Royal Microscopical Society

The Royal Microscopical Society (RMS) is an inclusive society dedicated to furthering science and supporting the microscopy, imaging, analysis and flow cytometry communities.

2027 Media Kit

Collaborate with us online and at events

Royal Microscopical Society

Introduction

The Royal Microscopy Society offers a wide range of opportunities for collaboration. They include:

Online - RMS website, newsletters and social media

infocus Magazine - traditional advertising and online opportunities

RMS Events - exhibiting, techno bites, workshops and sponsorship

Online Audience

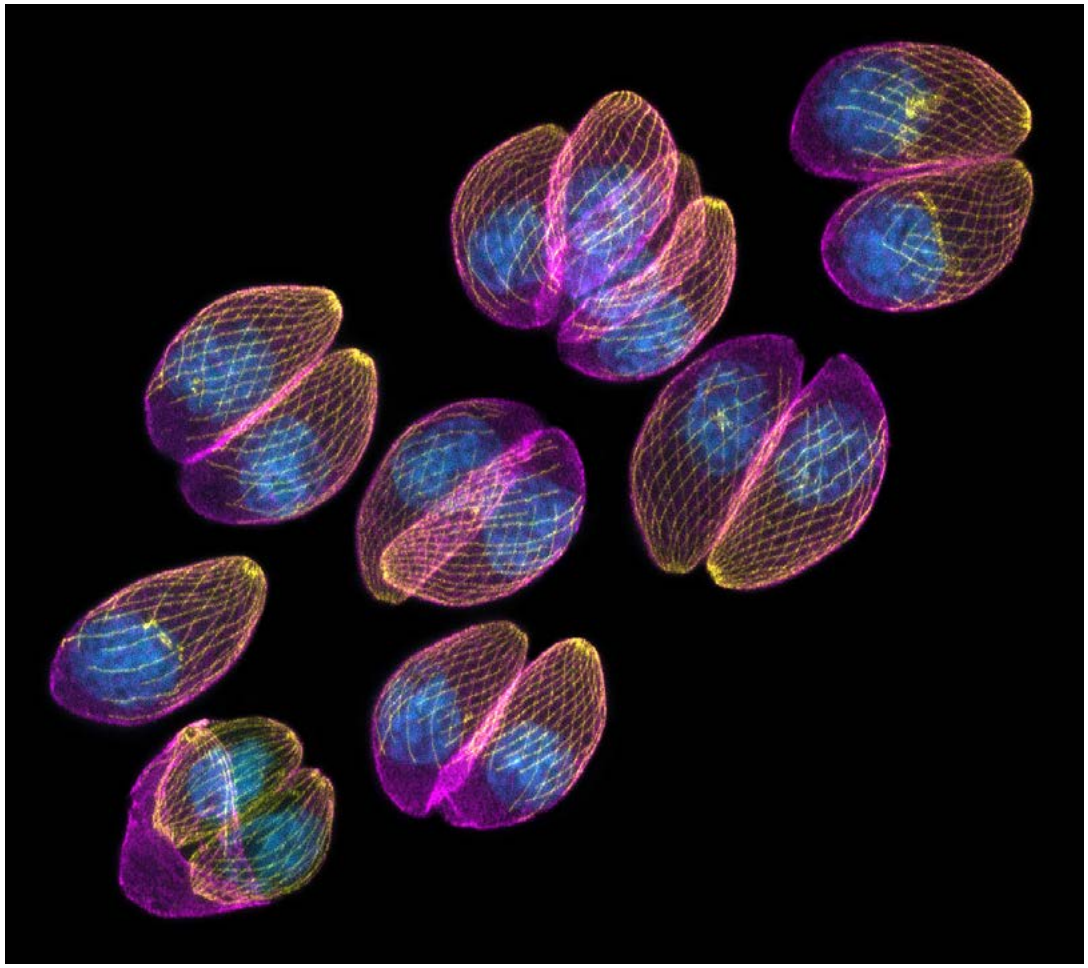
RMS Website

Over **28,000** active users in 2026

Over **15,000** page views per month on average in 2026

Over **1,000** visitors to the RMS homepage per month on average in 2026

Our news stories received on average **470** visits each in 2026



Online Audience

RMS Website Visitors - Geographical Spread (2026)

