopy and Analysis

Microscopy and Analysis is the global leader in the microscopy community with over 30 years' experience bringing you the latest trends in the field. Our global reach in EMEA, Americas and Asia-Pacific means we're on the coffee tables of our 120,000 readers in many labs around the world. Our well established format has been bringing industrial players together with end users and influencers from academic and commercial backgrounds and is the natural home for all who consider themselves a microscopists, regardless of end application or type of microscope. The title has a selection of traditional scientific editorial pieces, along with news and commercial happenings, including new product releases.

The title is published six times a year and features regular product focuses and opportunities to advertise in each issue. The online presence offers a range of opportunities for dissemination of content to the readership including a twice-monthly email. Two experienced editors handpick content to reflect the changes in the field and keep readers up to date with what is happening in microscopy and related analytical technologies. The readership is loyal and enthusiastic with frequent submissions of novel work to the editors. Microscopy vendors value the brand and its position in the market.

I look forward to welcoming you to working with and for you
Chris Parmenter, Editor-in-Chief

Overview

Publication Frequency
6 issues per year

Circulation
18,000 (US/Americas)
16,000 (Europe/EMEA)
12,000 (Asia/Pacific)

Publishing Director
Dr. Heiko Baumgartner

Editor-in-chief
Chris Parmenter

News Editor
Rebecca Pool

**Commercial Manager
Sciences**
Vanessa Winde

Sales, EMEA
Dr. Stefanie Krauth

Sales, America
Bob Zander
Joe Tomaszewski

Sales Asia
Yuki Ono

Content

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Dates & Contents

Issues	1 Jan/Feb	2 Mar/Apr	3 May/Jun
Publishing Date	10.02.2021	31.03.2021	26.05.2021
Advertising Deadline	20.01.2021	17.03.2021	12.05.2021
Editorial Deadline	13.01.2021	10.03.2021	05.05.2021
Event distribution	Pittcon New Orleans, LA USA 06.-10.03.2021		Microscience Microscopy Congress mmc2021 Manchester, UK 05.-08.07.2021
	Focus on Microscopy – FOM 2021 Porto, Portugal 28.-31.03.2021		
Product Focus	Digital Cameras	SPM Special Supplement	Energy
Issues	4 Jul/Aug	5 Sep/Oct	6 Nov/Dec
Publishing Date	14.07.2021	22.09.2021	24.11.2021
Advertising Deadline	30.06.2021	08.09.2021	03.11.2021
Editorial Deadline	23.06.2021	01.09.2021	27.10.2021
Event distribution	Microscopy & Microanalysis M&M 2021 Pittsburg, USA 01.-05.08.2021	Neuroscience Chicago, IL, USA 13.-17.11.2021	SPIE Photonics West San Francisco, CA, USA February 2022
	Microscopy Conference MC 2021 Vienna, Austria 22.-26.08.2021		
Product Focus	Sample Preparation	Life Sciences	Nanotechnology

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



Highly Qualified Audience 2020

Geographical Breakdown

American Edition

North America	92%
South America	6%
Central America	2%

European (EMEA) Edition

UK & Ireland	32%
Germany/Austria/Switzerland	17%
France	9%
Italy	7%
Northern Europe	6%
Belgium & Netherlands	6%
Spain	5%
Other	18%

Asia/Pacific Edition

Japan	27%
China	24%
India	18%
Australia	11%
South Korea	6%
Taiwan	5%
Other	9%

Circulation & Audience

Circulation by Job

Function	Americas %	Asia Pacific %	Europe %
Scientist/Engineer	41	30	36
Professor/Lecturer	29	36	32
PostDoc/Graduate	9	12	10
Senior Technician	10	6	8
Research Officer	4	8	7
Lab/Dept Manager	5	7	6
Military	2	<1	<1
Librarian*	<1	<1	<1

*Librarians pay a subscription to receive the publication

Circulation by Area

Area	Americas %	Asia Pacific %	Europe %
Materials Science	34	38	33
Life Sciences	34	26	31
Semi Conductors	8	13	9
Medical Technology	7	8	8
Quality Control	5	6	5
Earth Sciences	5	4	6
Environment	5	4	6
Food Technology	2	1	2

Prices & Formats

List Prices for Multiple Editions

For two editions combined simply add prices together and then deduct 5% from the total.

For three editions combined see the 'Worldwide (combined editions)' column below.

