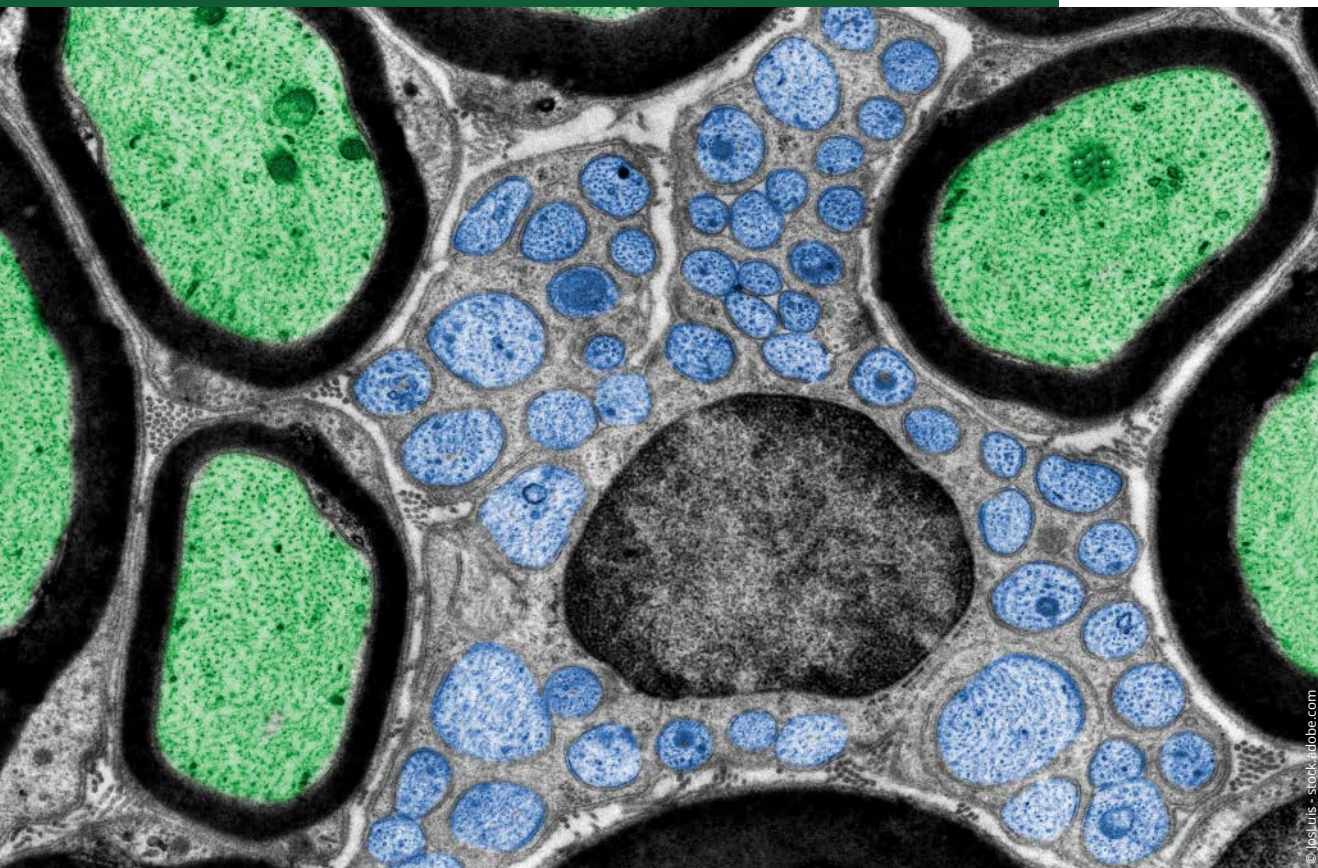


WILEY



2024 Media Guide

Imaging & Microscopy

Compelling solutions through strategic partnerships

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 25 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.

I look forward to welcoming you to working with and for you
Birgit Foltas, Editor-in-chief

Imaging & Microscopy – the ideal partner to meet your marketing goals for 2024 and beyond.