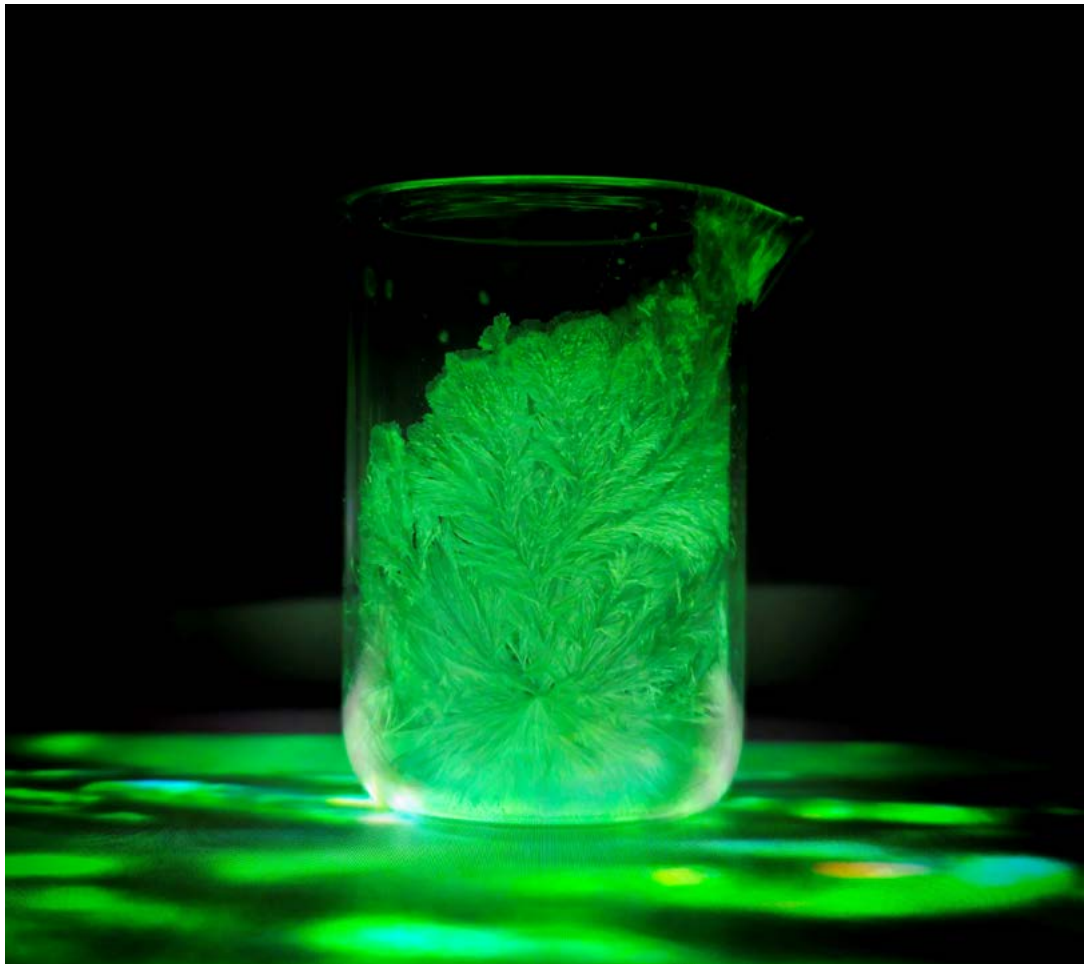
44% United Kingdom

8% United States

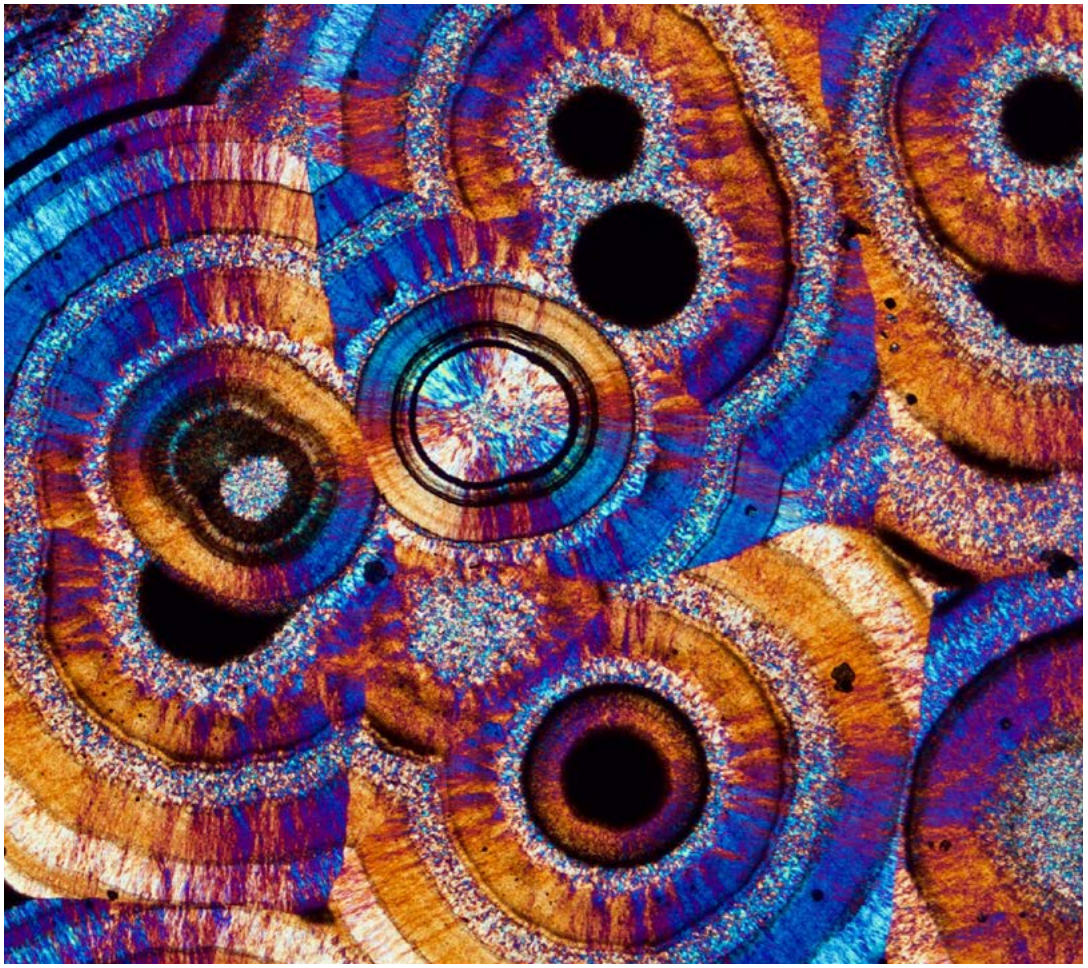
4% India

4% Germany

2% France



Online Audience



Email Newsletters

Subscribers: **c. 8800**

Open Rate: **24.58%**

Click-through Rate: **3.21%**

Click-to-open Rate: **13.01%**

(on average in 2026)

