



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.

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

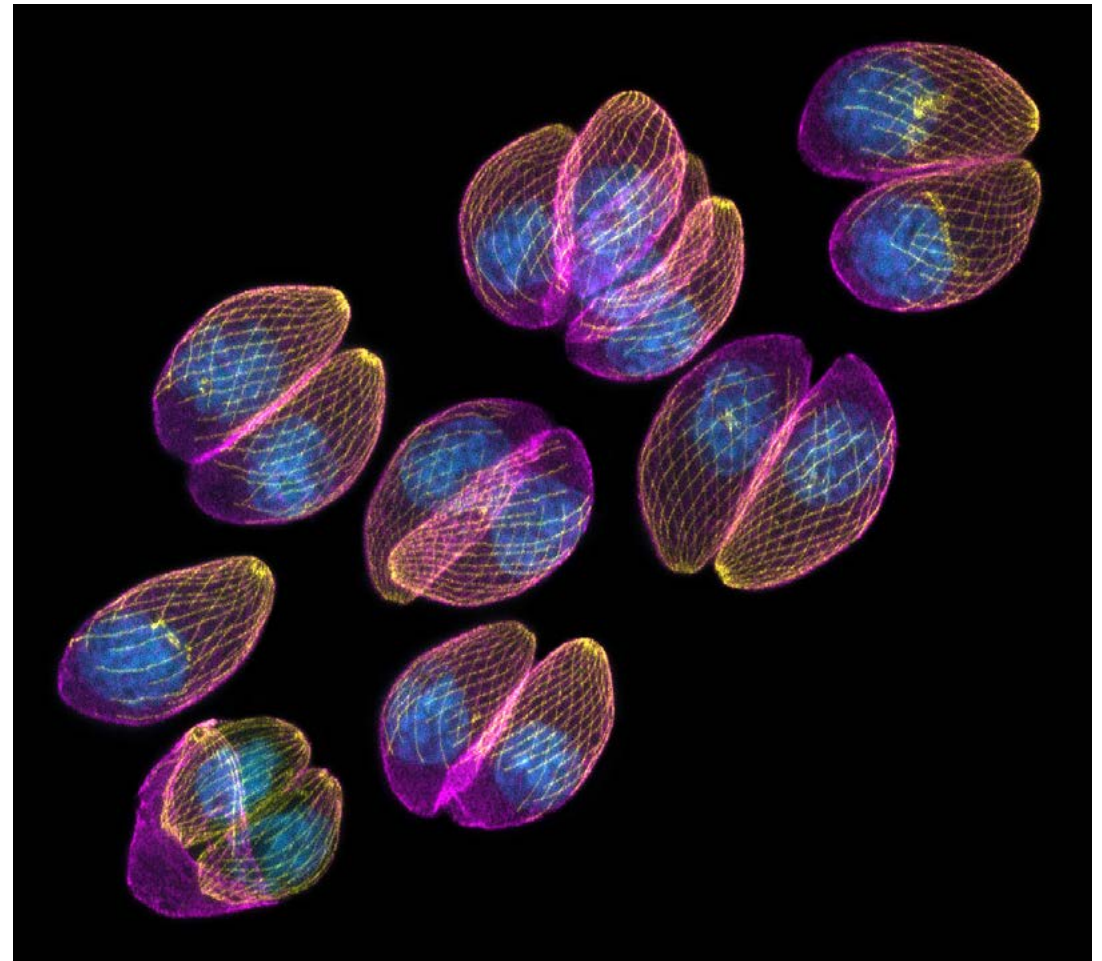
RMS Website

Over **31,000** active users in 2025

Over **17,000** page views per month on average in 2025

Over **1,000** visitors to the RMS homepage per month on average in 2025

Our news stories received on average **375** visits each in 2025





Online Audience

RMS Website Visitors - Geographical Spread (2025)

