

## Advertising

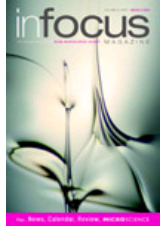
Advertising space is available in the Society's Membership Magazine, infocus, and e-newsletter, e-focus.

### advertising in infocus magazine

infocus Magazine is sent free to all Members of the Royal Microscopical Society worldwide. It is also given to every person who attends an RMS course or meeting. The circulation for every issue is 2000.

infocus Magazine is published 4 times a year in March, June, September and December.

[CLICK HERE to view the infocus Magazine Advertising Rate Card with full information.](#)



Please address all advertising queries to:  
Jill Wilson, Tel. +44 (0)1865 254766, Email: [advertising@rms.org.uk](mailto:advertising@rms.org.uk)

### New Products and Company News

infocus Magazine publishes New Products and Company News sections which provide readers with the latest information on new products and equipment and company news.

Inclusion of press releases is free to RMS Corporate Members and to companies who have advertised during the previous twelve months. A charge of £95 + VAT will be made to non-members and non-advertisers for each press release published.

### advertising in E-focus

e-focus is the e-newsletter of the Royal Microscopical Society. It contains short news articles relating to the Society and its members - both individual and corporate. e-focus has a circulation of over 10,000 with over 25% of recipients accessing at least the front page. The most popular articles in each issue achieve a click-through rate of 3-7%.

| Date      | Space Booking | Copy Required |
|-----------|---------------|---------------|
| 21st July | 7th July      | 14th July     |
| 18th Aug  | 4th Aug       | 11th Aug      |
| 15th Sept | 1st Sept      | 8th Sept      |
| 20th Oct  | 6th Oct       | 13th Oct      |
| 17th Nov  | 3rd Nov       | 10th Nov      |
| 15th Dec  | 1st Dec       | 8th Dec       |

### Rates

Company logo (or custom image) on right hand column of front page with link to company website or specified article:

£150 - single issue

£950 - twelve issues

Please address efocus advertising queries to: [Allison Winton](#), Tel. +44 (0)1865 254764

Technical Information: Company logo or custom image should not exceed 130x130 pixels and should be supplied as a jpeg or gif.

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