

WILEY

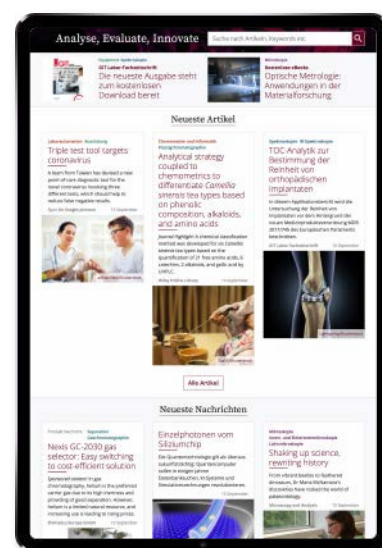


2026 Media Guide

Wiley Analytical Science

Your gateway to the global analytical science audience

analyticalscience.wiley.com



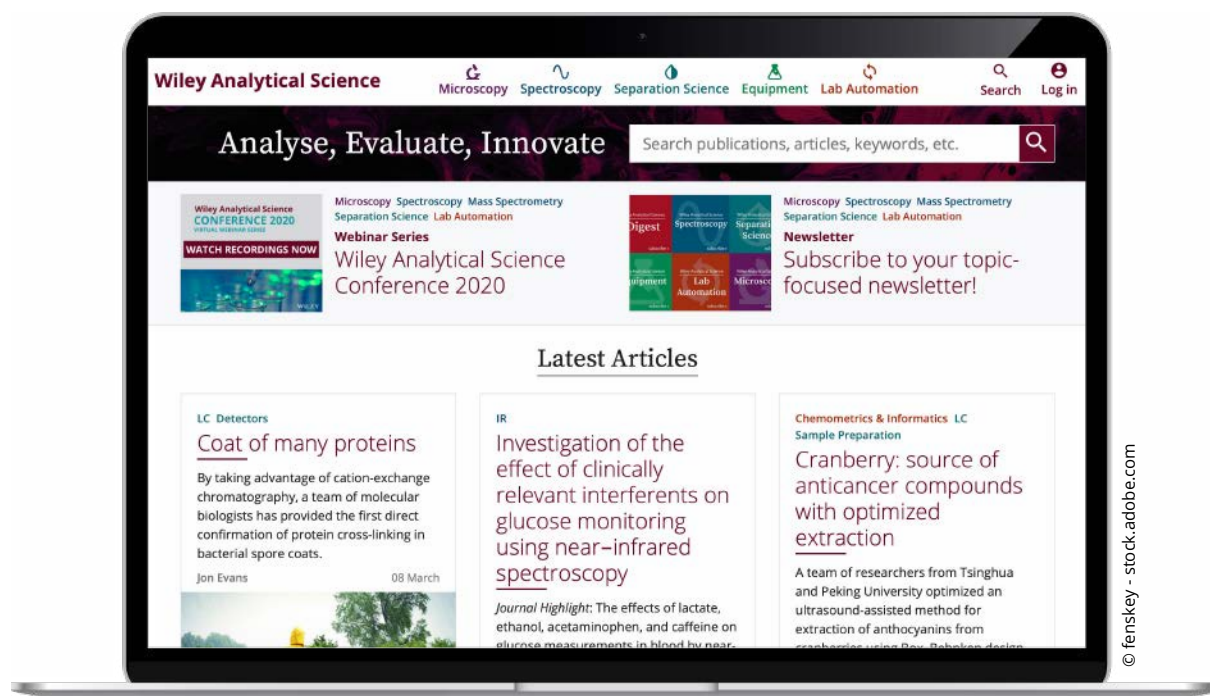
Wiley Analytical Science

Connect with an engaged, targeted audience in our expanding universe of content solutions

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.

We bring the analytical community together with the largest repository of free and subject-focused web content, newsletters, online seminars in analytical science covering latest applications, and our widely anticipated bi-annual virtual conference.

With the strength of Wiley as **a trusted chemistry and life sciences publisher**, combined with the **strength of our network**, this growing universe can help you connect. Let us help you build a customized package to help you reach your goals.