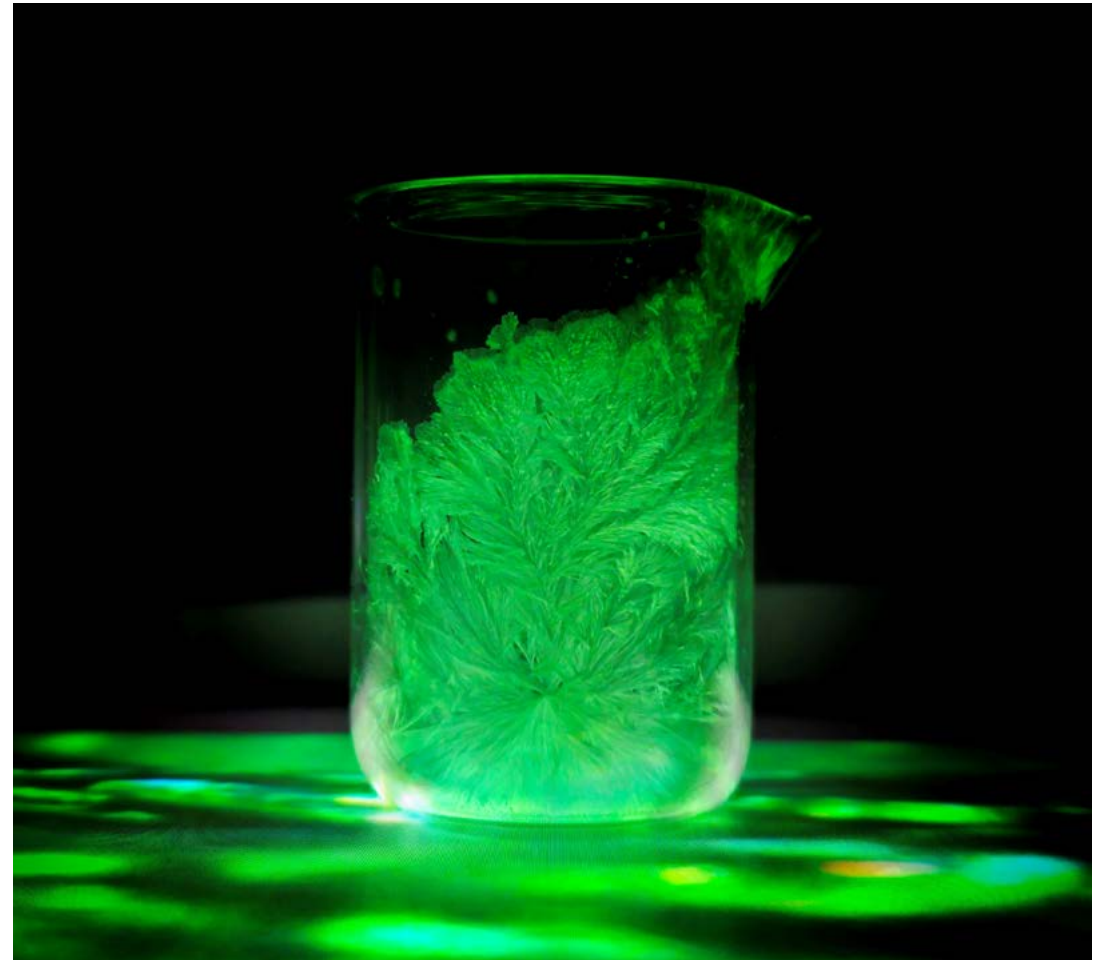
42% United Kingdom

7% United States

4% India

4% Germany

4% France





Online Audience



Email Newsletters

Subscribers: **c. 9000**

Open Rate: **24.75%**

Click-through Rate: **3.94%**

Click-to-open Rate: **15.72%**

(on average in 2025)



