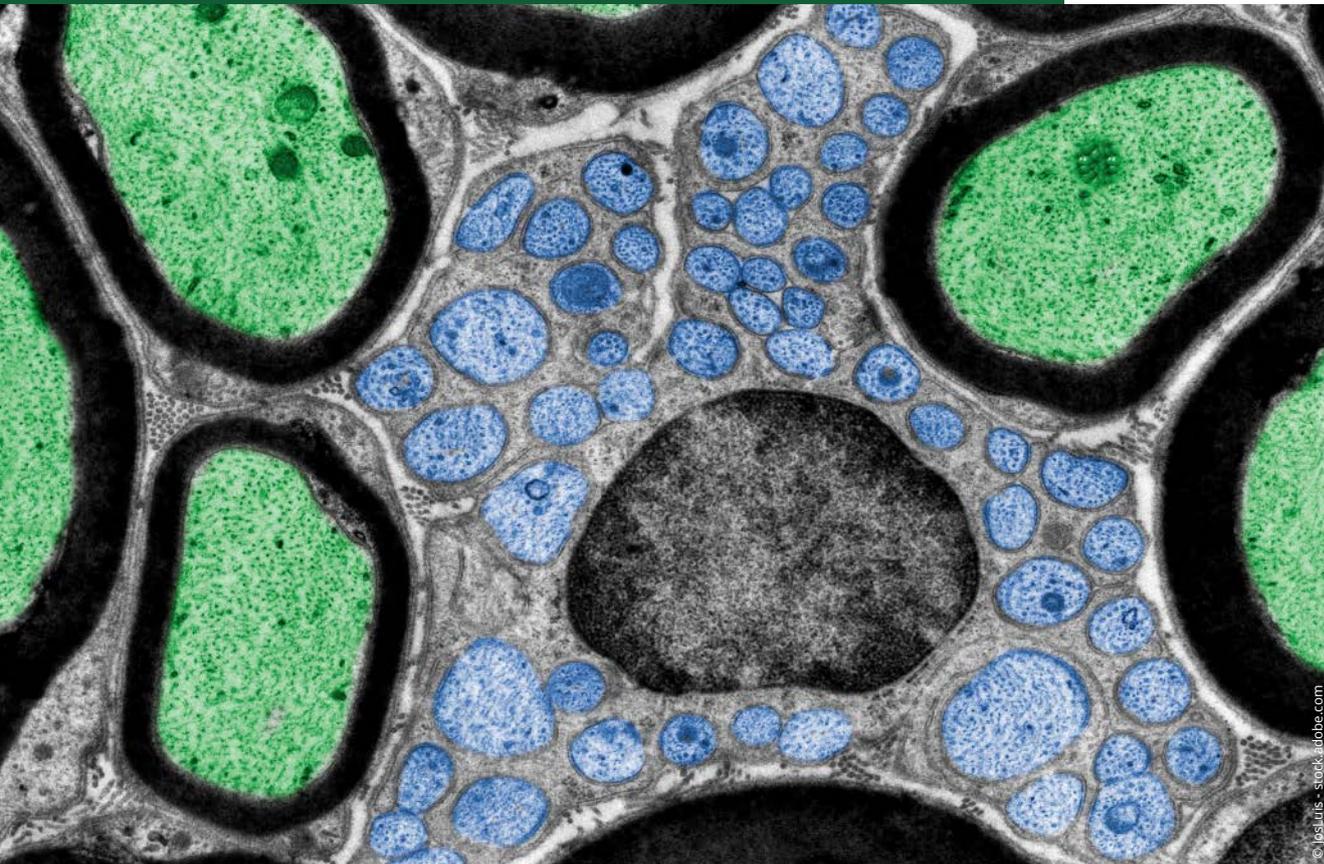


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# 2024 Media Guide **Imaging & Microscopy**

Compelling solutions through  
strategic partnerships

[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 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**  
26<sup>th</sup> year 2024

**Circulation**  
18,000

**Publishing Director**  
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**Editor-in-chief**  
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**Sales, America**  
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**Single copy rate**  
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**Subscription for students**  
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**ISSN**  
1439-4243

**Format of the magazine**  
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
	<b>Analytica</b> Munich, Germany April 09-12, 2024	<b>Microscopy &amp; Microanalysis - M&amp;M 2024</b> Cleveland, USA July 28-Aug 01, 2024	<b>Neuroscience</b> 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**

<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) 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 532/660/775 the objective allows the greatest choice of fluorophores ever for STED nanoscopy.

