



# 2020 Imaging & Microscopy

[www.imaging-git.com](http://www.imaging-git.com)

MEDIA GUIDE



**Leading Publication** for the  
European Imaging Community

WILEY



## Unique reach into the global laboratory & microscopy market **through high circulation B2B journals and digital platforms**

WILEY

## Description

**Imaging & Microscopy** magazine is the premier resource for the European microscopy community. As official partner of the European Microscopy Society you reach all members of all microscopy societies in Europe and additional microscopy specialists. Our well-organized brand has been providing readers with thought-provoking and relevant information on developments and trends in microscopy methods in the Life Sciences and Material Sciences for more than 20 years.

The magazine's high-scientific content is designed for microscopy users and developers providing practical information on new methods and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing and X-Ray Analysis. Our material covers also latest news, information from societies, announcements of meetings and conferences and the latest products for scientific research. With the help of its editorial team and an updated Editorial Advisory Board, I&M is constantly striving to ensure its content is well-rounded and meets the needs of its professional readers.

**Imaging & Microscopy – the ideal partner to meet your marketing goals for 2020 and beyond.**



### Overview

|                       |  |
|-----------------------|--|
| Publication frequency | 4 issues per year  |
| Volume                | 22 <sup>nd</sup> year 2020   |
| Circulation           | 18,000   |
| Web address (URL)     | imaging-git.com  |
| Publishing house      | Wiley-VCH Verlag GmbH & Co. KGaA<br>Boschstrasse 12, 69469 Weinheim<br>Germany |
| Phone                 | +49 (0) 6201 606 0   |
| Fax                   | +49 (0) 6201 606 793   |
| Internet              | imaging-git.com  |
| E-Mail                | imaging-microscopy@wiley.com   |
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|                           |                         |                                    |
|---------------------------|-------------------------|------------------------------------|
| Corporate Sales           | Director EMEA, Sciences | Dr. Katja Habermüller              |
| Commercial Manager        | EMEA, Sciences          | Vanessa Winde                      |
| Sales, EMEA               | Sales, America          | Dr. Stefanie Krauth, Mehtap Yildiz |
| Sales, Asia               | Order Management        | Roland Espinosa, Joe Tomaszewski   |
| Subscription              | Single copy rate        | Yosuke Sato                        |
| Subscription for students | ISSN                    | Kerstin Kunkel                     |
| Format of the magazine    | € 40.00 (+ VAT)         | € 15.30 (+ VAT + Postage)          |
|                           | € 20.00 (+ VAT)         | 1439-4243                          |
|                           |                         | DIN A4                             |

# Two strong brands to reach the global microscopy community

## Imaging & Microscopy



High valuable content focused on methodology and academic research

## Microscopy & Analysis



Presents current trends in microscopy instrumentation and application

## Readership



**18.000** (average distribution of 1,000 copies per issue on conferences & trade shows)



Users and key decision-makers in industrial and academic research



**46.000** readers around the world



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

## Partnerships and Cooperations



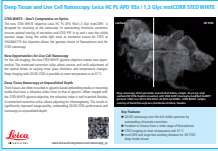
**WILEY**

## Dates & Contents

**Imaging & Microscopy**  
RESEARCH • DEVELOPMENT • PRODUCTION

| ISSUES                | 1 / March  | 2 / June  | 3 / September  | 4 / November  |
|-----------------------|--|---|--|---|
| Publishing Date       | 19.03.2020   | 28.05.2020  | 10.08.2020   | 12.11.2020  |
| Advertising Deadline  | 28.02.2020   | 08.05.2020  | 20.07.2020   | 23.10.2020  |
| Editorial Deadline    | 17.01.2020   | 03.04.2020  | 19.06.2020   | 25.09.2020  |
| FAIRS AND EXHIBITIONS |  |   |  |   |
|                       | <b>Focus On Microscopy</b><br>Osaka, Japan<br>05.-08.04.2020 | <b>European Light Microscopy Initiative Meeting</b><br>Noordwijkerhout, The Netherlands<br>09.-12.06.2020 | <b>European Microscopy Conference EMC2020</b><br>Copenhagen, Denmark<br>23.-28.08.2020               | <b>SPIE Photonics West</b><br>San Francisco, CA, USA<br>February 2021 |
|                       | <b>Analytica</b><br>Munich, Germany<br>31.03.-03.04.2020     | <b>Frontiers in Biolmaging</b><br>London, UK<br>24.-25.6.2020   | <b>3rd International Conference On Nanoscopy - ICON Europe</b><br>Jena, Germany<br>28.09.-01.10.2020 | <b>5th Neubias Conference</b><br>February 2021                        |
|                       |  | <b>Microscopy &amp; Microanalysis</b><br>Milwaukee, WI, USA<br>02.-06.08.2020                             | <b>Neuroscience</b><br>Washington DC, USA<br>24.-28.10.2020  | <b>16th European Molecular Imaging Meeting</b><br>March 2021          |

| TOPICS | <p>To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging &amp; Microscopy focuses on:</p> <p><b>Light Microscopy</b><br/> <b>Electron, Ion and X-Ray Microscopy</b><br/> <b>Scanning Probe Microscopy</b><br/> <b>Image Analysis/Processing</b><br/> <b>Compositional Analysis</b></p> |  |  |  |
|--------|---|--|--|--|
|--------|---|--|--|--|

| I&M SHOWCASE |  | <p>This half-page advertorial format is consisting of:</p> <ul style="list-style-type: none"> <li>• 1,500 characters incl. blanks</li> <li>• main technical specifications, 65 letters incl. blanks per line</li> <li>• one illustration, 250 dpi</li> <li>• company logo</li> <li>• Email and URL</li> </ul> | <p>I&amp;M 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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Prof. Bert Hecht,  
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Germany



