

infocus

advertising rates



infocus is the vibrant and striking Magazine of the Royal Microscopical Society. It provides a common forum for scientists and technologists from all disciplines who use any form of microscope, including all branches of microscopy and microbeam analysis. **infocus** features articles on microscopy related topics, techniques and developments, an events calendar, reports on scientific meetings and other events, book reviews, RMS news, company news and information on new microscopes and accessories.

infocus is circulated to all members of the Society worldwide, and to paying subscribers. Every reader has an expressed interest in microscopy. It is also given to every person who attends an RMS course or meeting, well over 1000 people every year.

Four issues of **infocus** will be published in 2011;

- **Issue 21 is published in March**
- **Issue 22 is published in June**
- **Issue 23 is published in September**
- **Issue 24 is published in December**

Copy dates schedule

	Copy required
March	1st February
June	1st May
September	1st August
December	1st November

infocus is sent free to all Members of the Society. The circulation, including outside subscribers, is 2000.

Rates are listed overleaf. All prices do not include VAT. Advertising agent's commission 10%.

New Products and Company News

infocus contains New Products and Company News sections which are designed to provide readers with the latest information on new equipment and industry news.

Inclusion of press releases is free to RMS Corporate Members and companies who have advertised in **infocus** during the previous twelve months. A maximum of three press releases per company will be published per issue. A charge of £100 + VAT will be made to non-members and non-advertisers for each press release published.

Please contact advertising@infocus.org.uk for more information.

Please address all advertising queries to:

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www.infocus.org.uk www.rms.org.uk



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Technical Information

infocus is published by offset lithography and advertising copy should be emailed to advertising@infocus.org.uk.

Digital files

Please supply ads as high resolution, CMYK (300dpi) Tiff, JPEG or EPS files.

PDF files can also be accepted. These need to be produced at 300dpi, CMYK, with fonts embedded.

Quark, Illustrator, Pagemaker or In Design files are also acceptable, providing they are accompanied by the linked image files and fonts where appropriate.

Please ensure all images contained within the advertisement are high resolution CMYK.

infocus cannot be responsible for the quality of final reproduction if the above specification is not met.

Please note that infocus is a perfect bound journal.

Advertising Rates from January 2011

(the following rates do not include VAT)

Full Page (Trim size: 250mm x 170mm)

Type Area: 220mm x 146mm (bleed size 256mm x 176mm)

(Please supply full page advertisements with trims and 3mm bleed on all edges)

Full Colour / Black & White	Single Booking	£870
	Four Consecutive Issues	£780

Double Page Spread

Type Area: 220mm x 316mm (bleed size 256mm x 346mm)

Full Colour / Black & White	Single Booking	£1225
	Four Consecutive Issues	£1095

Half Page

Type Area: 220mm x 71mm (Portrait), **108mm x 146mm** (Landscape)

Full Colour / Black & White	Single Booking	£765
	Four Consecutive Issues	£700

Loose Insert Rates

£555 per insert per issue worldwide

£445 per insert per issue Europe & UK

£375 per insert per issue UK only

Payment must be made within 30 days of the date of the invoice.

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