Print Advertising	US Edition to 18,000+ Subscribers		APAC Edition to 12,000+ Subscribers		EMEA Edition to 16,000+ SUBSCRIBERS		WORLDWIDE to 46,000+ SUBSCRIBERS	
	US \$	EU €	US \$	EU €	US \$	EU €	US \$	EU €
Full (four) color								
Full page	5,110	4,325	3,410	2,880	4,540	3,845	13,060	11,020
Half page standard	3,260	2,760	2,170	1,845	2,895	2,450	8,320	7,020
Half page island (junior page)	3,580	3,025	2,380	2,000	3,180	2,685	9,150	7,740
Half page vertical	3,260	2,760	2,170	1,845	2,895	2,450	8,320	7,020
Third page horizontal	2,970	2,510	2,000	1,690	2,560	2,170	7,660	6,460
Third page vertical	2,970	2,510	2,000	1,690	2,560	2,170	7,660	6,460
Quarter page	2,000	1,700	1,340	1,130	1,785	1,510	5,120	4,325
Sixth page	720	615	720	615	720	615	2,000	1,740
Front cover (see note)	5,880	4,970	3,920	3,320	5,220	4,410	15,020	12,710
Inside front cover	5,630	4,765	3,760	3,180	5,000	4,250	14,395	12,175
Back cover	5,375	4,560	3,580	3,075	4,775	4,100	13,735	11,625
Outside back cover	5,630	4,765	3,760	3,180	5,000	4,250	14,395	12,175
Full page application note							3,990	3,360
Half page application note							3,077	2,605
Quarter page product information							1,892	1,605

Front Cover

Carries an image only and not product pictures, additional text cannot be applied. Images supplied for the front cover should represent cutting edge, innovative microscopy techniques and be as visually striking as possible without embedded graphs or figures.

We do not accept images previously published as M&A covers.

For more than one insertion series discounts of up to 10% apply. Combined editions count as one insertion. Contract and agency discounts also applicable

Terms

Credit accounts are strictly net and must be settled 30 days from date of invoice. Cancellation Six weeks prior to the first day of the publication month. All material for advertisements is accepted subject to the publisher's approval. The Advertiser warrants that his advertisements are neither illegal nor defamatory and comply with the British Code of Advertising Practice. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever although all reasonable care will be

Specifications Advertorial

Quarter Page Product Information

1/4 text ad with 200 words, company contact details and 1 image

Half Page Advertorial

1/2 page text ad with max. 400 words, company contact details and 1–2 images

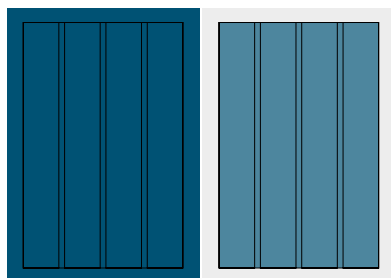
Application Note | Technical Report | Product Profile

1/1 page text ad with max. 700 words, company contact details and 3–4 images

These numbers represent a guideline, more figures can be used with fewer words and the reverse is true too.

taken. The Advertiser must be responsible for the insurance of all advertisement material delivered to the Publisher. Advertiser's material is held at the owner's risk. The Publisher, in the absence of instructions to the contrary, reserves the right to destroy all material which has been in his custody for twelve months from the date of its last appearance. In the event of copy instructions not being received by the copy date, the Publisher reserves the right to repeat standing copy. Material must conform to the Publisher's requirements and any additional work involved will be charged out at cost.

Formats

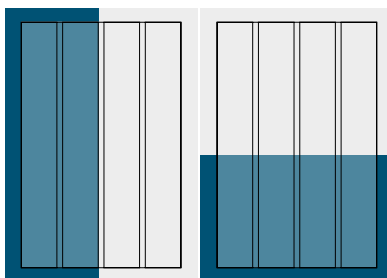


1/1 Pages
Type Area/Bleed Size

Type Area:
184 x 271 mm

Bleed Size:
210 x 297 mm
+ 3 mm overlap on all sides

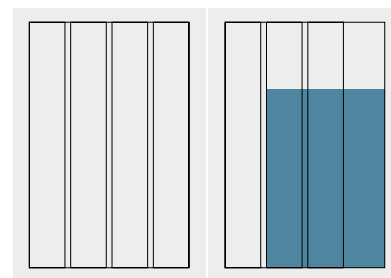
Final Size:
216 x 303 mm



1/2 Pages
Type Area/Bleed Size

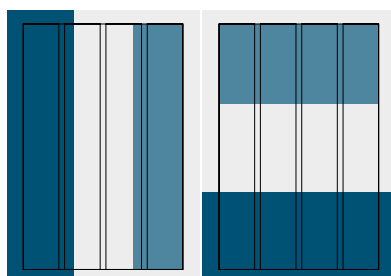
Type Area:
portrait: 97 x 271 mm
landscape: 184 x 130 mm