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



Prof. Giovanni Valdré,  
University of Bologna, Italy

## Support from Science

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

## Media Partners

### European Microscopy Society (EMS)



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

### SCANDEM – Nordic Microscopy Society

SCANDEM was founded in 1948 in Stockholm and includes now all the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden). The society has served as an active organization focusing on all aspects related to microscopy. This includes developments of the technology, specimen preparation techniques, applications in material and life sciences and new types of microscopy. Most of the members, more than 300, come from universities, research institutes and industries in the Nordic countries. An annual SCANDEM meeting is organized by a local committee. SCANDEM is a member of the International Federation of Societies for Microscopy (IFSM), and of the European Microscopy Society (EMS).



### European Light Microscopy Initiative (ELMI)

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



### Focus on Microscopy

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



### Royal Microscopical Society (RMS)

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



### European Microscopy Congress (EMC)

emc2020 will be the largest European stage for cross-disciplinary research. The scientific programme covers the latest research in life sciences, physical sciences and engineering across all microscopy and imaging techniques.



The exhibition typically attracts well over 100 exhibitors, ranging from small start-up companies to the industry giants. This makes it a great place to compare the latest products from different suppliers with many product demonstrations available and teams on hand to offer advice for any challenges you may be experiencing in the lab and answer any questions you may have.

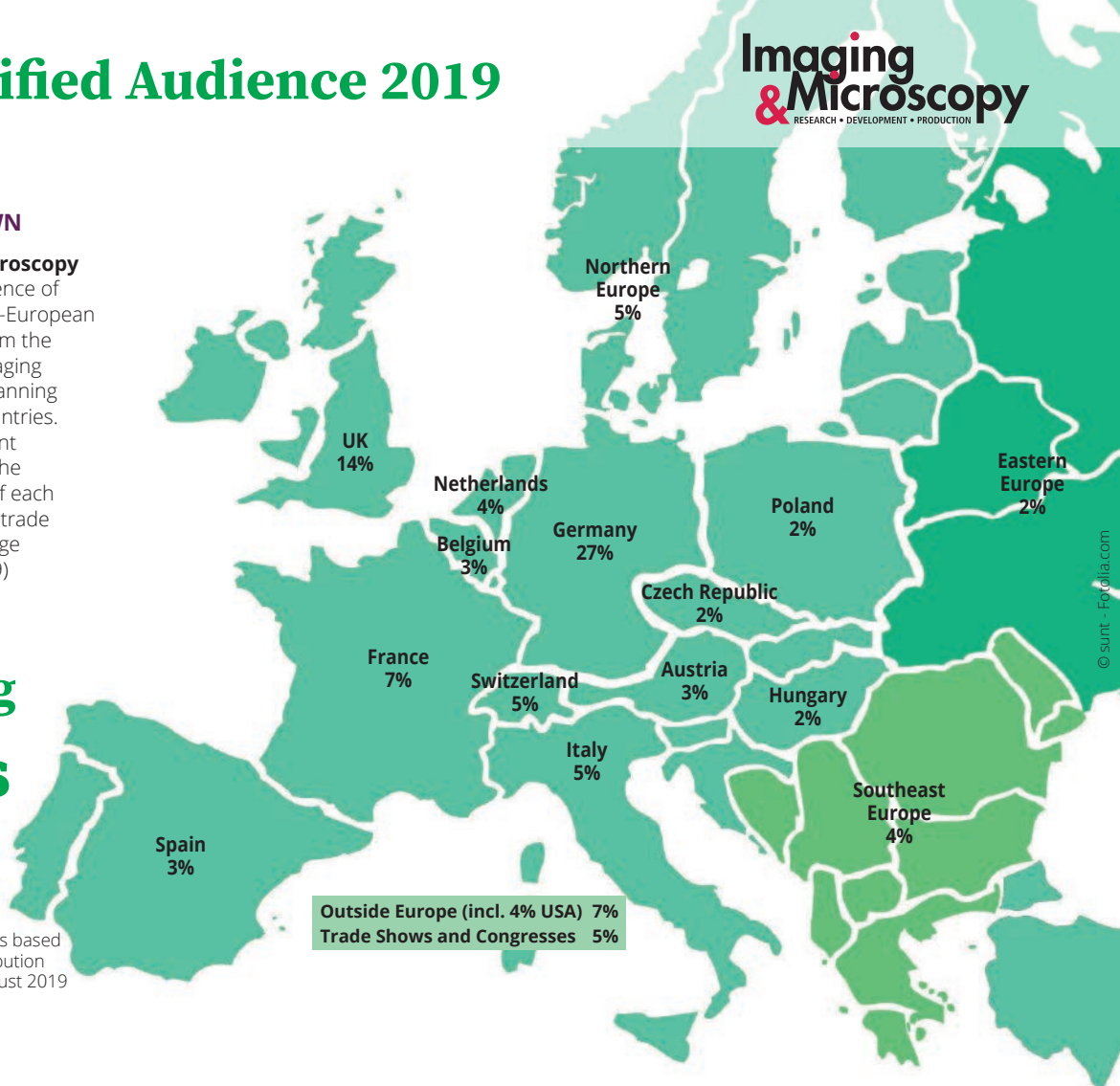
# Highly Qualified Audience 2019

## IMAGING & MICROSCOPY GEOGRAPHICAL BREAKDOWN



**Imaging & Microscopy** has an audience of 18,000 pan-European readers from the scientific imaging community spanning more than 18 countries. Due to our constant media partnership, the average distribution of each issue on conferences and trade shows is 3,480 copies (Average distribution of issue 4/18–3/19)