WAS – Universe of Content Solutions

Web Advertising

30K+ Unique
Visitors/Month

Webinars

Research &
Application Focused

400+ Avg.
Registrants/Session

Newsletters

80K+ Circulation

Wiley Analytical Science

analyticalscience.wiley.com

Wiley Analytical Science Virtual Conference

500+
Avg. Registrants/
Session

B2B Publications

375K Copies/Year

SpectraBase™

54K+ Unique
Visitors/Month

Methods & Applications

- Microscopy
- Spectroscopy
- Separation Science
- Lab Automation and Digitalization
- Bioanalysis
- Life Sciences (Omics, Bioprocessing etc.)
- Diagnostics and Clinical Research
- Forensic Science and Toxicology
- Food and Agricultural Sciences
- Environmental Sciences
- Pharmaceutical Research and Drug Discovery
- Material Sciences

Tactics

Awareness campaigns

- Print advertising (print ads, native ads, sponsored cover pages)
- Targeted digital advertising (banner ads, content ads, sponsored content)

Lead generation campaigns

- Webinars & Virtual Events
- E-Books / Expert Insights
- Article Collections
- Infographics
- Knowledge Hub and much more

Your Benefits at a Glance

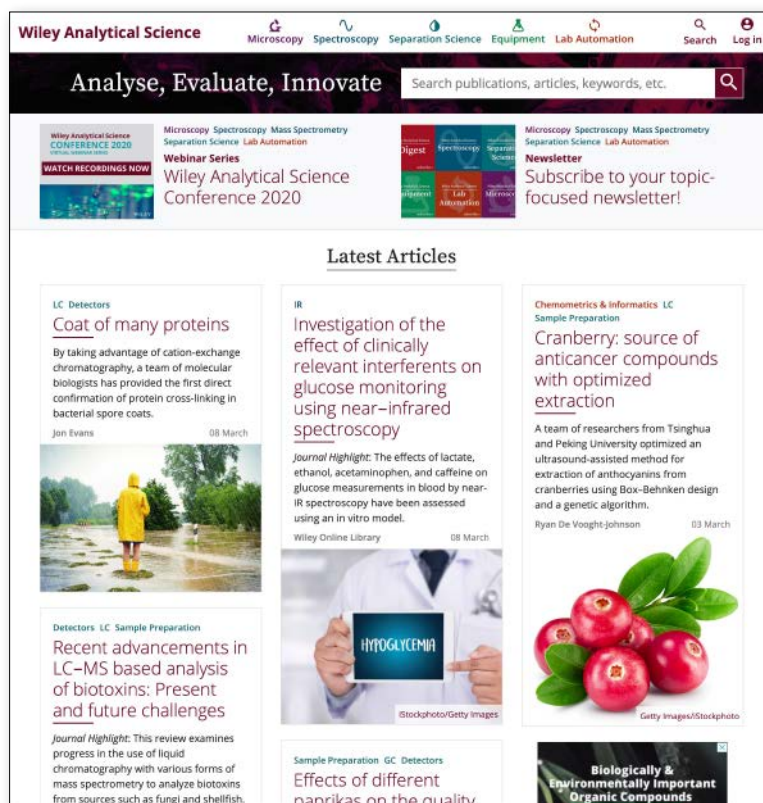
- The Wiley Analytical Science site serves as the central hub where over 30,000 analytical scientists visit our site each month to access and navigate the largest repository of validated information on the latest techniques to support their professional success.
- Over 80,000 subscribers to our focused newsletters covering key target areas.
- Our leading B2B magazines GIT Labor-Fachzeitschrift and Microscopy & Analysis are your gateway to the global research community.
- On average over 800 science and industry professionals sign up for Wiley Analytical Science Conference, held twice a year.

Get your brand in front of a focused analytical science global audience.