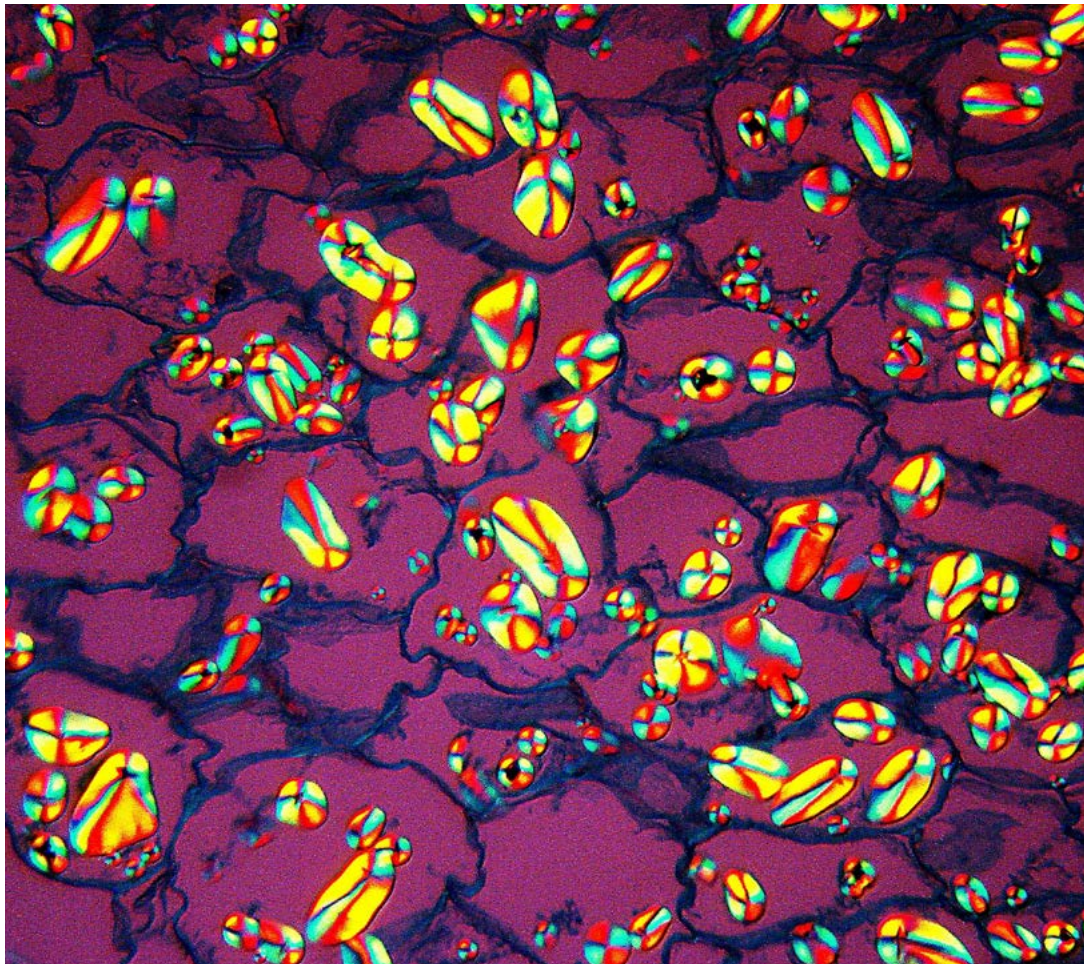
Online Audience

Social Media

8,900+ followers
7.16% engagement rate

4,800+ followers
4.21% engagement rate

2,100+ followers



Online Opportunities

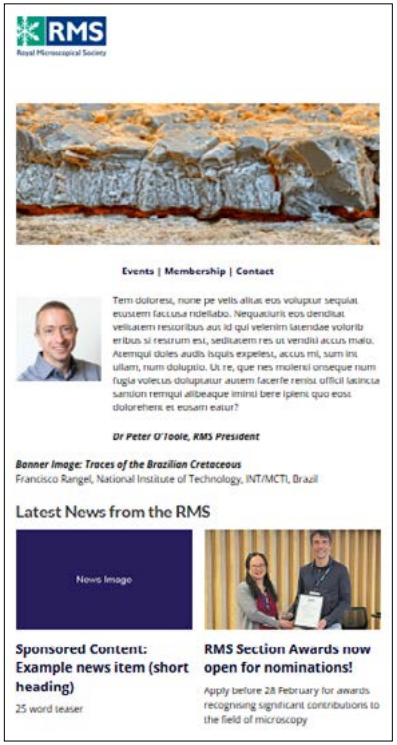
RMS Corporate Member - Multichannel Advert

If your company is an RMS Corporate Member, you can promote your latest products and news on the homepage of the RMS Website – and via the Society's Social Media platforms.