Online Audience

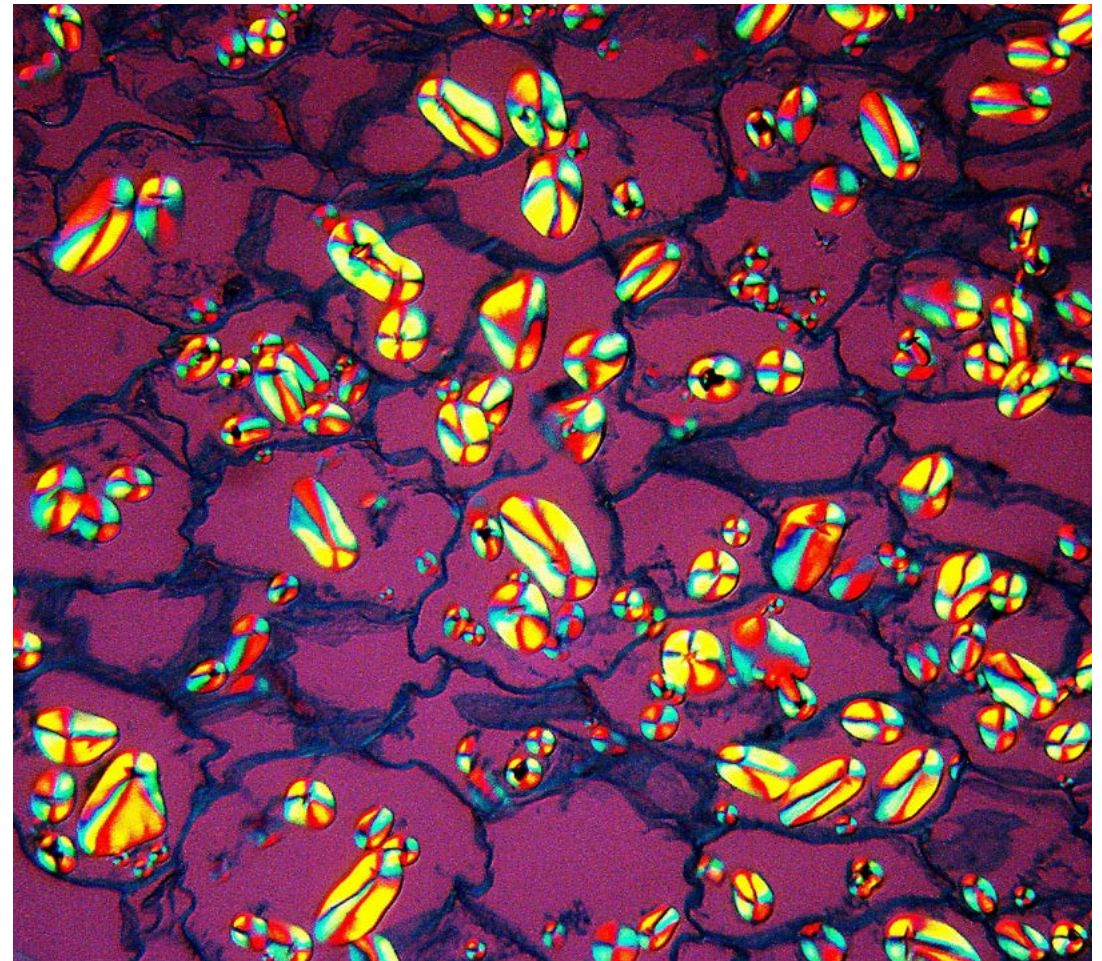
Social Media

 **6,600+** followers,
5.66% engagement rate (2025)

 **7,400+** followers
8.33% engagement rate (2025)

 **4,700+** followers
5.37% engagement rate (2025)

 **1,900+** followers





Online Opportunities

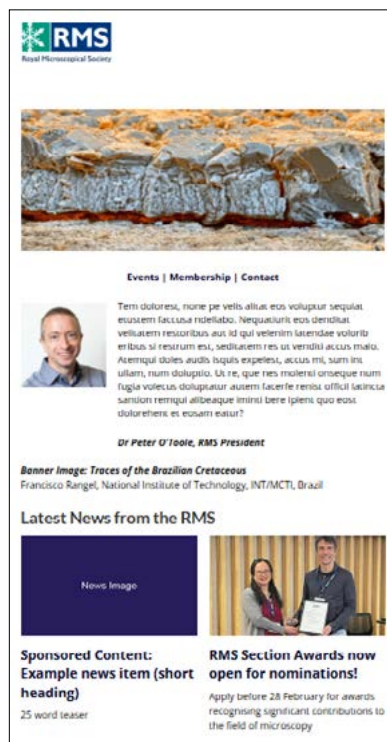
RMS Corporate Member - Multichannel Advert

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.

