

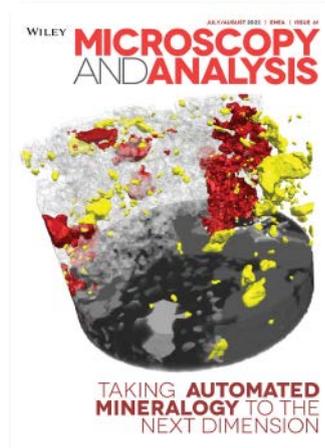
WILEY



# 2023 Media Guide **Microscopy and Analysis**

Independent Voice of Microscopy

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



# Microscopy and Analysis

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

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

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

## Overview

**Publication Frequency**  
6 issues per year

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

**Publishing Director**  
Dr. Heiko Baumgartner

**Editor-in-chief**  
Dr. Chris Parmenter

**News Editor**  
Dr. Rebecca Pool

**Commercial Manager  
Sciences**  
Vanessa Winde

**Sales, EMEA**  
Dr. Stefanie Krauth  
Genevieve Kanowski

**Sales, America**  
John Day  
Jen Keats

## Content

2	Description	10	Newsletter
3	Dates & Contents		WAS   Microscopy
4	Geographical Breakdown   Circulation & Audience	11	Wiley Analytical Science Conference
5	Prices & Formats	12	Move Beyond Advertising
6	Formats	17	General Terms and Conditions
7	Technical Specifications	18	General Terms and Conditions
8	Banner Advertising WAS   Microscopy	19	Contact
9	Native Advertising WAS   Microscopy	20	Publisher

# Dates & Contents

Issues	1   2023	2   2023	3   2023
Publishing Date	01 Feb 2023	29 Mar 2023	03 May 2023
Advertising Deadline	11 Jan 2023	15 Mar 2023	12 Apr 2023
Editorial Deadline	28 Dec 2022	01 Mar 2023	29 Mar 2023

<b>Event distribution</b>	<b>Focus on Microscopy – FOM 2023</b> Porto, Portugal   April 02–05, 2023		
---------------------------	--	--	--

<b>Topic Focus</b>	<b>Digital Cameras</b>	<b>SPM   Special Supplement</b>	<b>Energy</b>
--------------------	------------------------	---------------------------------	---------------

Issues	4   2023	5   2023	6   2023
Publishing Date	28 Jun 2023	04 Oct 2023	22 Nov 2023
Advertising Deadline	07 Jun 2023	13 Sep 2023	01 Nov 2023
Editorial Deadline	24 May 2023	30 Aug 2023	18 Oct 2023

<b>Event distribution</b>	<b>Microscience Microscopy Congress</b> Manchester, UK   July 4–6, 2023	<b>Neuroscience</b> Washington DC, USA   Nov 11–15, 2023	<b>SPIE Photonics West</b> San Francisco, USA   Feb, 2024
---------------------------	--	---	--

	<b>Microscopy &amp; Microanalysis</b> Minneapolis, USA   July 23–27, 2023		
--	--	--	--

	<b>20<sup>th</sup> International Microscopy Congress</b> Busan, South Korea   Sep 10–15, 2023		
--	--	--	--

<b>Topic Focus</b>	<b>Conference Overview</b>	<b>Neuroscience   Brain Cancer</b>	<b>Nanotechnology</b>
--------------------	----------------------------	------------------------------------	-----------------------

## 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)



**46.000** readers around the world



Users and key decision-makers in industrial and academic research



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

### Partnerships and Cooperations



# Highly Qualified Audience\*

## Geographical Breakdown

### American Edition

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

### European (EMEA) Edition

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

### Asia/Pacific Edition

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

## Circulation & Audience

### Circulation by Job

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

\*Librarians pay a subscription to receive the publication

### Circulation by Area

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

\*Audience Analysis 2020

## Prices & Formats

### List Prices for Multiple Editions

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

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

Print Advertising	US Edition to 18,000+ Subscribers		APAC Edition to 12,000+ Subscribers		EMEA Edition to 16,000+ SUBSCRIBERS		WORLDWIDE to 46,000+ SUBSCRIBERS	
	US \$	EU €	US \$	EU €	US \$	EU €	US \$	EU €
Full (four) color								
Full page	5,200	4,400	3,500	2,950	4,650	3,900	13,350	11,250
Half page standard	3,350	2,850	2,250	1,900	3,000	2,500	8,500	7,150
Half page island (junior page)	3,650	3,100	2,450	2,050	3,250	2,750	9,350	7,900
Half page vertical	3,350	2,850	2,200	1,900	3,000	2,500	8,500	7,150
Third page horizontal	3,000	2,550	2,100	1,750	2,650	2,250	7,800	6,600
Third page vertical	3,000	2,550	2,100	1,750	2,650	2,250	7,800	6,600
Quarter page	2,100	2,750	2,400	1,150	1,900	1,550	5,250	4,450
Sixth page	800	750	750	650	750	650	2,100	1,800
Front cover (see note)	6,000	5,000	4,000	3,400	5,350	4,500	15,350	13,000
Inside front cover	5,750	4,850	3,900	3,250	5,100	4,350	14,700	12,500
Back cover	5,500	4,650	3,650	3,150	4,900	4,200	14,000	11,850
Outside back cover	5,750	4,750	3,850	3,250	5,100	4,350	14,700	12,500
Full page application note							4,100	3,450
Half page application note							3,150	2,650
Quarter page product information							1,950	1,650