Bleed Size:
portrait: 110 x 271 mm
landscape: 215 x 154 mm



Halfpage island

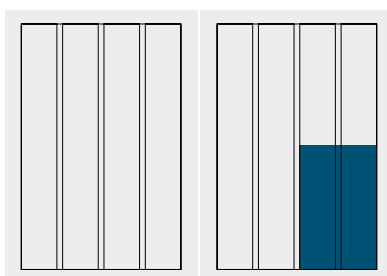
Type Area:
122 x 170 mm



1/3 Pages
Type Area/Bleed Size

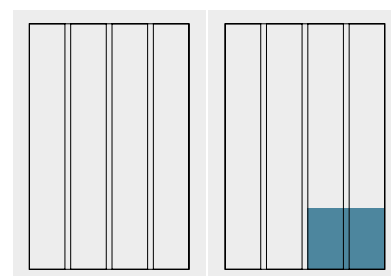
Type Area:
portrait: 60 x 271 mm
landscape: 184 x 90 mm

Bleed Size:
portrait: 70 x 307 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 130 mm



1/6 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 90 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
184 x 271 mm (width x height), print space

Print and binding methods

Sheet 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/m²

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.

Print Ad Submissions

For files larger than 10mb please contact Simon Evans at sevens@wiley.com or on +44 (0)1243 770342 to request our FTP details or use web-based file sharing sites such as [SendSpace.com](https://send.space) or [Hightail.com](https://hightail.com)

Please ensure your artwork is high resolution. Images should be 300dpi. PDF is preferred although we can accept InDesign, Illustrator or Photoshop if necessary.

Word files are not acceptable. If not sending PDF please ensure all images (pictures and logos) and typefaces are sent too. If not, we cannot ensure your ad will print correctly. Artwork should be prepared for print in CMYK format. RGB is not acceptable.

Transmission options

by e-mail to kerstin.kunkel@wiley.com



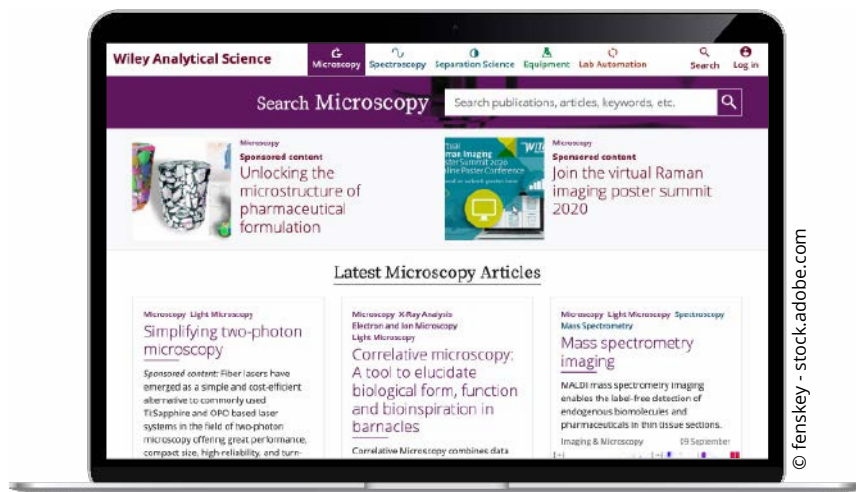
Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606 731
Fax: +49 (0) 6201 606 790

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.



Banner advertising solutions on the WAS Microscopy Channel

Desktop Advertising Subject or Individual Page Targeting

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

Mobile Devices Advertising* Subject or Individual Page Targeting

Size in pixels
Position 1: Mobile Header Banner
Large Mobile Leaderboard 320 x 100
Mobile Leaderboard 320 x 50
Small Mobile Leaderboard 300 x 50
Position 2: Sticky Mobile Banner
Small Mobile Leaderboard 300 x 50
Position 3: Secondary Mobile Banner
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



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 3rd 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
Issue alert M&A 1/21	16.02.2021
	23.02.2021
	09.03.2021
	23.03.2021
Issue alert M&A 2/21	06.04.2021
	20.04.2021
	11.05.2021
	25.05.2021
	08.06.2021
Issue alert M&A 3/21	15.06.2021
	29.06.2021
	06.07.2021
	20.07.2021
Issue alert M&A 4/21	27.07.2021
	10.08.2021
	17.08.2021
	07.09.2021
	21.09.2021
Issue alert M&A 5/21	05.10.2021
	19.10.2021
	09.11.2021
Issue alert M&A 6/21	30.11.2021
	07.12.2021
	14.12.2021