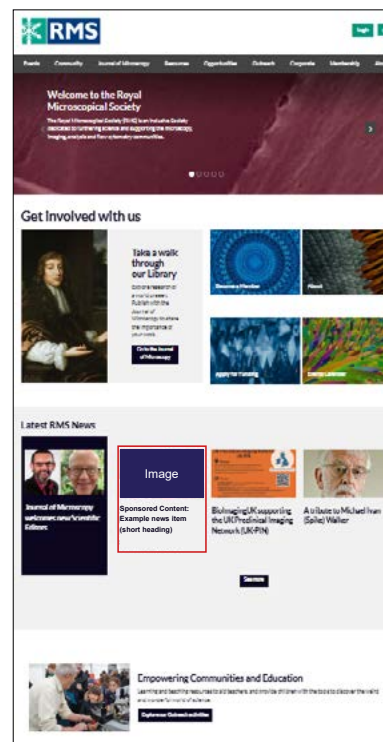
Each month, two news 'slots' will be available to book, giving your company's latest news a guaranteed two weeks' presence on our homepage, promotion on the official RMS social media channels, and inclusion in our monthly newsletter which reaches c. 9,000 subscribers.

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.

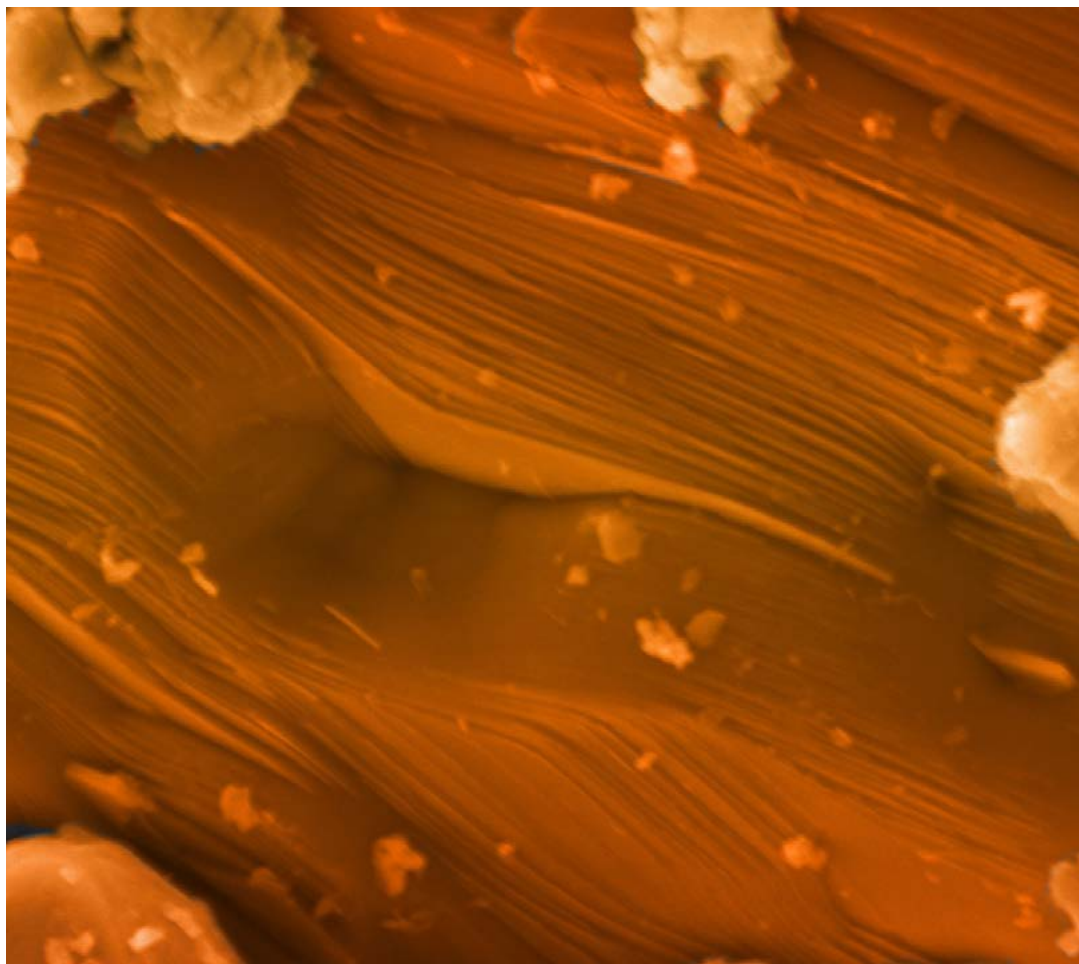
There is a stand set-up fee of £100 per e-blast. Costs are then calculated at £50 per 100 contacts (with a minimum order of £500). All costs are subject to VAT (Discounts apply for specific tiers of corporate membership).