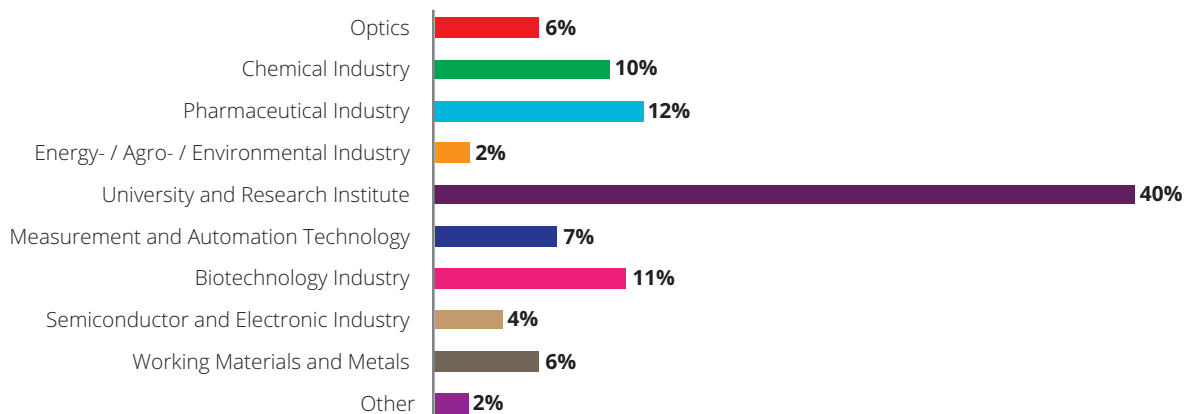
**Adept  
at Adapting  
to your  
Wishes**



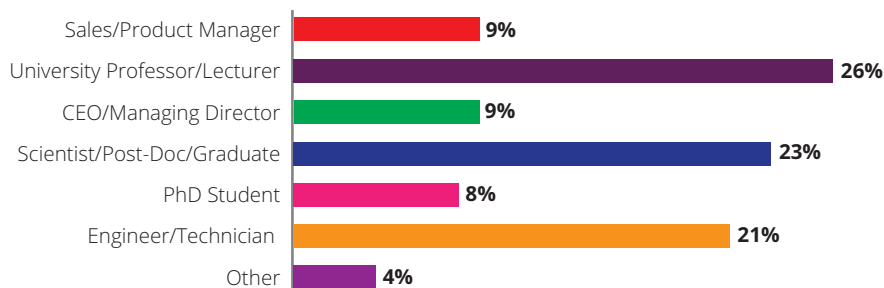
Analysis is based on distribution until August 2019

## Circulation & Audience 2019

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



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



| ADVERTISEMENTS     | WIDTH / HEIGHT (mm) |     | PRICE € (4C) |
|--------------------|---------------------|-----|--------------|
| 1/1 Page           | 185                 | 260 | 6,375        |
| 1/2 Page portrait  | 90                  | 260 | 3,960        |
| 1/2 Page landscape | 185                 | 128 | 3,960        |
| JuniorPage         | 137                 | 190 | 4,215        |
| 1/3 Page portrait  | 58                  | 260 | 2,400        |
| 1/3 Page landscape | 185                 | 85  | 2,400        |
| 1/4 Page classic   | 90                  | 128 | 1,970        |
| 1/4 Page portrait  | 43                  | 260 | 1,970        |
| 1/4 Page landscape | 185                 | 63  | 1,970        |
| 1/8 Page classic   | 90                  | 63  | 1,365        |
| 1/8 Page landscape | 185                 | 30  | 1,365        |

## PREFERRED POSITIONS

|  |     |          |       |
|--|-----|----------|-------|
| Title Page + Story <sup>1</sup>                      | 213 | 303      | 7,945 |
| Inside front/back page, Back page <sup>1</sup>       | 185 | 260      | 7,545 |
| 1 <sup>st</sup> right hand page in text <sup>1</sup> | 185 | 260      | 7,545 |
| Belly Band   | 450 | max. 100 | 5,750 |
| Postcards <sup>2</sup>                               |     |          | 130   |

| ADVERTORIALS       | 1/1 PAGE | 1/2 PAGE |
|--------------------|----------|----------|
| - Application Note |          |          |
| - Technical Report | 2,665    | 1,660    |
| - Showcase         |          |          |
| - Company Profile  |          |          |

| BOUND-IN INSERTS      | WIDTH / HEIGHT (mm) |     | PRICE € |
|-----------------------|---------------------|-----|---------|
| 2-page A4             | 210                 | 297 | 4,860   |
| 3-page A4 + side flip | 207 + 105           | 297 | 7,290   |
| 4-page A4             | 420                 | 297 | 7,780   |
| 6-page A4             | 414 + 203           | 297 | 10,210  |

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

| LOOSE INSERTS <sup>4</sup> | WEIGHT     | PRICE € |
|----------------------------|------------|---------|
|                            | up to 25 g | 310     |
|                            | up to 50 g | 390     |

## Reprints and ePrints

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

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

**Contact:** Corinna Matz, Tel.: +49 (0) 6201 606 735, cmatz@wiley.com

1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.

