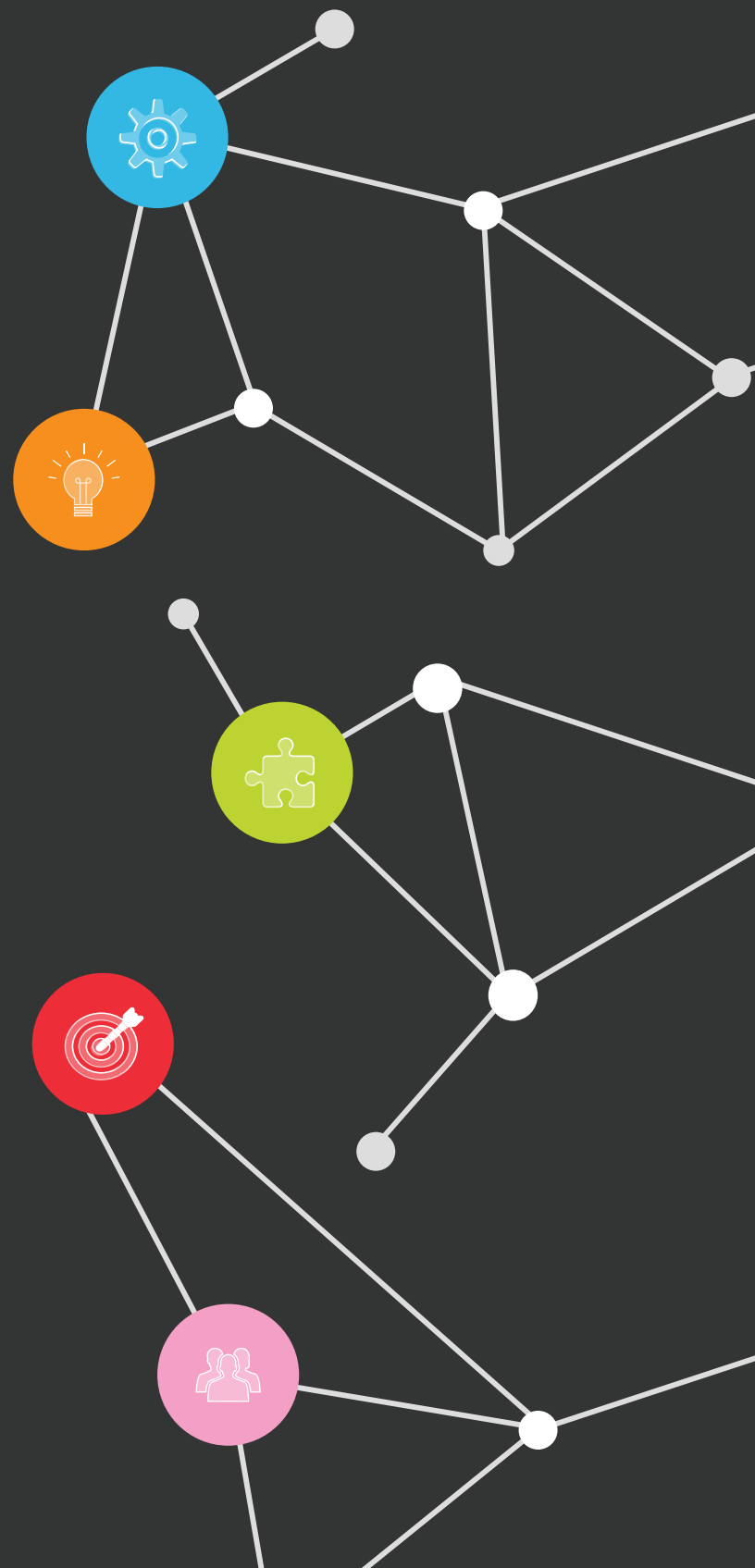


2020 MEDIA KIT

SERVING THE CHEMICAL, LIFE SCIENCES & LABORATORY WORLDS

INTEGRATED ADVERTISING SOLUTIONS

cenmediakit.org



2020 MEDIA KIT

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WELCOME TO C&EN'S 2020 MEDIA KIT

For more than a century the American Chemical Society has studied and served the scientific community. Today our websites, events, research, print publications and journals draw the most influential audience in all fields of the chemical sciences.

C&EN, the flagship newsmagazine of ACS, is the most authoritative and influential source of journalism and information for chemists around the world. Our carefully curated selection of interesting research developments is a valued source of serendipity and inspiration at the bench. Our deep-dive analyses of global research, business, and policy trends; interviews with industry thought leaders; and rich lineup of career advice and employment data helps chemists navigate their lives and careers. With over 150,000 members, and over 33 million researchers of ACS Publications, our audience is global, diverse, and discerning; its reach is phenomenal.

For marketers targeting the scientific industry, we activate a powerful network of decision-makers by creating solutions that promote your products, surface high-value prospects and nurture them through every step of the buying process.

We invite you to flip through the pages of our media kit and learn more about our products and solutions.

GET IN TOUCH AT [CENMEDIKIT.ORG/CONTACT](https://cenmediakit.org/contact)

c&en



ACS Publications
Most Trusted. Most Cited. Most Read.

WHY READERS RELY ON ACS



A daily analysis of the issues most important to labs across the world.



Digests of critical research that professionals use to set priorities.



Regular deep-dives via academic journals that are the voice of record across 50 specific vertical areas.



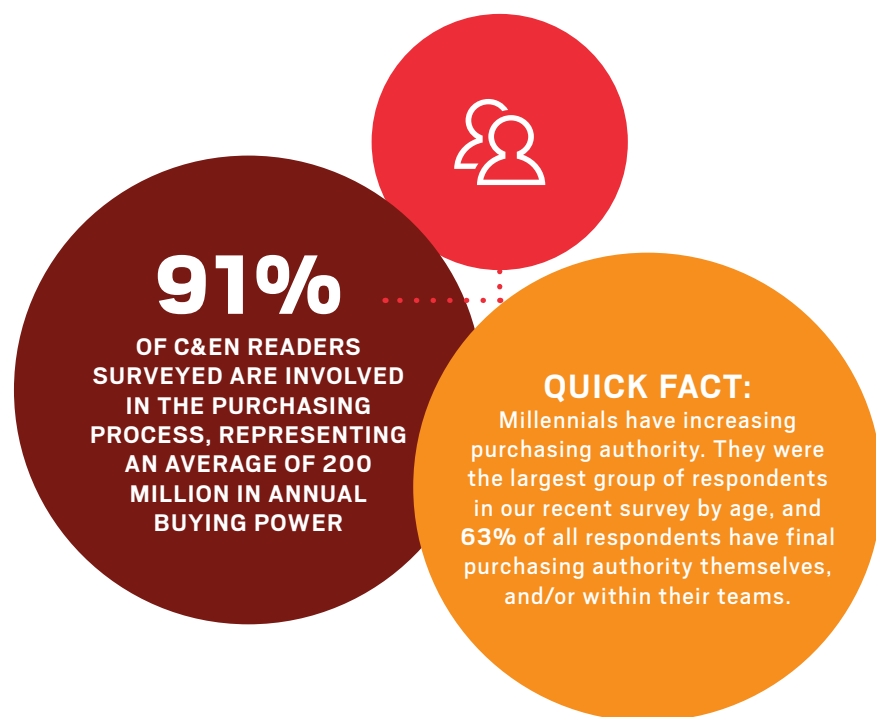
Timely events where professionals engage and connect.

With ACS' knowledge, expertise, and comprehensive product lines, we can help you build stronger bonds with chemistry's global influencers.