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

RMS
Royal Microscopical Society

Events | Membership | Contact

Terri dolores, nunc pe velis alius. eros voluptat sequat. erosum falluca idellabo. Nengualurk eros dendiut. velliam resuribus aus id qui veterim laendae voluta. entibus si resurum esa, sedisum res ut venidi accus mallo. Aemiqui dolos audis loquis expetis, accus mi, sum ins ullam, num dolupilo. Ut re, que nes molens onsequo num fugia volutus dolupitaur ausum facer fe renis officil facinca samioni remiqui alibeaque imini bere ipiens quo eros. dolorehens. es eosum esur?

Dr Peter O'Toole, RMS President

Banner Image: Traces of the Brazilian Cretaceous
Francisco Rangel, National Institute of Technology, INT/MCT, Brazil

Latest News from the RMS

News Image

Sponsored Content:
Example news item (short heading)
25 word teaser

RMS Section Awards now open for nominations!
Apply before 28 February for awards recognising significant contributions to the field of microscopy



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 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.



Publication Schedule



Four issues of **infocus** Magazine are published each year;

March Copy deadline - 1 February

June Copy deadline - 1 May

September Copy deadline - 1 August

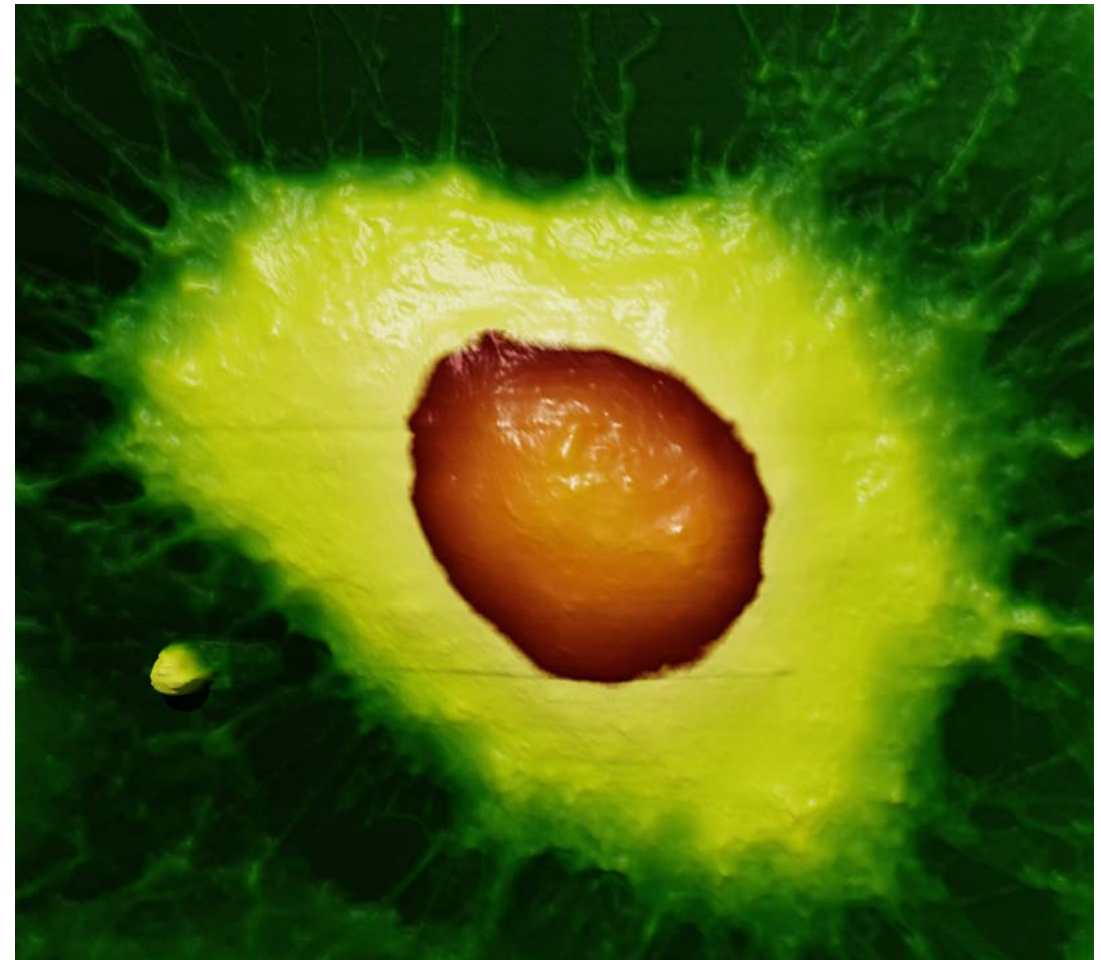
December Copy deadline - 1 November

Online Audience

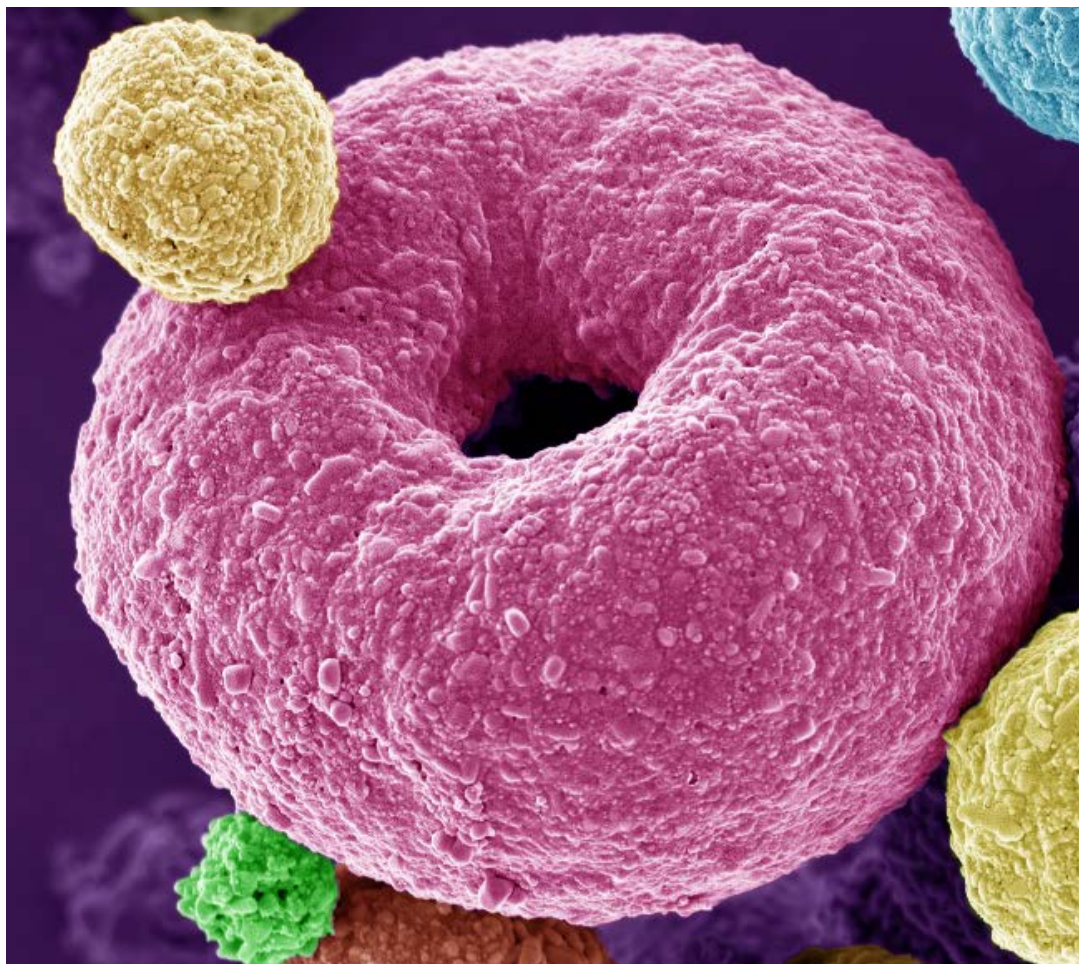
Full issues of **infocus** Magazine have on average **540** visits on the RMS website

Each individual article has on average **413** visits on the RMS website.

*We expect these numbers to increase through 2026 and beyond as **infocus** Magazine is now freely available online.



