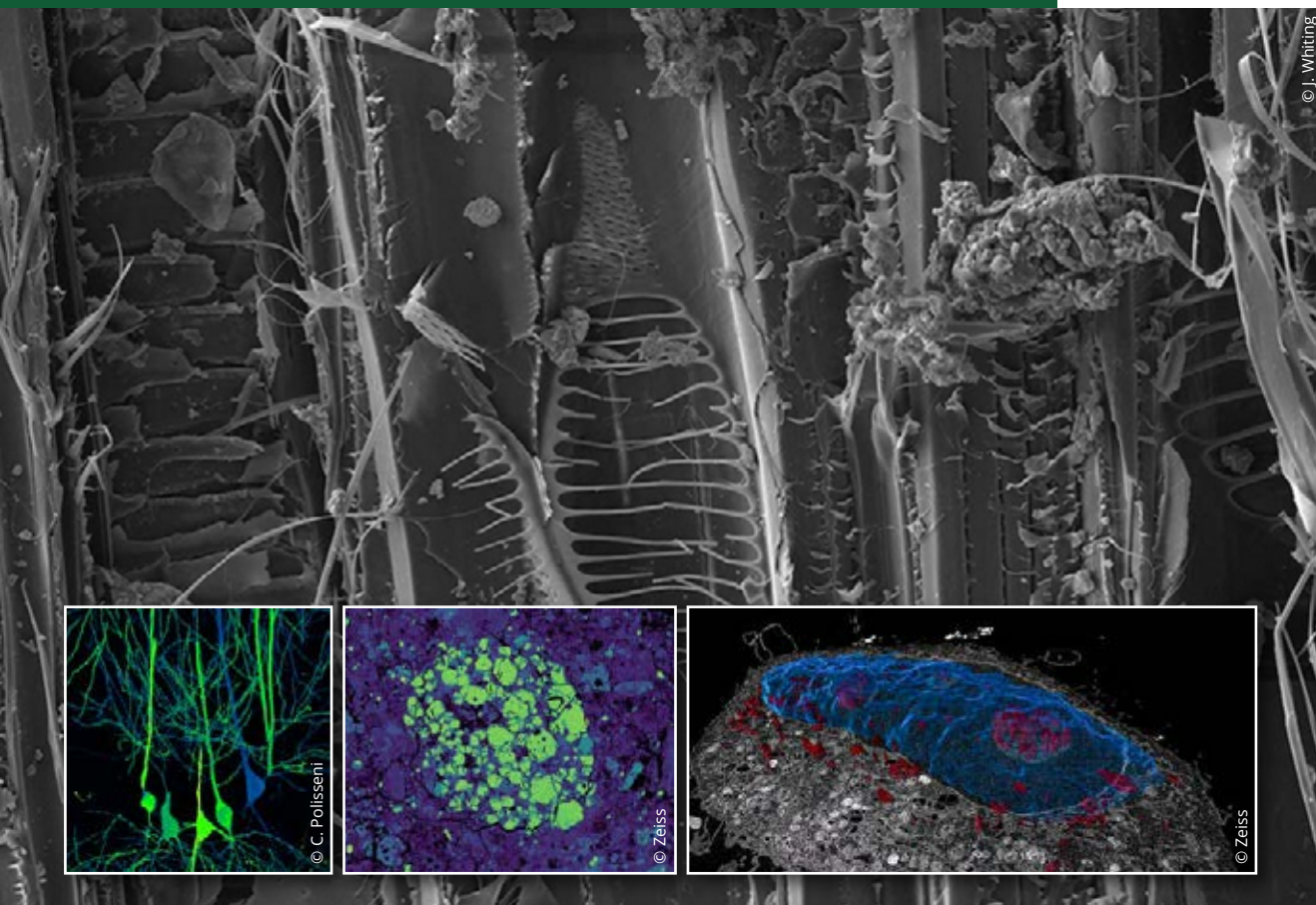


# WILEY



## 2025 Media Guide

# Microscopy and Analysis

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



# Microscopy and Analysis

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

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

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

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

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

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

Warm regards, Birgit Foltas, Editor-in-chief

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

## Overview

**Publication Frequency**  
4 issues per year

**Volume**  
39<sup>th</sup> year 2025

**Circulation**  
50,000 (print + digital)

**Publishing Director**  
Steffen Ebert

**Editor-in-chief**  
Dr. Birgit Foltas

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

**Director of Sales, Science**  
Vanessa Winde

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

**Sales, America**  
John Day  
Jen Keats

**Format of the magazine**  
DIN A4

**ISSN**  
2043-0639

## Content

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

# Dates & Contents

Issues	1   2025	2   2025	3   2025	4   2025
Publishing Date	11 Mar 2025	22 May 2025	21 Aug 2025	28 Oct 2025
Advertising Deadline	18 Feb 2025	30 April 2025	31 July 2025	07 Oct 2025
Editorial Deadline	21 Jan 2025	02 April 2025	03 July 2025	09 Sep 2025
Conferences & Trade shows	<b>Focus on Microscopy FOM 2025</b> April 13–16, 2025 Taipei, Taiwan	<b>ELMI Meeting</b> June 3–6, 2025 Heidelberg, Germany	<b>Microscopy Conference MC2025</b> Aug 31 – Sep 4, 2025 Karlsruhe, Germany	<b>Wiley Analytical Science Microscopy Spotlight</b> Nov 2025, virtual
	<b>Wiley Analytical Science Conference</b> Battery Technology March 2025, virtual	<b>Microscience Microscopy Congress - mmc2025</b> June 30 – July 3, 2025 Manchester, UK	<b>Multinational Congress on Microscopy – MCM2025</b> September 7–12, 2025 Bernadin, Slovenia	<b>Neuroscience</b> Nov 15–19, 2025 Chicago, USA
		<b>Microscopy &amp; Microanalysis M&amp;M 2025</b> July 28 – Aug 1, 2025 Salt Lake City, USA		<b>SPIE Photonics West</b> Jan, 2026 San Francisco, USA
Applications	Life Science · Neuroscience · Medical Research · Chemistry · Biophysics · Pharmacology · Material Science · Geology · Instrumentation Development · Methodology · Image Analysis & Data Handling · AI in Microscopy			
