

Advertising

infocus is circulated to all members of the Society worldwide, and to paying subscribers. Every reader has an expressed interest in microscopy.

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 approximately 2000.

Publishing Information

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

In 2012:

Issue 25 will be published in March (*copy deadline - 1st February*)

Issue 26 will be published in June (*copy deadline - 1st May*)

Issue 27 will be published in September (*copy deadline - 1st August*)

Issue 28 will be published in December (*copy deadline - 1st November*)

Please address all advertising queries to Lucy Saxton, Tel: +44 (0)1865 254760, Email: advertising@infocus.org.uk.

Advertising Rates

The following rates do not include VAT. Advertising agent's commission 10%.

Double Page Spread

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

Full Colour/Black & White - Single Booking £1190

Full Colour/Black & White - Four Consecutive Issues £1065

Full Page

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

Full Colour/Black & White - Single Booking £845

Full Colour/Black & White - Four Consecutive Issues £760

Half Page

Type area: 108mm x 146mm (Landscape)

Full Colour/Black & White - Single Booking £745

Full Colour/Black & White - Four Consecutive Issues £680

Loose Insert Rates

£540 per insert per issue worldwide

£435 per insert per issue Europe & UK

£365 per insert per issue UK only

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

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 (up to a maximum of 3 per issue). A charge of £95 + VAT will be made to non-members and non-advertisers for each press release published.

Technical Information

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

Digital Files

Please supply ads as high resolution CMYK (300dpi), tiff, jpeg or eps files.

PDFs can also be accepted, they need to be produced at 300dpi, CMYK, with fonts embedded.

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