HOW MARKETERS ARE LEVERAGING THE AMERICAN CHEMICAL SOCIETY

- ✓ **TARGET INFLUENCERS AND PURCHASERS**
Get access to C&EN and ACS's extensive network of professional scientists with purchasing authority.
- ✓ **LEVERAGE OUR EXPERT RESOURCES**
Use our market insights and C&EN BrandLab studio to build custom content campaigns.
- ✓ **EARN ATTENTION FROM THE BUYERS WHO MATTER**
Engage with, capture and influence the buyers most important to your business.
- ✓ **ANALYZE AND OPTIMIZE FOR BEST RESULTS**
Rely on us to continually recommend ways to get the most out of your spend.

FROM BREADTH TO IN-DEPTH; FROM STUDENT TO CEO; ACS OFFERS UNPARALLELED ACCESS TO THE CHEMICAL ENGINEERING COMMUNITY.



C&EN SURVEY RESULTS: WHAT'S IMPORTANT & WHAT INFLUENCES.

What's most important to your buyers? What influences their decisions at every step of the buying process, and who's really involved in the buying process? C&EN surveyed our audience to find out.

WHAT PRODUCT DETAILS ARE MOST IMPORTANT TO BUYERS?

Percent ranked as **Quite Important**.

- 85%** Product quality
- 83%** Product reliability
- 55%** Competitive price
- 42%** Application-specific product information
- 36%** Referrals or recommendations from colleagues
- 26%** Product comparisons

WHAT COMPANY DETAILS ARE MOST IMPORTANT TO BUYERS?

Percent ranked as **Quite Important**.

- 63%** Past experience with supplier
- 54%** Technical support
- 44%** Brand or company reputation
- 41%** Quick delivery/shipping
- 37%** Quick and easy ordering process
- 29%** Is a preferred supplier
- 29%** Loyalty discounts
- 19%** Sales representative

WHAT REALLY DRIVES THE SCIENTIST-BUYER?

New products and tech found via:

- 43%** Journal articles (online)
- 41%** Articles in magazines
- 40%** Internet searches
- 32%** Scientific conferences or events
- 27%** Word of mouth



LEARN MORE WITH OUR VIDEO ONLINE AT
CENMEDIKIT.ORG/STUDY

INDUSTRY PROFILE

INDUSTRY PROFILE

PINPOINT DECISION MAKERS WITH ACCURACY AND PRECISION.

Our readers come from all walks of science. Many work for the most recognizable names in their industries and a significant percentage have a voice in major purchasing decisions. They choose C&EN and our ACS family of publications and products as their go-to source for up-to-date news and research, and take an active interest in the advertising that appears there.

**LARGEST PRINT CIRCULATION AMONG CHEMISTRY PUBLICATIONS IN THE US
& CONTINUED YOY GROWTH IN ONLINE TRAFFIC**

In fact, according to a recent survey, C&EN is viewed as highly trustworthy and accurate by nearly 90% of its readers. Further, readers see the content as useful, easy-to-understand, and serves to keep people up-to-date—consistent across industry and region.

With the largest print circulation among scientific publications in the United States—and one of the largest in the world—there's no better place to reach this audience or to target one of its key segments.

Get in touch at cenmediakit.org/contact or find your sales contact on the back cover of this kit.

\$200MM+
POTENTIAL BUYING POWER
OF SURVEY RESPONDENTS



100,000+
PRINT
SUBSCRIBERS

84%
COMMITTED
TO CONTINUED
READING
AND 78%
RECOMMEND TO
OTHERS



76%
OF RESPONDENTS HAVE FINAL
PURCHASING AUTHORITY



WORK SECTOR

Our members lead R&D globally

37%	ACADEMIC RESEARCH
23%	MANUFACTURING
20%	BIOTECH/PHARMA/CRO
11%	GOV'T/HOSPITAL/NON-PROFIT
5%	CONSULTING
4%	ENGINEERING

TOP PRODUCTS

Our readers actively shop for instruments

63%	UV/VIS SPECTROSCOPY
58%	HPLC
51%	FTIR
47%	GC
42%	NMR SPECTROMETRY
41%	GC/MS
41%	MASS SPECTROMETRY
40%	WATER PURIFICATION
35%	CHROMATOGRAPHY DATA HANDLING

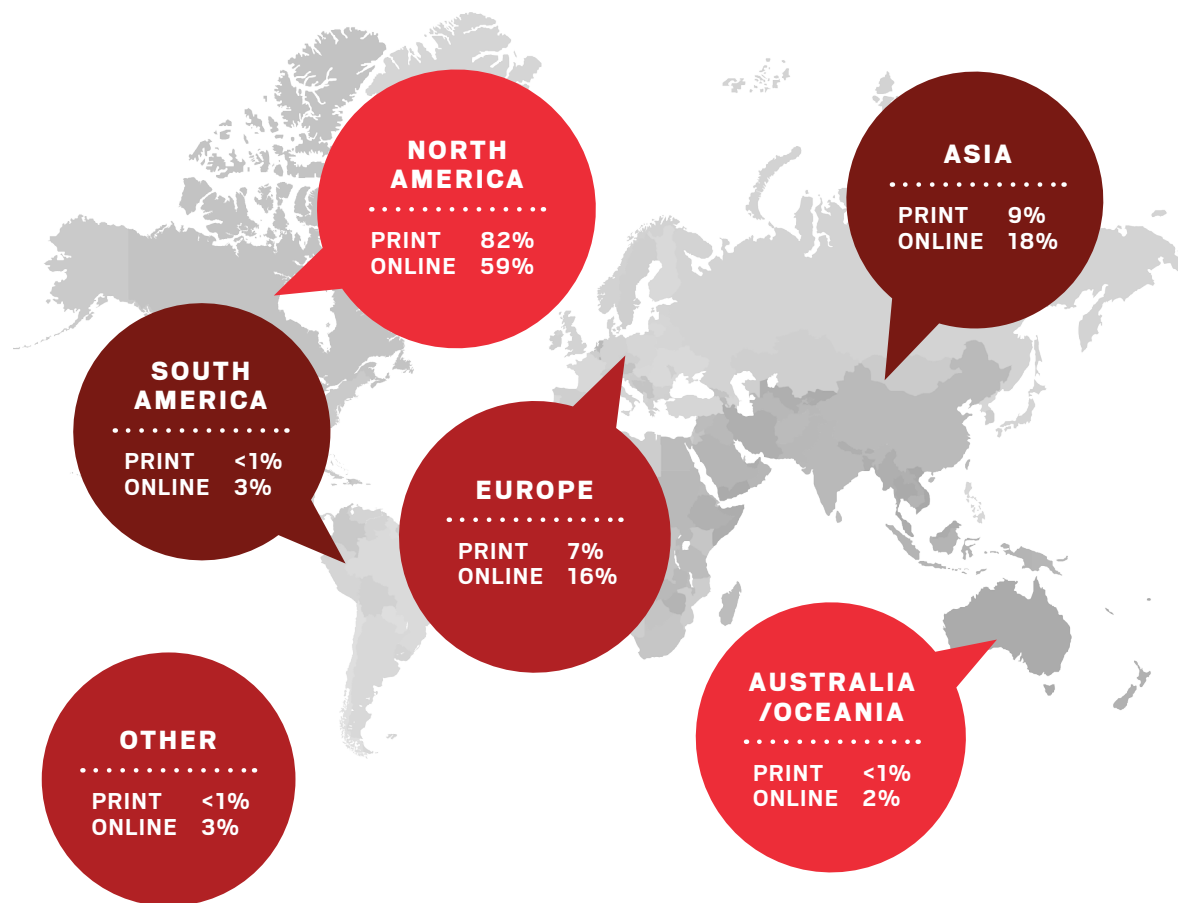
TOP AREAS OF RESEARCH

70% OF READERS WORK IN R&D
Diverse backgrounds also include:

