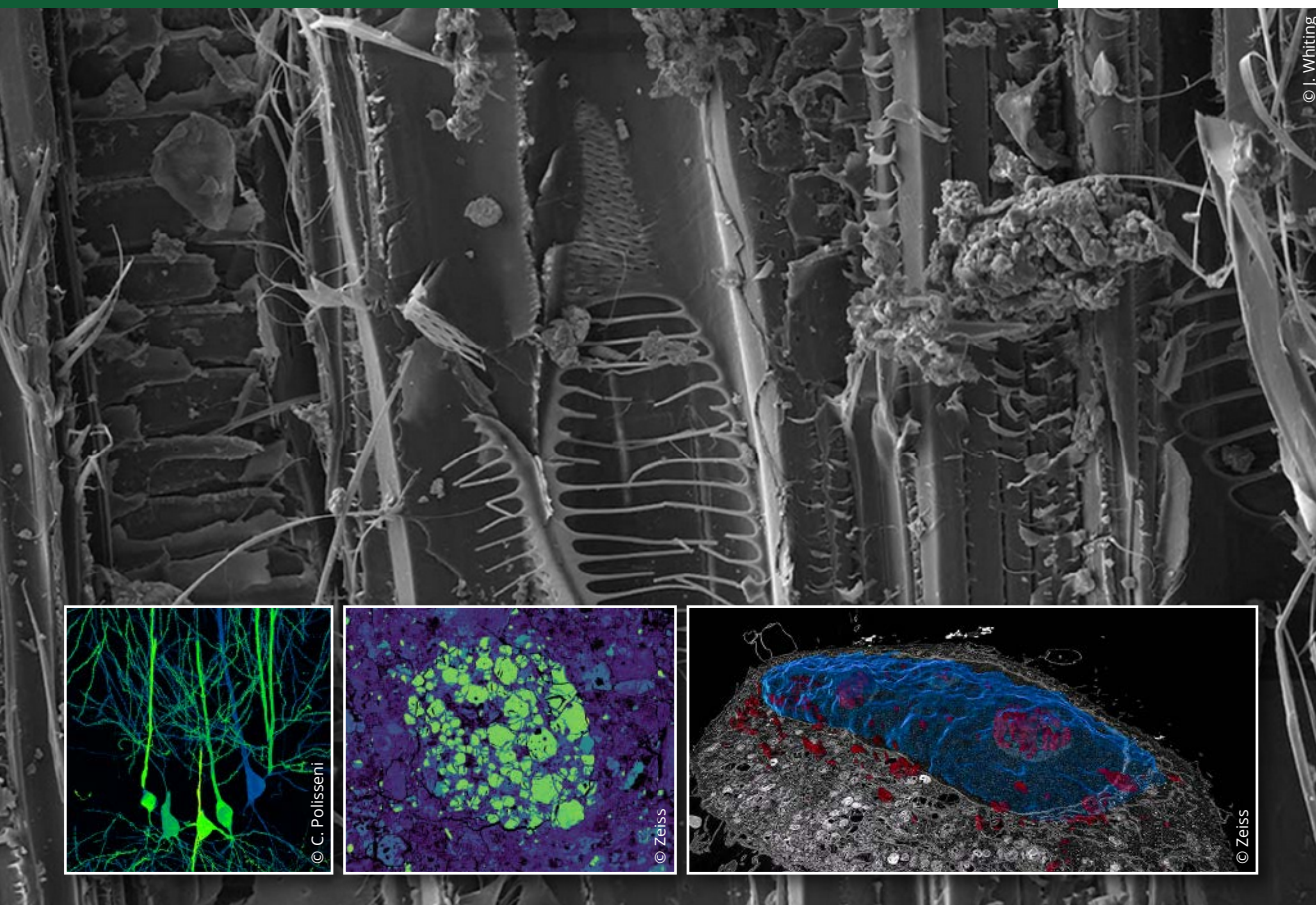


WILEY



2025 Media Guide

Microscopy and Analysis

analyticalscience.wiley.com



Microscopy and Analysis

Microscopy and Analysis (M&A) stands at the forefront of the microscopy community, boasting a rich history of over 38 years in delivering the latest microscopy trends. Starting in 2025, we are excited to announce that content previously featured in our sister publication, *Imaging & Microscopy*, will be incorporated into M&A.

As the newly appointed official partner of the European Microscopy Society, M&A extends its reach to include all members across European microscopy societies, as well as additional microscopy experts around the globe. Our established brand continues to supply our readers with insightful, pertinent updates on microscopy advancements in both Life Sciences and Material Sciences.

