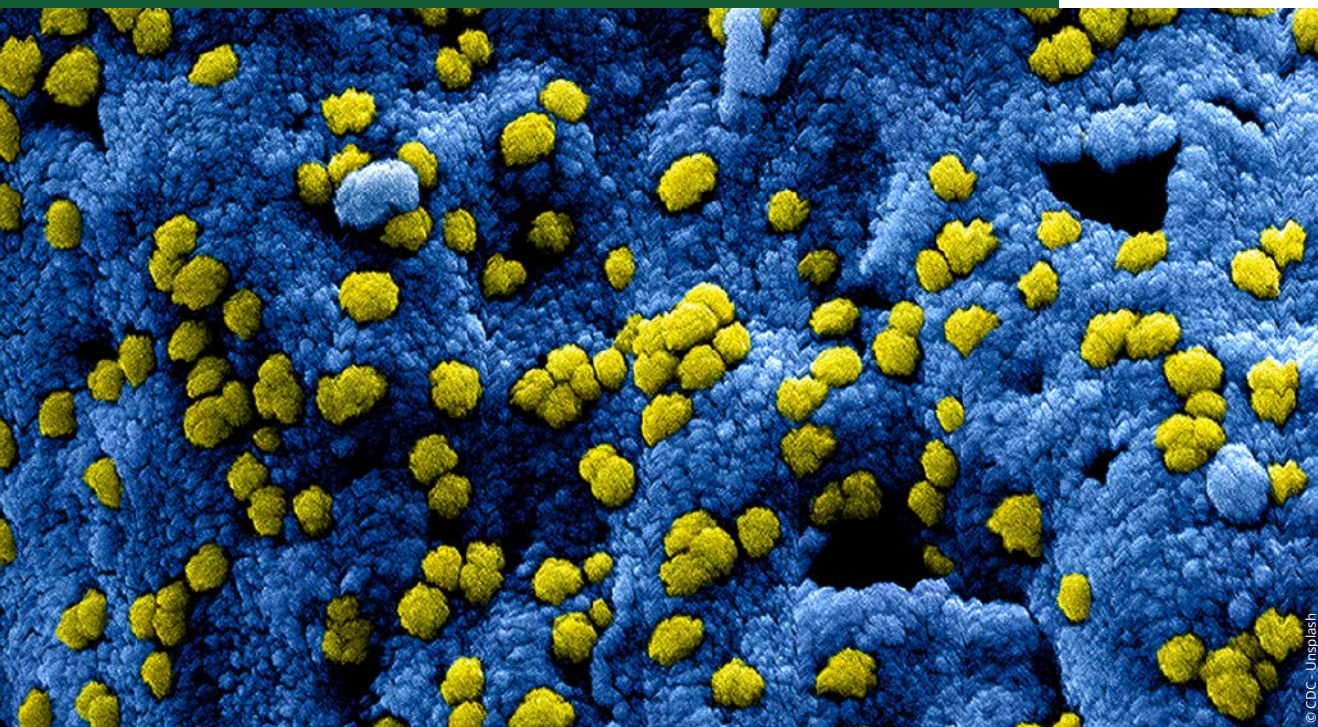


WILEY



2023 Media Guide

Imaging & Microscopy

Compelling solutions through strategic partnerships

analyticalscience.wiley.com



Imaging & Microscopy

Imaging & Microscopy (I&M) magazine is the premier resource for the European microscopy community. As official partner of the European Microscopy Society you reach all members of all microscopy societies in Europe and additional microscopy specialists. Our well-organized brand has been providing readers with thought-provoking and relevant information on developments and trends in microscopy methods in the Life Sciences and Material Sciences for more than 25 years.

The magazine's high-scientific content is designed for microscopy users and developers providing practical information on new methods and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing and X-Ray Analysis. Our material covers also latest news, information from societies, announcements of meetings and conferences and the latest products for scientific research.

With the help of its editorial team and an updated Editorial Advisory Board, I&M is constantly striving to ensure its content is well-rounded and meets the needs of its professional readers.

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

Imaging & Microscopy – the ideal partner to meet your marketing goals for 2023 and beyond.