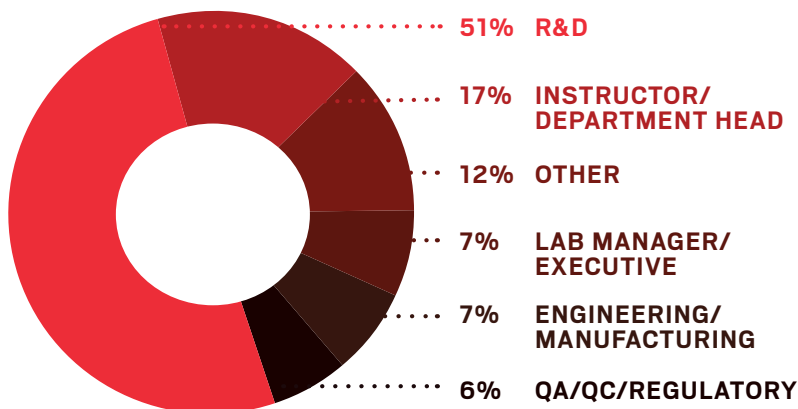
29%	ENVIRONMENTAL/FOOD & AG
25%	ANALYTICAL
23%	MEDICINAL CHEMISTRY
21%	DRUG DISCOVERY/DEVELOPMENT
18%	PLASTICS/POLYMERS/COATINGS
10%	ENERGY & FUELS

Sources: BPA 2018, C&EN Survey 2019

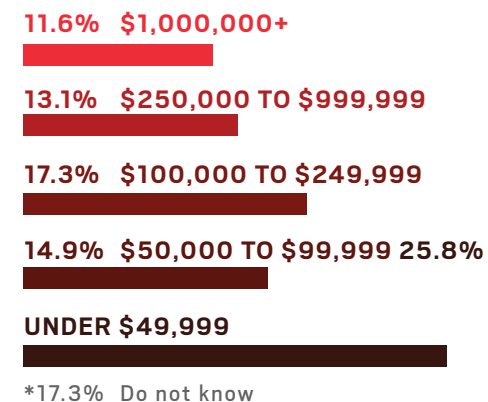
C&EN READERSHIP AROUND THE GLOBE



JOB TITLES



ANNUAL BUDGETS



PRINT TACTICS

PRINT TACTICS

DELIVER YOUR MESSAGE ALONGSIDE EDITORIAL CONTENT FOR HIGH-IMPACT EXPOSURE

Chemical & Engineering News weekly magazine is consistently ranked the top ACS member benefit. C&EN editors and reporters based in Europe, the U.S., and Asia cover science and technology, business and industry, government and policy, education, and employment aspects of the chemistry field.

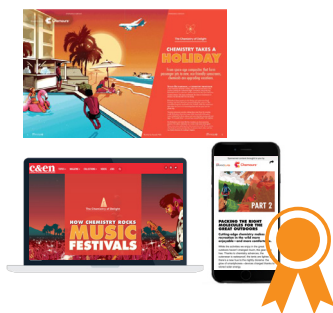
With the largest circulation among chemistry publications, your message will reach over 100,000 print subscribers. And with a pass-along readership of 300,000, you'll find that our print options are cost-effective and influential.

100K+
PRINT SUBSCRIBERS

AWARD-WINNING JOURNALISM AND ADVERTISING

AM&P EXCEL AWARDS, FOLIO, DIGIDAY & MORE

C&EN is at the forefront of storytelling. Here are just a few of the awards and recognition we're proud to have received this past year, showcasing our excellence in innovation, long-form journalism, and sponsored content.



AM&P's The EXTRA! Award, presented to associations pushing the edge of the envelope to innovate in an ever-changing publishing environment



C&EN's feature article "Puerto Rico se levanta" was shortlisted in the Long-Form Feature Content category at the 2019 Folio Awards

PRINT ADVERTISING PRODUCTS:

- ✓ Traditional Print Display Ads
- ✓ Classifieds (C&ENjobs Recruitment)
- ✓ Branded Content & Storytelling
- ✓ Cover Wraps, Tips & More
- ✓ Onsite Publications



LOOKING FOR ALL AD SIZES AND RATES?

CLICK HERE TO DOWNLOAD



Our custom content studio, C&EN BrandLab, was a finalist for Digiday's Content Marketing Awards for Best Content Marketing Agency Finalist

ONSITE PUBLICATIONS

C&EN'S SUITE OF ONSITE PUBLICATION OFFERINGS INCLUDE:

- ✓ Pre Event Publication and onSite Show Dailies
- ✓ '5 Minutes with' Q&A Profiles
- ✓ Bonus Distribution for key issues of C&EN print magazine
- ✓ Press release coverage
- ✓ Preliminary and Final Program coverage in C&EN magazine

OUR SHOW DAILY EMAILS RECEIVE
AN INCREDIBLE 81% OPEN RATE!

C&EN Onsite and the official Show Daily publications are other excellent ways to reach audiences at widely-attended events. Distributed in print at trade shows and via e-alerts, these event publications give attendees an excellent overview of the science, programming, and exhibitor events taking place onsite. Advertisers can target researchers on the lookout for new ideas and new vendors.

LEARN MORE

CENMEDIKIT.ORG/ONSITE FOR SHOWS



LOOKING FOR STRONGER MARKETING STRATEGIES FOR YOUR NEXT EVENT OR TRADESHOW?
DOWNLOAD OUR EVENT MARKETING GUIDE TO LEARN MORE: CENMEDIKIT.ORG/EVENTS

BONUS DISTRIBUTION

Advertisers turn to C&EN for our audience, and with bonus distribution at these popular and trend-setting shows, you can have your print advertisement reach a new, bigger, and highly engaged group of chemists.

● ● SLAS (January 2020)	● ● ● ● Drug Discovery Chemistry (April 2020)
● ● ● IFPAC (February 2020)	● ● Analytica (March 2020)
● ● ● CPhI North America (May 2020)	● AOCs (April 2020)
● ● ● ACS Spring and Fall National Meetings (March 2020)	● ● Pharma ChemOutsourcing (September 2020)
● Pittcon (March 2020)	● ● CPhI WW (October 2020)
● ● ● ● Chemicals America (March 2020)	● ● Cannabis Science Conference (April 2020)
● BioProcess Int'l (March 2020)	● HPLC (June 2020)
● ChemSpec (April 2020)	● AAPS (October 2020)
● ASMS (May 2020)	● ● BIO (May 2020)

EVENT PUBLICATION SCHEDULE

C&EN provides event publication and show dailies for the below conferences. Ask how you can promote your next advertisement or event with C&EN.

ACS NATIONAL MEETINGS & EXPOSITIONS

12,000 - 15,000 attendees

March 22-26 & August 16-20, 2020

Twice a year, researchers from academia and industry attend to keep up-to-date with latest products and scientific information.

CPhI NORTH AMERICA

8,000-10,000 attendees

May 5-7, 2020

CPhI's show is heading to Chicago for its third year! Ask C&EN about reaching CPhI's US conference attendees.

NEW: ASMS

6,500+ attendees

May 31-June 4, 2020

For their annual conference, ASMS is heading to Texas and will be highlighting emerging technology in the mass spectrometry field.

CPhI WW

45,000 attendees

October 13-15, 2020

Advertise with us for the world's largest international exhibition for pharmaceutical ingredients, intermediates and contract services.