Our magazine is renowned for its authoritative scientific content, tailored for both users and developers of microscopy. We provide hands-on information about novel techniques and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing, and X-Ray Analysis.

In addition to the latest news and updates from various societies, M&A also keeps you informed about upcoming meetings, conferences, and cutting-edge products for scientific research. Published quarterly, the magazine's presence is complemented by an extensive online platform that includes a microscopy-centric newsletter, offering various channels for content distribution to our audience.

Guided by our editorial team and the refreshed insights of our Editorial Advisory Board, *Microscopy and Analysis* is dedicated to delivering comprehensive and pertinent content that resonates with our professional readership.

I am eager to embark on this journey with you, working alongside you to achieve your marketing objectives for 2025 and the years to follow.

Warm regards, Birgit Foltas, Editor-in-chief

Microscopy and Analysis – your premier partner for achieving your marketing aspirations in 2025 and beyond.

Overview

Publication Frequency
4 issues per year

Volume
39th year 2025

Circulation
50,000 (print + digital)

Publishing Director
Steffen Ebert

Editor-in-chief
Dr. Birgit Foltas

Freelance Editors
Dr. Chris Parmenter
Dr. Rebecca Pool
Dr. Martin Friedrich

Director of Sales, Science
Vanessa Winde

Sales, EMEA
Dr. Stefanie Krauth
Genevieve Kanowski

Sales, America
John Day
Jen Keats

Format of the magazine
DIN A4

ISSN
2043-0639

Content

2	Description	10	Web Advertising
3	Dates & Contents	11	Native Advertising
4	Scientific Advisory Board	12	Newsletters
5	Media Parthners	13	Wiley Analytical Science Conference
6	Geographical Breakdown Circulation & Audience	14	Move Beyond Advertising
7	Prices & Formats	15	General Terms and Conditions
8	Formats	16	General Terms and Conditions
9	Technical Specifications	17	Contact
		18	Publisher

Dates & Contents

Issues	1 2025	2 2025	3 2025	4 2025
Publishing Date	11 Mar 2025	22 May 2025	21 Aug 2025	28 Oct 2025
Advertising Deadline	18 Feb 2025	30 April 2025	31 July 2025	07 Oct 2025
Editorial Deadline	21 Jan 2025	02 April 2025	03 July 2025	09 Sep 2025
Conferences & Trade shows	Focus on Microscopy FOM 2025 April 13–16, 2025 Taipei, Taiwan	ELMI Meeting June 3–6, 2025 Heidelberg, Germany	Microscopy Conference MC2025 Aug 31–Sep 4, 2025 Karlsruhe, Germany	Wiley Analytical Science Microscopy Spotlight Nov 2025, virtual
	Wiley Analytical Science Conference Battery Technology March 2025, virtual	Microscience Microscopy Congress - mmc2025 June 30–July 3, 2025 Manchester, UK	Multinational Congress on Microscopy - MCM2025 September 7–12, 2025 Bernadin, Slovenia	Neuroscience Nov 15–19, 2025 Chicago, USA
		Microscopy & Microanalysis M&M 2025 July 28–Aug 1, 2025 Salt Lake City, USA		SPIE Photonics West Jan, 2026 San Francisco, USA
Applications	Life Science · Neuroscience · Medical Research · Chemistry · Biophysics · Pharmacology · Material Science · Geology · Instrumentation Development · Methodology · Image Analysis & Data Handling · AI in Microscopy			
Methods	Light Microscopy · Electron Microscopy · Scanning Probe Microscopy · Ion Microscopy · X-Ray Microscopy · Image Analysis/Processing · Compositional Analysis			
M&A Showcase	This half-page advertorial format is consisting of: • 400 words incl. blanks • main technical specifications, 65 letters incl. blanks per line • one illustration, 300 dpi • company logo • Email and URL		M&A Showcase is a regular feature introducing new products and services related to: • Light Microscopes • Electron, Ion and X-Ray Microscopes • Scanning Probe Microscopes • Compositional Analysis • Image Analysis/Processing • Microscopy Accessories • Microscopy Consumables	

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 452/650/775 the objective allows the greatest choice of fluorophores ever for STED nanoscopy.

New Opportunities for Live Cell Nanoscopy

For live cell imaging, the new STED WHITE creates new opportunities. The motorized objective allows for swift adjustment of the optical lenses to compensate for refractive index changes. Deep imaging with 2D/3D STED is possible at room temperature or at 37°C.