Content

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Overview

Publication frequency
4 issues per year

Volume
25th year 2023

Circulation
18,000

Publishing Director
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Editor-in-chief
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Sciences**
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Subscription for students
€ 20.50 (+ VAT)

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DIN A4

Dates & Contents

Issues	1 / March	2 / May	3 / August	4 / November
Publishing Date	16 Mar 2023	23 May 2023	21 Aug 2023	29 Nov 2023
Advertising Deadline	23 Feb 2023	02 May 2023	31 July 2023	08 Nov 2023
Editorial Deadline	19 Jan 2023	28 Mar 2023	26 June 2023	04 Oct 2023

Fairs and Exhibitions	1 / March	2 / May	3 / August	4 / November
	Trends in Microscopy - TiM 2023 Münsingen, Germany March 20-24, 2023	European Light Microscopy Initiative Meeting - ELMI Noordwijkerhout, The Netherlands June 6-9, 2023	International Conference on Nanoscopy - ICON Europe Jena, Germany Sep 4-6, 2023	SPiE Photonics West San Francisco, CA, USA February 2024
	Focus on Microscopy - FOM 2023 Porto, Portugal April 2-5, 2023	SCANDEM Meeting June 2023	20th International Microscopy Congress Busan, South Korea Sep 10-15, 2023	
		Microscience Microscopy Congress - mmc2023 Manchester, UK July 4-6, 2023	Seeing Is Believing - Imaging the Molecular Processes of Life Heidelberg, Germany Oct 4-7, 2023	
		Microscopy & Microanalysis - M&M 2023 Minneapolis, USA July 23-27, 2023	Neuroscience Washington DC, USA Nov 11-15, 2023	

Topics
To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on: Light Microscopy · Electron, Ion and X-Ray Microscopy · Scanning Probe Microscopy Image Analysis/Processing · Compositional Analysis

I&M Showcase	
<p>This half-page advertorial format is consisting of:</p> <ul style="list-style-type: none"> • 1,500 characters incl. blanks • main technical specifications, 65 letters incl. blanks per line • one illustration, 250 dpi • company logo • Email and URL 	<p>I&M Showcase is a regular feature introducing new products and services related to:</p> <ul style="list-style-type: none"> • Light Microscopes • Electron, Ion and X-Ray Microscopes • Scanning Probe Microscopes • Compositional Analysis • Image Analysis/Processing • Microscopy Accessories • Microscopy Consumables

I&M Showcase

Deep Tissue and Live Cell Nanoscopy: Leica HC PL APO 93x / 1,3 Glyc motCORR STED WHITE

STED WHITE - Don't Compromise on Optics

The new STED WHITE objective Leica HC PL APO 93x/1,3 Glyc motCORR is designed for resolving at the nanoscale its outstanding chromatic correction ensures optimal overlay of excitation and STED PSF in xy and z over the visible spectral range. Using the white light laser as excitation source for STED at 592/660/775 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 glycerin objective creates new opportunities. The motorized correction collar allows precise and swift adjustment of the optical lenses to varying cover glass thickness and temperature 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 glycerin-based embedding media or mounting media that have a refractive index close to that of glycerin. When imaged with the STED WHITE glycerin objective, the refractive index is well matched. Besides, its motorized correction collar allows adjusting for inhomogeneity. This results in significantly improved image quality, outstanding 2D/3D STED performance and nanoscopy at unparalleled depth.

Key Features

- 2D/3D nanoscopy over the full visible spectrum by outstanding chromatic correction
- Freedom to choose from a wide range of fluorophores
- STED imaging at room temperature and 37°C
- motCORR and large free working distance for 3D STED deep inside tissues

Company Logo

www.leica-microsystems.com/nanoscopy_qr



Eye-Catching Image

Deep nanoscopy 450 nm inside cleared adult kidney sample. 20 µm xys stack confocal/STED. Image is overlaid with STED 532. Clarity by modified CLARITY protocol. STED lens: HC PL APO 93x/1,3 Glyc motCORR - STED WHITE. Sample courtesy of David Brannick, Linköping Institute, Sweden.

