

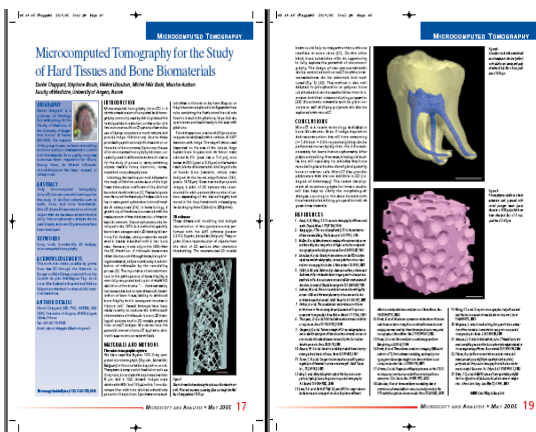
CUSTOM PUBLISHING

Get deeper into the Microscopy and Analysis readership with your own custom publication

M&A's custom publishing programme offers advertising clients the chance to inform our controlled readership in an in-depth and unique way.

We can publish full-page supplements to the main magazine, dispatched along with the main issue, with copies run-on for you to distribute.

Supplements can be of any length from a single article, round-ups or mini-magazines.



FULL DESIGN AND PRODUCTION

Your supplement is designed, printed and mailed by M&A's production team in the same style as the magazine, and highlighted as a sponsored supplement. The costs include all editorial, design and production services.

As well as being circulated to M&A's targeted readership, we will provide 1000 additional copies for you to market to your own distribution, or for distribution at exhibitions, seminars etc.

This has proved to be an extremely effective way of promoting a product launch or technical development by your organisation to the largest circulation magazine in the microscopy field.

Microscopy and Analysis Readership

Edition	Circulation	Readership*
UK	6000	15840
Europe**	16000	42240
Americas	18000	47520
Asia-Pacific	11200	29500
International	45200	119260

*x2.64 readers per copy
**Includes UK circulation

OUR STANDARD MINI-MAGAZINE

One of the most effective ways to deliver your content is through an eight-page mini-magazine. This includes:

- A front cover in M&A style
- Two or three two-page articles describing technology or techniques, product or company information
- A page or two in our What's New style featuring smaller articles, with images
- A back cover full-page colour advertisement

Again we can advise on suitable images and design your content to give maximum effect.

Custom publishing costs

Edition	Cost from*
UK	£5000
Europe	£10000
Americas	£10000
Asia-Pacific	£5000
All editions	£20000

*For an eight-page mini-magazine

**For further information
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