Wiley Analytical Science
Microscopy
Content Alert - 8 September 2020

Lightning-Fast Atomic Hand
Scientists have found a fascinating way to push an atom with controlled forces so quickly that they can choreograph the motion of a single molecule within less than a trillionth of a second. The extremely sharp needle of their unique ultrafast microscope serves as the technical basis. It carefully scans molecules, similar to a record player. Physicists now showed that shining light pulses onto this needle can transform it into an ultrafast "atomic hand". This allows molecules to be stored - and new technologies can be inspired. [Read more](#)

Label-Free Live Imaging
Correlative live imaging sheds new light on HIV
UK-based researchers have developed a correlative, label-free live imaging technique that visualises real-time morphological changes when virus particles form. [Read more](#)

MCL
MAG CITY LABS INC.
Nanopositioning Systems
Modular Motion Control
Atomic Force Microscopes
Single Molecule Microscopes
Tools for the Nanoscale
Learn More... [powered by](#)

Electron Microscopy
Vector microscopy: Nonlinear photoemission microscopy reveals plasmonic fields
An integral part of a surface plasmon polariton is its electric field at the surface, and so far it has not been possible to determine the exact 3-dimensional orientation of the electric field vectors on the surface. Here not only the plasmonic field vectors are reconstructed completely, but the authors also follow the temporal dynamics of a plasmonic syphon - a vector field like the one shown here - on a femtosecond time scale. [Read more](#)

Zeiss Webinar
Unlocking the microstructure of pharmaceutical formulations using 3D X-ray microscopy
This interactive webinar is designed for all users from both academic and industrial sectors who are interested in powder characterisation. The webinar is suitable for both technical and non-technical audience and will provide insight into applications of XRM as a microstructural characterisation technique. [Read more](#)

Read a Caption Test Your Microscope!
THINK INFINITY
[Read a Caption Test Your Microscope!](#)

X-Ray Imaging
Boosting recycling processes
Using high-speed X-ray imaging, UK-based researchers have recorded the formation of micro-crystals as alloys cool and solidify within a magnetic field. [Read more](#)

Zeiss eBook
Thin Film Metrology: Free eBook is out now
In the 42-page eBook *Thin Film Metrology*, an overview on the use of laser scanning confocal microscopy in materials science is followed by three recent articles on the fabrication, characterization and applications of thin films. [Read more](#)

Light Microscopy
Single-molecule photoemission microscopy
[Read more](#)

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

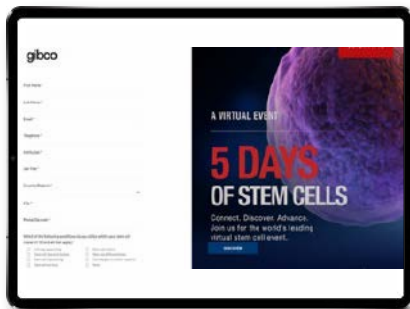
Technical specifications & data delivery:

- 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

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.

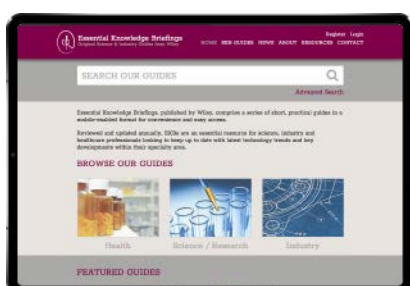
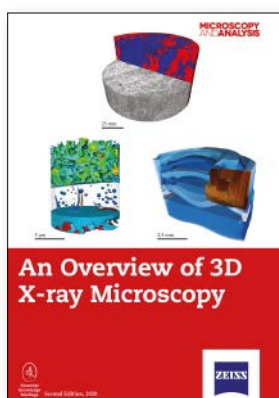
We provide the following with each webinar:

- 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 to generate qualified leads.



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

From 15,400 EUR

WILEY

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

DEFINITIONS

- 1.1 The Advertiser means the party whose goods and services are advertised, and includes the advertising agency, if any.
- 1.2 The Publisher means John Wiley and Sons Ltd or related or affiliated entities.
- 1.3 The Rate Card means the Publishers Rate Card in effect.
- 1.4 An Advertisement means the matter to be printed on the page, graphically displayed on a website or separately inserted. It also refers to matter placed in any media however displayed by the Publisher.
- 1.5 Copy means the material which has been supplied or is to be supplied to the Publisher for the Advertisements, in conformity with the Publisher's technical specifications which must be met by the Advertiser.

