

Microscopy

Our focus:



Electron and
ion microscopy



Image
processing



Light
microscopy



Scanning probe
microscopy



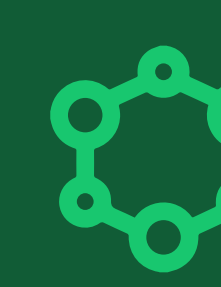
Cryo-electron
microscopy



Fluorescence
microscopy



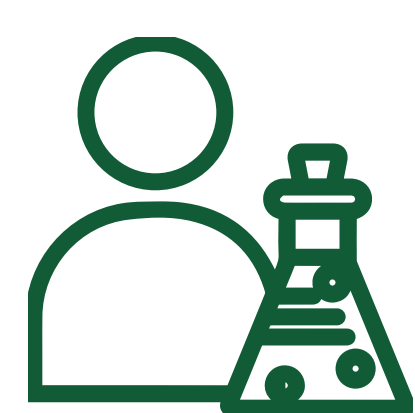
Imaging



Nanoscopy

Market forecast: The microscopy device market is valued at USD 9.9 billion in 2023 and is expected to grow at 6.9% (CAGR) with a forecasted market size of USD 19.3 billion by 2033.¹

Solving key challenges for researchers and industry professionals: Our value add



Scientists' needs

Stay up-to-date with the latest research and advancements

Independent, relevant and trusted information sources

Validated content and engaging formats

Ads linking to problem-solving content²



Companies' needs

Build brand awareness and message credibility

Audience reach

Go beyond your existing customer base by **leveraging the reach of our well-established proprietary, society journals and publications.**

Source credibility

Associate with the information sources (journals and societies) that **lend credibility to your message.**

Optimal execution

Access an experienced team to define, fulfill and deliver **advertising and content solutions that meet your objectives.**

Amplify your impact. Reach an engaged audience in an environment they trust.