Methods	Light Microscopy · Electron Microscopy · Scanning Probe Microscopy · Ion Microscopy · X-Ray Microscopy · Image Analysis/Processing · Compositional Analysis			

M&A Showcase	<p>This half-page advertorial format is consisting of:</p> <ul style="list-style-type: none"> <li>• 400 words incl. blanks</li> <li>• main technical specifications, 65 letters incl. blanks per line</li> <li>• one illustration, 300 dpi</li> <li>• company logo</li> <li>• Email and URL</li> </ul>	<p>M&amp;A Showcase is a regular feature introducing new products and services related to:</p> <ul style="list-style-type: none"> <li>• Light Microscopes</li> <li>• Electron, Ion and X-Ray Microscopes</li> <li>• Scanning Probe Microscopes</li> <li>• Compositional Analysis</li> <li>• Image Analysis/Processing</li> <li>• Microscopy Accessories</li> <li>• Microscopy Consumables</li> </ul>
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**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 x, y and z over the visible spectral range. Using the white light laser as excitation source for STED (392/600/775 nm) the objective allows the greatest choice of fluorophores over for STED nanoscopy.

**New Opportunities for Live Cell Nanoscopy**

For live cell imaging, the STED WHITE objective creates new opportunities. The motorized STED WHITE system allows for fine adjustment of the optical lenses. STED WHITE is also suitable for temperature changes. Deep imaging with 2030 STED is possible at room temperature or at 37°C.

**Deep Tissue Nanoscopy at Unparalleled Depth**

Thick tissues are often mounted in glycerol-based embedding media or mounting media that have a refractive index close to that of glycerol. When imaged with the STED WHITE system, the refractive index is well matched. Besides a motorized correction collar, STED WHITE allows for chromaticity. This results in significantly improved image quality, extending 2030 STED performance and the range of applications.



**Eye-Catching Image**

Deep nanoscopy 40-63 nm inside cleared adult kidney sample. 20 am eye stack, confocal 3D STED. Image visualized with STAR 832P. Cloning by modified CLARITY protocol. STED: Leica HC PL APO 93x/1.3 Glyc motCORR – STED WHITE. Sample courtesy of David Brackley, Eric Kambhampati, Heide, Sweden.