Content

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Overview

Publication frequency
4 issues per year

Volume
26th year 2024

Circulation
18,000

Publishing Director
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DIN A4

Dates & Contents

Issues	1 / March	2 / May	3 / August	4 / November
Publishing Date	08 Mar 2024	21 May 2024	07 Aug 2024	27 Nov 2024
Advertising Deadline	15 Feb 2024	30 April 2024	16 July 2024	05 Nov 2024
Editorial Deadline	15 Jan 2024	02 April 2024	18 June 2024	07 Oct 2024
Fairs and Exhibitions	Focus on Microscopy - FOM 2024 Genoa, Italy March 24-27, 2024	European Light Microscopy Initiative Meeting - ELMI Liverpool, UK June 04-07, 2024	European Microscopy Congress EMC2024 Copenhagen, Denmark August 25-30, 2024	SPIE Photonics West San Francisco, USA February 2025
	Analytica Munich, Germany April 09-12, 2024	Microscopy & Microanalysis - M&M 2024 Cleveland, USA July 28-Aug 01, 2024	Neuroscience Chicago, USA Oct 05-07, 2024	
Topics	To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on: Light Microscopy · Electron, Ion and X-Ray Microscopy · Scanning Probe Microscopy Image Analysis/Processing · Compositional Analysis			
I&M Showcase	This half-page advertorial format is consisting of: <ul style="list-style-type: none">• 1,500 characters incl. blanks• main technical specifications, 65 letters incl. blanks per line• one illustration, 250 dpi• company logo• Email and URL		I&M Showcase is a regular feature introducing new products and services related to: <ul style="list-style-type: none">• Light Microscopes• Electron, Ion and X-Ray Microscopes• Scanning Probe Microscopes• Compositional Analysis• Image Analysis/Processing• Microscopy Accessories• Microscopy Consumables	

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 xy and z over the visible spectral range. Using the white light laser as excitation source for STED at 692/660/775 the objective allows the greatest choice of fluorophores ever for STED nanoscopy.

New Opportunities for Live Cell Nanoscopy

For live cell imaging, STED WHITE creates new opportunities. The motorized correction collar allows swift adjustments to the optical lenses. STED WHITE is designed for long-term imaging. Temperature changes during 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 glycerol-based embedding media or mounting media that have a refractive index close to that of glycerol. When imaged with the STED WHITE glycerol objective, the refractive index is well matched. Besides a motorized correction collar allows adjusting for inhomogeneity. This results in significantly improved image quality, outstanding 2D/3D STED performance and nanoscopy at unparalleled depth.

Company Logo

Email and URL

www.leica-microsystems.com/nanoscopy_qr

Eye-Catching Image

Deep nanoscopy 45-65 µm inside cleared adult kidney sample. 2D µm x µm stack, confocal 3D STED. Nephron visualized with STED 635P. Cloning by modified CLARITY protocol. STED head HC PL APO 93x/1,3 Glyc motCORR - STED WHITE. Sample courtesy of David Edelstein, PhD, Karolinska Institute, Sweden.

Key Features

- 2D/3D nanoscopy
- outstanding resolution
- freedom to choose
- STED 635P
- motCORR for deep tissue tissues

Key Features of your Product

SHOWCASE |

A Confocal Fluorescence Unit Installed on your Own Microscope

MAICO® MEMS confocal unit can be easily installed to any microscope to achieve confocal fluorescence microscopy. This plug and play compact unit is an affordable and convenient option to high-end confocal microscopes. It is everything you may expect from a classical confocal set-up including a pinhole, filter, a laser source, and a detector, yet its compact size is designed to be used right from a researcher's lab desk.

MAICO® has a unique subunit structure that contains all the necessary components for each fluorescence band excitation and detection in a single unit. It supports single channel observation, and up to four multi-channel (405 nm, 488 nm, 561 nm, and 633 nm) simultaneous excitation and observation.

For the research of biological systems, confocal microscopes are not always accessible to laboratories. Their high-resolving power and their ability to capture images in the depth direction are essential to accurately observe samples. MAICO® was specifically developed for this purpose, to offer an affordable alternative without compromising on high-quality features.

It offers high speed, high sensitivity and a compact design that is capable of simultaneous multiband observation without bleed-through. As MAICO® utilizes our most sensitive detection and signal processing technologies, we were able to successfully reduce the laser power to a Class IIR, allowing for it to be used in a normal laboratory environment, without the need for a laser-controlled area.

marcom@hamamatsu.com
www.hamamatsu.com

More information in MAICO®

HAMAMATSU
PHOTO IS OUR BUSINESS
www.hamamatsu.com

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



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University of Shanghai for
Science and Technology,
China



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Thermo Fisher,
The Netherlands



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Bucharest, Romania



Dr. Timo Zimmermann,
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Germany



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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.