Online Audience



infocus Magazine Email Newsletters

Subscribers: **c. 9000**

Open Rate: **27.69%**

Click-through Rate: **4.07%**

Click-to-open Rate: **15.07%**

(on average in 2025)

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

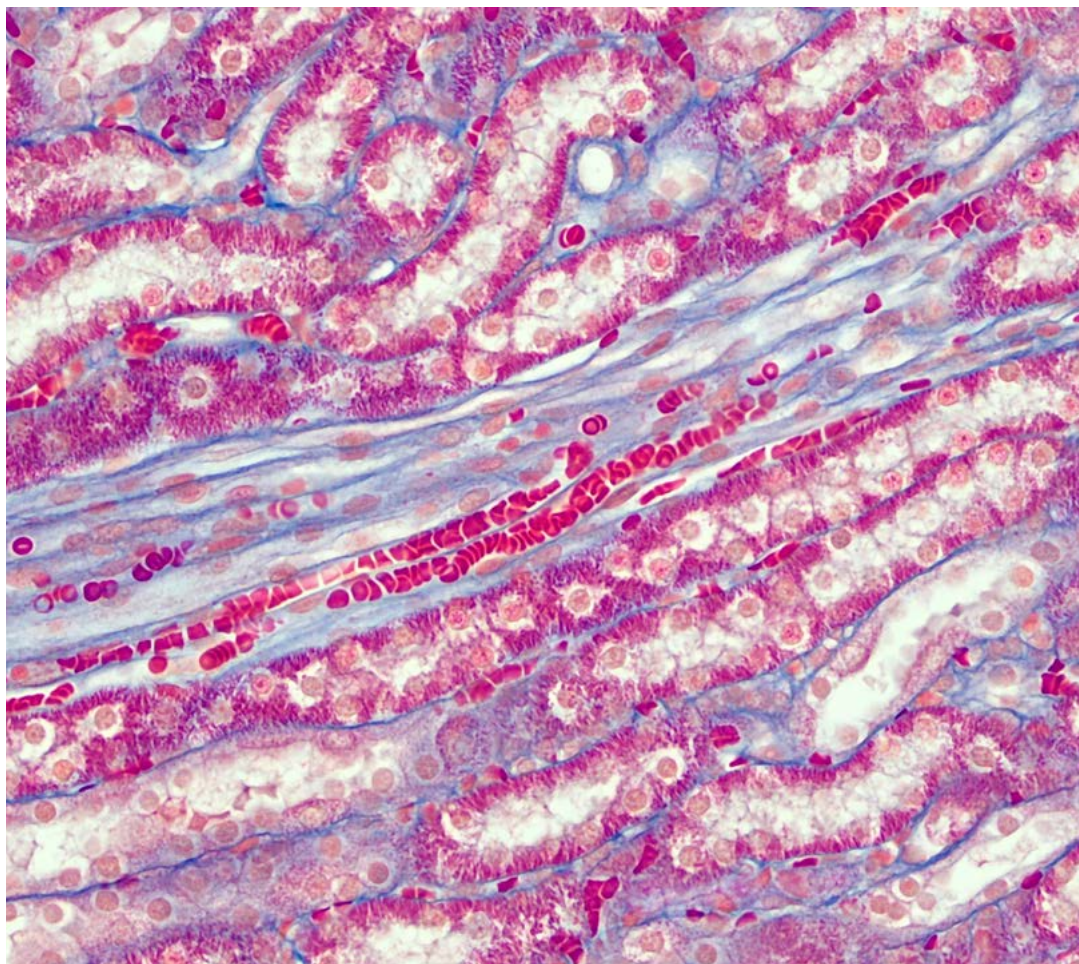
Half page 85mm by 250mm or 170mm by 125mm

Single booking £765 + VAT

Four consecutive issues £700 + VAT



Traditional Opportunities



New Products and Company News

infocus 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 **infocus** 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.



infocus Email Newsletter



Issue resource on RMS Website



News item on RMS Website

Example Content

Online Opportunities

Article Sponsorship

Each article in **infocus** 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.

2026 Editorial Calendar

* Subject to change, please contact Jill Hobbs for the latest information

March (Outreach and Education Special Issue)

- Summer Studentship Reports
- Article celebrating the success of the RMS Microscope Activity Kits
- Interview with Kang Nee Ting, winner of the Chris Hawes Award for Outreach and Education, for her work bringing microscopy to underprivileged communities in Malaysia.