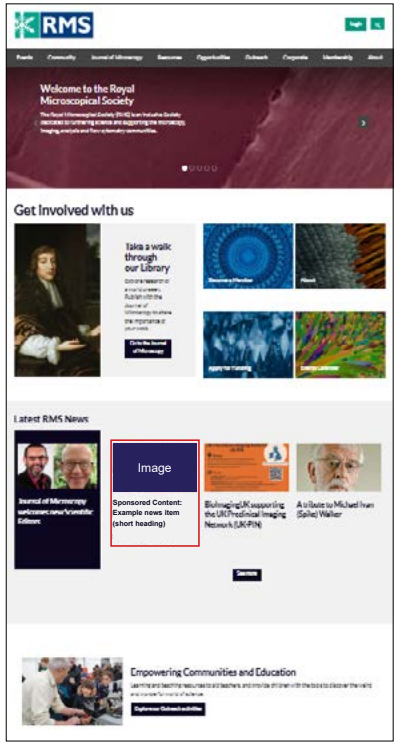
Each month, two news 'slots' will be available to book, giving your company's latest news a guaranteed two weeks' presence on our homepage, promotion on the official RMS social media channels, and inclusion in our monthly newsletter which reaches c. 9,000 subscribers.

Each opportunity costs £575 + VAT.

This offer is open exclusively to our Corporate Members, and opportunities are reserved on a first-come-first-served basis. Each Corporate Member can book up to two slots per year subject to availability.



RMS Email Newsletter



RMS Website



News Item

Example Content

Online Opportunities



RMS Corporate Member - E-blast

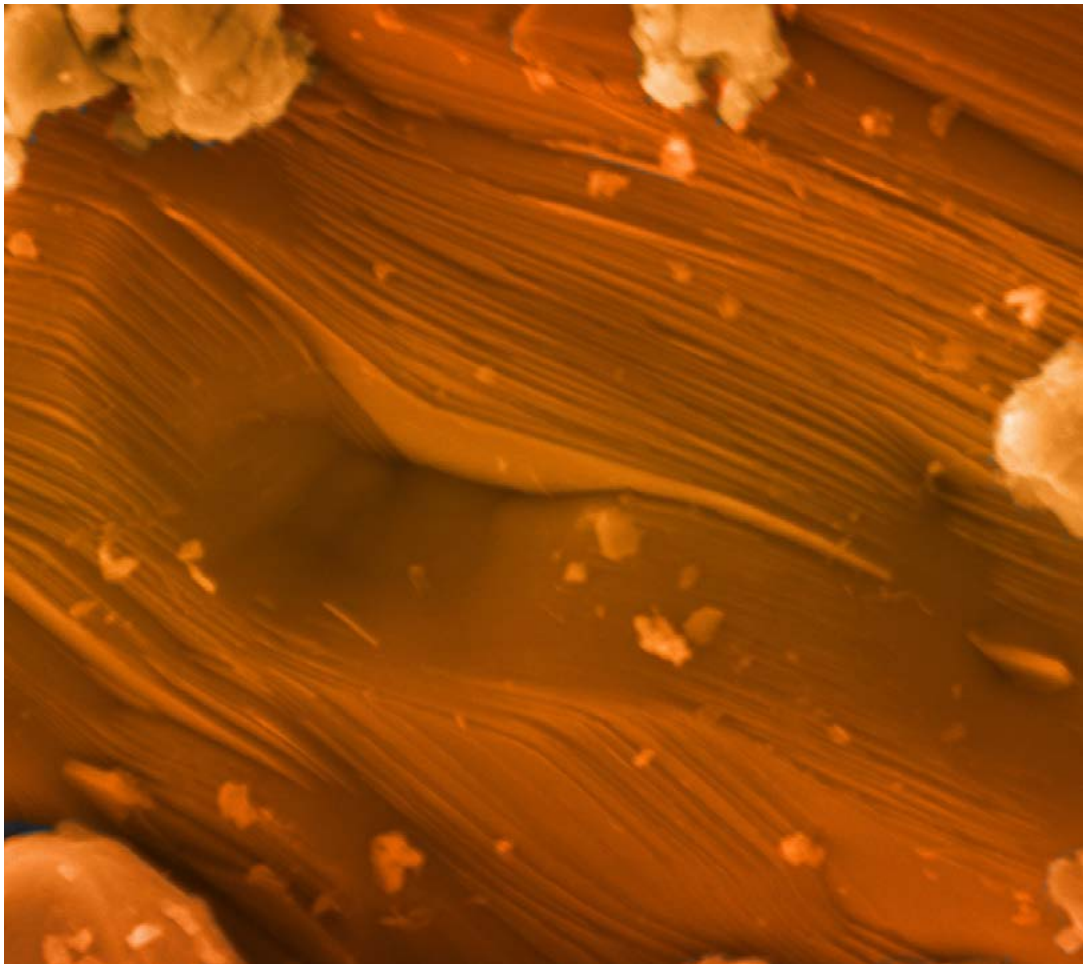
If your company is a corporate member you can utilise the RMS mailing list to promote your latest products and initiatives. Contacts can be segmented by 'topics of interest' to reach a genuinely targeted audience.

Subscribers to the RMS mailing list sign up to topics of interest in their contact preferences. These topics of interest cover many areas of microscopy and imaging, corporate members can choose a maximum of three topics to refine the audience for their e-blast. A final cost will be calculated based on the number of contacts within those topics of interest.