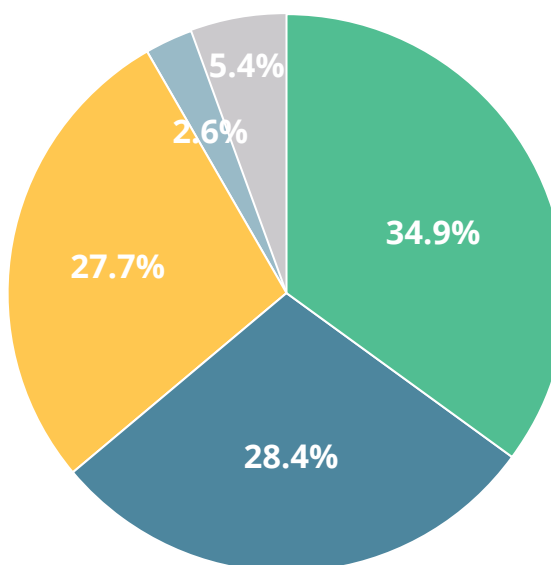
30k Unique Visitors / Month

45k Page Views / Month

Worldwide Reach



Geographical Web Reach
Wiley Analytical Science



■ Americas
 ■ Europe
 ■ Asia Pacific
 ■ Africa
 ■ Other

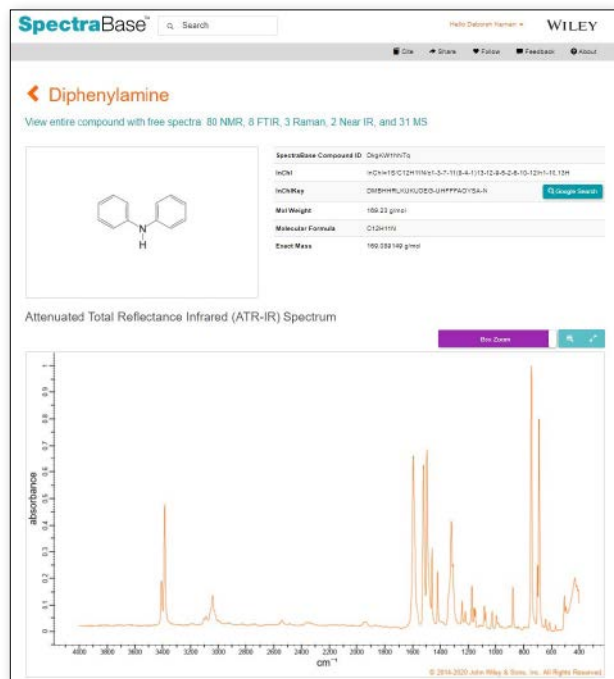
SpectraBase.com

Increase your spectroscopy reach

Wiley is a leading provider of the spectral data researchers rely upon to identify spectra, solve analytical problems, and make critical decisions.

SpectraBase is a online spectral database by Wiley that provides free access to over one million reference spectra, including organic compounds, inorganic compounds, polymers, and more. An average of over 54,000 researchers turn to this resource each month.

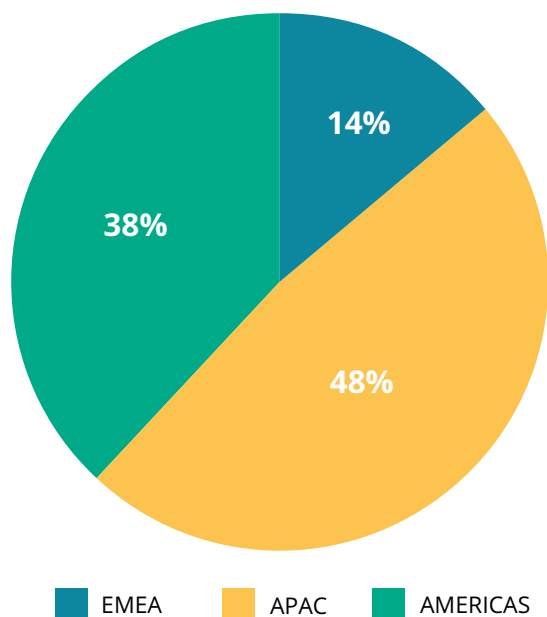
Now you can specifically target researchers who are already using this well-known online resource.



Users look up spectra by name, InChIKey, CAS registry, or structure.

We have been building an audience ...

Geographical Web Reach – SpectraBase



Get your brand front and center to a large spectroscopy audience!