Deep Tissue Nanoscopy at Unparalleled Depth

Thick tissues are often mounted in glycerol-based embedding media or mounting media that have a refractive index close to that of glycerol. When imaged with the STED WHITE glycerol objectives, the refractive index is well matched. Besides the increased correction collar, precise adjusting for homogeneity. This results in significantly improved image quality, outstanding 2D/3D STED performance and nanoscopy at unparalleled depth.

Company Logo

www.leica-microsystems.com/nanoscopy_qr

Email and URL

Eye-Catching Image

Deep nanoscopy 45x/1.3 glycerol cleared adult kidney sample. 2D xy-stack, confocal 3D STED. Multiple channels with STAR 6350. Clustering by modified CLARITY protocol. STED Leica HC PL APO 93x/1.3 Glyc motCORR – STED WHITE. Sample courtesy of David Knorr, Tübingen, Karlsruhe Institute of Technology.

Key Features

- ▶ 2D/3D nanoscopy at unparalleled depth
- ▶ Freedom for live cell imaging
- ▶ STED WHITE
- ▶ motCORR and correction collar
- ▶ deep tissue tissues

Key Features of your Product

M&A Showcase

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, 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.

Used 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 technology, 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.

marcom@hamamatsu.com
www.hamamatsu.com

More information in MAICO®

MAICO® MEMS CONFOCAL UNIT

A new way to visualize fluorescence imaging

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

HAMAMATSU
PHOTO IS OUR BUSINESS
www.hamamatsu.com

Advertisement

Scientific Advisory Board

Support from Science

We are very proud to present the advisory board of **Microscopy and Analysis** 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. **Microscopy and Analysis** calls upon suggestions and criticism that will make a good journal even better.

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

Dr. Roger Wepf,
University of Queensland,
Australia

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

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

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

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

Dr. Timo Zimmermann,
EMBL, Heidelberg,
Germany

Prof. Bert Hecht,
University of Wuerzburg,
Germany

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

Prof. Giovanni Valdré,
University of Bologna, Italy

Peter Hawkes,
CNRS, Toulouse, France

France Paul Verkade,
University of Bristol, UK

Pippa Hawes,
The Francis Crick
Institute, UK

Keith Duncan,
Danforth Inst, St Louis,
USA

Annalena Wolff,
AXT Pty Ltd, Australia

Nestor Zaluzec,
Argonne National Lab,
IL, USA

Dalia Yablon,
SurfaceChar LLC,
Boston, USA

Philip Moriarty,
University of
Nottingham, UK

Louise Hughes,
Oxford Instruments, UK

Kerry Thompson,
National University of
Ireland, Galway, Ireland

Gail McConnell,
University of Strathclyde,
Scotland, UK

Erin Tranfield,
VIB Bioimaging Core,
Ghent, Belgium

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.

Global BioImaging



Global BioImaging is an international network of imaging infrastructures and communities, which was initiated in 2015 by a European (Horizon 2020) funded project. Recognizing that scientific, technical, and data challenges are universal rather than restricted by geographical boundaries, it brings together imaging facility operators and technical staff, scientists, managers, and science policy officers from around the globe, to network, exchange experiences, and build capacity internationally.

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

Regional Breakdown

Country	Print run	%
USA / Canada	8,000	53%
UK & Ireland	1,990	13%
Germany / Austria / Switzerland	1,290	9%
France	800	5%
Italy	310	2%
Belgium / Netherlands	590	4%
Northern Europe	630	4%
Eastern Europe	870	6%
Spain	520	3%
Eastern Europe	870	6%
Total	15,000	100%

*Audience Analysis 2024

Region	Digital run	%
EMEA	12,000	34%
APAC	14,300	41%
North America	6,300	18%
ROW	2,400	7%
Total	35,000	100%

Circulation & Audience

Microscopy & Analysis 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%

Microscopy & Analysis 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%

Prices & Formats

Advertisements	w/h (mm)	Price in €	Price in \$
1/1 Page	210 x 297*	6,490	7,050
1/2 Page portrait	90 x 260	4,030	4,375
1/2 Page landscape	185 x 128	4,030	4,375
Juniorpage	137 x 190	4,295	4,650
1/3 Page portrait	58 x 260	2,440	2,650
1/3 Page landscape	185 x 85	2,440	2,650
1/4 Page classic	90 x 128	2,010	2,150
1/4 Page portrait	43 x 260	2,010	2,150
1/4 Page landscape	185 x 63	2,010	2,150
1/8 Page classic	90 x 63	1,390	1,500
1/8 Page landscape	185 x 30	1,390	1,500

Preferred Positions		Price in €	Price in \$
Title Page + Story ¹	213 x 303	8,100	9,350
Inside front/back page ¹	210 x 297*	7,695	8,850

*plus 3 mm overlap on all sides

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

Cover Story

Two pages of editorial with reference to the cover image. Additional 2–3 figures and company logo.