There is a stand set-up fee of £100 per e-blast. Costs are then calculated at £50 per 100 contacts (with a minimum order of £500). All costs are subject to VAT (Discounts apply for specific tiers of corporate membership).

There is a limit of two e-blasts per month. This offer is open exclusively to our Corporate Members, and opportunities are reserved on a first-come-first-served basis. Each Corporate Member can book up to two slots per year depending on availability.

Online Opportunities



Email Newsletter Advert

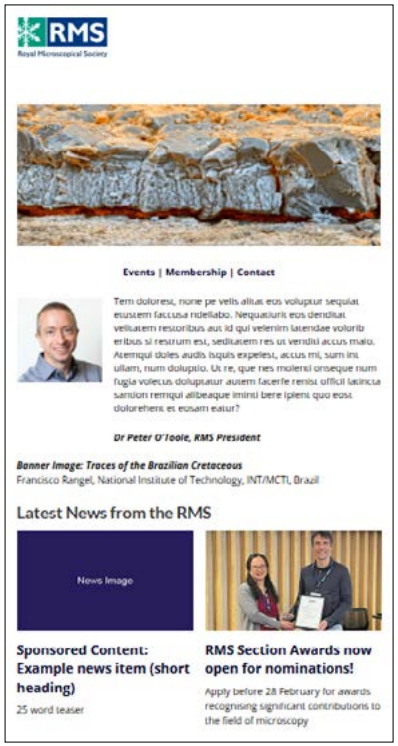
For non-Corporate Members there is an opportunity to include sponsored content in our monthly newsletter.

Sponsored content consists of: a short heading, a 25-word teaser, one image and a url link directing users back to your website.

There is a limit of two opportunities per issue and a maximum of two slots can be booked per year, subject to availability.

Each opportunity costs £575 + VAT.

RMS Email Newsletter



Additional Corporate Member Benefits

RMS Corporate Members are able to access the following additional opportunities. Find out more about RMS Corporate Membership on our website - **www.rms.org.uk/corporate-membership**

	Bronze Member	Silver Member	Gold Member
Company news article on RMS website for a period of two weeks - Subject to availability		one per year	two per year
Press release promoted on RMS social media platforms - One per year			✓
Discounted rates for RMS e-blast - Subject to availability	10% discount	25% discount	50% discount

infocus MAGAZINE

RMS

infocus is the vibrant and striking magazine of the Royal Microscopical Society (RMS). The online publication provides a common forum for scientists and technologists from all disciplines who use any form of microscopy, cytometry or 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 MAGAZINE

RMS

Publication Schedule



Four issues of in**focus** Magazine are published each year;

March Copy deadline - 1 February

June Copy deadline - 1 May

September Copy deadline - 1 August

December Copy deadline - 1 November

infocus MAGAZINE

RMS

Online Audience

Full issues of in**focus** Magazine have on average **840** visits on the RMS website

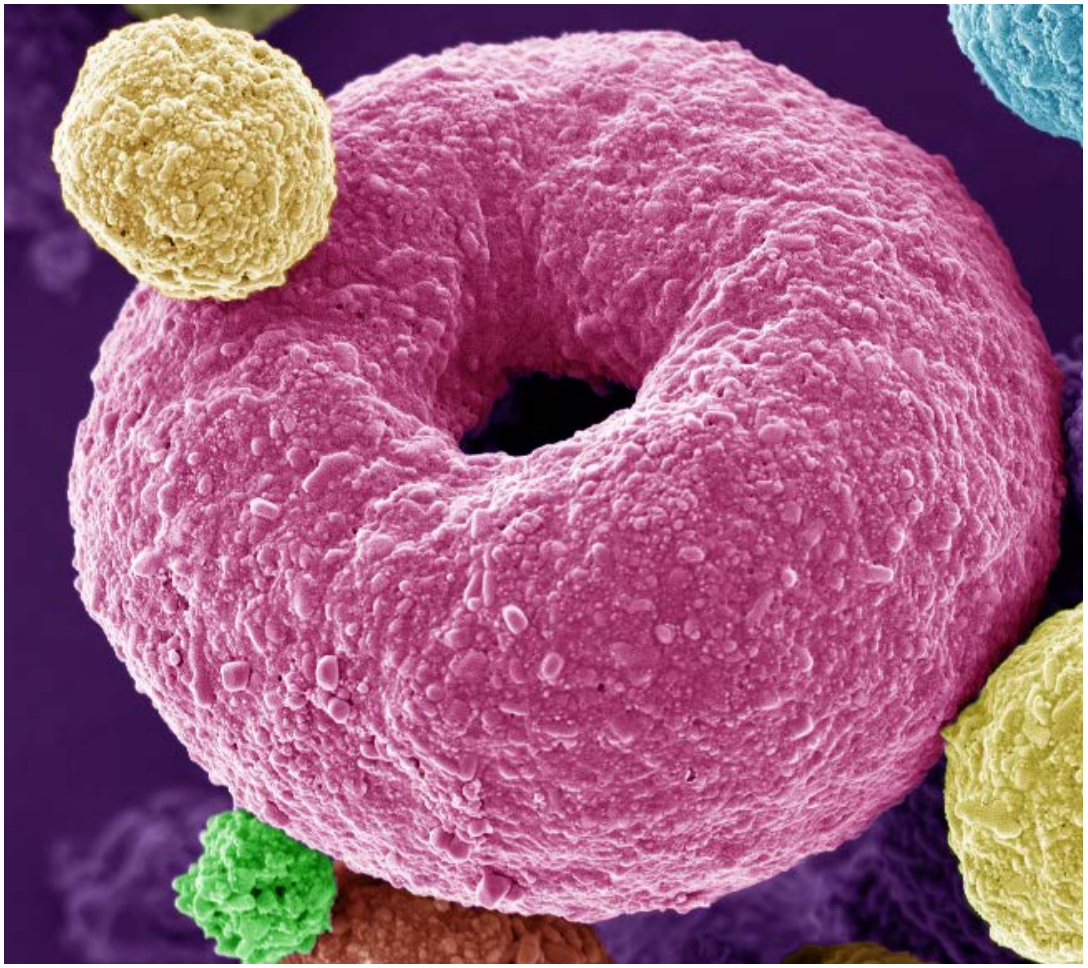
Each individual article published in 2026 has on average **558** visits on the RMS website.