### Front Cover

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

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

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

### Terms

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

### Specifications Advertorial

#### Quarter Page Product Information

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

#### Half Page Advertorial

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

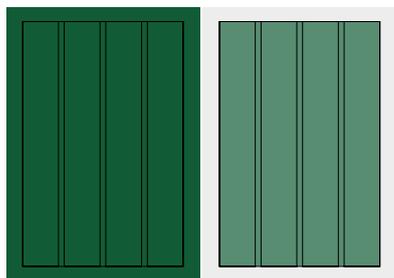
#### Application Note | Technical Report | Product Profile

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

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

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

## Formats

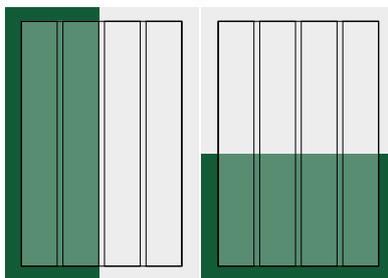


**1/1** Pages  
Type Area/Bleed Size

**Type Area:**  
184 x 271 mm

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

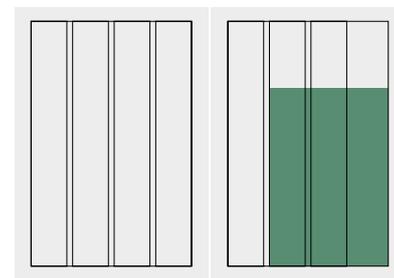
**Final Size:**  
216 x 303 mm



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

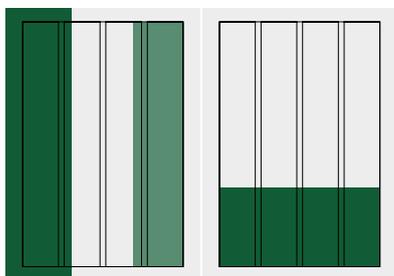
**Type Area:**  
portrait: 97 x 271 mm  
landscape: 184 x 130 mm

**Bleed Size:**  
portrait: 110 x 307 mm  
landscape: 215 x 154 mm



**Halfpage island**

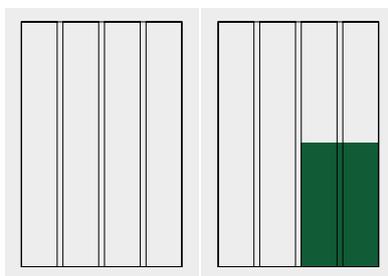
**Type Area:**  
122 x 170 mm



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

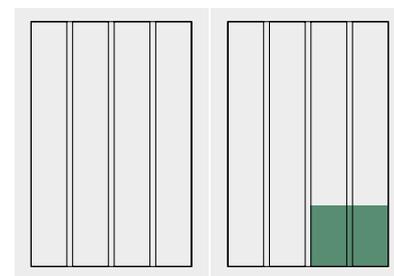
**Type Area:**  
portrait: 60 x 271 mm  
landscape: 184 x 90 mm

**Bleed Size:**  
portrait: 70 x 307 mm



**1/4** Pages  
Type Area

**Type Area:**  
portrait: 90 x 130 mm



**1/6** Pages  
Type Area

**Type Area:**  
portrait: 90 x 90 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

# Technical Specifications

## Magazine format

210 x 297 mm (width x height), A4 size  
184 x 271 mm (width x height), print space

## Print and binding methods

Sheet offset

## Colours

Euro scale

## Screen ruling

70 ruling

## Loose inserts

Minimum insert size: 105 x 148 mm (w x h)  
Maximum insert size: 200 x 287 mm (w x h),  
the back fold must be on the long side (287 mm)  
Minimum weight for single-sheets inserts: 150 g/m<sup>2</sup>

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

## Data format

We accept the following data formats:  
PDF, EPS, TIFF, JPG.