Key Features of your Product

- 2D/3D nanoscopy over the full visible spectrum by outstanding chromatic correction
- Freedom to choose from a wide range of fluorophores
- STED imaging at room temperature and 37°C
- motCORR and large free working distance for 3D STED deep inside tissues

Email and URL

www.leica-microsystems.com/nanoscopy_qr

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Email and URL

www.leica-microsystems.com/nanoscopy_qr

Advisory Board

Support from Science

We are very proud to present the advisory board of **Imaging & Microscopy** to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience.

Imaging & Microscopy calls upon suggestions and criticism that will make a good journal even better.



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



Dr. Roland Fleck,
King's College London, UK



Prof. Daniela Nicastro,
University of Texas
Southwestern, TX, USA



Dr. Denis Spitzer, Institut
franco-allemand de
recherches de Saint-Louis,
France



Dr. Roger Wepf,
University of Queensland,
Australia



Dr. Colm Durkan,
University of
Cambridge, UK



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



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



Dr. Jens Rietdorf,
Thermo Fisher,
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Prof. George A. Stanciu,
University Politehnica of
Bucharest, Romania



Dr. Timo Zimmermann,
EMBL, Heidelberg,
Germany



Dr. Markus Dürrenberger,
University of Basel,
Switzerland



Prof. Bert Hecht,
University of Wuerzburg,
Germany



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



Prof. Giovanni Valdré,
University of Bologna, Italy

Media Partners

European Microscopy Society (EMS)



The aims of EMS are to promote the use and the quality of advanced microscopy in all its aspects in Europe, with particular reference to developments in instrumentation and methodology and novel applications of all types of microscopy. Although light, electron and scanning-probe microscopy are expected to occupy a large place in the activities of The Society, no form of microscopy is excluded.

SCANDEM – Nordic Microscopy Society



SCANDEM was founded in 1948 in Stockholm and includes now all the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden).

SCANDEM The society has served as an active organization focusing on all aspects related to microscopy. This includes developments of the technology, specimen preparation techniques, applications in material and life sciences and new types of microscopy. Most of the members, more than 300, come from universities, research institutes and industries in the Nordic countries. An annual SCANDEM meeting is organized by a local committee. SCANDEM is a member of the International Federation of Societies for Microscopy (IFSM), and of the European Microscopy Society (EMS).

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)