**New Opportunities for Live Cell Nanoscopy**  
The live cell imaging capabilities of STED WHITE creates new opportunities. The motorized STED WHITE objective allows for tilt adjustments to the optical lenses. The motorized STED WHITE objective feature changes deep imaging with 2D/3D STED to 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.

**Description of the Product**

**Eye-Catching Image**

**Key Features of your Product**

- ▶ 2D/3D nanoscopy
- ▶ outstanding
- ▶ resolution
- ▶ STED
- ▶ motCORR
- ▶ deep tissue imaging

**Email and URL**

**Company Logo**

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

**SHOWCASE |**

**A Confocal Fluorescence Unit Installed on your Own Microscope**

MAICO® MEMS confocal unit can be easily attached 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, with 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 (488 nm, 488 nm, 561 nm, 633 nm) simultaneous excitation and observation.

Vital 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 detector and signal processing techniques, we were able to successfully reduce the laser power to a Class II®, allowing for it to be used in a normal laboratory environment, without the need for a laser-controlled area.

maico@hamamatsu.com  
www.hamamatsu.com

More information in MAICO®



**A new way to visualize fluorescence imaging**

- Compact all-in-one confocal set-up
- Simultaneous multiband observation
- Affordable without compromise

**HAMAMATSU**  
PHOTONICS 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



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



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Dr. Timo Zimmermann,  
EMBL, Heidelberg,  
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)