infocus MAGAZINE

RMS

Online Audience



infocus Magazine Email Newsletters

Subscribers: **c. 8800**

Open Rate: **23.93%**

Click-through Rate: **3.19%**

Click-to-open Rate: **13.38%**

(on average in 2026)

infocus MAGAZINE

RMS

Traditional Opportunities

Advertising within infocus Magazine

Full Page 170mm by 250mm

Single booking £870 + VAT
Four consecutive issues £780 + VAT

Double page spread 340mm by 250mm

Single booking £1225 + VAT
Four consecutive issues £1095 + VAT

Half page 85mm by 250mm or 170mm by 125mm

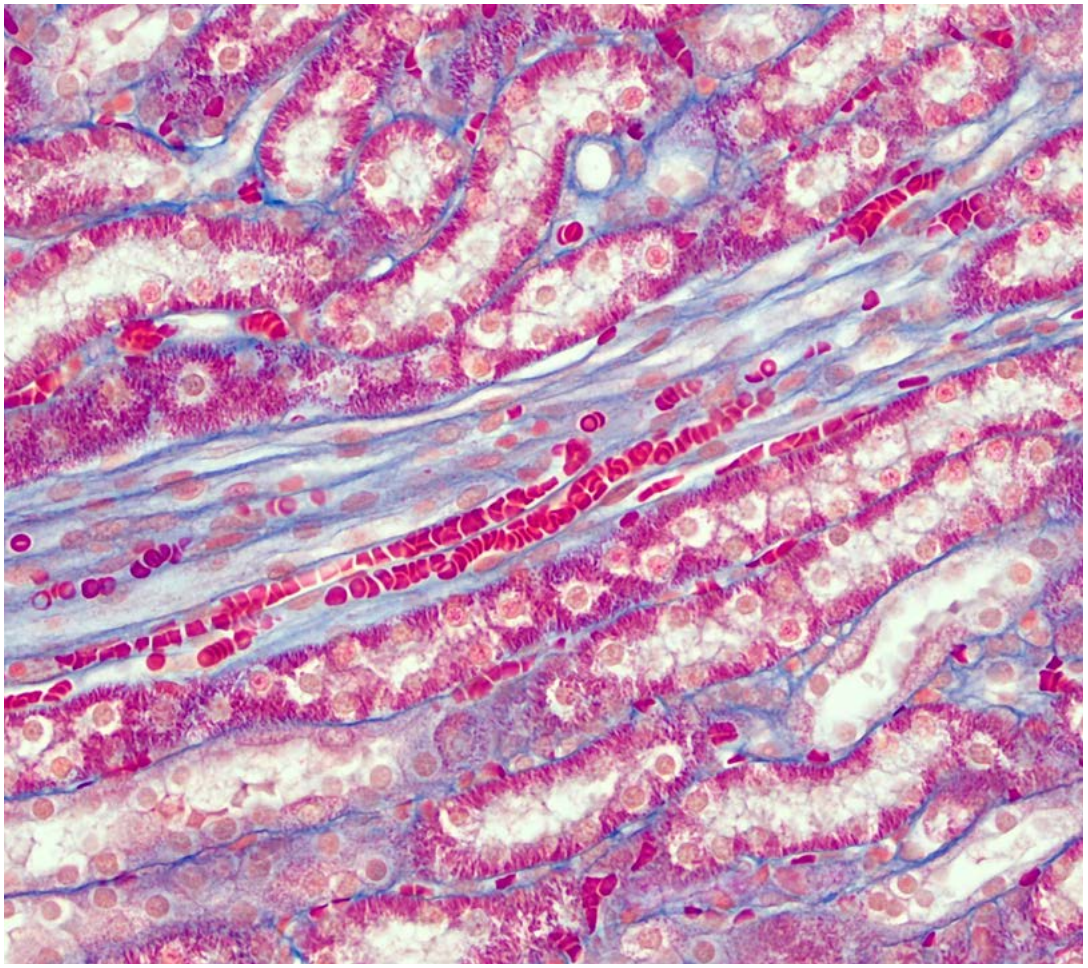
Single booking £765 + VAT
Four consecutive issues £700 + VAT



infocus MAGAZINE

RMS

Traditional Opportunities



New Products and Company News

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

A maximum of three press releases per company will be published per issue.

A charge of £95 + VAT will be made to non-members and non-advertisers for each press release published.