Our audience³



3,850,002

Annual unique visitors



319,893

Average monthly unique visitors



12,019,839

Annual page views



998,716

Average monthly page views



6,731,417

Total annual full text views



14.6k

Followers @Wiley Analytical Science

Our offer



2

Top 10 JCR ranked journals in microscopy*



28

Total journals in field



7

Open access JCR journals



4

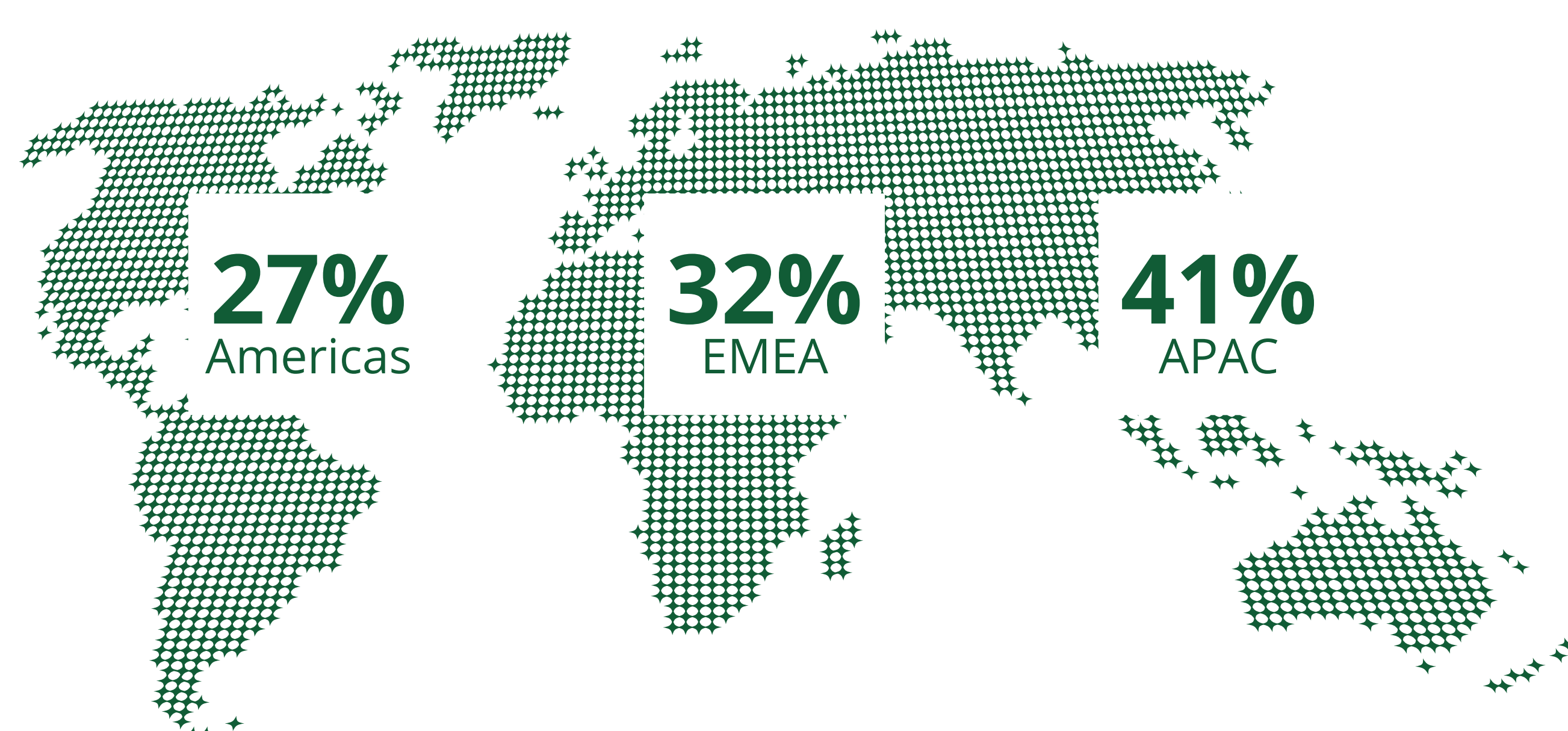
Society partners

Key society partners

As the leading society publisher in academic and scholarly research, we have strong partnerships with a variety of well-established societies.



Audience location



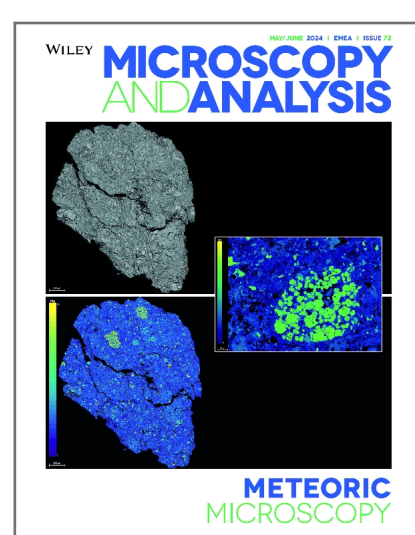


Researchers and industry professionals value journals and journal articles as their #1 trusted source to stay updated with industry and scientific research and news. Advertisements are part of this journey and have a positive impact when the ad is relevant to their field.²



Wiley Analytical Science

Wiley Analytical Science brings together a diverse range of professional and peer-reviewed content from well-established publication-based websites in Analytical Science and Wiley Online Library. Our website is designed to be a one-stop resource.