## Print Ad Submissions

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

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

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

## Transmission options

**by e-mail** to [kerstin.kunkel@wiley.com](mailto:kerstin.kunkel@wiley.com)



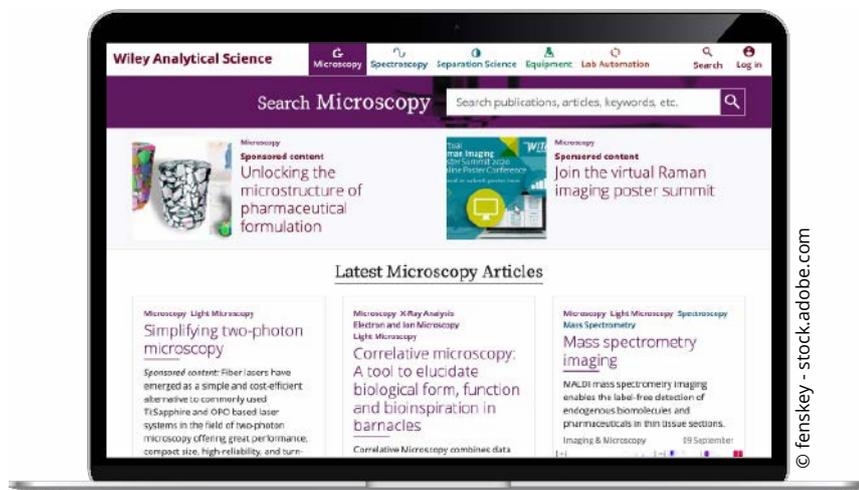
Wiley-VCH GmbH  
FAO: Kerstin Kunkel  
Boschstrasse 12  
69469 Weinheim, Germany  
Ph.: +49 (0) 6201 606 731

# Wiley Analytical Science

## A subject portal for the hybrid researcher and practitioner

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

The **Microscopy channel** on Wiley Analytical Science expands upon the pre-existing audiences of Imaging & Microscopy and Microscopy & Analysis. It offers targeted advertising solutions to reach a highly engaged audience. The bi-weekly WAS Microscopy newsletter provides 14,200 readers with the latest research and industry news.



© fenskey - stock.adobe.com

## Banner advertising solutions on the WAS Microscopy Channel

### Desktop Advertising Subject or Individual Page Targeting

Size in pixels	CPT
<b>Position 1: Interstitial</b>	
Interstitial 640 x 480	250 \$
<b>Position 2: Header Banner</b>	
Billboard 970 x 250	250 \$
Super Leaderboard 970 x 90	150 \$
Leaderboard 728 x 90	90 \$
<b>Position 3: Impact Right Rail Banner</b>	
Super Rectangle 300 x 600	210 \$
Rectangle 300 x 250	90 \$
<b>Position 4: Tracking Right Rail Banner</b>	
Rectangle 300 x 250	210 \$

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

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

\*Mobile Device Advertising is included in Desktop Advertising rates

### Submission Lead Time

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

You can find detailed  
technical information  
at this link ►

# Wiley Analytical Science

## A subject portal for the hybrid researcher and practitioner

### Native Advertising on the WAS Microscopy Channel

#### Top Teaser Story – 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 – 1,480 \$

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, QED, 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.

Microscopy and Analysis 24 September

**Microscopy Light Microscopy Spectroscopy Mass Spectrometry**  
Mass spectrometry imaging

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

Imaging & Microscopy 05 September

**Sponsored content 1,480 \$**

**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 (FB) 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

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

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

# Wiley Analytical Science

## A subject portal for the hybrid researcher and practitioner

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



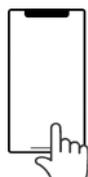
**14K+**  
Opt-in subscribers



**27%**  
Average open rate\*



**25+**  
Newsletters



**26K+**  
Page Views per Position

\*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%	3,150 \$
Content Ad Average CTR Content Ad: 0,18%	3,600 \$
Single-Sponsored (3 Banner + 2 content ads)	9,810 \$

#### Technical Specifications:

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

#### Content Ad

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

	Newsletter WAS Microscopy English
	24 Jan 2023
Issue alert MuA 1/23	07 Feb 2023
	21 Feb 2023
	07 Mar 2023
	21 Mar 2023
Issue alert MuA 2/23	04 Apr 2023
	18 Apr 2023
Issue alert MuA 3/23	09 May 2023
	23 May 2023
	30 May 2023
	13 Jun 2023
Issue alert MuA 4/23	29 Jun 2023
	11 Jul 2023
	25 Jul 2023
	08 Aug 2023
	22 Aug 2023
	05 Sep 2023
	19 Sep 2023
	28 Sep 2023
Issue alert MuA 5/23	10 Oct 2023
	24 Oct 2023
	04 Nov 2023
Issue alert MuA 6/23	28 Nov 2023
	05 Dec 2023

Wiley Analytical Science

# Microscopy

Content Alert - 28 July 2022

Meet us at Microscopy & Microanalysis

Wiley is attending this year's Microscopy & Microanalysis (M&M), starting on July 31 in Portland, Oregon, USA. We will have a booth at the show, and can't wait to meet you. Please visit us to pick up copies of Microscopy & Analysis, and Imaging & Microscopy magazines. You could also talk to our editors, Dr. Chris Piermenter (MSA editor-in-chief) and Dr. Rebecca Pool (MSA editor). See you there.