54K Unique Visitors/Month

136K Page Views/Month

Worldwide Reach

Target an already-engaged spectroscopy audience by:

Spectral Techniques • IR • MS • NMR • Raman • UV-Vis

Specific Compounds Geography

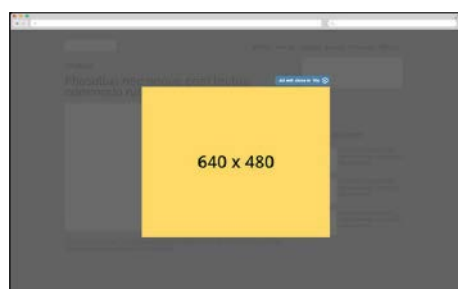
Wiley Analytical Science and SpectraBase

Web Advertising

Desktop Positions

Interstitial – 640 x 480 px*

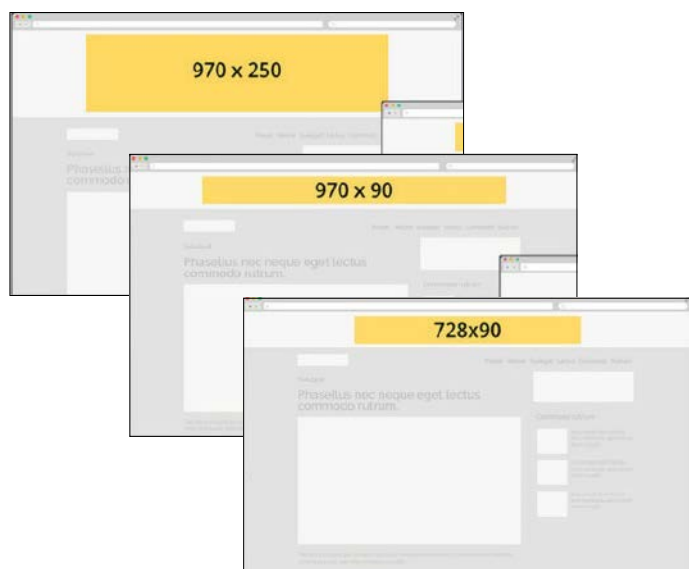
Overlay ad that interrupts navigation to first article of a user session. Unit can be dismissed by user manually to access content.



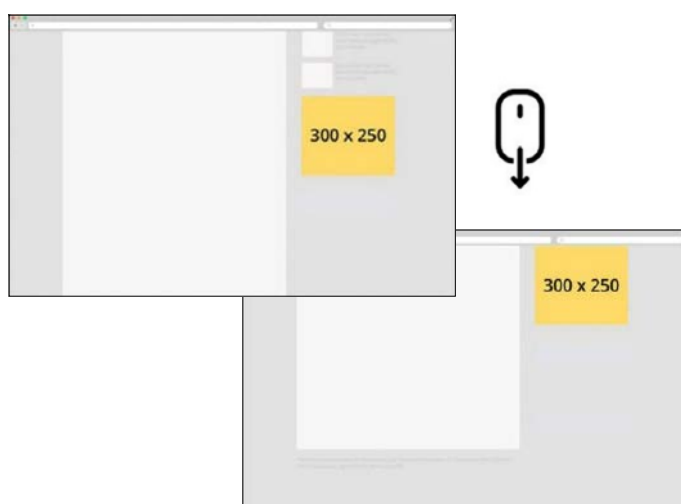
Impact Right Rail Banner – Super Rectangle 300 x 600 px or Rectangle 300 x 250 px – Portrait or landscape oriented ad that delivers in the top of the right rail on all pages.



Header Banner – Billboard 970 x 250 px, Super Leader Board 970 x 90 px or Leader Board 728 x 90 px – Landscape oriented ad that delivers in the header/main navigation area of all pages.



Tracking Right Rail Banner – Rectangle 300 x 250 px – Landscape oriented ad that delivers below supplemental content in the right rail on all pages, tracks with the user for the remainder of the downward scroll once it touches the top of the right rail within the remaining empty space.



* The Interstitial banner is not available for SpectraBase at this time.

