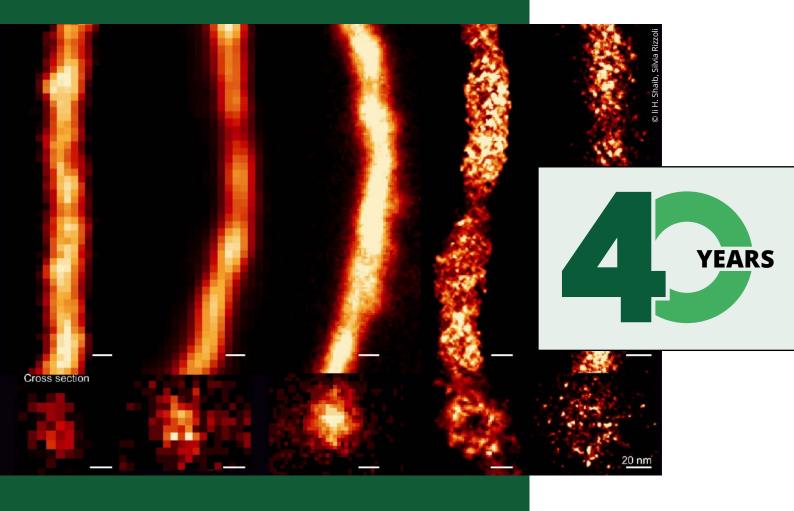
WILEY



2026 Media Guide

Microscopy and Analysis

Trusted by Experts. Powered by Innovation. Leading the Microscopy Conversation.

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 40 years in delivering the latest microscopy trends.

As the 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. M&A supplies the readers with insightful, pertinent updates on microscopy advancements in both Life Sciences and Material Sciences.

As the leading magazine M&A is renowned for its authoritative scientific content, tailored for both users and developers of microscopy. It provides 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 the readers 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 the 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.

Microscopy and Analysis – your premier partner for achieving your marketing aspirations in 2026 and beyond.

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Overview

Publication Frequency 4 issues per year

Volume 40th year 2026

Circulation Ø 60,000 (print + digital)

Senior Director Dr. Katja Habermueller

Editorial Team Dr. Chris Parmenter Dr. Rebecca Pool Dr. Jutta Jessen Dr. Roy Fox

Publishing Director Steffen Ebert

Director of Sales, Science Vanessa Winde

Sales, EMEA Dr. Stefanie Krauth Stefan Schwartze

Sales, America John Day Jen Keats

Format of the magazine DIN A4

ISSN 2043-0639





Dates & Contents

Issues	1 2026	2 2026	3 2026	4 2026
Publishing Date	05 Mar 2026	21 May 2026	17 Sep 2026	19 Nov 2026
Advertising Deadline	12 Feb 2026	30 April 2026	27 Aug 2026	29 Oct 2026
Editorial Deadline	15 Jan 2026	03 April 2026	30 July 2026	01 Oct 2026

Conferences & Trade shows	Focus on Microscopy FOM 2026 Mar 29–Apr 1, 2026 Stockholm, Sweden	ELMI Meeting June 16–19, 2026 Coimbra, Portugal	Wiley Analytical Science Microscopy Spotlight Nov 2026, virtual
	Wiley Analytical Science Virtual Conference – Future of Energy April 2026	Microscopy & Microanalysis - M&M 2025 Aug 2-6, 2026 Milwaukee, USA	Neuroscience Nov 14–18, 2026 Washington DC, USA
	YEARS Microscopy and Analysis	IMC21 Aug 28–Sep 5, 2026 Liverpool, UK	SPIE Photonics West Jan, 2027 San Francisco, USA

Applications	Life Science · Neuroscience · Medical Research · Chemistry · Biophysics · Pharmacology · Material Science · Geology · Instrumentation Development · Methodology · Image Analysis & Data Handling · Al in Microscopy
Methods	$\label{light microscopy} \textbf{ Light Microscopy} \cdot \textbf{Electron Microscopy} \cdot \textbf{Scanning Probe Microscopy} \cdot \textbf{Ion Microscopy} \cdot \textbf{X-Ray Microscopy} \cdot \textbf{Image Analysis/Processing} \cdot \textbf{Compositional Analysis}$