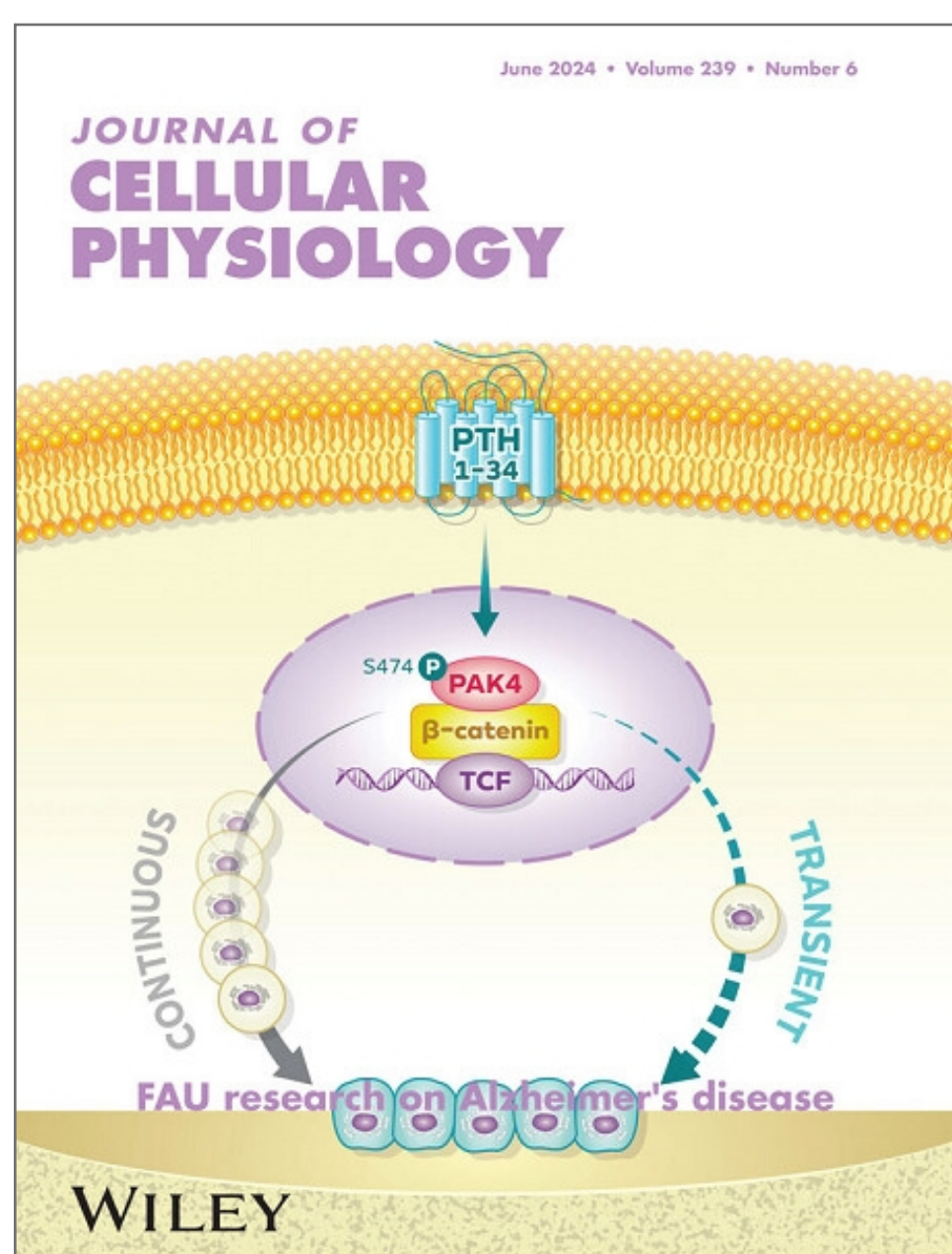


Microscopy and Analysis

The global leader in the microscopy community publishing a selection of traditional scientific editorial pieces, along with news and commercial updates, including new product releases.
Circulation: 46,000
Total unique visitors: 43,355
Unique visitors per month: 38,636