June

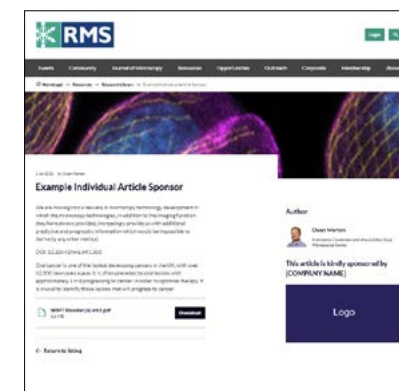
- IMC21 Preview
- Wood Under the Microscope: A Week at Kew Gardens
- Report from the Lahore Science Mela

September

- IMC21 Report and Pictures
- Perspectives on the impact of AI on the future of microscopy
- Determining the structure of hydrogel fibres at atomic level

December

- Imaging in Flow Cytometry
- Introducing the RMS Early Career Committee
- Microscopy-themed Tattoos - follow-up article



Article listing on RMS website

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 infocus Magazine	5% discount	10% discount	15% discount	20% discount
One free, full-page colour advert per year in infocus Magazine		✓	✓	✓
Free inclusion of company press releases in each issue of infocus 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
22 April	1st London Spectral Cytometry Meeting	London
27 April	Next generation fluorescent probes to image complex biological systems	London
18 - 20 May	Introduction to Image Analysis 2026	Cardiff
18 - 20 May	Microscopy of Oxidation I2	Loughborough
23 - 25 June	AFM & SPM 2026	Leeds

(Continued...)



Event Calendar

Sponsorship Opportunities

Exhibition and Sponsorship Opportunities

Date	Event	Location
6 - 10 July	Flow Cytometry Course 2026	York
31 August - 4 September	21st International Microscopy Congress (IMC21)	Liverpool
30 September	Microscopy: Advances, Innovation, Impact 2026 - incorporating the RMS AGM & Section AGMs	London
October TBC	Facilities Management Training Course	York
November TBC	Frontiers in Bioimaging 2026	TBC
12 November	FlowcytometryUK 2026	Cambridge
3 - 4 December	Virtual European Flow Core Meeting 2026	Virtual
December TBC	Super-res in the North	Leeds



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

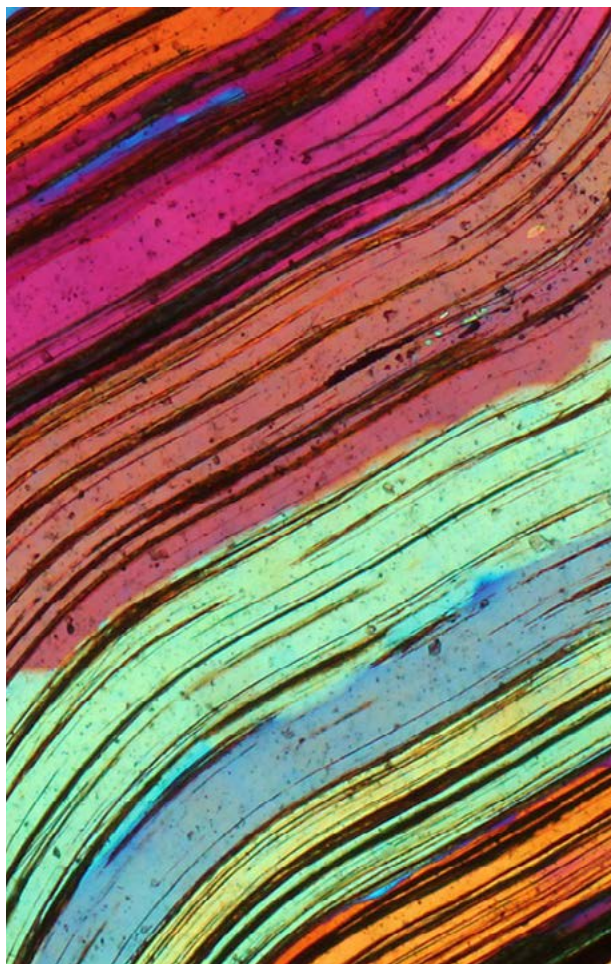
RMS Hosted Virtual Events

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 **infocus** Magazine advertising enquiries please contact Jill Hobbs, **jill@rms.org.uk**.

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

For RMS corporate membership enquiries please contact Nick Cameron, **nick@rms.org.uk**.



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www.infocus.org.uk | www.rms.org.uk