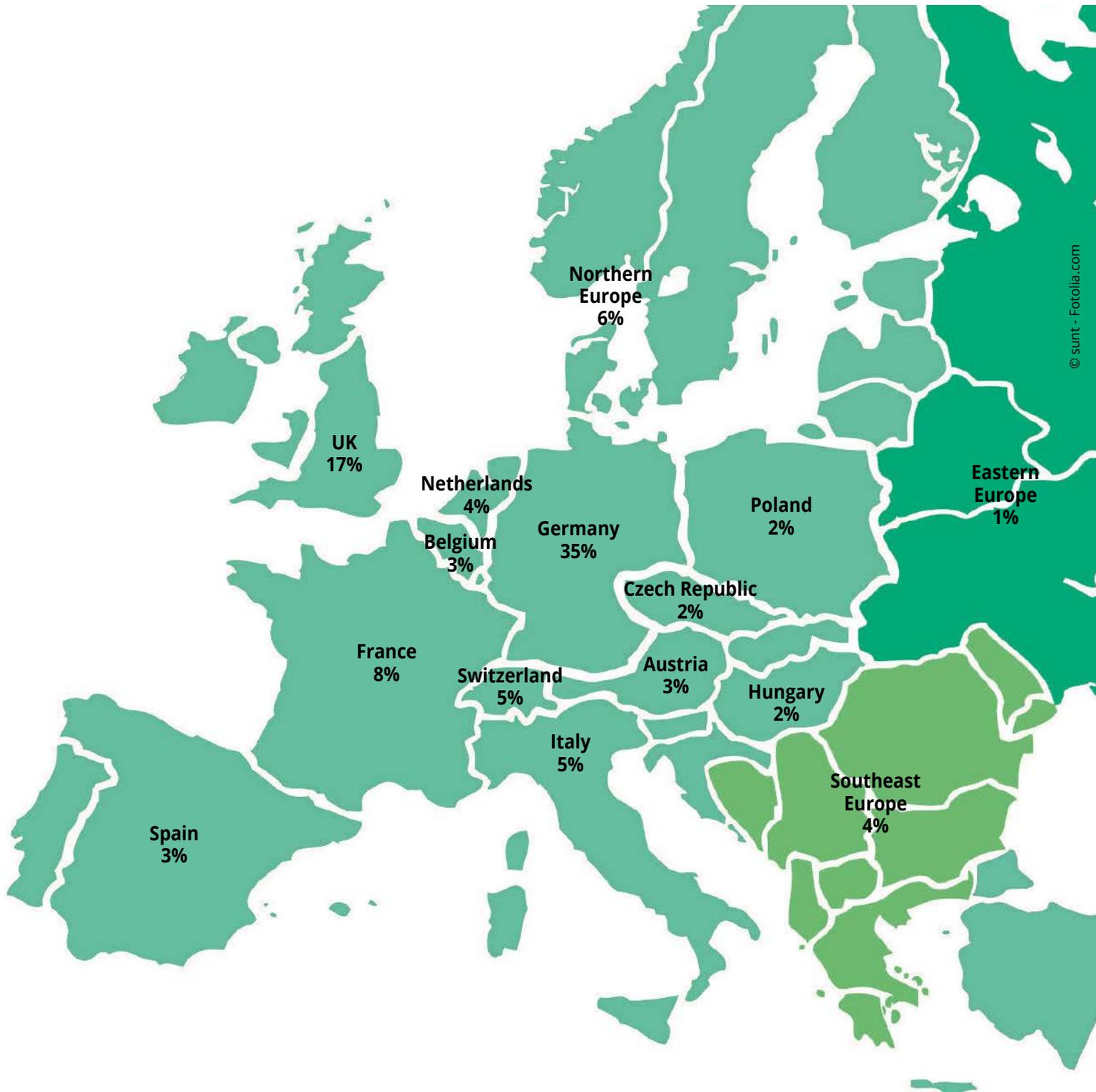
This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council 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 <sup>1**</sup>	213 x 303	8.100
Inside front/back page, Back page <sup>1</sup>	213 x 303	7.695
1 <sup>st</sup> right hand page in text <sup>1</sup>	185 x 260	7.695
Belly Band	450 x max. 100	5.865
Postcards <sup>2</sup>		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 <sup>3</sup>	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

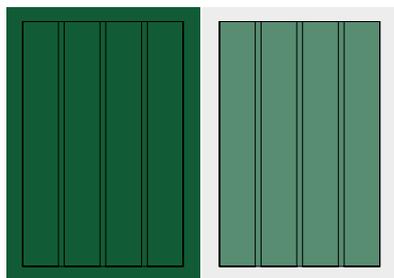
Tax No.: 47020/29082

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.

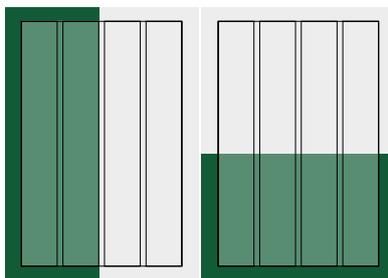
# Formats



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

**Type Area:**  
185 x 260 mm

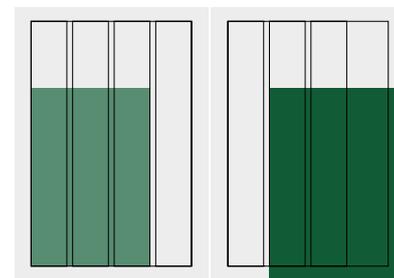
**Bleed Size:**  
210 x 297 mm



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

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

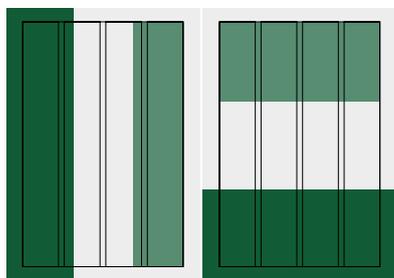
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