2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 No discount given

4 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

## JOB ADVERTISEMENTS

25 % discount on regular advertisement prices

## ADDITIONAL CHARGES

|                   |      |
|-------------------|------|
| Binding positions | 10 % |
|-------------------|------|

## DISCOUNTS

|                   |      |
|-------------------|------|
| 3 Advertisements  | 5 %  |
| 6 Advertisements  | 10 % |
| 9 Advertisements  | 15 % |
| 12 Advertisements | 20 % |
| 18 Advertisements | 25 % |
| 24 Advertisements | 30 % |

## Terms of Payment:

Payment within 30 days without deduction.

## Bank Details:

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

VAT-Id.No.: DE 813481633 · Tax No.: 47020/21620

All prices are subject to 19% VAT.

The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

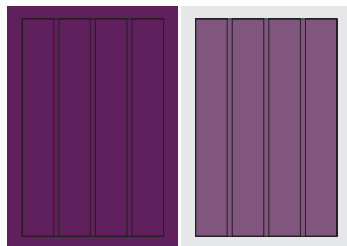
## 1/1

Pages  
Type Area/  
Bleed Size

**Type Area:**  
185 x 260 mm

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

**Final Size:**  
216 x 303 mm



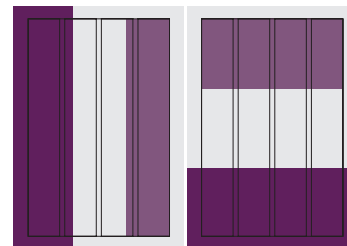
## 1/3

Pages  
Type Area/  
Bleed Size

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

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

+ 3 mm Overlap



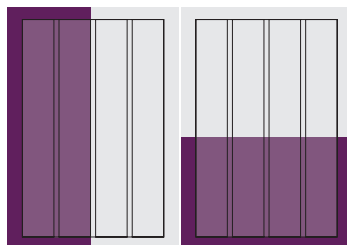
## 1/2

Pages  
Type Area/  
Bleed Size

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

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

+ 3 mm Overlap



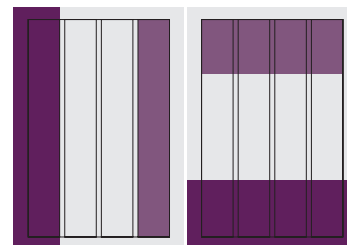
## 1/4

Pages  
Type Area/  
Bleed Size

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

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

+ 3 mm Overlap



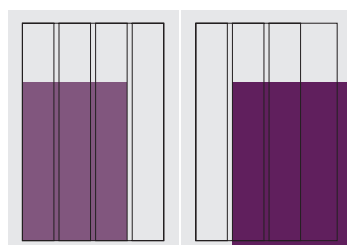
## Junior-page

Type Area/  
Bleed Size

**Type Area:**  
137 x 190 mm

**Bleed Size:**  
147 x 209 mm

+ 3 mm Overlap



## 1/4

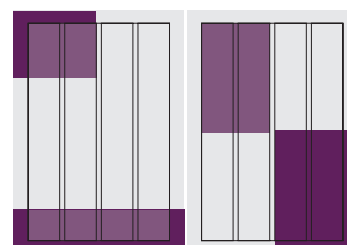
Pages  
Type Area/  
Bleed Size

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

**Bleed Size:**  
classic: 102 x 147 mm  
+ 3 mm Overlap

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

**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm  
+ 3 mm Overlap



# Technical Specifications

## Magazine format

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

## Print methods

Sheet offset

## Colours

Euro scale

## Screen ruling

70 ruling

Print profile: ISO Coated\_v2\_300 (39L)

## Loose inserts

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

## Delivery of loose inserts

Delivery quantity: 18,200 copies

## Delivery of bound-in inserts

Delivery quantity: 18,500 copies

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

## Data format

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

## Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.
4. For the creation of PDF files with Acrobat Distiller, we have provided you with a Joboptions file which can be downloaded at [www.gitverlag.com/en/global/order\\_management/data\\_transfer/](http://www.gitverlag.com/en/global/order_management/data_transfer/).
5. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.
6. Do not send pre-separated or DCS files.

## To avoid errors, please observe the following:

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

## Transmission options

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

Wiley-VCH Verlag GmbH & Co. KGaA  
FAO: Kerstin Kunkel  
Boschstrasse 12  
69469 Weinheim, Germany  
Tel.: +49 (0) 6201 606 731  
Fax: +49 (0) 6201 606 790





**imaging-git.com** provides the user with the latest information needed in academic or industrial laboratories. Close links between the editorial articles in the print issue with the content on [imaging-git.com](http://imaging-git.com) makes the website an indispensable information platform

## Banner advertising

Give your company an image, show your presence, communicate a product launch – in short: benefit from our scope. Complement your print campaign and increase your market penetration with an image campaign on **imaging-git.com**.

|                  |                 |                               |
|------------------|-----------------|-------------------------------|
| Leaderboard      | 728 x 90 Pixel  | € 1,200 / month, run of site* |
| Full Banner      | 468 x 60 Pixel  | € 850 / month, run of site    |
| Wide Skyscraper  | 160 x 600 Pixel | € 1,250 / month, run of site  |
| Skyscraper       | 120 x 600 Pixel | € 1,170 / month, run of site  |
| Rectangle        | 180 x 150 Pixel | € 1,100 / month, run of site  |
| Medium Rectangle | 300 x 250 Pixel | € 1,250 / month, run of site  |

\* "run of site" means that the ad placements may appear on any page of the target site. In a rotating scheme with a maximum of four banners at one position.