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

Advertorials	1/1 Page	1/2 Page
Application Note	3,720 € 3,150 \$	1,690 € 1,950 \$

Specifications Advertorial
Quarter Page Product Information
1/4 text ad with 200 words,
company contact details and 1 image

Half Page Advertorial (Show Case)
1/2 page text ad with max. 400 words,
company contact details and 1 image, company logo

Application Note | Technical Report | Product Profile
1/1 page text ad with max. 700 words,
company contact details and 3 images, company logo

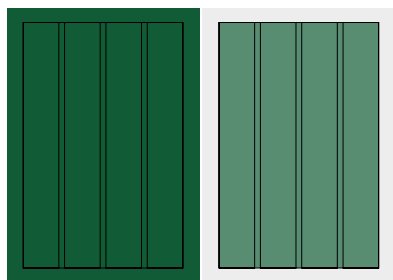
These numbers represent a guideline, more figures can be used with fewer words and the reverse is true too.

Loose Inserts ³	weight	Price in €	Price in \$
	up to 25 g	315	365
	up to 50 g	395	455

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

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.

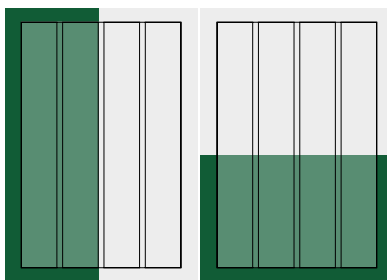
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

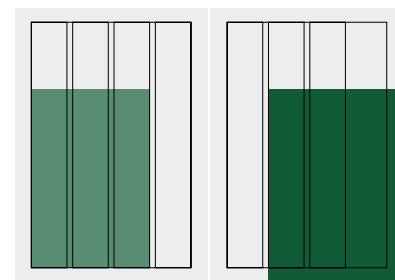
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

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

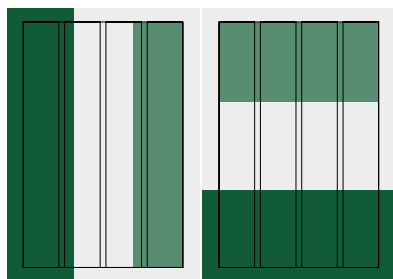
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

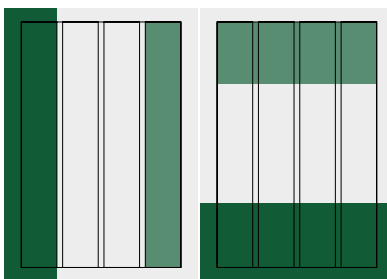
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

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

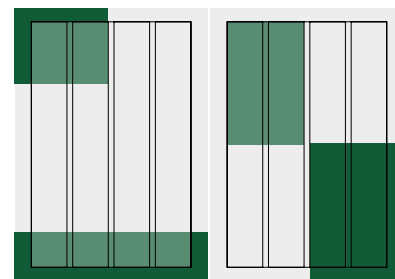
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



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

Print and binding methods

Sheet offset

Colors

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 quantity and delivery address
as well as the delivery date are stated
on 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
Paul Bennell at pbennell@wiley.com or on
+44 (0)1243 770310 to request our FTP details
or use web-based file sharing sites such as
SendSpace.com or 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
Ph.: +49 (0) 6201 606 731