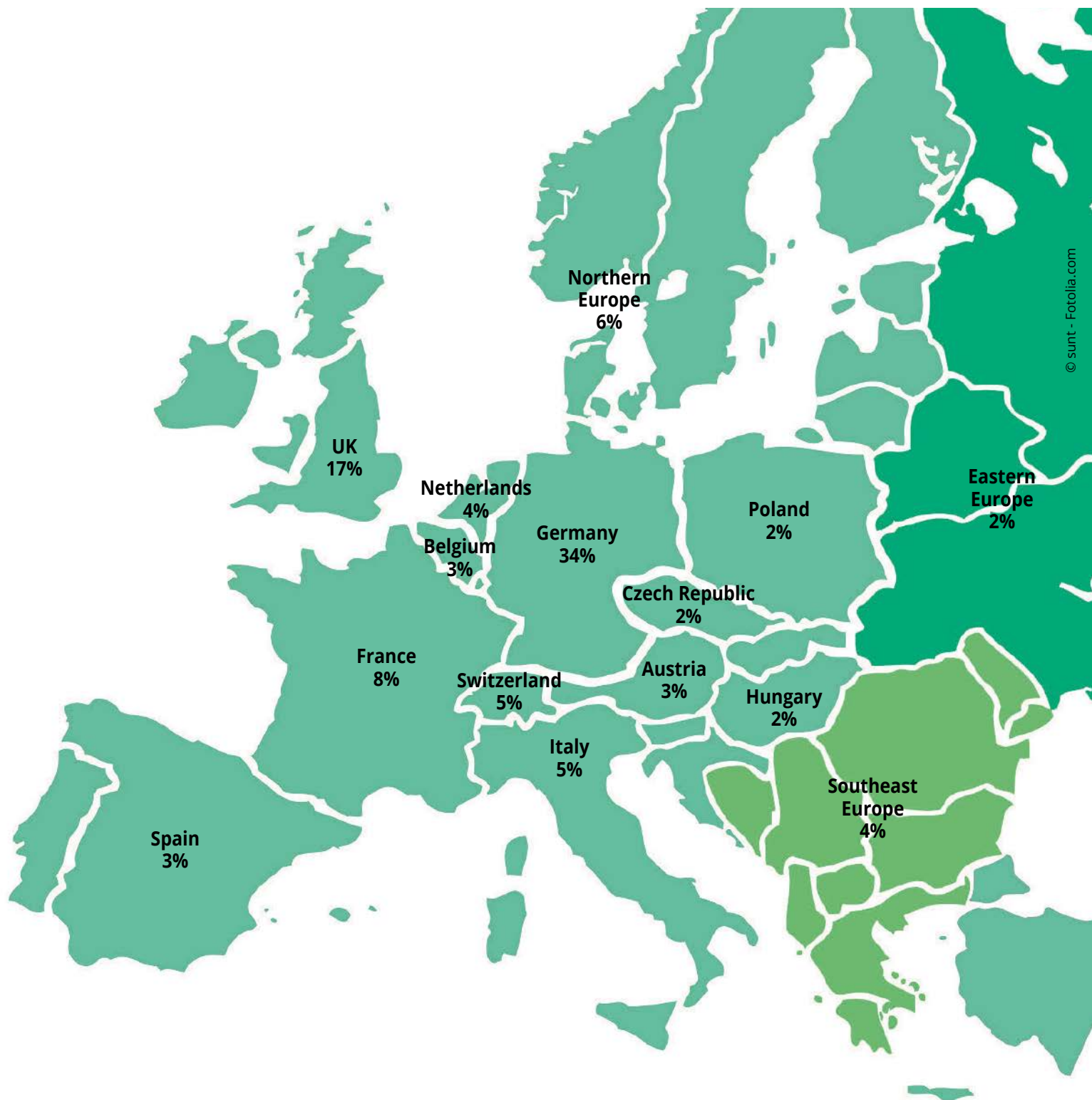
This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council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



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*Audience Analysis 2020

Circulation & Audience

Imaging & Microscopy caters to scientists who work in a variety of job sectors

Circulation by Job Function

University Professor/Lecturer	26%
Scientist/Post Doc/Graduate	23%
Engineer/Technician	21%
CEO/Managing Director	9%
Sales/Product Manager	9%
PhD Student	8%
Other	4%

Imaging & Microscopy addresses the users and decision-makers in industrial and academic research

Circulation by Area

University and Research Institute	40%
Pharmaceutical Industry	12%
Biotechnology Industry	11%
Chemical Industry	10%
Measurement and Automation Technology	7%
Optics	6%
Working Materials and Metals	6%
Semiconductor and Electronic Industry	4%
Energy-/Agro-/Environmental Industry	2%
Others	2%

*Audience Analysis 2020

Two strong brands to reach the global microscopy community

Imaging & Microscopy



High valuable content focused on methodology and academic research

Microscopy & Analysis



Presents current trends in microscopy instrumentation and application

Readership



18.000 (readers in Europe)



Users and key decision-makers in industrial and academic research



46.000 readers around the world



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

Partnerships and Cooperations



Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297*	6.490
1/2 Page portrait	90 x 260	4.030
1/2 Page landscape	185 x 128	4.030
Juniorpage	137 x 190	4.295
1/3 Page portrait	58 x 260	2.440
1/3 Page landscape	185 x 85	2.440
1/4 Page classic	90 x 128	2.010
1/4 Page portrait	43 x 260	2.010
1/4 Page landscape	185 x 63	2.010
1/8 Page classic	90 x 63	1.390
1/8 Page landscape	185 x 30	1.390
Job Advertisements	25 % discount on regular advertisement prices	

* plus 3 mm overlap on all sides

Preferred positions

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

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

Advertorials	1/1 page	1/2 page
- Application Note		
- Technical Report	2.720	1.690
- Showcase		
- Company Profile		

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

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

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

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

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

Additional charges

Binding positions	10 %
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Discounts

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE136766623

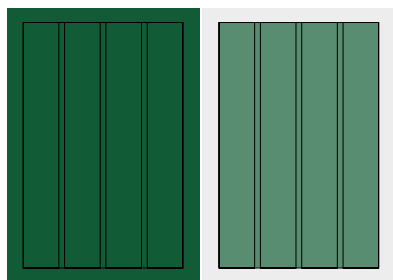
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2022 and supersedes all previous price lists.