Scanning Probe Microscopy

**Voltage pulses control single-molecule reactions**

Scanning probe microscope breaks and creates atomic bonds; switches between different molecular structures.

[READ MORE >](#)

New Issue Available  
New On  
analyticalscience.wiley.com

Recommended by

Cryo Soft X-Ray Tomography

**High throughput imaging of 3D whole cell ultrastructure at the nanoscale**

Cryo soft X-ray tomography using low energy X-rays is a powerful method for imaging the 3D ultrastructure of whole cells to around 50 nm resolution. Cells or tissue blocks up to 10 µm thick are simply flash frozen and since the contrast is generated naturally, no staining or chemical fixatives are needed.

[READ MORE >](#)

Park Systems

**Making dielectrics the only barrier in your research with conductive AFM**

Reserve your seat for the after-summer webinar on 14 September, in which Park Systems will demonstrate the use of CAFM in exploring the registry of layered materials heterostructures, specifically moiré patterns between single layer graphene and hexagonal boron nitride and reconstructed domains in marginally twisted (0°) 2L-MoS<sub>2</sub>.

[READ MORE >](#)

Special Collection

**Meet the Greatest Minds in Microscopy**

Attosecond Spectroscopy

**Resolving electron dynamics in water**

Researchers measure the blisteringly fast dynamics of electrons in water clusters.

[READ MORE >](#)

Electron Microscopy

**Capturing small molecule structures**

US-based researchers have developed a novel atomic-resolution scanning transmission electron microscopy (STEM) method to image light elements in small organic molecules on proteins.

## 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

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.



## Events & Education

Present your own content or sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

## Communications

These co-branded publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to scientists and industry professionals.

## Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

**Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.**

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!

## Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

### ■ Webinar

**Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.**

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

#### Choose from:

- **Single-Speaker Webinar**  
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**  
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

*Speakers can be provided by the Wiley editorial team or suggested by the sponsor.*

#### Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting



### ■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

**By sponsoring a virtual event your brand will benefit from:**

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



## ■ Knowledge Hub

**Strategically showcase your brand alongside trusted, relevant content.**

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a custom combination of engaging content, such as article collections, webinars, content feeds, and more!

**Knowledge Hubs help scientists and industry professionals put their research into practice and enable you to:**

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

**Take advantage of expert project management for seamless execution.**

### Pricing

For detailed information on any of these options, please contact your local representative.

# Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

## ■ Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 7 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

**By sponsoring an Article Collection, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

## ■ Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.



*Work with Wiley to identify a topic — we take care of the content and design*

**By co-branding an EKB, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

## ■ Expert Insights

Provide scientists and industry professionals with a custom, co-branded publication focusing on a technology in your field. Examples are Ebooks or whitepapers and infographics combined into content assets along with sponsor content.

Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.



**With Expert Insights scientists get a comprehensive view on a key topic and your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with custom publications relating to sponsor's subject area of choice

## Pricing

For detailed information on any of these options, please contact your local representative.

## Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

### Consider adding these amplifiers to your package:

<b>Extended Reach</b>	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
<b>Content Feed</b>	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
<b>Infographic</b>	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
<b>Expert Commentary</b>	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
<b>Translation</b>	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
<b>Run On / Print Copies</b>	Get extra printed copies of content products to share.

## Pricing

For detailed information on any of these options, please contact your local representative.

# 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 Terms 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](http://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

**EMEA**

Genevieve Kanowski  
Ph.: +49 (0) 6201 606 638  
gkanowski@wiley.com

### Editorial Team

**Dr Chris Parmenter**

Ph.: +44 (0) 7974 666 274  
commed.ma@gmail.com

**Dr. Rebecca Pool**

Ph.: +44 (0) 1507 239 109  
editorial@rebeccapool.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

### 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](http://analyticalscience.wiley.com)  
[www.wiley-vch.de](http://www.wiley-vch.de)  
[www.wiley.com](http://www.wiley.com)

**For more information visit:**  
[corporatesolutions.wiley.com](http://corporatesolutions.wiley.com)