Wiley Analytical Science

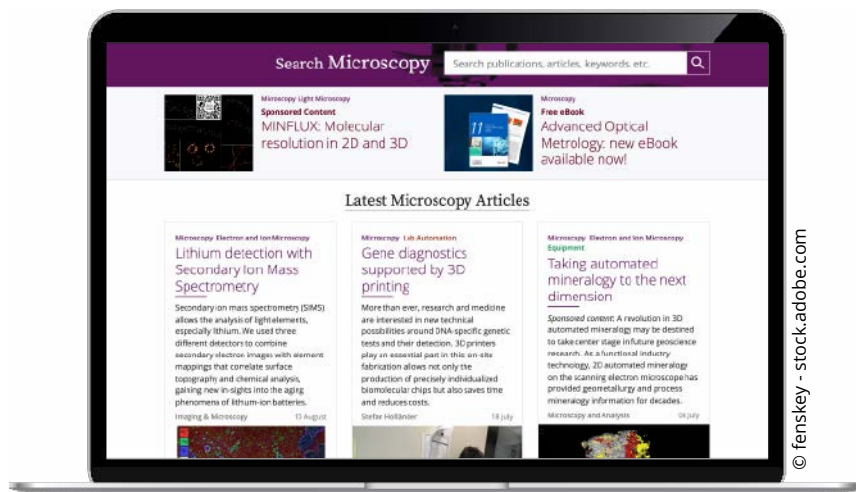
Web Advertising

<https://analyticalscience.wiley.com>

Wiley Analytical Science keeps the analytical science community informed on latest news, applications, and research in **spectroscopy, microscopy, separation science, bioanalysis, 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

Position & Formats	Monthly Sponsorship Rate	
Desktop Header Banner 728x90, 970x90, 970x250	1,385 €	1,500 \$
Half Page Rail 300x600	1,665 €	1,800 \$
MPU Rail 300x250	1,110 €	1,200 \$
Interstitial 640x480	2,080 €	2,250 \$
Roadblock All positions Desktop & Mobile	8,220 €	8,910 \$

Mobile Devices Advertising

Position & Formats	Monthly Sponsorship Rate	
Mobile Banner 320x100, 320x50, 300x100, 300x50	555 €	600 \$
Sticky Mobile Footer 320x50, 300x50	695 €	750 \$

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 € | 2,000 \$

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 € | 1,480 \$

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



Latest Microscopy Articles

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

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.

24 September

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

Sponsored content 1,250 €

Microscopy Electron and Ion Microscopy Scanning Probe Microscopy
Recent developments for high spatial resolution imaging of carbide precipitates in austenitic and ferritic steels

High-speed Atomic Force Microscopy (HS-AFM) and Ke2 enhanced focused ion beam (FIB) milling both offer the capability of high spatial resolution imaging of carbide precipitates in steels.

Microscopy and Analysis 24 September

Microscopy Electron and Ion Microscopy
Imaging charge densities at interfaces with TEM

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

Imaging & Microscopy 18 September

Wiley Analytical Science Microscopy Newsletters

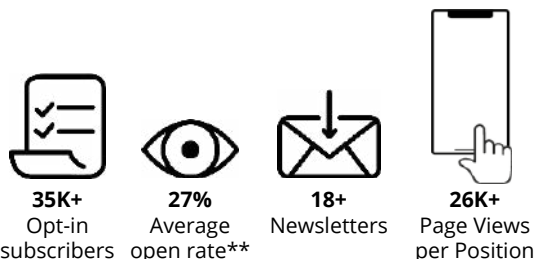
Capabilities for your Brand

The latest insights, news and techniques are shared with researchers in the microscopy field. Get in front of our 35K+ Email subscribers by sponsoring our EMail Newsletter.

Partner with us. We'll develop exciting solutions to get your brand and message in front of Microscopy audiences.

Align your brand with an aspirational voice that inspires action.

Let's connect.



* Average Newsletter Subscribers 2024

**Industry benchmarks for Publishing: Open rate: 18.10%

Advertising solutions in the WAS microscopy newsletter

Rectangle Banner 300 x 250 px Average CTR Banner: 0,26%	2,740 €	3,150 \$
Content Ad Average CTR Content Ad: 0,18%	3,150 €	3,600 \$
Single-Sponsored (3 MPU's plus + 2 content ads)	8,500 €	9,810 \$

Email Newsletter Specifications

MPU: 300 x 250 px
Max. file size: 200 KB
File Types Accepted: GIF, JPG & PNG only
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	
	28 Jan 2025
	18 Feb 2025
Issue Alert M&A 1/25	11 Mar 2025
	25 Mar 2025
	15 Apr 2025
	29 Apr 2025
	13 May 2025
Issue Alert M&A 2/25	27 May 2025
	10 Jun 2025
	24 Jun 2025
	22 July 2025
Issue Alert M&A 3/25	26 Aug 2025
	09 Sep 2025
	23 Sep 2025
	07 Oct 2025
Issue Alert M&A 4/25	28 Oct 2025
	18 Nov 2025
	09 Dec 2025

WILEY

Wiley Analytical Science Conference

March &
September
2025

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.