**Description of the Product**

**Key Features of your Product**

- ▶ 2030 color confocal
- ▶ STED
- ▶ motCORR

**Company Logo**

**Email and URL**

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

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

**MAICO**  
KENS CONFOCAL UNIT

**A new way to visualize fluorescence imaging**

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

**HAMAMATSU**  
PHOTONICS & DISPLAY SOLUTIONS  
www.hamamatsu.com

**M&A Showcase**

# Scientific Advisory Board

## Support from Science

We are very proud to present the advisory board of **Microscopy and Analysis** to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience. **Microscopy and Analysis** calls upon suggestions and criticism that will make a good journal even better.

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

**Dr. Roger Wepf,**  
University of Queensland,  
Australia

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

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

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

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

**Dr. Timo Zimmermann,**  
EMBL, Heidelberg,  
Germany

**Prof. Bert Hecht,**  
University of Wuerzburg,  
Germany

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

**Prof. Giovanni Valdré,**  
University of Bologna, Italy

**Peter Hawkes,**  
CNRS, Toulouse, France

**France Paul Verkade,**  
University of Bristol, UK

**Pippa Hawes,**  
The Francis Crick  
Institute, UK

**Keith Duncan,**  
Danforth Inst, St Louis,  
USA

**Annalena Wolff,**  
AXT Pty Ltd, Australia

**Nestor Zaluzec,**  
Argonne National Lab,  
IL, USA

**Dalia Yablon,**  
SurfaceChar LLC,  
Boston, USA

**Philip Moriarty,**  
University of  
Nottingham, UK

**Louise Hughes,**  
Oxford Instruments, UK

**Kerry Thompson,**  
National University of  
Ireland, Galway, Ireland

**Gail McConnell,**  
University of Strathclyde,  
Scotland, UK

**Erin Tranfield,**  
VIB Bioimaging Core,  
Ghent, Belgium

## Media Partners

### European Microscopy Society (EMS)



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

### Global BioImaging



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

### European Light Microscopy Initiative (ELMI)



ELMI was created in 2001 to establish a unique communication network between European scientists working in the field of advanced light microscopy in life science and the manufacturers of their equipment. The annual meetings of this initiative combine lecture sessions focusing on applications and workshop sessions organized by the industry partners for instrument demonstration and hands-on opportunities.

### Focus on Microscopy



The FOM conferences constitute an effective meeting point for developers and users working in the rapidly evolving field of optical microscopy and imaging, playing an important role in the dissemination of information about new developments. The FOM conferences are accompanied by a technical exhibition showing the recent technical developments in microscopy and associated techniques. Focus on Microscopy 2018 is the continuation of a yearly conference series presenting the latest innovations in optical microscopy and their application in biology, medicine and the material sciences.

### Royal Microscopical Society (RMS)



This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council of trustees and members drive the direction of the society and form its long-term strategy. The society publishes the Journal of Microscopy and a series of microscopy books.

### EMBL International Centre for Advanced Training (EICAT)



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

# Highly Qualified Audience\*

## Geographical Breakdown

### Regional Breakdown

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

\*Audience Analysis 2024

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

## Circulation & Audience

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

### Circulation by Job Function

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

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

### Circulation by Area

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

## Prices & Formats

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

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

\*plus 3 mm overlap on all sides

### Front Cover

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

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

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

### Cover Story

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

### Terms

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

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

### Specifications Advertorial

#### Quarter Page Product Information

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

#### Half Page Advertorial (Show Case)

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

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

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

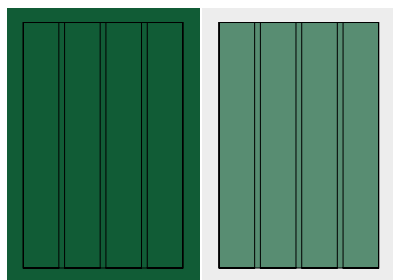
These numbers represent a guideline, more figures can be used with fewer words and the reverse is true too.