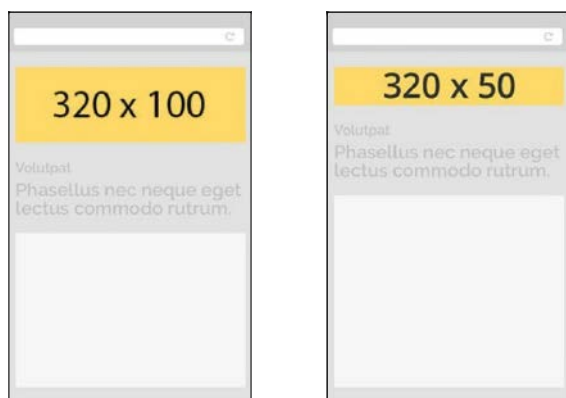
Wiley Analytical Science and SpectraBase

Web Advertising

Mobile Positions

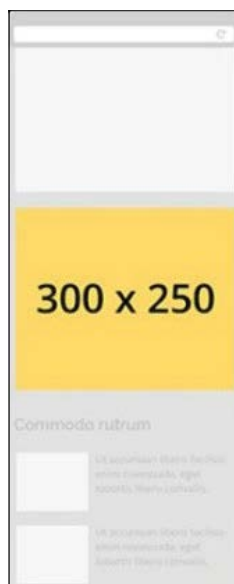
Mobile Header Banner

Large Mobile Leaderboard 320 x 100 px, Mobile Leaderboard 320 x 50 px, Small Mobile Leaderboard 300 x 50 px – Landscape oriented ad that delivers in the header/main navigation area of all mobile pages.



Sticky Mobile Banner

Small Mobile Leaderboard 300 x 50 px – Landscape oriented ad that delivers as an anchored overlay (over all content) at the bottom of the mobile viewing screen on all mobile pages. The unit scrolls with the user until dismissed.



Secondary Mobile Banner*

Rectangle 300 x 250 px – Landscape oriented ad that delivers below main column content (article content) and above supplemental content on all mobile pages.

* The 300 x 250 secondary mobile banner is not available for SpectraBase at this time.

Rates and Specifications

Banner formats & rates (Monthly sponsorship rates)

Desktop	ROS	Microscopy	Spectroscopy	Separation Science
Desktop Header Banner 728x90, 970x90, 970x250	3,750 \$	2,200 \$	1,450 \$	1,100 \$
Half Page Rail 300x600	3,950 \$	2,500 \$	1,550 \$	1,050 \$
MPU Rail 300x250	3,150 \$	1,900 \$	1,250 \$	950 \$
Interstitial 640x480	4,575 \$	2,950 \$	1,800 \$	1,250 \$
Roadblock				
All positions Desktop & Mobile	15,200 \$	9,450 \$	5,900 \$	4,150 \$

Your advertising campaign will be displayed to mobile users as well. For best user experience please select and supply one creative matching the following specs.

Mobile Banner: 320x100, 320x50, 300x100 or 300x50

Sticky Mobile Banner: 320x50 or 300x50

Technical Specifications

Submission Lead Time

Ad creative must be submitted based on schedules outlined above 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

HTML5 Guidelines HTML5 requirements:

<https://goo.gl/rYMVcf> The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

Desktop and Mobile Ad Specifications

Dimensions: 728 x 90 px
(as applicable mobile: 320 x 50 px / 300 x 50 px)
Dimensions: 300 x 250 px
Max File Size: 200 KB
*1x1 pixel border for creative with white or light background

Expansion Specifications

3rd party/HTML5 usage
Expansion Direction: Downwards Max Initial File Dimensions: 728x90 Max Initial File Load: 200 KB Subsequent Max Polite File Dimensions: 728 x 90 px Subsequent Max Polite File Load: 100 KB Subsequent Max User Initiated File Dimensions: 728 x 310 px Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

Expansion Specifications

3rd party/HTML5 usage
Expansion Direction: Left
Max Initial File Dimensions: 300 x 250 px
Max Initial File Load: 200 KB
Subsequent Max Polite File Dimensions: 300 x 250 px
Subsequent Max Polite File Load: 100 KB
Subsequent Max User Initiated File Dimensions: 550 x 250 px
Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