## Whitepaper/Application note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors.

- **Whitepaper:** € 890 for 6 months  
Including: Teaser text, product photos, company contacts, PDF for download

## Webcast

This multi-media advertising format is the perfect supplement to your banner advertising and whitepaper on **www.imaging-git.com**.

- **Webcast:** € 900 for 6 months  
Including: Teaser text, product video, company address

## Top Teaser Story

Promote your product, your application note, your event or any other highlight on the "cover page" of **imaging-git.com**. Reach your target group 24/7/365.

**Top Teaser Image 510 x 286 Pixel € 1,500 / month\***

Scope of Service: ➤ Picture, Headline, Intro on landing page (150 letters) ➤ Detailed Text (up to 4,000 characters recommended) ➤ 1-4 Images ➤ Contact Information

**Running Time: 1 month prominent as a Top Teaser Story. Additionally, your highlight remains for a total of six months in the portal's database**

\*in a rotation scheme with five other Top Teaser Stories

## Newsletter: Banner formats & prices

|                 |                 |         |
|-----------------|-----------------|---------|
| Wide Skyscraper | 160 x 600 Pixel | € 1,010 |
| Skyscraper      | 120 x 600 Pixel | € 950   |
| Full Banner     | 468 x 60 Pixel  | € 800   |
| Product Feature | see below       | € 970   |

In case of "Product Feature", the product will be highlighted one time in the newsletter.

## Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

### Banner:

Size of data: max. 100 KB  
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag  
Target-website: please tell us the exact URL, where your banner should be linked to.

### Product Information/ Newsletter-Feature:

1 square picture, 1 rectangle picture  
Text: up to 2,000 characters  
Pictures: JPG, PNG

### Webcasts:

Data format: any video format is possible  
Size of data: max. 40 MB

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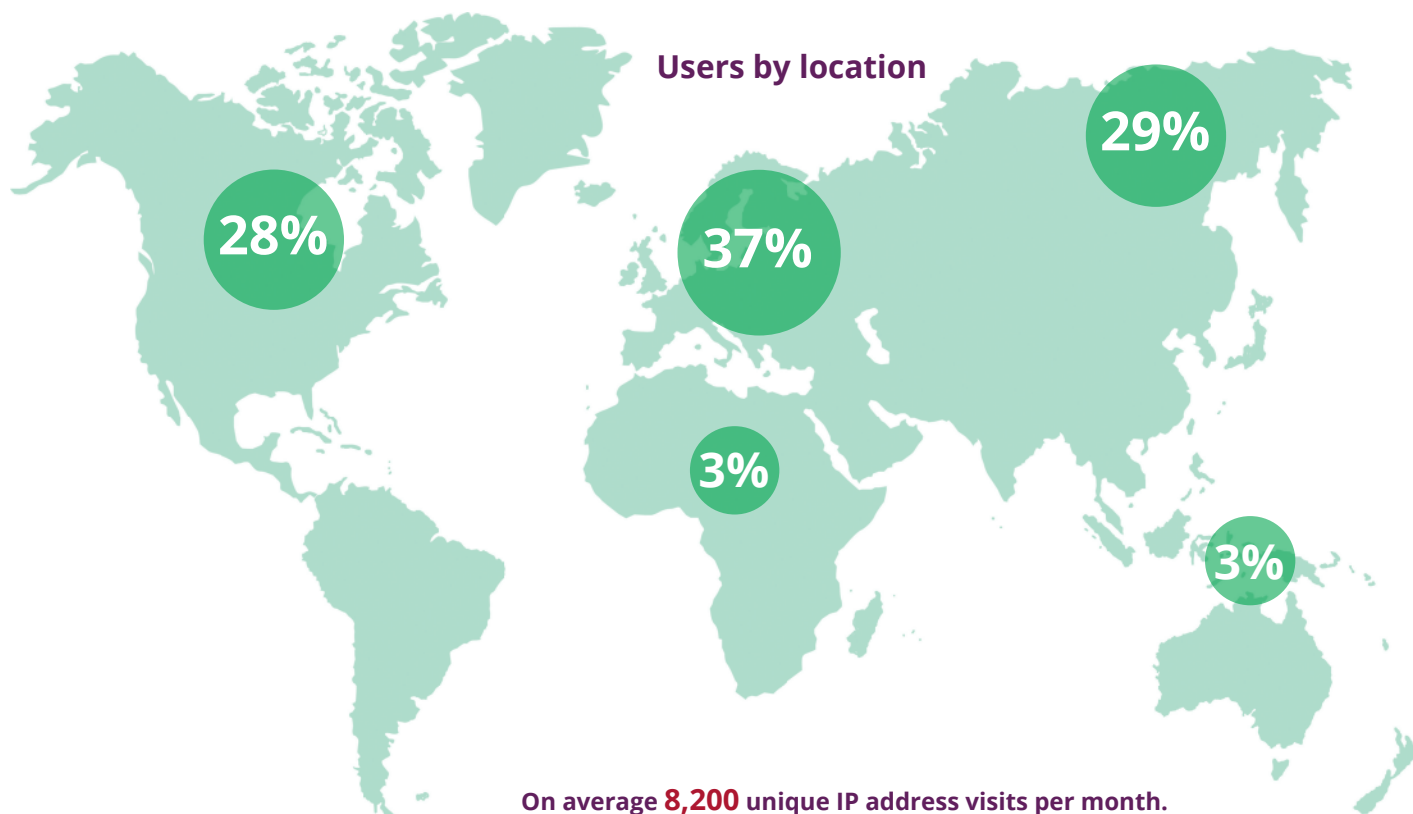
- Top Teaser Story € 1,500
- Leaderboard € 1,200 & Full Banner € 850
- Rectangle € 1,100
- Top Teaser € 1,500
- Wide Skyscraper € 1,250 & Skyscraper € 1,170
- Medium Rectangle € 1,250