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

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

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

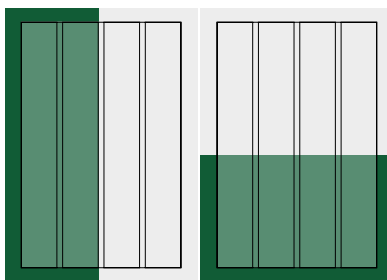
# Formats



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

**Type Area:**  
185 x 260 mm

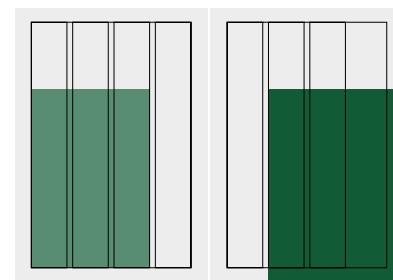
**Bleed Size:**  
210 x 297 mm



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

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

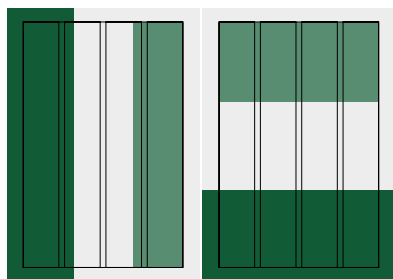
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

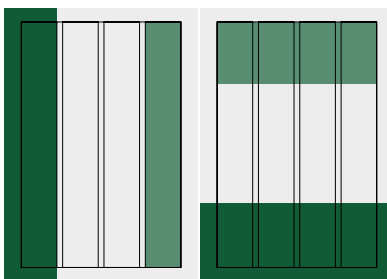
**Bleed Size:**  
147 x 209 mm



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

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

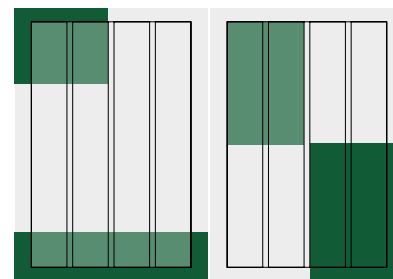
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 43 x 260 mm  
landscape: 185 x 63 mm

**Bleed Size:**  
portrait: 54 x 297 mm  
landscape: 210 x 82 mm



**1/4 | 1/8**  
Page Type Area/Bleed Size

**Type Area:**  
classic: 90 x 128 mm

**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 63 mm  
landscape: 185 x 30 mm

**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm

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



# Technical Specifications

## Magazine format

210 x 297 mm (width x height), A4 size  
185 x 260 mm (width x height), print space

## Print and binding methods

Sheet offset

## Colors

Euro scale

## Screen ruling

70 ruling

## Loose inserts

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

The delivery quantity and delivery address  
as well as the delivery date are stated  
on the order confirmation.

## Data format

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

## Print Ad Submissions

For files larger than 10mb please contact  
Paul Bennell at pbennell@wiley.com or on  
+44 (0)1243 770310 to request our FTP details  
or use web-based file sharing sites such as  
SendSpace.com or Hightail.com

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

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

## Transmission options

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



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

# Wiley Analytical Science

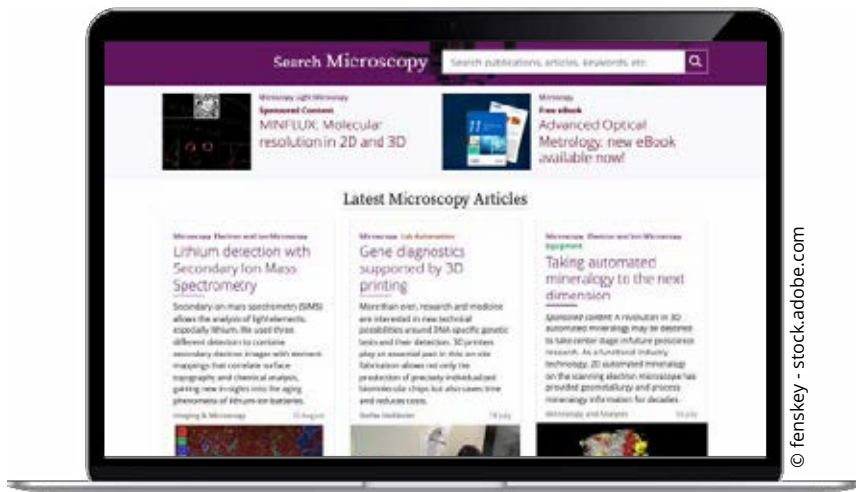
## Web Advertising

<https://analyticalscience.wiley.com>

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

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

Let's get started.



© fenskey - stock.adobe.com

## Banner advertising solutions on the WAS Microscopy Channel

### Desktop Advertising

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

### Mobile Devices Advertising

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

### Submission Lead Time

Ad creative must be submitted at least one week ahead of deployment for testing and build processing time to ensure assets are in-spec.