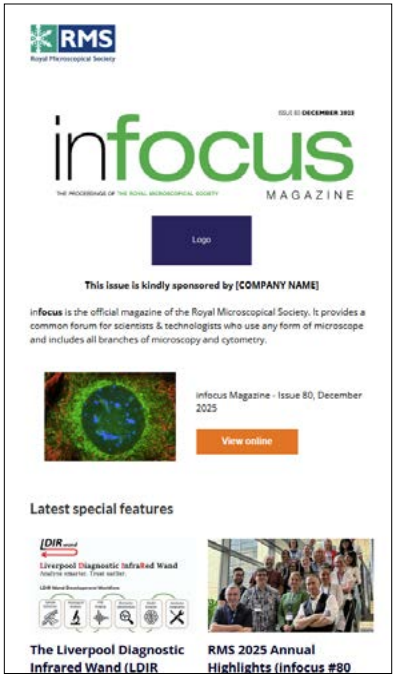
Online Opportunities

Issue Sponsorship

Each issue of in**focus** Magazine is available for sponsorship. Giving your company logo prominent exposure on the issue resource and news item on the RMS website, as well as on the infocus email newsletter.

Each opportunity costs £725 + VAT

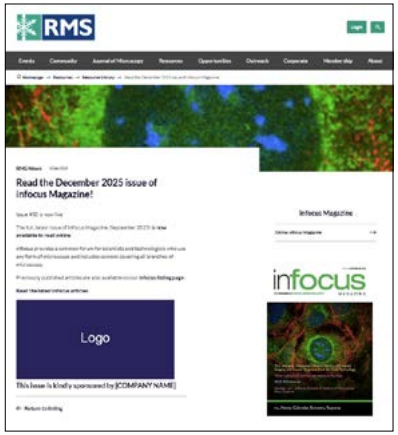
This offer is open to any company and opportunities are reserved on a first-come-first-served basis. A company may sponsor only one issue per year, subject to availability.



in**focus** Email Newsletter



Issue resource on RMS Website



News item on RMS Website

Example Content

infocus MAGAZINE

RMS

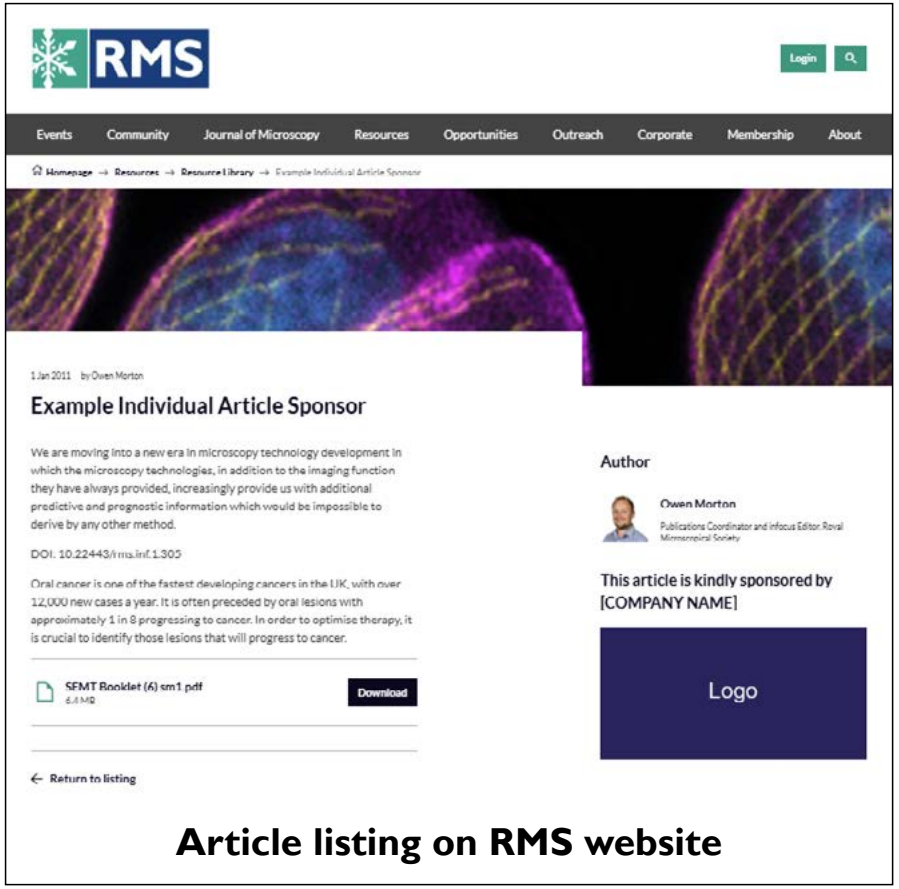
Online Opportunities

Article Sponsorship

Each article in in**focus** Magazine is available for sponsorship. Giving your company prominent coverage on the article listing on the RMS website and social media exposure when the article is promoted.

Each opportunity costs £475 + VAT

This offer is open to any company and opportunities are reserved on a first-come-first-served basis. A company may sponsor a maximum of two articles per year, subject to availability.