M&A Showcase

This half-page advertorial format is consisting of:

- · 400 words incl. blanks
- · main technical specifications, 65 letters incl. blanks per line
- · one illustration, 300 dpi
- · company logo
- · Email and URL

M&A Showcase is a regular feature introducing new products and services related to:

- · Light Microscopes
- · Electron, Ion and X-Ray Microscopes
- Scanning Probe Microscopes
- · Compositional Analysis
- · Image Analysis/Processing
- · Microscopy Accessories
- · Microscopy Consumables





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

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 applicati-

ons 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 microsco-

py 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 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 compa-

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

^{*}Audience Analysis 2025

Region	Digital run targets Ø	%	
EMEA	12,300	27%	
APAC	13,900	30%	
North America	17,200	37%	
ROW	2,600	6%	
Total	46,000	100%	

Circulation & Audience

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

Circulation by Job Function Ø

23%
21%
9%
9%
8%
4%

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

Circulation by Area Ø

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





Prices & Formats

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

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

^{*}plus 3 mm overlap on all sides

Front Cover

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

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

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

Cover Story

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

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

Specifications Advertorial Quarter Page Product Information

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

Half Page Advertorial (Show Case)

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

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

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

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

^{*} Head: 3 mm; Foredge: 3 mm; Foot + right: min. 3 mm

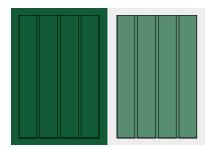
Terms

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

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



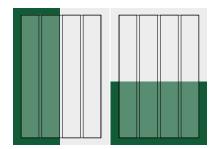
Formats



1/1 Page
Type Area/Bleed Size

Type Area: 185 x 260 mm

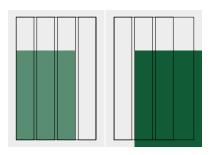
Bleed Size: 210 x 297 mm



1/2 Page Type Area/Bleed Size

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

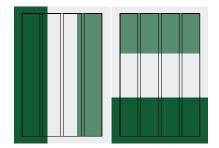
Bleed Size: portrait: 102 x 297 mm landscape: 210 x 147 mm



Juniorpage

Type Area: 137 x 190 mm

Bleed Size: 147 x 209 mm



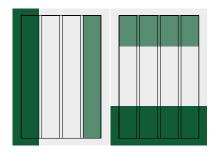
1/3 Page Type Area/Bleed Size

Type Area:

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

Bleed Size:

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



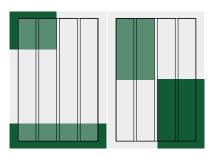
1/4 Page Type Area/Bleed Size

Type Area:

portrait: 43 x 260 mm landscape: 185 x 63 mm

Bleed Size:

portrait: 54 x 297 mm landscape: 210 x 82 mm



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

Type Area:

classic: 90 x 128 mm

Bleed Size:

classic: 102 x 147 mm

Type Area:

classic: 90 x 63 mm landscape: 185 x 30 mm

Bleed Size:

classic: 102 x 82 mm landscape: 210 x 49 mm

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





Technical Specifications

Magazine format

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

Print and binding methods

Sheet offset

Colors

Euro scale

Screen ruling

70 ruling

Loose inserts

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

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

Data format

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

Print Ad Submissions

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

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

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

Transmission options

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



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





Wiley Analytical Science

Web Advertising

https://analyticalscience.wiley.com

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

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



Let's get started.

Banner advertising solutions on the WAS Microscopy Channel

Desktop Advertising

Position & Formats (pixels)	Spons	Monthly sorship Rate
Desktop Header Banner 728x90, 970x90, 970x250	2,050 €	2,200 \$
Half Page Rail 300x600	2,350 €	2,500 \$
MPU Rail 300x250	1,750 €	1,900 \$
Interstitial 640x480	2,750 €	2,950 \$
Roadblock All positions Desktop & Mobile	8,750 €	9,450 \$

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

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 $180 \times 150 \text{ px}$.

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.