European Microscopy Congress 2024



The European Microscopy Congress 2024 will bring the world of scientific imaging together in Copenhagen, Denmark. The conference program will be a balanced mix of light and electron microscopy in both physical and life sciences. Topics for the Congress will be in the fields of imaging, volume scanning, tomography and, spectroscopy where we see an increasing amount of new and exciting research and results. The congress offers open science methodology, source, data & educational resources on display at a number of dedicated booths at the concurrent trade show, various training opportunities, product demonstrations, commercial workshops, and a poster village where you can discover the latest research.

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)



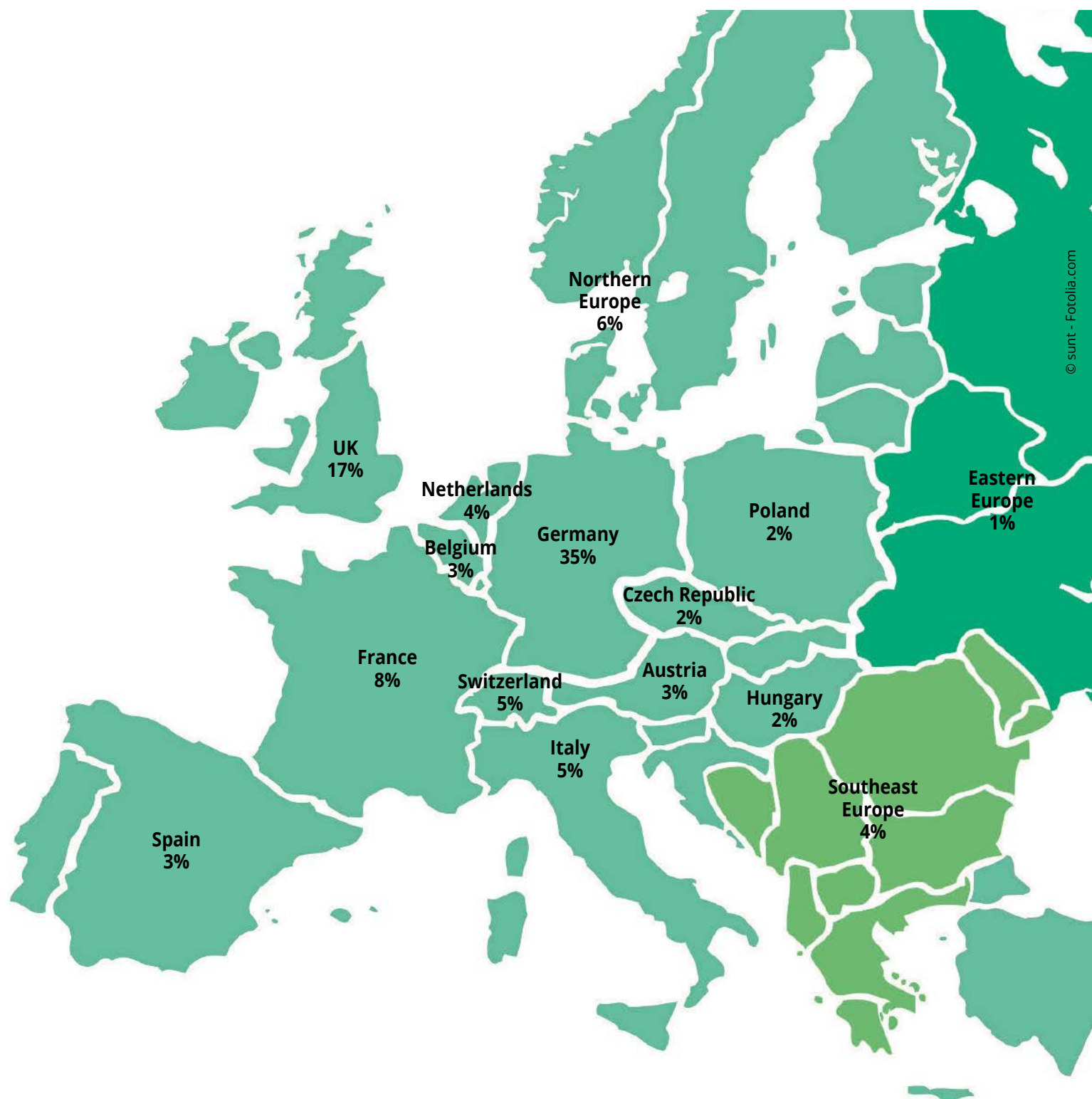
This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council 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.