Our key journals

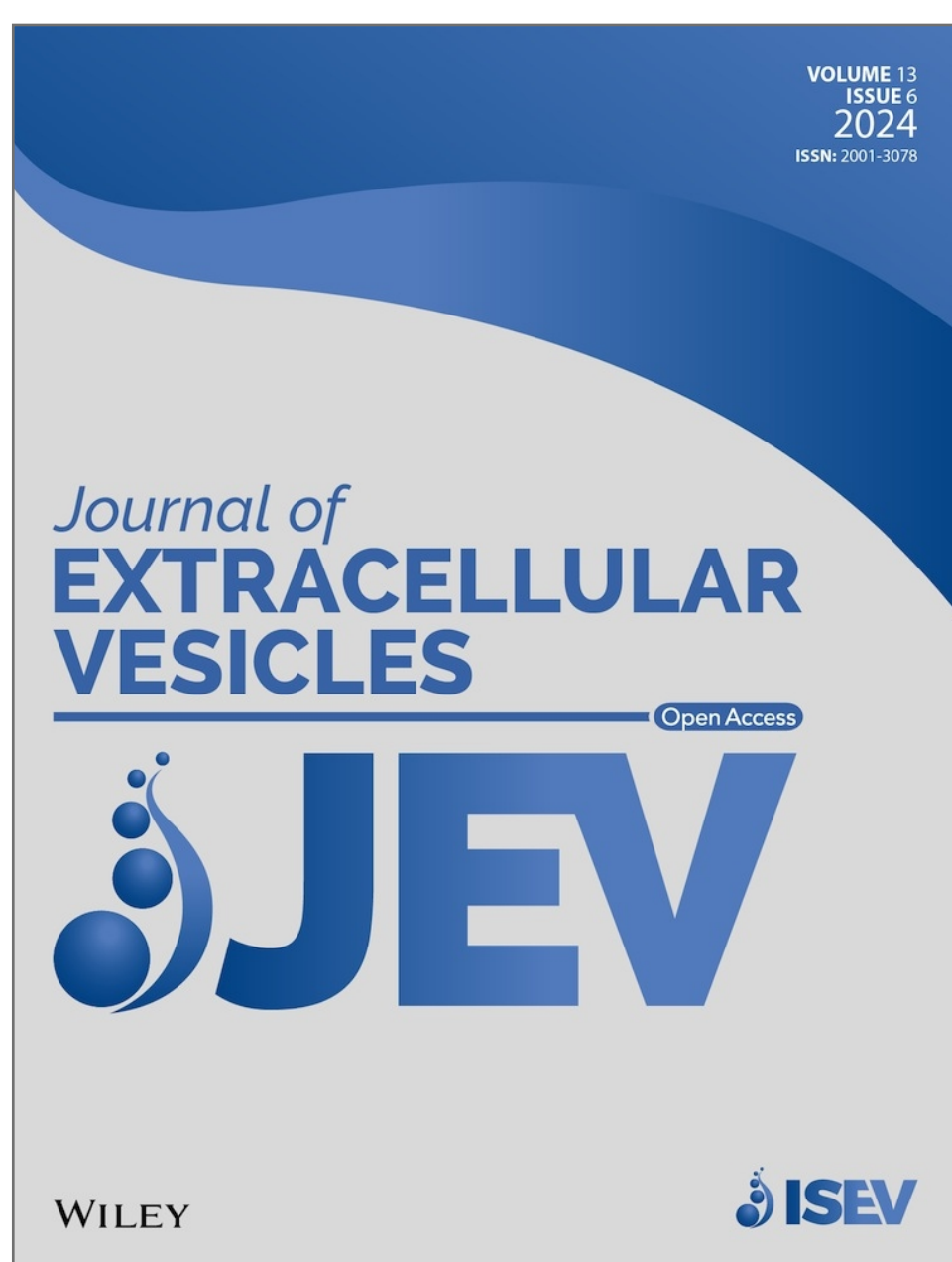
High Reach



Journal of Cellular Physiology

Annual unique visitors: **645,312**
Average monthly unique visitors: **53,618**
Annual page views: **1,627,047**
Average monthly page views: **135,190**
Total annual full text views: **613,854**
2023 IF: **4.5**
2023 JCR ranking: **11/85 Physiology**
72/205 Cell Biology