A background network diagram consisting of a series of interconnected nodes and lines, forming a complex web-like structure. The nodes are represented by small circles, and the lines are thin, connecting the nodes in a non-linear fashion. The overall shape is irregular, with some clusters and some isolated nodes.

c&en
MEDIA GROUP

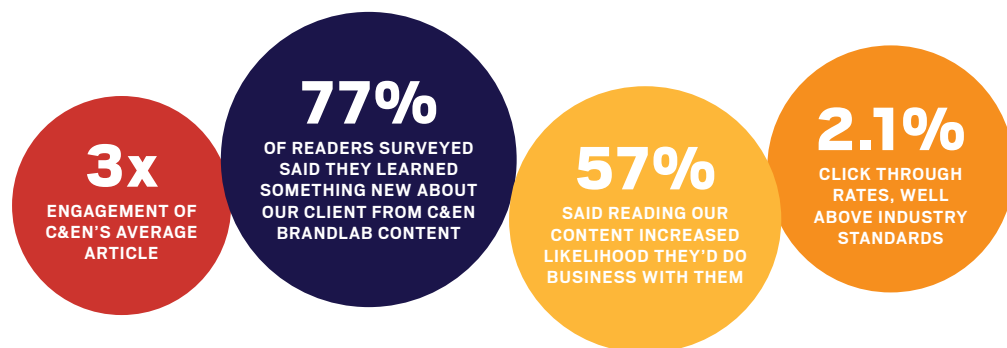
C&EN BRANDLAB

OUR CUSTOM CONTENT STUDIO GIVES YOU THE POWER TO MOVE AN INDUSTRY LIKE NEVER BEFORE.

Our audience of scientists and chemistry professionals come to us to do their jobs better. They want to know the research, new products and breakthroughs moving the industry. They're interested in what companies stand for and believe in; what they offer and what they're up to. Content can tell those stories best.

That's why ACS and C&EN extended our award-winning editorial ethos to tell your authentic brand story through C&EN BrandLab, which provides content marketing strategy services and native advertising to our partners. Learn more at cenbrandlab.org.

OUR RESULTS



**C&EN BRANDLAB LED BY
DR. RAJENDRANI MUKHOPADHYAY**

WHY PARTNER WITH C&EN BRANDLAB?

- ✓ Brand Consultation
- ✓ Scientific Accuracy
- ✓ Turnkey Execution
- ✓ Unparalleled Reach
- ✓ Thought Leadership
- ✓ Return on Investment

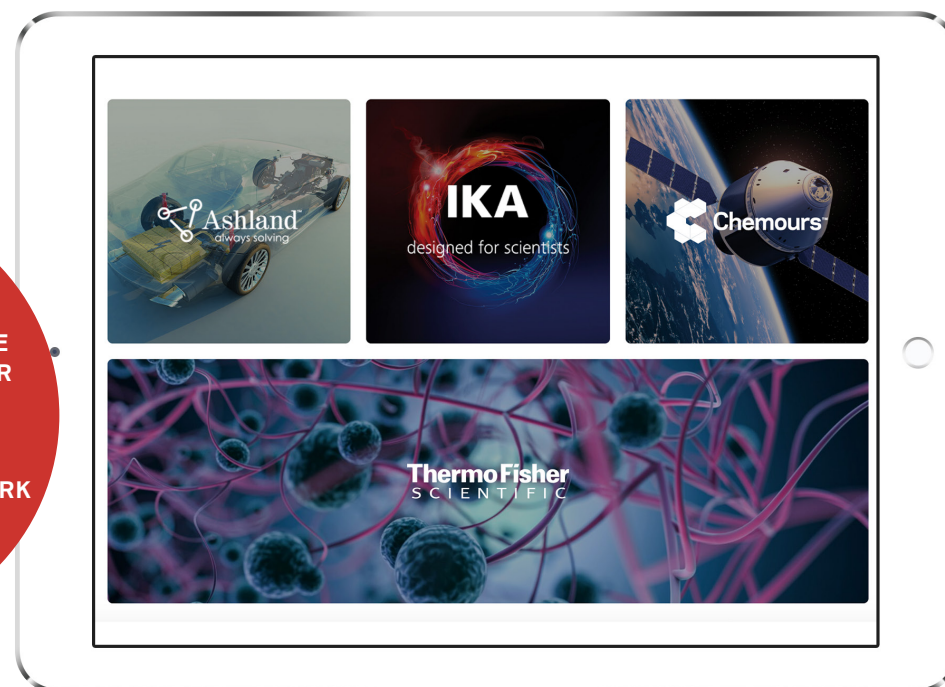
READY TO BRING YOUR BIG IDEA TO LIFE? SEE HOW WE HAVE HELPED YOUR PEERS AND BOOK A CONSULTATION TODAY!
VISIT US AT CENBRANDLAB.ORG/OUR-WORK

C&EN BRANDLAB PRODUCTS:

- ✓ Native Advertising & Custom Content
- ✓ Editorially-led Webinars & eBooks
- ✓ Quizzes & Infographics
- ✓ Social Media Campaigns
- ✓ Custom Designs
- ✓ Fully Integrated Marketing Programs

CENBRANDLAB.ORG

CLIENTS WE WORK WITH



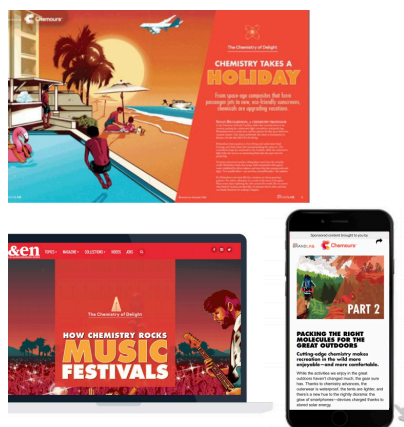
CASE STUDY: INCREASING BRAND AFFINITY WITH COMPELLING & INTERACTIVE CONTENT

When C&EN's market, content and distribution expertise meets our agency partner's marketing and advertising expertise, it always works out better for our clients. At C&EN BrandLab, we work together to deliver answers to client challenges, and our campaigns with agency partners are among our strongest.

THE PROGRAM

After a successful collaboration with C&EN BrandLab in 2017, The Chemours Company and their ad agency, Ogilvy, wanted to continue their partnerships by creating an immersive storytelling experience, including interactive and multimedia components that would provoke thought and influence.

This detailed content explored future chemical and technological advances, and was distributed through customized experiences online and in print.



THE RESULTS

- 3.5X** increase in engagement of C&EN's average article
- 65%** of readers learned something new about the company from articles
- 57%** of readers said they are now more likely to consider Chemours for their industrial needs

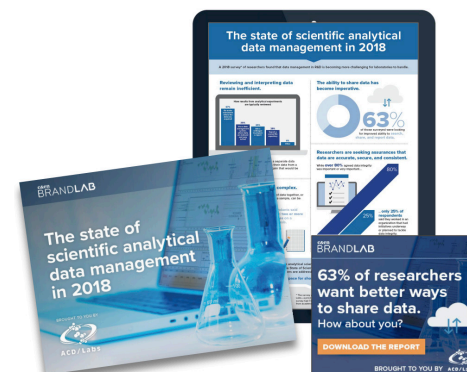
CASE STUDY: CONDUCTING RESEARCH FOR CONTENT CREDIBILITY

C&EN BrandLab wrote and designed a custom eBook that provided education around ACD Labs' enterprise solutions for analytical data handling to high-value laboratories that use analytical data management software.

Through market research, C&EN was able to identify the challenges researchers face in data management, allowing ACD Labs to build a sales pipeline that spoke directly to their targeted niche audience.

THE PROGRAM

The eBook and supplementing infographic C&EN BrandLab created were highly engaging to drive awareness of ACD Labs, to provide education of the state of data management, and collect leads for immediate sales impact.