EMBL International Centre for Advanced Training (EICAT)



The EMBL International Centre for Advanced Training fosters information exchange between the respective EMBL training branches. Among these are the International PhD Program, the Postdoctoral Program and the Collaborative Training Program. It also includes the highly successful Courses and Conferences Program and collaborates with the Science and Society Program. EICAT thus pursues a dual mission: to provide first-rate training for the scientists who work at EMBL, and to serve as a European hub of advanced training for those who primarily work elsewhere.

Highly Qualified Audience* Geographical Breakdown



*Audience Analysis 2022

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%

*Audience Analysis 2022

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*	6.490
1/2 Page portrait	90 x 260	4.030
1/2 Page landscape	185 x 128	4.030
Juniorpage	137 x 190	4.295
1/3 Page portrait	58 x 260	2.440
1/3 Page landscape	185 x 85	2.440
1/4 Page classic	90 x 128	2.010
1/4 Page portrait	43 x 260	2.010
1/4 Page landscape	185 x 63	2.010
1/8 Page classic	90 x 63	1.390
1/8 Page landscape	185 x 30	1.390
Job Advertisements	25 % discount on regular advertisement prices	

* plus 3 mm overlap on all sides

Preferred positions

Title Page + Story ^{1**}	213 x 303	8.100
Inside front/back page, Back page ¹	213 x 303	7.695
1 st right hand page in text ¹	185 x 260	7.695
Belly Band	450 x max. 100	5.865
Postcards ²		135

** The cover story will be handled like an editorial article and is subject to the standards and formalities of the magazine.

Advertorials	1/1 page	1/2 page
- Application Note		
- Technical Report	2.720	1.690
- 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
Ph.: +49 (0) 6201 606 728, mkrauth@wiley.com

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	4.950
3-page A4 + side flip	207 + 105 x 297	7.435
4-page A4	420 x 297	7.935
6-page A4	414 + 203 x 297	10.400

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

Loose inserts ³	weight	
	up to 25 g	315
	up to 50 g	395

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

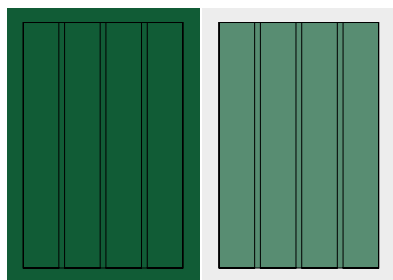
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 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.

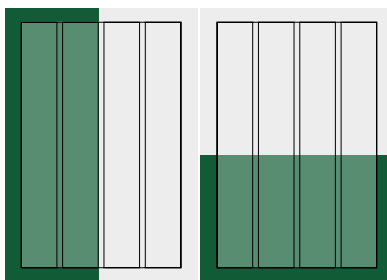
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

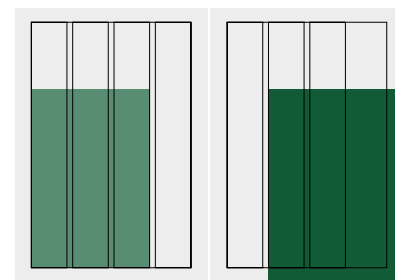
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

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

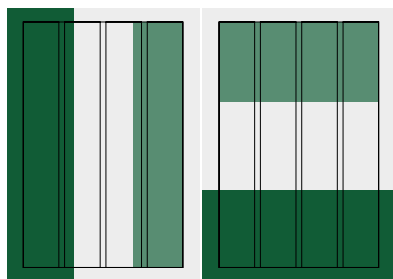
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

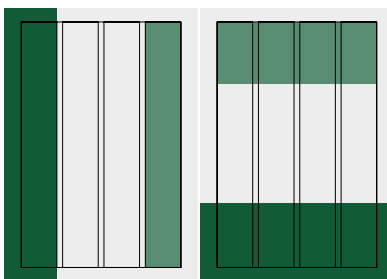
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

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

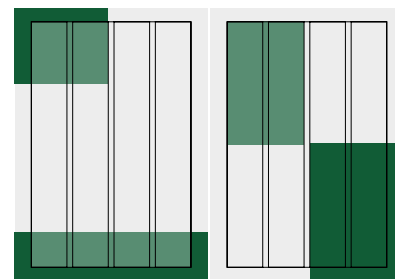
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
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
Page 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