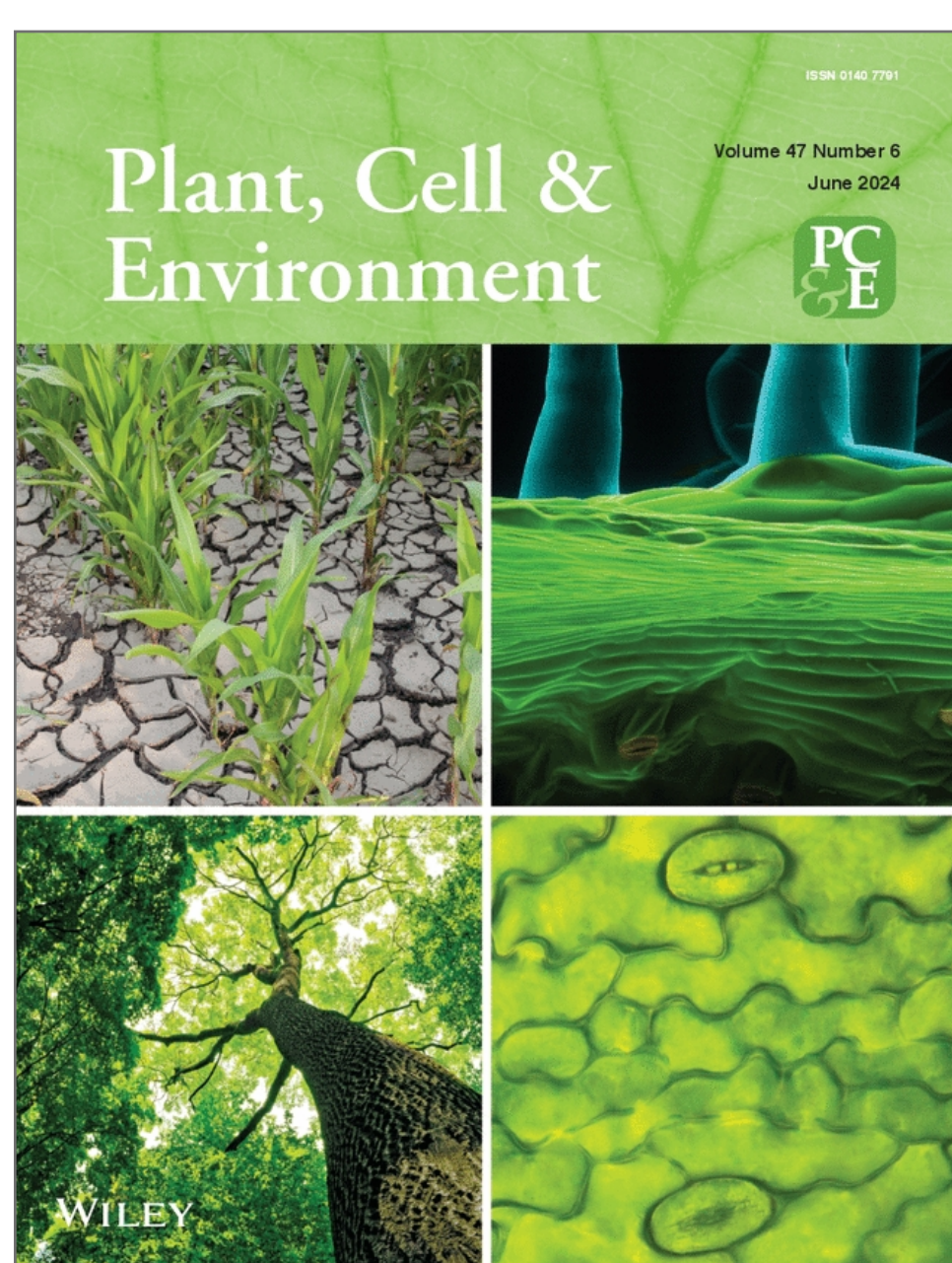
High Impact Factor



Journal of Extracellular Vesicles

Annual unique visitors: **162,265**
Average monthly unique visitors: **13,482**
Annual page views: **591,238**
Average monthly page views: **49,125**
Total annual full text views: **425,758**
2023 IF: **15.5**
2023 JCR ranking: **12/205 Cell Biology**