Newsletter

- Newsletter publication dates: 23.01.2020, 20.02.2020, 19.03.2020, 23.04.2020, 28.05.2020, 18.06.2020, 23.07.2020, 20.08.2020, 17.09.2020, 22.10.2020, 19.11.2020, 10.12.2020
- Wide Skyscraper € 1,010 & Skyscraper € 950
- Product Feature € 970 incl. price for Product-Information
- Full Banner € 800
- Exclusive access to your customers
- Single Sponsored Newsletter 4,500 €



## Users by location



On average **8,200** unique IP address visits per month.

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|                   |                  |              |                  |                |        |                           |         |
|-------------------|------------------|--------------|------------------|----------------|--------|---------------------------|---------|
| Magazine Overview | Dates & Contents | Distribution | Prices & Formats | Technical Data | Online | General terms of Business | Contact |
|-------------------|------------------|--------------|------------------|----------------|--------|---------------------------|---------|

## Connect through content

Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley's content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. Get connected through Wiley content!

### Content Solutions powering your Business!

Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.

Contact us to find out how Wiley content solutions could help drive your marketing strategy.

### Advertising

Reaching the minds that matter most: Whether print or online, Wiley advertising offers access to highly targeted, influential audiences of decision makers and opinion leaders in key markets around the world. 19.5 million experts read Wiley journals in print or on WileyOnlineLibrary 100,000 decision makers in industry read our b2b publications.

### Webinar

Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

### Microsite

Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our b2b portals, you will benefit from promotion campaigns and best technical service.

### Essential Knowledge Briefings (EKB)

Exclusivity: Spread your knowledge of a hot topic via the latest channel. Essentialknowledgebriefings.com represents the ideal platform for your digital publications. You will not only benefit from the strong image of the Wiley brands, but also from exclusivity – no other competitor can publish an EKB on your subject.

### Reprints & Sponsorship

Influence through education: Whether you choose a flyer, single article, collection of articles or abstracts with a cover, reprints and ePrints deliver the right content and right brand messages to your target audience. Or raise your profile in a special target group by sponsoring a complementary subscription to respected Wiley online journals.

### Custom Publishing & Supplements

Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.

# ePDF Advertisement

Deliver your marketing message with an exclusive advertisement on a cover page added to each article downloaded from the **Journal of Microscopy** which is published on behalf of the Royal Microscopy Society with currently 1495 members.

## Benefits

- Premium exclusive position on highly visited article pages
- Success is easily measured by ePDF title views, ad clicks and click thru rates
- The position captures audience engagement quickly and effectively

## Target group

Scientists and technologists that use any form of microscopy.



**WILEY**

## Digital Guides! Essential Knowledge Briefings (EKB)

[www.essentialknowledgebriefings.com](http://www.essentialknowledgebriefings.com)

Wiley's Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields.

Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each speciality.

Take your brand further or shape your market by sponsoring an EKB that delivers highly specialized content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

|                              |  |
|------------------------------|--|
| <b>SERVICES</b>              | Preparation of a digital publication with basic knowledge on a current topic, including configuration and editorial support.   |
| <b>HOSTING</b>               | On <b><a href="http://www.essentialknowledgebriefings.com">www.essentialknowledgebriefings.com</a></b> , for one year. You can link to your EKB from any company platform.       |
| <b>LEAD GENERATION</b>       | Via on-site registration; unlimited downloads  |
| <b>FLEXIBLE FORMAT</b>       | PDF, ePub, mobi for PC, tablet, e-reader   |
| <b>EXCLUSIVITY OF TOPICS</b> | None of your market competitors can publish an EKB on the topic you selected (for 1 year)  |
| <b>BRANDING</b>              | Your logo on the publication, on the EKB website and on all advertising material. Backlink to your website.  |
| <b>IMAGE TRANSFER</b>        | Co-branding with corresponding Wiley brands (e.g. B2B titles).   |
| <b>MARKETING</b>             | Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page. |
| <b>OPTIONAL</b>              | Multimedia features, print-run, and additional marketing resources, available on request   |
| <b>Basic price</b>           | € 15,640   |

# Webinars

## In Dialogue with your Target Group

Interactive  
Information  
Exchange

Generate  
Leads

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

### Webinar "BASIC"

#### Media Service

Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner and Product Feature provided by the client \*\*

#### Promotion

1 x Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.

#### Tariff Webinar "BASIC" \*

Conception, Promotion Tariff

10 weeks € 8,750

### Webinar "PREMIUM"

#### Media Service

Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner and Product Feature provided by the client \*\*

#### Promotion

1 x Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.