PROCEDURE

- 2.1 It is the responsibility of the Advertiser at the time of booking, to confirm all orders placed in writing which clearly states the publication in which the Advertiser wishes to advertise, the insertion date, the size, the description, the rate (including the final rate), address to invoice, telephone/fax/email details and the agency/client contact name.
- 2.2 All Advertisement orders are subject to acceptance in writing from the Publisher. If the Publisher refuses to accept the Copy, the cost incurred for its production and any other ancillary costs shall be borne by the Advertiser.
- 2.3 The placing of an Advertisement shall amount to an acceptance of these conditions. Any conditions stipulated on an order form or elsewhere by the Advertiser shall be void in so far as they are inconsistent with these conditions.
- 2.4 The Advertiser shall be responsible for the insurance of all artwork and other Copy delivered to the Publisher and the Publisher cannot accept any liability for any loss or damage. After 6 months the Publisher reserves the right to dispose of such material and the Publisher may exercise this right without giving further notice to the Advertiser.
- 2.5 All carriage/air freight charges incurred by the Publisher in receipt of Copy from the Advertiser will be charged back to the Advertiser.
- 2.6 The Publisher will provide 'proof of insertion' for all Advertisements. In the case of an Advertisement placed through an advertising agency two copies will be supplied.

PRODUCTION

- 3.1 If Copy provided does not conform to the Publisher's requirements a charge will be made for any additional work involved. In addition the Advertiser may request changes to be made by the Publisher by mutual agreement at the Advertiser's expense.
- 3.2 Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the due date the Publisher reserves the right to repeat the copy last used if available or to publish only the Advertiser's name and address or run a 'house advertisement' and charge for the space booked in any event.
- 3.3 The Publisher reserves the right to refuse, stop orders, cancellations or transfers unless they are received not less than 8 weeks before the date of the publication date for run of paper Advertisements or 12 weeks for Advertisements in special positions (e.g. outside back cover or opposite contents page).
- 3.4 Special positions will be given only if agreed by the Publisher and at the appropriate additional rate. Positions specified on the order supplied by the Advertiser but not subsequently agreed to by the Publisher cannot be guaranteed.
- 3.5 Should the Publisher be unable to place an advertisement within a specified position, for which a premium has been charged, or within a specified issue, the Publisher will advise the Advertiser who will have the option to move the insertion to an alternative issue or cancel.
- 3.6 The Publisher cannot accept responsibility for changes in date of insertion and Copy unless these are confirmed in writing and in time for the changes to be made. The Publisher reserves the right to charge for any additional expense involved in such changes.
- 3.7 The Publisher will provide proofs only if requested and only if Copy instructions are received by the stipulated time. A charge will be made for colour proofs.

PAYMENT

- 4.1 The Publisher holds both the client and its agent responsible for payment. In the case of non payment by an agent, all overdue invoices will be reissued directly to the client.
- 4.2 Series discounts apply only to orders placed in advance and completed within one year from the date of the first insertion.

- 4.3 In no circumstances does the placing or acceptance of an order confer the right to renew on similar terms.
- 4.4 The Publisher reserves the right to increase Advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event, the Advertiser has the option of cancelling the balance of the contract without surcharge. If the Advertiser cancels the balance of the contract, except in the circumstances of an increase in Advertisement rates, all unearned series discounts will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.
- 4.5 Advertising agencies recognised by the Publisher will be allowed by the Publisher up to 10% commission on quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with.
- 4.6 Every effort is made to publish an Advertisement in the specified issue, but the Publisher is not responsible for any supplementary or ancillary costs relating to non appearance of the Advertisement.
- 4.7 The Publisher reserves the right to withdraw any discounts if payment is not made by the payment due date.
- 4.8 The Publisher reserves the right to request prepayment for non account customers. The Publisher will consider offering account facilities at its sole discretion and reserves the right to receive references prior to setting up an account.
- 4.9 Credit accounts are strictly net and must be settled within 30 days. If an account is overdue the Publisher reserves the right to suspend insertions without prior notice to the Advertiser.
- 4.10 The Company reserves the right to charge statutory interest and collection costs in accordance with the Late Payment of Commercial Debts legislation on all overdue payments enforceable in the United Kingdom and in European Member States. For those countries excluded from such legislation collection costs and interest at the rate of 8% per annum above the Bank of England base rate from time to time in force will be payable by the Customer from the date payment is due until the date payment is received.
- 4.11 The Publisher reserves the right to place the debt with a third party for collection. All costs incurred will be debited to the account of the Advertiser.
- 4.12 All rates quoted are subject to the addition of Value Added Tax at the rate applicable on the day of supply in all EU countries.

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