File Types Accepted

DoubleClick Tags (preferred) GIF, JPG & PNG
HTML5 <https://goo.gl/QY0EMJ>
Third-party tags from DFP certified vendors found here: <https://goo.gl/1bJSmc>

Click-Through URLs

Required for all creative files provided.
(GIF, JPG, PNG)

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames Per Second

24 FPS Max

Wiley Analytical Science

Native Advertising Opportunities*

Top Teaser Story – \$2,000

Promote your product, your application note, your event or any other highlight on the starting page of a selected WAS subject 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 the selected WAS subject channel. 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 the selected WAS subject page

Sponsored Content – \$1,480

Promote your product, your application note, your event or any other highlight on a selected WAS subject channel.

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

The screenshot displays the Wiley Analytical Science website interface. At the top, navigation links include Microscopy, Spectroscopy, Separation Science, Equipment, and Lab Automation. A search bar is present with the text 'Analyse, Evaluate, Innovate'. Below the navigation bar, a large green banner features the text 'Top Teaser Story \$2,000' and an image of hands holding green leaves. To the right of the banner, a small infographic titled 'Cannabis: analysis of active & toxic substances' is visible. Below the banner, the 'Latest Articles' section is displayed, featuring several article thumbnails with titles such as 'Raman gives good information on complex pharma formulations', 'Laser desorption/ionization postionization mass spectrometry: Recent progress in bioanalytical applications', 'Pseudo-3D NMR speeds up two-dimensional approach', 'Five go analyzing water', and 'Masking up'. A large green box with the text 'Sponsored content \$1,480' is overlaid on the left side of the 'Latest Articles' section. At the bottom of the 'Latest Articles' section, a 'View all articles' button is visible.

The screenshot displays the 'Latest News' section of the Wiley Analytical Science website. It features three news items, each with a thumbnail image and a brief description. The first item is titled 'New cryo-EM results reveal unexpected coronavirus feature' and includes a thumbnail image of a virus. The second item is titled 'PerkinElmer launches new NIR instrument for food monitoring' and includes a thumbnail image of a laboratory instrument. The third item is titled 'Thermo Fisher establishes new clinical biomarker collaborations' and includes a thumbnail image of two people shaking hands. Each news item also includes a date and a 'View all articles' button at the bottom.

* Not available on SpectraBase

Wiley Analytical Science Newsletters

Wiley Analytical Science newsletters offer engaging advertising opportunities. Run a MPU banner ad, promote your product through a content ad and get exclusive visibility through a single-sponsored newsletter.



Newsletter	Circulation
Digest WORLD	28,618
Digest GERMAN	8,769
Microscopy	46,907
Status: July 2025	

Newsletter Advertising

Size in pixels	US Dollars
Newsletter: Microscopy	
MPU Rectangle 300 x 250 px	3,150 \$
Content Ad	3,600 \$
Single-Sponsored (3 MPUs plus 2 content ads)	9,810 \$
Newsletter: Wiley Analytical Science Digest GERMAN/WORLD	
MPU Rectangle 300 x 250 px	1,600 \$
Content Ad	1,950 \$
Single-Sponsored (3 MPUs plus 2 content ads)	5,750 \$

Email Newsletter Specifications

MPU / 300 x 250 px

Max File Size: 200 KB

File Types Accepted: GIF, JPG & PNG only

No 3rd Party or HTML5 tags accepted

Click-Through URLs: Required for all creative files provided (GIF, JPG, PNG).

Animation/Looping:

No animation permitted / Static display only.

Content Ad

Maximum 50 characters incl. blanks for the headline and up to 250 characters for the body text.

Unlimited number of characters for the publication on the website. Please provide one image as a JPEG 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.