Third-party ads must be live at time of submission.

Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

# Wiley Analytical Science

## Native Advertising Opportunities

### Native Advertising on the WAS Microscopy Channel

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

#### Top Teaser Story – 1,740 € | 2,000 \$

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

#### Scope of Service:

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

#### Run time:

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

#### Sponsored Content – 1,250 € | 1,480 \$

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

#### Scope of Service:

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

#### Run time: 6 months



# Wiley Analytical Science Microscopy Newsletters

## Capabilities for your Brand

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

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

Align your brand with an aspirational voice that inspires action.

### Let's connect.

**35K+**  
Opt-in subscribers

**27%**  
Average open rate\*\*

**18+**  
Newsletters

**26K+**  
Page Views per Position

\* Average Newsletter Subscribers 2024

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

### Advertising solutions in the WAS microscopy newsletter

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

### Email Newsletter Specifications

MPU: 300 x 250 px  
 Max. file size: 200 KB  
 File Types Accepted: GIF, JPG & PNG only  
 No 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	Issue Alert
<b>WAS Microscopy English</b>	
28 Jan 2025	
18 Feb 2025	
<b>Issue Alert M&amp;A 1/25</b>	11 Mar 2025
	25 Mar 2025
	15 Apr 2025
	29 Apr 2025
	13 May 2025
<b>Issue Alert M&amp;A 2/25</b>	27 May 2025
	10 Jun 2025
	24 Jun 2025
	22 July 2025
<b>Issue Alert M&amp;A 3/25</b>	26 Aug 2025
	09 Sep 2025
	23 Sep 2025
	07 Oct 2025
<b>Issue Alert M&amp;A 4/25</b>	28 Oct 2025
	18 Nov 2025
	09 Dec 2025

Wiley Analytical Science  
**Microscopy**  
 Content Alert - 28 July 2025

**Meet us at Microscopy & Microanalysis**  
 Wiley is offering the year's Microscopy & Microanalysis (M&A), 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 Falmonte (M&A editor-in-chief) and Dr. Rebecca Post (M&A editor). See you there.

**Scanning Probe Microscopy**  
 Voltage pulses control single-molecule reactions  
 Steering probe microscope breaks and creates atomic bonds, switches between different molecular structures.  
 READ MORE +

**Imaging & Microscopy**  
 IMAGING AND MICROSCOPY  
 New issue available  
 See the analysis.wiley.com

**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 100 nm resolution. Cells or tissue pieces 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 +

**Fluor Systems**  
 Making dielectrics the only barrier in your research with conductive AFM  
 Researcher prior work for the often complex barrier on AA bipolaroxides, in which Fluor Systems will demonstrate the use of CAFM in exploring the mystery of layered materials. Nanostructures, specifically moiré patterns between single layer graphene and hexagonal boron nitride and reconstructed domains in marginally layered (2) DLMs.  
 READ MORE +

**Special Collection**  
 Meet the Greatest Minds in Microscopy  
 Recommended by

**Atomoxetine Spectroscopy**  
 Resolving electron dynamics in water  
 Researchers measure the strong-field dynamics of electrons in water clusters.  
 READ MORE +

**Electron Microscopy**  
 Capturing small molecule structures  
 Ultrafast researchers have revealed a novel atom-resolution viewing mechanism, electron microscopy (EM) without a major light scattering or small-angle scattering component.

## Elevate Your Brand. Generate Leads.

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

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

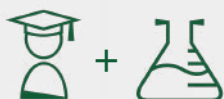
**Elevate your brand & gain credibility** by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

## Sponsorship Opportunities

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

Set the perfect stage for your message!

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



### Educational Seminar

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



### Application-Focused Seminar

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



**Contact us for  
more details!**

# MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

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

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



## Events & Education Solutions

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



### Webinar

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



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



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## Communications Solutions

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



### Article Collections

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



### Essential Knowledge Briefing

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



### Expert Insights

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

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

## Partner with Wiley to ensure success!

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

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

Ready to give your message more visibility?

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

# Advertising and Reprint Production Terms and Conditions

## Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
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- (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.
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- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
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- (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

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- 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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- 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;

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

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

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

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

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

## REPRINT TERMS

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

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# 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.
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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%

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