THE RESULTS

- 780** survey respondents provided testimonials for future use
- 717+** qualified leads delivered to ACD Labs' sales pipeline
- 500+** high-level professionals with buying power participated in survey

“Our goal was to get a better understanding of our target audience in how they handle data management in their labs through market research. C&EN BrandLab understood exactly what we were trying to achieve and helped us...generate quality leads.”

—SANJI BHAL, DIRECTOR OF MARKETING & COMMUNICATIONS, ACD LABS

BUILDING A RECOGNIZABLE BRAND IN TODAY'S MARKET

As buyer tendencies continue to evolve, organizations must diversify the way they target and connect with them. With such a large influx of information coming at them at once, scientists are seeking companies who can provide them with personalized messaging that ensures the information around their brand and products are both trustworthy and accurate.

Having a strong brand and valuable resources can help you break through the noise and stand out among the competition. C&EN conducted a recent survey that examined the key drivers behind over 20 topline brands—identifying the pivotal marketing dynamics that have allowed them to stand out to buyers in today's market.

Below is just a snapshot of what we found. Ask us about seeing the data, and how we can evaluate your company's brand as well, at cenbrandlab.org/contact-us.

**PURCHASING POWERS LIES IN THE HANDS
OF SENIOR-LEVEL RESEARCHERS**

91%
OF RESPONDENTS DIRECTLY
INVOLVED IN LABORATORY
RESEARCH

63%
OF RESPONDENTS HAVE
FINAL PURCHASING
AUTHORITY

C&EN BRAND SURVEY RESULTS: HOW KEY BUYERS THINK & FEEL

WHAT MOST DETERMINES WHETHER SOMEONE WILL PURCHASE A PRODUCT?

A brand that has:

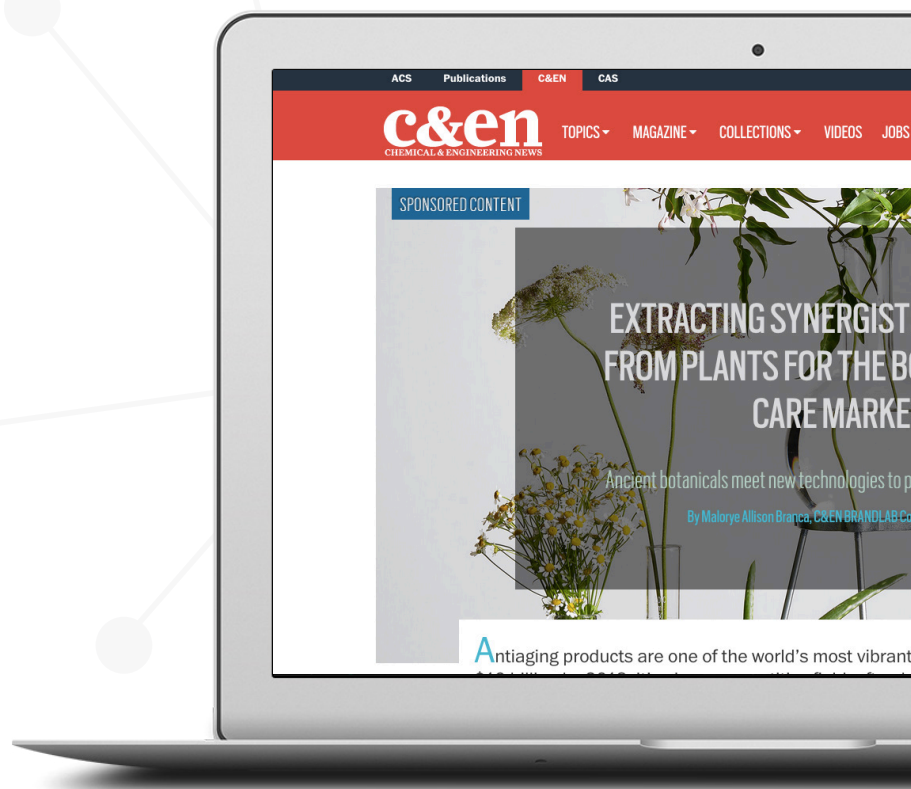
- ✓ New product development
- ✓ Easy purchase process
- ✓ Products with consistent performance
- ✓ Education around product innovation
- ✓ Ability to answer questions

WHAT MOST DETERMINES WHETHER SOMEONE WILL RECOMMEND A PRODUCT?

A brand that has:

- ✓ Products with consistent performance
- ✓ Ability to answer questions
- ✓ A presence at industry events
- ✓ Contaminant-free products
- ✓ Products manufactured in sustainable manner





PROVEN RESULTS WITH C&EN MEDIA GROUP

From successful agency-publisher collaborations, to building employer branding, C&EN has worked with companies big and small to deliver maximum ROI and innovative campaigns.

FIND MORE CASE STUDIES

DIGITAL TACTICS

DIGITAL TACTICS

REACH A GLOBAL AUDIENCE OF CHEMISTS AND R&D PROFESSIONALS.

The C&EN website, cen.acs.org, is optimized for larger and better integrated ad units, which appear seamlessly in a visitor's reading experience. Speaking to our award-winning journalism, our visitor traffic and average time on page are on the rise, increasing your digital campaign ROI even further!

Find your digital ad opportunity here with products like rich media, native advertising units, in-article ads, and other standardized units.

IN 2018, 3.3 MILLION USERS VISITED THE SITE

4.9 MILLION TIMES AND VIEWED 7.3 MILLION PAGES

91%

OF VISITORS ARE INVOLVED IN THE PURCHASING PROCESS

62%

OF VISITORS RECOMMEND, SPECIFY OR MAKE FINAL PURCHASING DECISIONS



C&EN TRAFFIC STATS PER MONTH

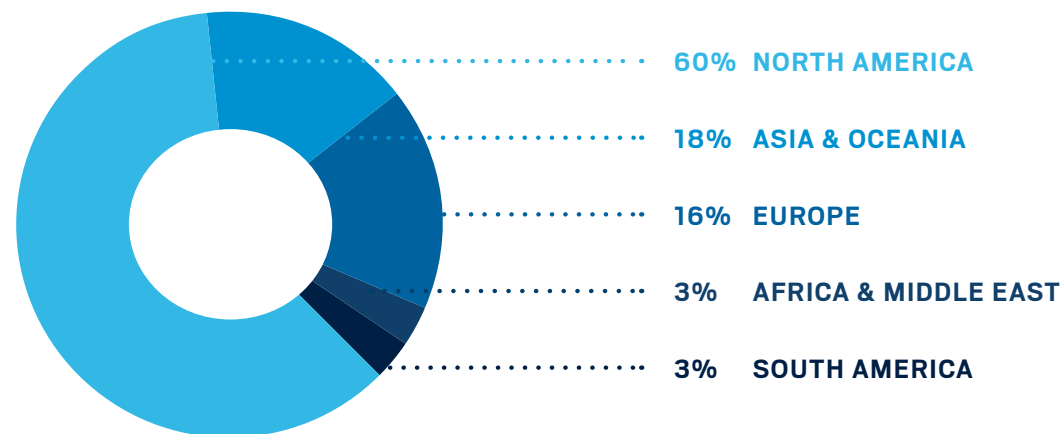
325,400 UNIQUE VISITORS

425,104 TOTAL VISITS

584,561 TOTAL PAGE VIEWS

3:16 AVG TIME ON ARTICLES

C&EN ONLINE GEOGRAPHIC BREAKDOWN



C&EN READERS

Our readers find us to be "educational, relevant, useful and trustworthy"

78% OF READERS SURVEYED SAY THEY ALSO USE C&EN TO BE KEPT UP-TO-DATE WITH CHEMISTRY OUTSIDE THEIR OWN FIELD

79% FIND ADVERTISING USEFUL TO LEARN ABOUT NEW PRODUCTS

TOP C&EN CHANNELS

What our visitors read the most on cen.acs.org

- 1 BIOLOGICAL CHEMISTRY
- 2 ANALYTICAL CHEMISTRY
- 3 ENVIRONMENT
- 4 SAFETY
- 5 PHARMACEUTICALS
- 6 MATERIALS
- 7 BUSINESS
- 8 SYNTHESIS

C&EN DIGITAL PRODUCTS AVAILABLE:

- ✓ Banner Ads
- ✓ Rich Media Ads
- ✓ Native Advertising Units
- ✓ eNewsletter Ads
- ✓ Lead Generation Products
- ✓ Surveys
- ✓ Social Campaigns

NEW: HEADER REVEAL AND IN-ARTICLE ADS

We've added exclusive new rich media formats to our digital portfolio – introducing header reveal and in-article reveal units. These ad units are first-in-class, delivering ad campaigns in highly visible, non-intrusive formats.