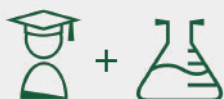
Elevate your brand & gain credibility by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

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)



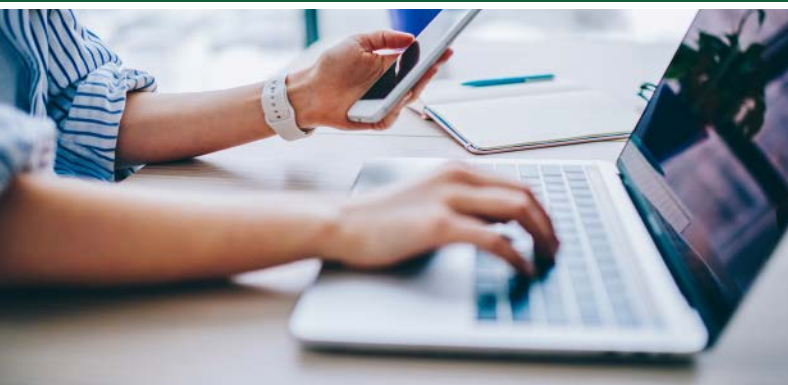
Contact us for
more details!

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 a custom or 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

WILEY

Communications and Events & Education solutions may vary by title or society

REV-2024.09.17

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”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (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.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 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.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 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.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

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;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (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.

CANCELLATION

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.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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:
- cancel any provision of credit to Customer;
 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
 - 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.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
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.
34. Wiley excludes all implied conditions and warranties from these Terms, apart from any condition or warranty which cannot be excluded by the operation of law. Wiley limits its liability for any breach of any non-excludable condition or warranty, at Wiley's option, to the resupply of the Advertising or Reprint or the payment of the cost of the resupply. Subject to the foregoing, Wiley excludes all other liability to the Customer for any costs, expenses, losses and/or damages incurred in relation to any Advertising or Reprints produced by Wiley, howsoever that liability arises. Wiley will not be liable for indirect or consequential losses, loss of profits, loss of revenue or loss of any business opportunity.
35. Customer will indemnify Wiley and its officers, employees, contractors and agents against any costs, expenses (including reasonable attorney's fees), losses, damages and liability suffered or incurred by them arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising or use of the Reprints.
36. Wiley will not be liable for any delay or failure to publish Advertising or to deliver Reprints caused by a factor outside Wiley's reasonable control (including, without limitation, war; civil disorder; strike; flood; fire; storm; accident; terrorism; governmental restriction; infectious disease; epidemic; pandemic; public health emergency; embargo; power, telecommunications or Internet failures; damage to or destruction of any network facilities; the enactment of any law, executive order, or judicial decree; or any other circumstance beyond Wiley's control whether similar or dissimilar to the foregoing).
37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: www.wiley.com/privacy.
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.

Contact

John Wiley & Sons Ltd · The Atrium · Southern Gate · Chichester, England, UK · PO19 8SQ

Media Consultants

**EMEA**

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

**Genevieve Kanowski**

Ph.: +49 (0) 172 3999 843
gkanowski@wiley.com

**US**

Jen Keats
Ph.: +1 (0) 984 265 9257
jkeats@wiley.com

**US**

John Day
Ph.: +1 (0) 917 327 5184
jday@wiley.com

Editorial Team



Dr. Birgit Foltas
(Editor-in-chief)
Ph.: +49 (0) 6201 606 760
bfoltas@wiley.com



Isabel Brenneisen
(Technical editor)

Ph.: +49 (0) 6201 606 716
ibrenneisen@wiley.com



Dr. Chris Parmenter
(Freelance editor)
Ph.: +44 (0) 7974 666 274
commed.ma@gmail.com



Dr. Rebecca Pool
(Freelance editor)
Ph.: +44 (0) 1507 239 109
editorial@rebeccapool.com



Dr. Martin Friedrich
(Freelance editor)
editor@redaktionsbuero-
friedrich.de

Order Management



Kerstin Kunkel
Ph.: +49 (0) 6201 606 731
kkunkel@wiley.com



Claudia Vogel
Ph.: +49 (0) 6201 606 758
cvogel@wiley.com

WILEY

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 1,700+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim
Germany

Ph.: +49 (0) 6201 606 0
Fax: +49 (0) 6201 606 791
Internet: analyticalscience.wiley.com
www.wiley-vch.de
www.wiley.com

For more information visit:
corporatesolutions.wiley.com