#### Tariff Webinar "PREMIUM" \*

Conception, Promotion Tariff

10 weeks € 11,250

\* Discount not available

\*\* If desired the publishing house will create the printing material for an additional fee.

# Microsites

## Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the

success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

### Microsite "BASIC"

#### Media Service

Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client.\*\*

#### Promotion

1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter

1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter

1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter

#### Tariffs Microsite "BASIC" \*

#### Pre Running Time

At least 6 weeks for conception and promotion

#### Running Time

3 months

#### Running Time

6 months

#### Running Time

12 months

6 weeks

€ 8,750

€ 15,500

€ 27,750

### Microsite "PREMIUM"

#### Media Service

Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client.\*\*

#### Promotion

1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter

#### Tariffs Microsite "PREMIUM" \*

#### Pre Running Time

At least 6 weeks for conception and promotion

#### Running Time

3 months

#### Running Time

6 months including 1 exchange of editorial content

#### Running Time

12 months including 2 exchanges of editorial content

6 weeks

€ 10,750

€ 19,250

€ 34,250

### Microsite "Stand alone"

Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.

#### Pre Running Time

18 weeks

#### Running Time

3 months

on request

#### Running Time

6 months

on request

#### Running Time

12 months

on request

\* Discount not available

\*\* If desired the publishing house will create the printing material for an additional fee.



# Advanced Materials

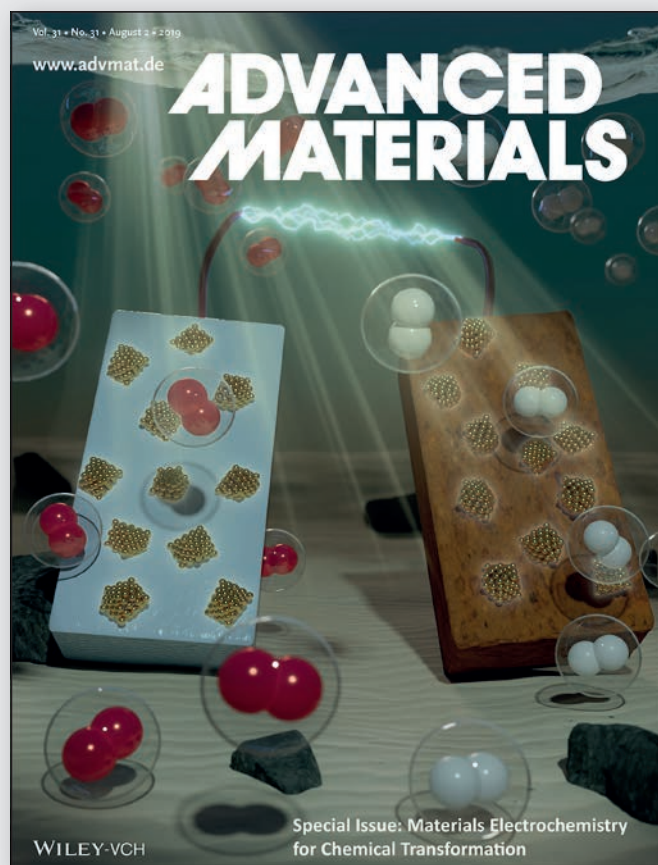
## Impact Factor: 25,809\*

As one of the most influential journals in the field, Advanced Materials has been bringing you the latest progress in materials science for more than 30 years.

Truly interdisciplinary, Advanced Materials covers outstanding results from materials science, chemistry, physics, biosciences, engineering and increasingly medical research and electronics. Read carefully selected, top-quality Reviews, Progress Reports, Communications and Research News every week in Advanced Materials.

[www.advmat.de](http://www.advmat.de)

\*2018 Journal Impact Factor, Journal Citation Reports (Web of Science Group, 2019)



## General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as "orders") relating to the publication of one or several adverts of one advertiser (hereinafter: "client") in the magazines of Wiley-VCH GmbH & Co. KGaA (hereinafter: "publisher") for the purpose of dissemination and relating to the placement of online advertising on the publisher's websites. They shall also apply to orders for third-party supplements in the magazines published by the publisher. The client acknowledges these General Terms and Conditions upon placing an order.

2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, unless the publisher expressly agrees to them.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertisers' adverts which appear in a printed product within one year. The timescale begins on the date of appearance of the first advert, unless a different start date has been agreed in writing upon signing of the contract. The size of discount is based on volume. If, within a year, fewer adverts are taken than originally agreed, the publisher shall be entitled to re-calculate the discount based on the difference between the actual and guaranteed number taken.

4. Upon contractual signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe or that stated in clause 3.

5. Order cancellations must be issued in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value. In each specific instance, however, the client is expressly granted the right to provide proof that the contractor suffered no loss, or at any rate only a lower loss.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific places in the publication must reach the publisher in sufficient time - i.e. not later than on the date specified in the order confirmation - for the client to be able to be informed before the advert deadline of whether the order can be executed in the requested manner.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word "Advert" by the publisher.

8. The publisher reserves the right to reject advert orders - including individual adverts under a blanket contract - or orders for inserts, on grounds of content, origin or technical format, under its own standard and factually justified principles if the content of such orders contravenes legal or regulatory stipulations or if their publication is unacceptable for the publisher. This applies to orders submitted to branch offices, receiving agencies or representatives. Orders for inserts are only binding for the publisher once the insert template has been submitted and approved. Inserts which, due to the format or appearance, may appear to the reader to be part of the newspaper or magazine, or which contain third-party adverts, shall not be accepted. Rejection of an order shall be communicated to the client without delay. In such cases, the publisher reserves the right to request repayment of any discounts granted.