Colors

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/m²

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



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

Wiley Analytical Science

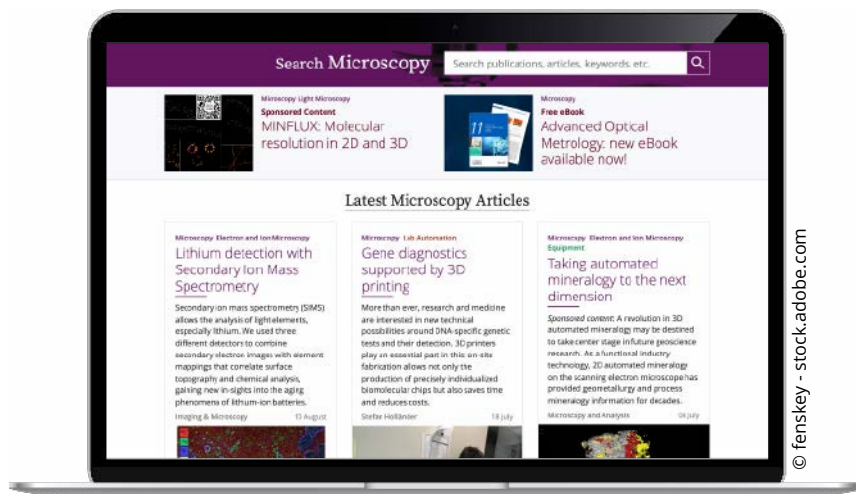
Web Advertising

<https://analyticalscience.wiley.com>

Wiley Analytical Science keeps the analytical science community informed on latest news, applications, and research in **spectroscopy, microscopy, separation science, equipment, lab automation**, and other key areas in the analytical sciences.

On the **Microscopy channel** we offer a range of opportunities for advertisers to share their voice to increase brand visibility and drive key messages directly to our audience. Leverage our responsive display units to communicate your brand message seamlessly on mobile and desktop.

Let's get started.



Banner advertising solutions on the WAS Microscopy Channel

Desktop Advertising

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*

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

Wiley Analytical Science

Native Advertising Opportunities

Native Advertising on the WAS Microscopy Channel

Use posts to **engage the Microscopy audience** with your brand objectives via one of our proven native display formats.

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

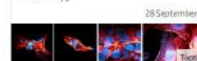
Run time: 6 months



Microscopy Light Microscopy

Simplifying two-photon microscopy

Sponsored content: Fiber lasers have emerged as a simple and cost-efficient alternative to commonly used Ti:Sapphire and OPO based laser systems in the field of two-photon microscopy offering great performance, compact size, high-reliability, and turn-key operation. This whitepaper discusses laser parameters like wavelength, tunability, peak power, QDO, and ACM options with the result that fiber lasers at distinct wavelengths of 780nm, 920nm and 1090nm are more than sufficient to address most applications in two-photon microscopy.



28 September

Optics

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Latest Microscopy Articles

Microscopy X-Ray Analysis

Electron and Ion Microscopy

Light Microscopy

Correlative microscopy: A tool to elucidate biological form, function and bioinspiration in barnacles

Correlative Microscopy combines data and imaging from various modalities (physical, chemical and crystallographic) at multiple length scales (centimetres to nanometres) and in various dimensions (2D to 4D), providing a linked and holistic examination of samples.

Microscopy and Analysis 24 September

Microscopy and Analysis

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Microscopy Light Microscopy Spectrometry

Mass Spectrometry

Mass spectrometry imaging

MS/MS mass spectrometry imaging enables the label-free detection of endogenous biomolecules and pharmaceuticals in thin tissue sections.

Imaging & Microscopy 20 September

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Sponsored content 1,250 €

Microscopy

Combining the best of the AFM and nanoindentation worlds: Automated nanomechanical tool for measurement and analysis of soft materials

The AFM and the nanoindenter are two of the most popular instruments that can measure mechanical properties such as stiffness (modulus) on the nanoscale. While the nanoindenter excels at these measurements through a highly

Microscopy and Analysis 18 September

Microscopy and Analysis

Microscopy and Analysis

Microscopy and Analysis

Microscopy and Analysis

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Microscopy and Analysis

Microscopy Electron and Ion Microscopy

Scanning Probe Microscopy

Imaging charge densities at interfaces with TEM

Recent developments in conjunction with aberration corrected scanning transmission electron microscopy (STEM) demonstrated the ability to achieve atomically resolved DPC images.

Imaging & Microscopy 18 September

Imaging & Microscopy

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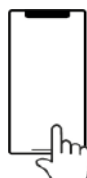
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Animation/Looping:
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Newsletter WAS Microscopy English

	23 Jan 2024
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	19 Nov 2024
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Wiley Analytical Science
Microscopy
Content Alert - 26 July 2022

Meet us at Microscopy & Microanalysis

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