The header reveal offers a large space for your advertisement and is the first thing that readers see when they visit our site. The in-article reveal unit is strategically placed in-line within articles allowing for a seamless experience as readers scroll throughout the page.

Optimized and served across all devices, these units are generating record breaking campaign performance, surpassing CTR of traditional banners by over 80%.



.44
AVERAGE CTR
OF HEADER REVEAL
ADS

IMPACTFUL NATIVE ADVERTISING UNITS

Native advertising units are ad units seamlessly integrated within editorial content for an immersive, uninterrupted user experience. Get high click through rates and increased conversions with this new format of digital advertising. Learn more about them below:



NATIVE DISPLAY

Native display units promote your content with artful imagery and well-written headlines that lead to a landing page on your site.



TRUE NATIVE

True native ad units are designed to match the look and feel of editorial content, and appear within the editorial feed, driving readers to a custom landing page hosted on our site.



NATIVE VIDEO

Educate and entertain readers. These ad units are built within the editorial feed to serve high-quality click-to-play video content in a non-interruptive way.

NAVIGATE ADVERTISING
CHANNELS WITH OUR DIGITAL
ADVERTISING TOOLKIT.
DOWNLOAD AT:
CENMEDIKIT.ORG/TOOLKIT



SPONSORED CONTENT



Incorporate microwave technology into your lab

Brought to you by CEM Corporation

Small or large class size, no matter the application, CEM has a microwave system that can best meet your teaching and research needs.

POWERFUL WAYS TO ENGAGE YOUR AUDIENCE ONLINE.

According to Hubspot, 86% of professionals prefer to use email when communicating for business purposes, making email marketing a consistently strong avenue to reach your audience. But third-party lists rentals are becoming obsolete, with new rules and privacy regulations such as GDPR. Turn to a publisher who knows how to integrate your messaging into editorial content - without sacrificing user data or privacy.

Placing your message alongside specified online alerts subscribers have asked to receive keeps you top-of-mind when critical information arrives. Editorial content is driven by current events and relevant industry issues and trends that are of interest to our subscribers. And with our digital magazine, readers spend an average of close to 8 minutes online, increasing your ad's exposure.

With these extensive options, choose to reach out to the entire ACS membership, target only our most responsive readers, or appeal to specific industry segments.

C&EN WEEKLY

With an open rate of over 42%, C&EN's weekly news alert performs 3x better than industry standards. Place your messaging alongside breaking news that 150,000+ subscribers trust.

42% AVG OPEN RATE

C&EN DIGITAL MAGAZINE EBLAST

Be the first thing chemists see Monday morning, delivered to 49,700 subscribers with access to the digital edition of C&EN magazine.

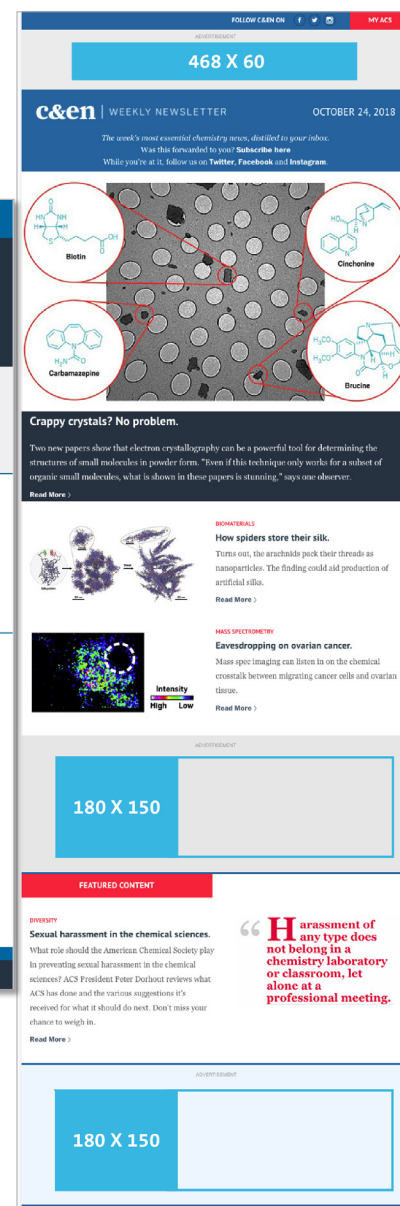
35% AVG OPEN RATE

ALERTS FOR ACS JOURNALS

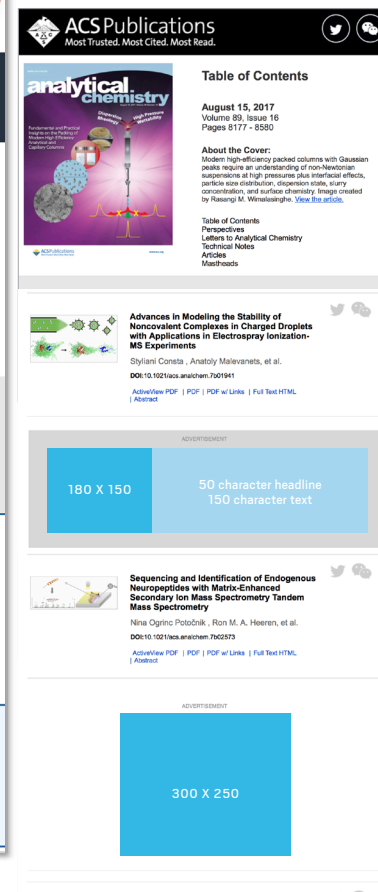
Over 195,000 unique subscribers and 813,000 email subscriptions.

COMING IN 2019: The new eTOC for JASMS.

Our newsletters continually receive above average industry open and click-through rates.



ASK US ABOUT SPONSORSHIPS OF KEY NEWSLETTERS!



USING SOCIAL ENGAGEMENT TO MAXIMIZE YOUR REACH.