9. The client is responsible for punctual delivery of proper ready-to-print material or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready-to-print material the client undertakes to deliver proper artwork, complying in particular with the format or the technical specifications of the publisher, punctually for the print material deadline. The publisher shall request replacement for recognizably inaccurate or damaged printing material without delay. The publisher guarantees print quality customary to that of the title concerned within the scope of the possibilities of the printing material. Before a digital transmission of artwork, the client is responsible for ensuring by means of suitable technical measures that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims.

10. Discernibly unsuitable or damaged ready-to-print material and/or advertising material is to be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready-to-print material and/or of producing ordered advertising material as well as of substantial alterations to originally agreed versions that are requested by the client and for which the latter is responsible due to the technical quality of the ready-to-print material and/or advertising material supplied will be borne by the client. Should any deficiencies in the ready-to-print material and/or advertising material not be immediately discernible during the review process, but only become discernible in the printing operation and/or upon insertion, the client is not entitled to raise any claims on account of an inadequate printout and/or poor insertion.

11. Print documents will only be sent to the client if specifically requested. The obligation of safekeeping ends three months after expiry of contract.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for ensuring that the necessary approvals from GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners have been obtained.

13. The client shall be entitled to a reduction in payment or a corrected replacement advert in cases of fully or partly illegible, incorrect or incomplete printing of adverts, but only to the extent that the purpose of the advert is affected. This shall be excluded if the defect results from incorrect ready-to-print material (see clause 10 above). Should the publisher allow the timeframe given to him to elapse or should the replacement advert still be incorrect, the client shall be entitled to a reduction in payment or cancellation of the contract. Complaints - except if defects are not obvious - must be asserted within four weeks from receipt of invoice and proof.

14. (1) The client's claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher's legal representatives and vicarious agents in the event that the client asserts claims against them.

(2) Claims for damages on account of death, injuries or adverse health effects as well as claims for damages caused by a violation of essential contractual obligations shall be exempt from the liability exclusion in paragraph 1. Essential contractual obligations shall mean obligations, the fulfillment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentional or grossly negligent breaches of obligations on the part of the publisher, his legal representatives or vicarious agents shall also be exempt from the liability exclusion.

(3) The provisions of the German Product Liability Act (ProdHaftG) shall not be affected by the above.

15. Sample print-outs will only be provided where specifically requested. The client shall be responsible for the correctness of the returned samples. The publisher shall observe all error corrections made known to it within the period specified upon sending the sample. Should the client fail to return within the specified period a sample sent on time by the publisher, approval for print shall be deemed to have been given.

16. Unless any specific sizing requirements have been given, the amount to be charged shall be calculated based on the print size that is normal for the type of advert.

17. The client avouches that he is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect he indemnifies the publisher from all claims by third parties, and grants the publisher the rights of usage necessary for publication of the advertising material.

18. The client avouches that he is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that he will abide by the applicable data privacy legislation - in particular of the Federal and the Teleservices Data Protection Act - and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

19. Should the client fail to pay in advance, the invoice shall be sent immediately or within a maximum of fourteen days after publication of the advert. The invoice must be paid within the period given in the price list, starting from the date of receipt of invoice, unless a different payment period has been agreed in individual cases.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the publisher may withhold further publication under the order concerned until payment is made and demand advance payments for the remaining adverts. Where there is established doubt over the client's ability to pay, the publisher shall be entitled, even during the duration of an advertising contract, to make the publication of further adverts dependent on the prepayment of the sum due and the settlement of outstanding invoices, regardless of the payment terms originally agreed.

21. The publisher shall provide, upon request, a copy of the advert along with the invoice. Depending on the type and scope of advertising contract, advert extracts, record pages or full record numbers will be provided. If a record can no longer be created, it will be replaced with a legally binding certification from the publisher of the publication and distribution of the advert.

22. In the event of a reduction in circulation, a price reduction may be claimed for contracts for a series of adverts if, in the overall average of the insertion year of the first advert, the average circulation stated in the price list or stated any other way or, if a circulation figure is not given, the average number of issues sold (for trade magazines, where appropriate, the average actual distribution) in the previous calendar year is not exceeded. A reduction in circulation is only deemed as a deficiency eligible for a price reduction if it amounts to

- 20% for circulation of up to 50,000 copies
- 15% for circulation of up to 100,000 copies
- 10% for circulation of up to 500,000 copies
- 5% for circulation of up to 500,000 copies

In addition, claims for price reductions are excluded for contracts if the publisher has given the client sufficient notice of the reduction in circulation for the client to be able to cancel the contract before publication of the adverts.

23. The publisher shall not be responsible for any delays in performance caused by unforeseeable events which the publisher cannot influence (such as strikes, lock-outs, disruption of operations, etc.). After the cessation of such events, the publisher may either publish adverts in the next possible issue of the printed work or online advertising medium, or withdraw from the contract - entirely or in part. In this context, the client shall not be entitled to claim damages.

24. The place of performance and exclusive place of jurisdiction for all disputes shall - to the extent permitted by law - be the publisher's headquarters, at present Weinheim, Germany.

25. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.

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## Order Management