Wiley Analytical Science
Microscopy

Content Alert - 8 September 2020

Lightning-Fast Atomic Hand

Scientists have found a fascinating way to push an atom with controlled forces so quickly that they can choreograph the motion of a single molecule within less than a trillionth of a second. The extremely sharp needle of their unique ultrafast microscope serves as the technical basis. It carefully scans molecules, similar to a record player. Physicists now showed that shining light pulses onto this needle can transform it into an ultrafast "atomic hand". This allows molecules to be steered - and new technologies can be inspired. [Read more!](#)

Label-Free Live Imaging

Correlative live imaging sheds new light on HIV

UK-based researchers have developed a correlative, label-free live imaging technique that visualises real-time morphological changes when virus particles form. [READ MORE »](#)

Rectangle Banner
300 x 250 px

Recommended by [powerinbox](#)

Electron Microscopy

Vector microscopy: Nonlinear photoemission microscopy reveals plasmonic fields

An integral part of a surface plasmon polariton is its electric field at the surface, and so far it has not been possible to determine the exact 3-dimensional orientation of the electric field vectors on the surface. Here not only the plasmonic field vectors are reconstructed completely, but the authors also follow the temporal dynamics of a plasmonic skyrmion - a vector field like the one shown here - on a femtosecond time scale. [READ MORE »](#)

Content Ad

Need a Camera For Your Microscope?
THINK INFINITY

X-Ray Imaging
Boosting recycling processes

Using high-speed X-ray imaging, UK-based researchers have recorded the formation of micro-crystals as alloys cool and solidify within a magnetic field. [READ MORE »](#)

Zeiss eBook
Thin Film Metrology: Free eBook is out now

In the 43-page eBook *Thin Film Metrology*, an overview on the use of laser scanning confocal microscopy in materials science is followed by three recent articles on the fabrication, characterization and applications of thin films. [READ MORE »](#)

Light Microscopy
Single-molecule photoluminescence

Newsletter Deployment 2026*



WAS Digest WORLD (Friday)
Feb-06-2026
Feb-20-2026
Mar-06-2026
Apr-10-2026
May-08-2026
Jun-12-2026
Jul-03-2026
Aug-07-2026
Sep-04-2026
Oct-02-2026
Nov-06-2026

WAS Digest GERMAN (Wednesday)
Jan-28-2026
Feb-18-2026
Mar-11-2026
Apr-01-2026
Apr-22-2026
May-20-2026
Jun-10-2026
Jul-15-2026
Aug-12-2026
Sep-09-2026
Oct-07-2026
Oct-28-2026
Nov-18-2026
Dec-09-2026
Issue Alerts GIT Labor-Fachzeitschrift

WAS Microscopy (Tuesday/Thursday)
Feb-17-2026
Mar-05-2026
Mar-17-2026
Apr-14-2026
Apr- 28-2026
May-12-2026
May-21-2026
Jun-09-2026
Jun-23-2026
Aug-25-2026
Sep-17-2026
Sep-22-2026
Oct-06-2026
Oct-27-2026
Nov-19-2026
Issue Alerts Microscopy and Analysis

* Creatives are due one week ahead of deployment

WILEY

Wiley Analytical Science Conference

April &
November
2026

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)

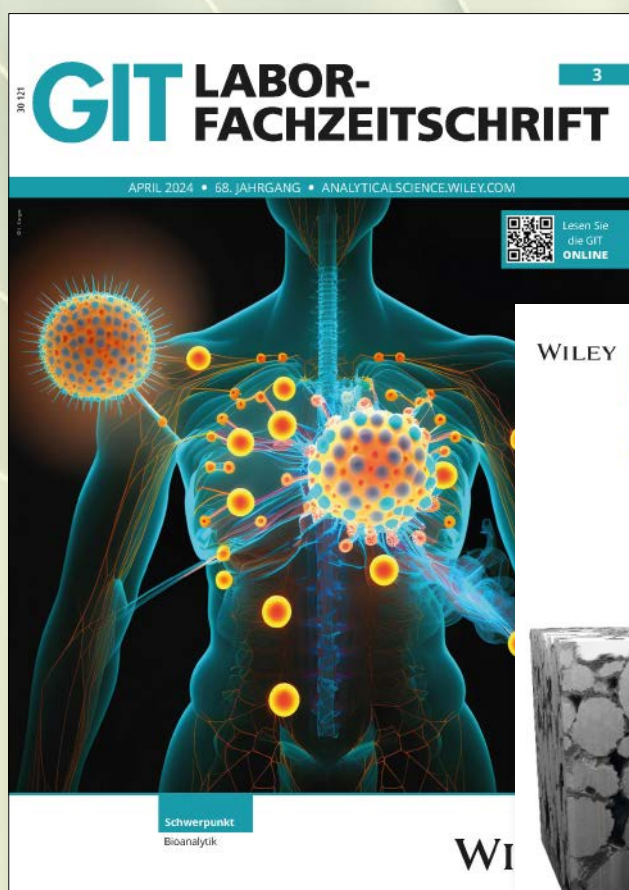


Contact us for
more details!