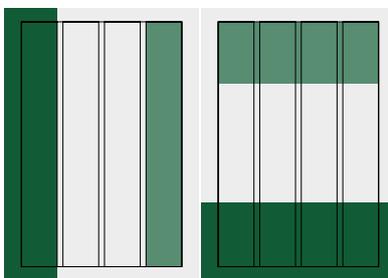
**Bleed Size:**  
147 x 209 mm



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

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

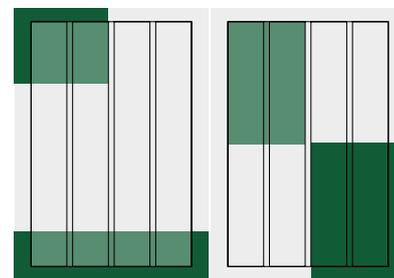
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**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/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  
Ph.: +49 (0) 6201 606 731

# Wiley Analytical Science

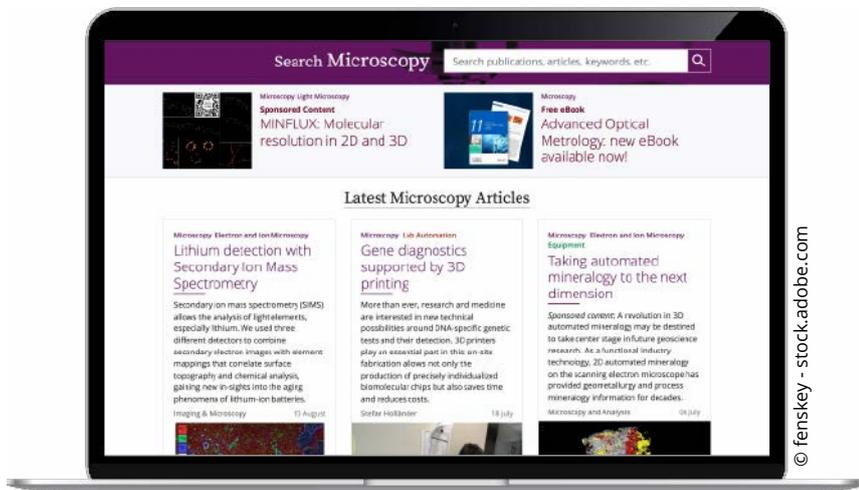
## Web Advertising

<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
<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\*

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

# 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





## Elevate Your Brand. Generate Leads.

Twice a year Wiley Analytical Science Virtual Conference brings together top **researcher** and **professionals** in the fields microscopy, spectroscopy, mass spectrometry, laboratory automation, and more.

Tap into an **exclusive and expansive network** and position your company as a thought leader. The quality of content can make or break the credibility of your entire business.

**Elevate your brand & gain credibility** by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

## Sponsorship Opportunities

### Combination Package: Educational + Application- Focused Seminar

Set the perfect stage for your message!

- First, build credibility & authority in your target research area with unbiased content from a scientific leader
- Then follow up with an application-focused presentation to the same audience



### Educational Seminar

- Visibility of your company logo on registration page and promotional materials
- Wiley organizes the speakers (or if you have a key opinion leader that we should pursue, we are open to suggestions)
- Forwarding of all leads from registered participants (GDPR compliant)



### Application-Focused Seminar

- You can run your own application-focused seminar
- Visibility of your company logo on registration page and promotional materials
- Forwarding of all leads from registered participants (GDPR compliant)



**Contact us for  
more details!**

# MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



## Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



### Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



### Virtual Events

Engage your target audience through sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



### Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.

## Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



### Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



### Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



### Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

## Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)

# Advertising and Reprint Production Terms and Conditions

## Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
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- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

## ADVERTISING TERMS

2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
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5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
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7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
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9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
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13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;

- (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;

- (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;

- (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;

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- (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.

18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“IAB Terms”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

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

## REPRINT TERMS

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.

21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.

23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

# Advertising and Reprint Production Terms and Conditions

## PRICING

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

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26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

## GENERAL TERMS

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

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
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32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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### Order Management

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