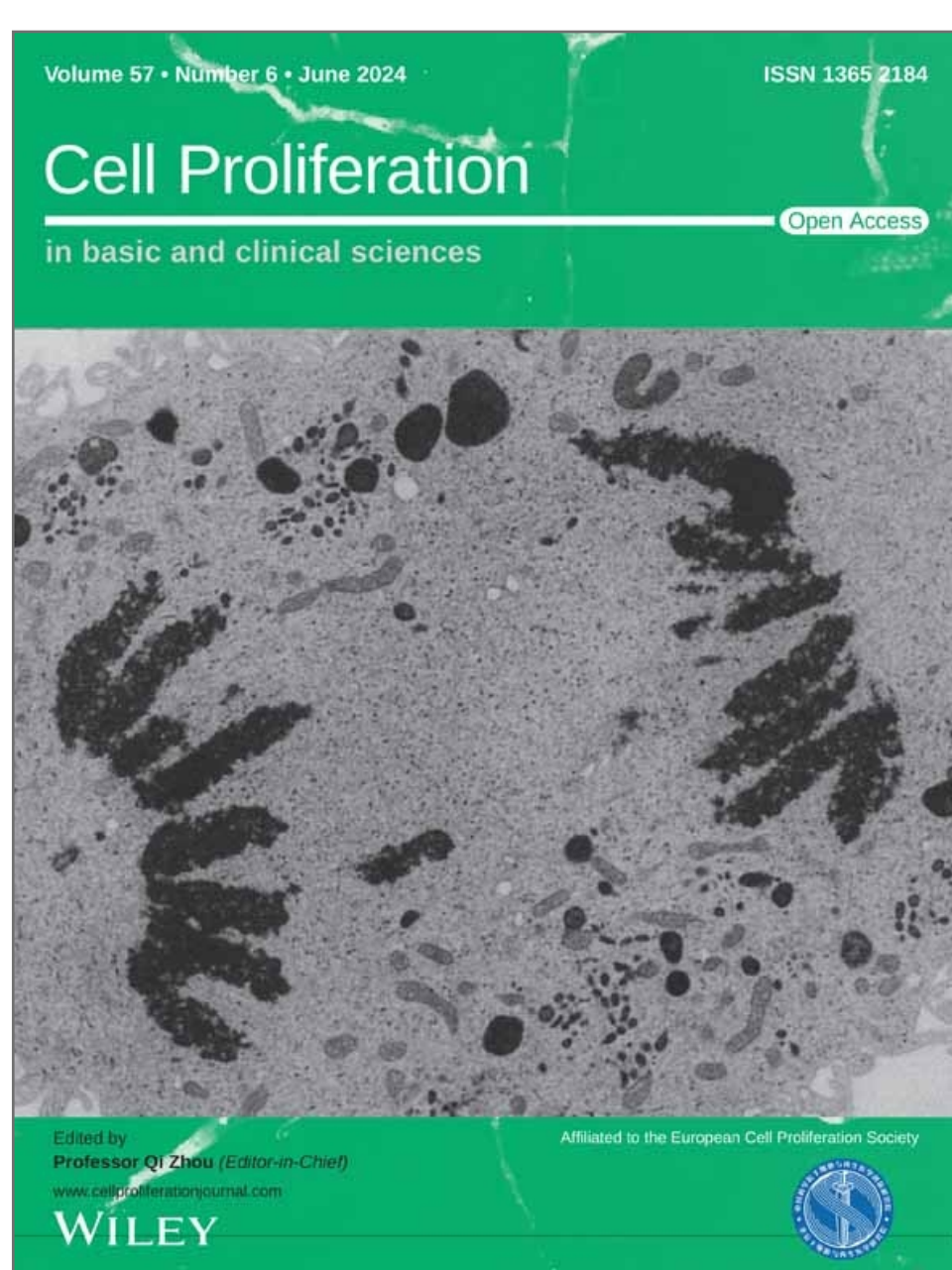
High Impact Factor & Reach



Plant, Cell & Environment

Annual unique visitors: **474,536**
Average monthly unique visitors: **39,429**
Annual page views: **1,647,383**
Average monthly page views: **136,879**
Total annual full text views: **1,094,382**
2023 IF: **6**
2023 JCR ranking: **21/265 Plant Sciences**

High Impact Factor



Cell Proliferation

Annual unique visitors: **182,094**
Average monthly unique visitors: **15,130**
Annual page views: **462,550**
Average monthly page views: **38,433**
Total annual full text views: **319,145**
2023 IF: **5.9**
2023 JCR ranking: **54/205 Cell Biology**