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

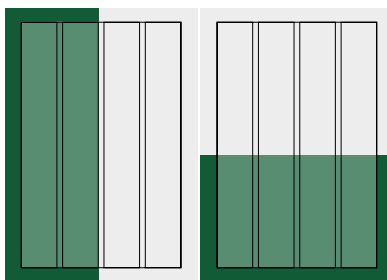
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

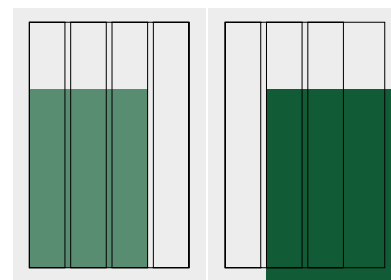
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

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

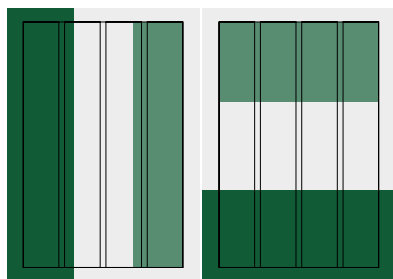
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

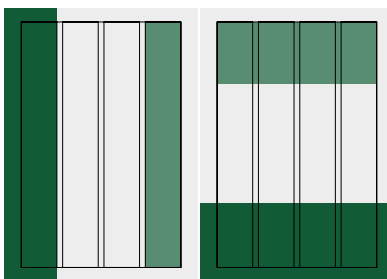
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

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

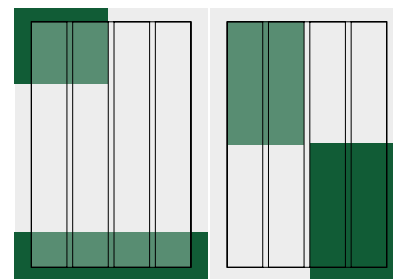
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Pages
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
Pages Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm
Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

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

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4; column width 43 mm

Print and binding methods

Sheet offset

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 18,200 copies

Delivery of bound-in inserts

Delivery quantity: 18,500 copies

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

Data format

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

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

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



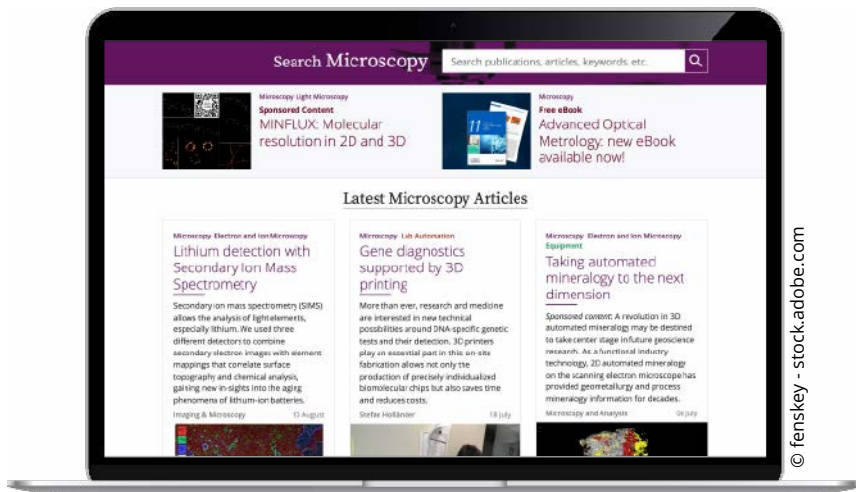
Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Ph.: +49 (0) 6201 606 731

Wiley Analytical Science

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.