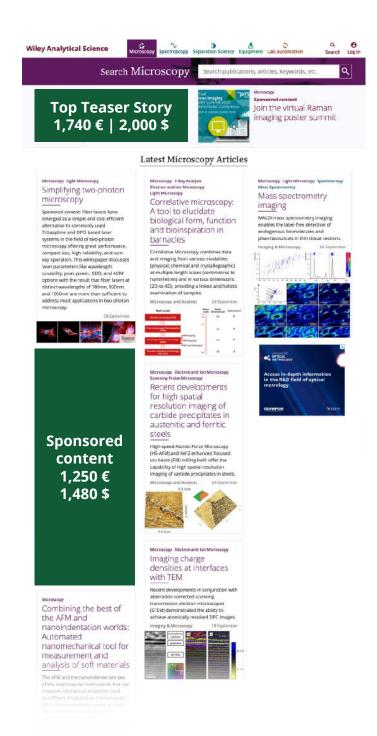
Sponsored Content - 1,250 € | 1,480 \$

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 45K+ newsletter subscribers and raise visibility for your brand..

Partner with us. We'll develop exciting solutions to successfully engage the global microscopy audience.

Align your brand with an aspirational voice that inspires action.

Let's connect.

	©	
45K+	27%	26K+
Opt-in subscribers	Average open rate**	Page Views per Position

^{*} Average Newsletter Subscribers 2025

Newsletter **WAS Microscopy** (English language)

17 Feb 2026

Issue Alert 05 Mar 2026 M&A 1/26 14 Apr 2026 28 Apr 2026 12 May 2026

M&A 2/26

23 Jun 2026

17 Sep 2026 M&A 3/26

19 Nov 2026

09 Dec 2025

17 Mar 2026

Issue Alert

21 May 2026

09 Jun 2026

25 Aug 2026

Issue Alert

22 Sep 2026

06 Oct 2026

27 Oct 2026

Issue Alert M&A 4/26

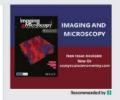
Wiley Analytical Science Microscopy

Meet us at Microscopy & Microanalysis

ey is attending his year's Microscopy & Microsenèpsis (M&M), saining on July 31 in Portand, prepon, USA. We will have a booth at the show, and cen't we't to meet you. Please visit us to ke propiet of Microscopy & Arabyis. An Illeading & Microscopy magazines. You cuited also to our editors, Dr. Chris Parmenter (M&A editor-is-chief) and Dr. Rebecca Pool (M&A editor-is-tes).

Scanning Probe Microscopy Voltage pulses control

single-molecule reactions





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 um thick are simply flash frozen and since the contrast is gene or chemical fixatives are needed.

READ MORE ×





Resolving electron dynamics in water





Advertising solutions in the WAS microscopy newsletter

MPU Banner 300 x 250 px Average CTR Banner: 0,26%	2,750 €	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 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.

^{**}Industry benchmarks for Publishing: Open rate: 18.10%

WILEY

Wiley Analytical Science Conference



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.

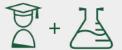
Elevate your brand & gain credibility by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

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 applicationfocused 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 applicationfocused 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

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 conent 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





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
 - (h) "Terms" means these terms and conditions.

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- (g) Customer has obtained written consent to display the name or image of any living person in any Adver-
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Advertising and Reprint Production Terms and Conditions

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

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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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Contact

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

Media Consultants



EMEA Dr. Stefanie Krauth Tel.: +49 6201 606 728 mkrauth@wiley.com



EMEA Stefan Schwartze Tel.: +49 6201 606 491 sschwartze@wiley.com



US Jen Keats Tel.: +1 984 265 9257 jkeats@wiley.com



US John Day Tel.: +1 917 327 5184 jday@wiley.com

Editorial Team



Dr. Chris Parmenter Tel.: +44 7974 666 274 commed.ma@gmail.com



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



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



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



Dr. Rebecca Pool Tel.: +44 1507 239 109 editorial@rebeccapool.com

Order Management



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



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

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Contact:

Publisher: Wiley-VCH GmbH Boschstrasse 12 69469 Weinheim Germany

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

www.wiley-vch.de www.wiley.com

For more information visit: corporatesolutions.wiley.com