Print and Digital B2B Publications

Benefit from our extensive B2B publications and journals reach to connect with top decision-makers in your target audience.

Present your company with an image ad to readers of...



For further marketing solutions, please see the media kits by clicking on the images.

Move Beyond Advertising

Creating deeper and meaningful connections with audiences across science, technical, and engineering.



Whether it be lead generation, brand awareness, virtual events, or trusted content, we can help you find the right marketing mix and channels to reach your goals with expert teams, content strategy, and project management to reach your objectives. Explore how you can create deeper, meaningful connections with our content and event solutions on the Wiley Focus.

Content Solutions

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



Article Collections

Build credibility and positioning with professionals through association with a curated collection of quality articles they value and in topic areas important to your brand.



Expert Insights

Share expert knowledge through sponsored publications, eBooks, whitepapers, and article collections that establish your authority and generate qualified leads.



How-to Guides

Sponsor quick, actionable content that positions you as a thought leader, for providing step-by-step guides to professionals that can be reused throughout their career.



Amplifiers

Boost engagement further with memorable additional content and touchpoints such as an infographic, content feed, eLearning, expert commentary, translations, and more.



Knowledge Hub

Create a dedicated online learning destination for your target audience for long-term engagement, continuous lead generation, consistent content delivery, and brand authority.

Event Solutions

Deliver relevant, focused engaging virtual experiences to gain brand authority with your target audience through:



Webinars

Showcase and share your expertise and valuable scientific and industry insights to receive direct audience engagement and interactions.



Virtual Events

Create a digital experience connecting your brand with your target audience in a trusting learning environment that drives perception, leads, and showcases your expertise.



Wiley led Virtual Events

Discover quality virtual events and expert KOL speaker sessions ready for sponsorship to elevate your brand and to capture quality leads.

View our [virtual event calendar](#).

Your strategic partner for exceptional audience reach and content strategy.

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 understanding your objectives. From there, our subject matter experts will work with you to design a high-impact program that brings your solutions and messages to science and industry professionals' everyday work and discovery journey. We make it easy for you from start to finish to set up a plan for success.

Ready to give your message more visibility?

Discuss creating a full marketing mix of advertising and content solutions, reach out to your account manager, or email us at corpsolutions@wiley.com

WILEY

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

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

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim
Germany

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

For more information visit:

<https://corporatesolutions.wiley.com>

WILEY

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

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

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim
Germany

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

For more information visit:

<https://corporatesolutions.wiley.com>

Media Consultants



Vanessa Winde
Director of Sales
Tel.: +49 (0) 6201 606 721
vanessa.winde@wiley.com



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



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



Joe Tomaszewski
Tel.: +1 (0) 908 514 0776
jtomaszews@wiley.com

Editorial



Dr. Ralf Kempf
Product Manager
Tel.: +49 (0) 6201 606 755
rkempf@wiley.com



Dr. Roy T. Fox
Editorial
Tel.: +49 (0) 6201 606 714
roy.fox@wiley.com



Dr. Jutta Jessen
Tel.: +49 (0) 6201 606 726
jjessen@wiley.com



Yadigar Aksoy
Tel.: +49 (0) 6201 606 040
yadigar.aksoy@wiley.com

Order Management



Kerstin Kunkel
Tel.: +49 (0) 6201 606 731
kerstin.kunkel@wiley.com



Dr. Katja Habermueller
Tel.: ++49 (0) 6201 606 719
kchaberm@wiley.com

WILEY

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

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

Contact:

Publisher:
Wiley-VCH GmbH
Boschstrasse 12
69469 Weinheim
Germany

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

For more information visit:

<https://corporatesolutions.wiley.com>