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Banner advertising solutions on the WAS Microscopy Channel

Desktop Advertising Subject or Individual Page Targeting

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

Mobile Devices Advertising* Subject or Individual Page Targeting

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

*Mobile Device Advertising is included in Desktop Advertising rates

Submission Lead Time

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

You can find detailed technical information at this link ▶

Wiley Analytical Science

A subject portal for the hybrid researcher and practitioner

Native Advertising on the WAS Microscopy Channel

Top Teaser Story – 1,740 €

Promote your product, your application note, your event or any other highlight on the starting page of the WAS microscopy channel. Reach your target group 24/7/365.

Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px. The top teaser will be linked to a more comprehensive sponsored content on WAS Microscopy. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

Run time:

2 weeks on the starting page and 6 months as sponsored content on WAS Microscopy

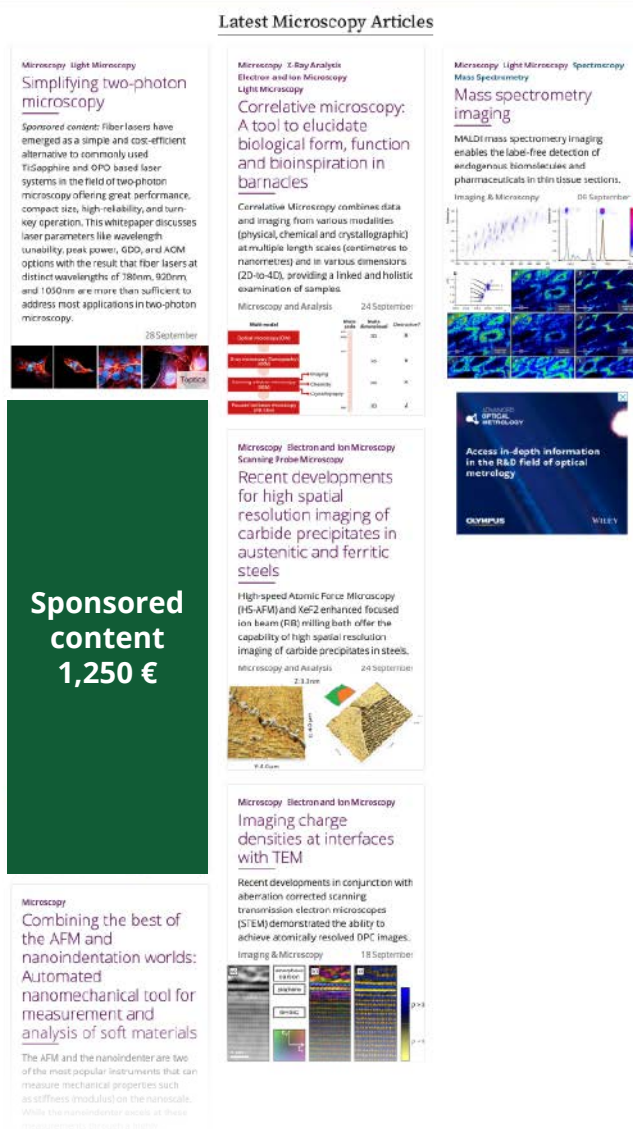
Sponsored Content – 1,250 €

Promote your product, your application note, your event or any other highlight on WAS Microscopy.

Scope of Service:

Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video

Run time: 6 months



Wiley Analytical Science

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%	2,740 €
Content Ad Average CTR Content Ad: 0,18%	3,150 €
Single-Sponsored (3 Banner + 2 content ads)	8,500 €

Technical Specifications:

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

Content Ad

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

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

Wiley Analytical Science
Microscopy

Content Alert - 26 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 Parmenter (MAA editor-in-chief) and Dr. Rebecca Post (MAA 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 04
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

Receive your call for the after summer newsletter 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-MoS₂.

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Special Collection

Meet the Greatest Minds in Microscopy

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Recommended by

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 atom-resolution scanning transmission electron microscopy (STEM) method to image light elements in small organic molecules in solution.

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:

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

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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.

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Advertising and Reprint Production Terms and Conditions

PRICING

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

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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

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 - cease publication of further Advertising or terminate an agreement for Advertising;
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