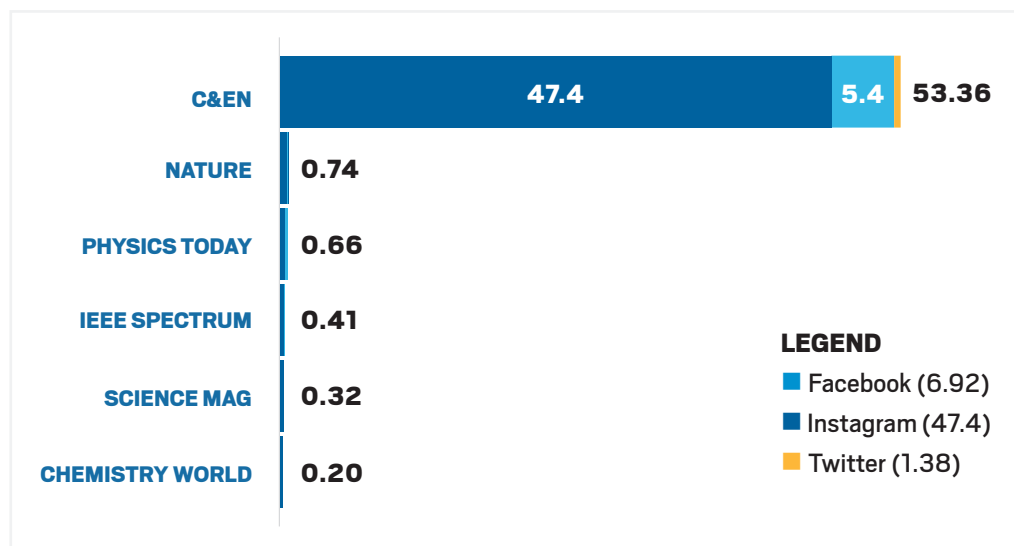
Social media is revolutionizing the way we communicate, along with the way we learn (and buy). Facebook, Twitter, LinkedIn, Instagram and more, have created thriving communities that bring together science aficionados for the intellectual exchange of the latest breaking science news.

C&EN's social platforms provide opportunities to target the right buyers and deliver your message on these channels that your buyers spend time on. By advertising on social media in an engaging and relevant way, you can effectively nurture your buyers cross-channel. C&EN clients see significant boost in reach and brand awareness when C&EN's social media channels are leveraged for campaigns. Whether adding social as an additional channel to an integrated marketing campaign or building a unique, custom and targeted campaign, C&EN has a solution.

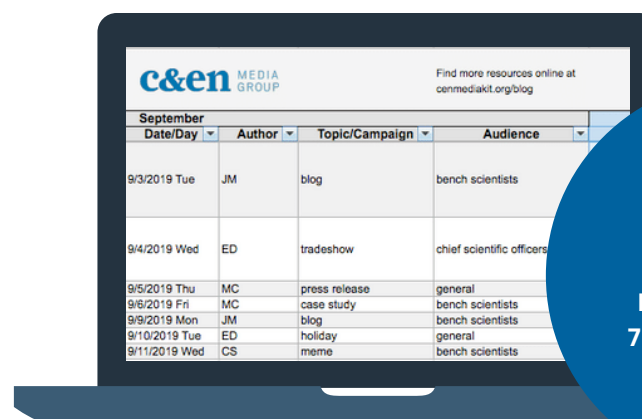
C&EN'S AUDIENCE ENGAGEMENT STANDS WELL ABOVE THE COMPETITION.

PEER'S NORMALIZED ENGAGEMENT

Facebook public interactions per post per 1,000 page likes, Instagram public interactions per post per 1,000 followers and Twitter public interactions per tweet per 1,000 followers.



[CLICK HERE TO DOWNLOAD A FREE SOCIAL MEDIA CALENDAR TEMPLATE TO HELP FILL YOUR FEED](#)



72X
C&EN'S
ENGAGEMENT IS
72X HIGHER THAN
THE CLOSEST
COMPETITOR

SNAPSHOT: C&EN FOLLOWERS



FACEBOOK

93,030+ FOLLOWERS

In one month alone, our Facebook page reached over 1.3 million people and received more than 180,000 post engagements.

facebook.com/CENews

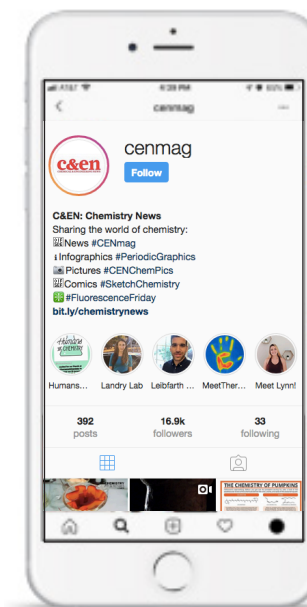


TWITTER

62,000+ FOLLOWERS

with over 1.5 million impressions a month. Our Twitter community is active, and responds positively to engagement campaigns on the platform.

twitter.com/cenmag
(@cenmag)



INSTAGRAM

16,700+ FOLLOWERS

Launched Oct 2017, C&EN's Instagram account @cenmag has over **16.7K followers**, 22,000+ engagements, contests, hashtag campaigns, stories, and more successes

Instagram.com/cenmag
(@cenmag)

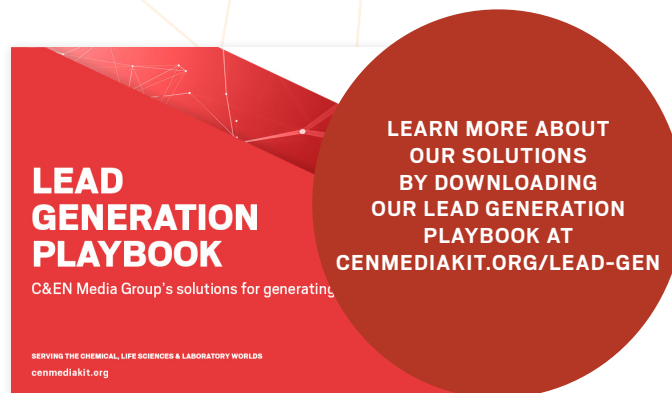
LEARN MORE AND SEE RATES AND SPECS IN OUR FULL
SOCIAL MEDIA GUIDE AT [CENMEDIKIT.ORG](https://cenmediakit.org)

DIGITAL TACTICS: LEAD GENERATION PROGRAMS

CONVERT YOUR TARGET AUDIENCE FROM PROSPECTS TO CUSTOMERS.

Utilize C&EN's brand, platform and comprehensive suite of marketing, production, hosting and lead generation services to reach a captive audience while promoting your organization's thought leadership in the industry.

Serving our clients for over a decade, the C&EN Lead Generation Program continues to grow, reaching all-time high audience engagement.



LEAD GENERATION PRODUCTS AVAILABLE:

- ✓ C&EN Webinars
- ✓ C&EN Whitepapers & eBooks
- ✓ C&EN Surveys & Research Reports
- ✓ Quizzes
- + **Lead Guarantee Options Available**

C&EN WEBINARS

C&EN'S entire webinar production process is completely turnkey: C&EN prepares all marketing materials and generates leads from our pool of influential contacts, including ACS members and C&EN readers, while you enlist your company's subject-matter experts to discuss your technologies and industry.

WEBINAR OVERVIEW

45 MINUTES of presentation time

15 MINUTES of live Q&A

EVENT HOSTING and technical support

FEATURES INCLUDE: polling, tracking URLs, social media, resources for audience to download, screen sharing capability, video demo integration

WEBINAR will be available on-demand for 1 year

C&EN WHITEPAPERS/EBOOKS

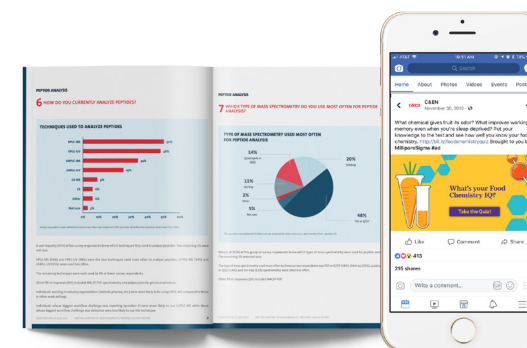
Educate the chemical enterprise and capture active leads through C&EN's whitepaper and eBook service. C&EN's custom content group will write, design, host and promote your content to our large and influential audience of ACS members, journal readers, and C&EN subscribers. Or ask us about turning your existing content into a lead generation campaign with C&EN's audience.



QUIZZES & SURVEYS

With C&EN's custom, web-based surveys, we provide end-to-end project management, giving analytical insights on responses and how it can apply to your business.