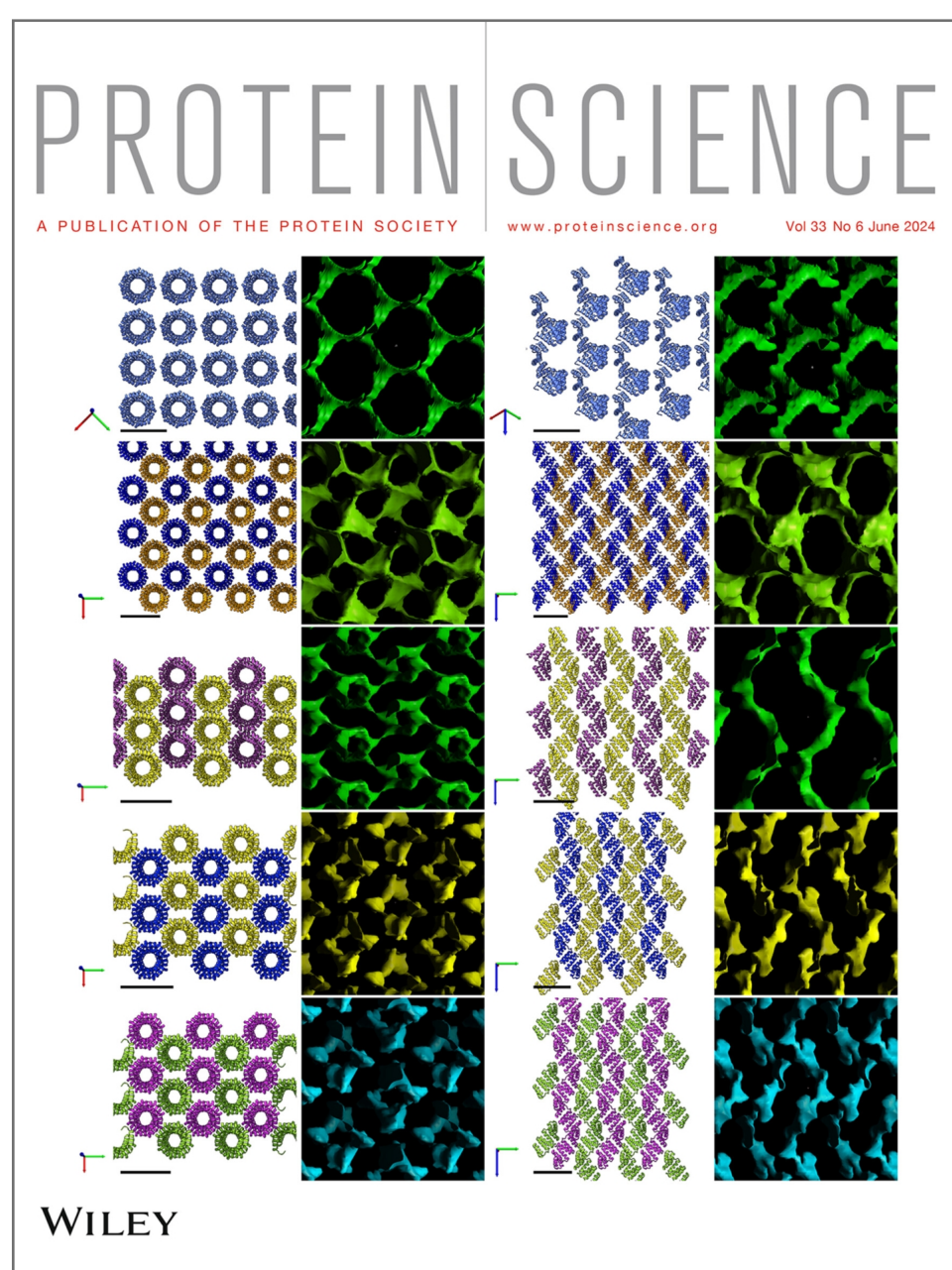
High Reach



Journal of Cellular and Molecular Medicine

Annual unique visitors: **441,137**
Average monthly unique visitors: **36,654**
Annual page views: **978,426**
Average monthly page views: **81,296**
Total annual full text views: **781,103**
2023 IF: **4.3**
2023 JCR ranking: **58/189 Medicine, Research & Experimental**
81/205 Cell Biology

High Impact Factor & Reach



Protein Science

Annual unique visitors: **369,255**
Average monthly unique visitors: **30,681**
Annual page views: **961,060**
Average monthly page views: **79,853**
Total annual full text views: **660,128**
2023 IF: **4.5**
2023 JCR ranking: **76/313 Biochemistry & Molecular Biology**

Contact your sales representative for a full overview of our audience reach and portfolio.

Advertise with us to gain brand awareness and credibility in an environment trusted by microscopists and industry professionals.

Contact us

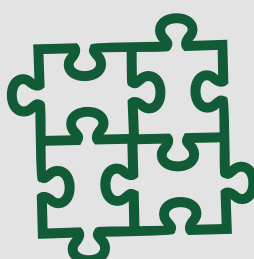
 corpsolutions@wiley.com
 wiley.com/corporate-solutions

As the world's leading society publisher of scholarly and academic research, we offer solutions to strengthen your message. From promoting your brand to educating your audience, we have the right tools to meet your objectives.

Leverage the power of Wiley's scientific community and break through the noise of endless information.



1,900+ Journals



700+ Global society partners



277M+ Annual unique visitors on Wiley Online Library

References

1. Source: <https://www.factmr.com/report/4796/microscopy-devices-market>

2. Wiley Science Technical Engineering Professionals Content Habits Survey 2024.

3. Wiley data from May 1, 2023, to April 30, 2024.

* Journal Citation Reports (JCR) is an annual report by Clarivate Analytics, ranking journals based on their Impact Factor (IF) relative to other titles in that category.

Impact Factor is the average number of citations to articles published in the past two years, indicating the most frequently cited journals and highest impact journals in a field.