Article listing on RMS website

infocus MAGAZINE

RMS

Additional Corporate Member Benefits

RMS Corporate Members are able to access the following additional opportunities. Find out more about RMS Corporate Membership on our website - **www.rms.org.uk/corporate-membership**

	First Time Member	**Bronze Member**	**Silver Member**	**Gold Member**
Discounted advertising rates in**focus** Magazine	5% discount	10% discount	15% discount	20% discount
One free, full-page colour advert per year in in**focus** Magazine		✓	✓	✓
Free inclusion of company press releases in each issue of in**focus** Magazine	one per issue	one per issue	two per issue	three per issue

Event Calendar

With our busy calendar of events, there are plenty of opportunities to sponsor and exhibit with the RMS. From SPM to flow cytometry, we cater for a wide range of microscopy techniques covering both life and physical sciences. So, no matter which field you would like to attract, we'll have a suitable event for you.

Upcoming events with exhibition and/or sponsorship opportunities include:

Sponsorship Opportunities	Exhibition and Sponsorship Opportunities

Date	Event	Location
5 - 6 January	10th Flow Cytometry Facilities Meeting	York
7 - 8 January	21st UKLMF (Light Microscopy Facilities Meeting)	York
21 - 22 January	EM-UKI	Leeds
March	Virtual Flow Cytometry Data Course	Virtual
March	Virtual Facility Management Training Course	Virtual
21 - 25 March	Botanical Microscopy Meeting	Cologne

(Continued....)

Event Calendar

Sponsorship Opportunities	Exhibition and Sponsorship Opportunities

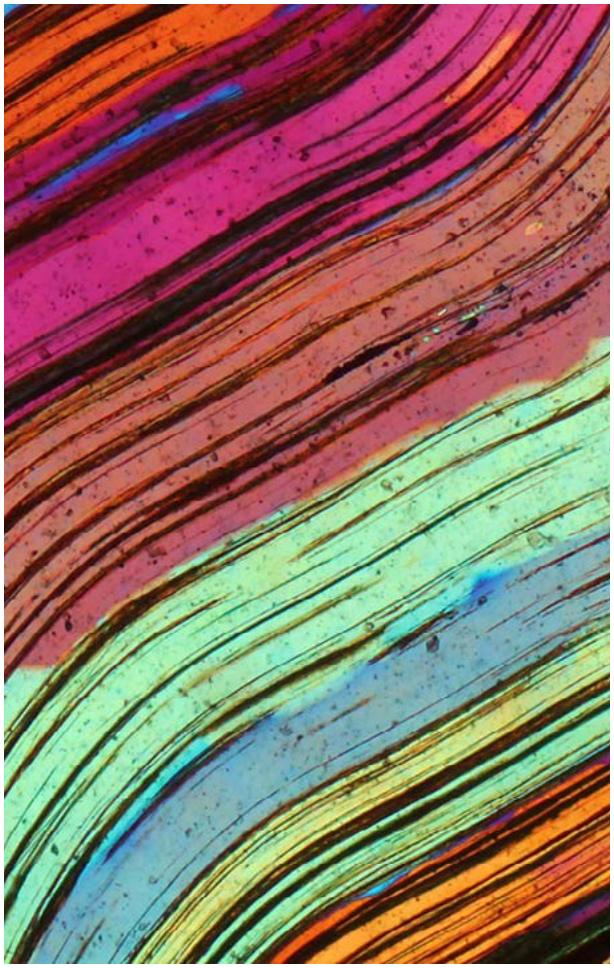
Date	Event	Location
22 - 24 March	Microscopy of Semi-Conducting Materials	Cambridge
28 June - 2 July	Flow Cytometry Course	York
5 - 8 July	mmc2027 incorporating EMAG 2027	Manchester
9 July	Super-Resolution Workshop	Leeds
12 - 15 September	Abercrombie Meeting	Cambridge
October	Facilities Management Training Course	York
October	All Things Cryo Course	Nottingham
Autumn	TEM Room Temperature Sample Prep for Life Sciences (Course)	Portsmouth
Autumn	flowcytometryUK (1 day)	TBC
2 - 3 December	Virtual European Flow Core Meeting	Virtual
December	Super-res in the North	TBC

Additional Corporate Member Benefits

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	First Time Member	Bronze Member	Silver Member	Gold Member
Exclusive two-week priority booking and 10% discount on exhibition space at all RMS events (excluding mmc)	✓	✓	✓	✓
Preferential techno bite bookings on a number of non-exhibition RMS events - Subject to availability			✓	✓
Exclusive priority booking on exhibition space at Microscience Microscopy Congress (mmc),		one week early	two weeks early	two weeks early
Option to run one free workshop during mmc - Excluding premium slots			✓	✓
Ability to book an RMS hosted virtual event - Subject to availability and fee			✓	✓

Additional Corporate Member Benefits



RMS Hosted Virtual Events

The RMS virtual event hosting service is exclusive to Gold and Silver Corporate Members.

The service will be provided through our Zoom account as a standard package and includes:

- Dedicated Event Manager.
- Event page hosting and registration on the RMS website.
- Hosting of the virtual event including administrative support during the event.
- Email marketing to our GDPR approved mailing lists.
- Social media marketing.
- Post-event statistics and feedback.

Optional extras can be added to the standard package, priced separately. We aim to provide 8-10 one-hour opportunities in a 12-month period.

Next Steps

Get in touch

For RMS website, newsletters and social media enquiries please contact Lucy Ridler, **lucy@rms.org.uk**.

For RMS event enquiries please contact the RMS exhibition team, **exhibition@rms.org.uk**.

For RMS corporate membership and in**focus** Magazine advertising enquiries please contact Nick Cameron, **nick@rms.org.uk**.



Royal Microscopical Society

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