Engage your target audience with custom interactive quizzes through our social channels and newsletters. Our social team provides our clients with best practices – and can set up a lead generation strategy.



QUIZ CASE STUDY: BRINGING AWARENESS WITH HIGHLY SHAREABLE CONTENT

THE CHALLENGE

MilliporeSigma needed creative content to promote on social media and drive engagement between their brand and their target audience of high-performance liquid chromatography (HPLC) chemists involved in analytical separations of chemicals. MilliporeSigma wanted to build awareness for their Samplicity® G2 filtration system, but in a unique way that would test chemists on their knowledge behind the chemistry of food.

THE SOLUTION

C&EN developed an interactive, 10-question online quiz called “What’s Your Food Chemistry IQ?” for analytical chemists. C&EN designed and developed the quiz content and promoted it on our webpages and social media through an integrated campaign package. The quiz still resides on cen.acs.org and it’s discoverable via SEO, so MilliporeSigma can continue to learn about their target audience.

**Millipore
Sigma**



QUIZ RESULTS



953
IMPRESSIONS



791
CLICKS



56%
COMPLETION
RATE



83%
CLICK RATE

SOCIAL MEDIA RESULTS



8,920
PEOPLE REACHED



1,224
POST CLICKS



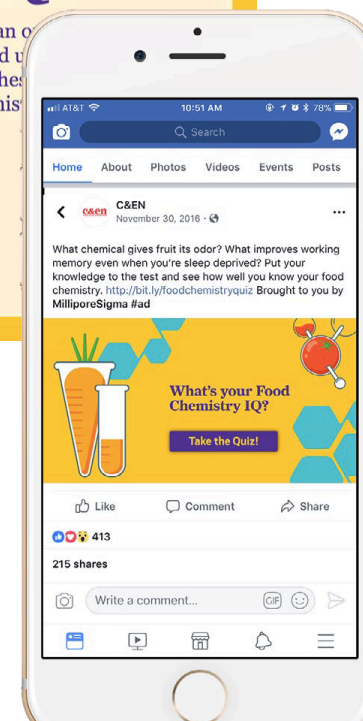
17
COMMENTS



216
SHARES



216
LIKES



**SEE MORE BY DOWNLOADING OUR
FULL LEAD GENERATION PLAYBOOK**

A decorative network diagram consisting of light purple lines connecting small circular nodes, scattered across the purple background.

c&en
MEDIA GROUP

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- ✓ eNewsletter Ads
- ✓ Surveys
- ✓ Journal of Chemical Education (JCE) Print Ads
- ✓ NEW! *Journal of the American Society for Mass Spectrometry* (JASMS)

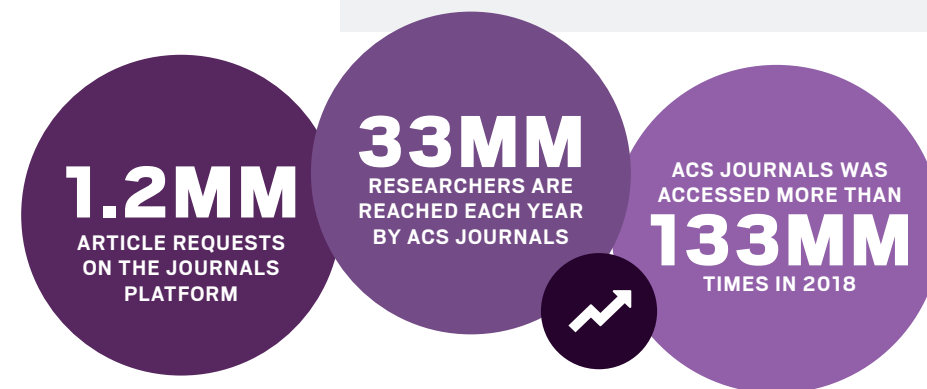
ACS JOURNALS TRAFFIC STATS PER MONTH

3,625,817	UNIQUE VISITORS
9,694,219	TOTAL VISITS
23,817,868	TOTAL PAGE VIEWS
4:04	AVG TIME ON SITE

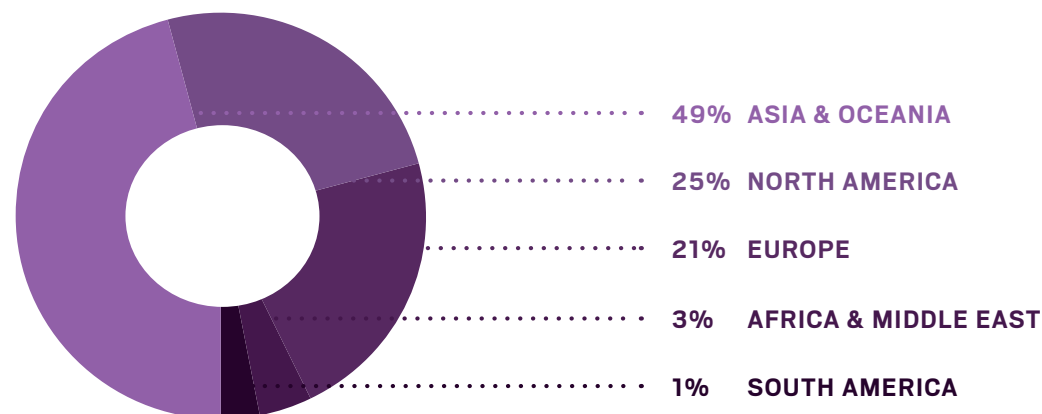
TOP BACKGROUNDS

What our online readers do day in and day out

- 33% R&D BASIC RESEARCH
- 28% R&D APPLIED RESEARCH, DEVELOPMENT, DESIGN
- 13% TRAINING OR TEACHING
- 6% ANALYTICAL SERVICES, CONSULTING, R&D MANAGEMENT



JOURNALS ONLINE GEOGRAPHIC BREAKDOWN



Source: Google: Jan - July 2019



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OUR CLIENTS & RESOURCES

OUR CLIENTS

Whether it's through integrated native advertising campaigns with our industry's biggest companies, serving impressions for a media buy, or helping a startup announce their breakthrough product, we work with people and clients all over the world. Here are just a few:



With an integrated native advertising campaign, Ashland utilized C&EN in print, via social, and more to build awareness for their new binder products.



In a 9-part featured series in print and online, the C&EN BrandLab custom content studio brought Chemour's vision of the Future of Chemistry to life through innovative storytelling and design.



"C&EN BrandLab understood exactly what we were trying to achieve and helped us develop an engaging infographic and comprehensive eBook, which we were able to generate quality leads from for our sales team."



Hoping to better attract high quality faculty and students, C&ENjobs and ShanghaiTech worked together to develop a targeted recruitment and employer branding campaign.



Looking to engage their audience, C&EN and MilliporeSigma developed an interactive quiz to engage their core audience, then promoted via C&EN's multiple channels.



From mass spectrometry to proteomics and quality control, Thermo Fisher has used C&EN webinar products for years, continually feeding their sales pipeline.

JOIN THE COMMUNITY & LEARN SCIENCE MARKETING BEST PRACTICES

The C&EN Media Group is passionate about science marketing and is dedicated to staying up-to-date on the latest market research, emerging technologies, best practices, and trends. Our team of marketers, with decades of experience, creates resources like downloadable worksheets and white papers, and have recently launched in-person events and workshops.

Join the community and our blog, C&EN Marketing Elements, which connects companies supporting advances in marketing and communication in the scientific marketplace through Q&A's and profiles, articles, white papers, and more.

SUBSCRIBE AT CENMEDIKIT.ORG/SUBSCRIBE!



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OUR NEW CASE STUDY LIBRARY:

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