



ACS Publications



JOURNALS

Stronger **bonds.**

MOST TRUSTED. MOST CITED. MOST READ.  
INTEGRATED ADVERTISING SOLUTIONS

[pubs.acs.org](http://pubs.acs.org)



# JOURNALS

ABOUT ..... 04

DEMOGRAPHICS ..... 05

CHANNELS ..... 07

TACTICS ..... 08

ABOUT :: AMERICAN CHEMICAL SOCIETY

# MOST TRUSTED. MOST CITED. MOST READ

If your business depends on lasting bonds with key decision makers in any discipline of the chemical industry, there's no better way to reach them than through the most trusted, most cited and most read scientific journals. ACS Publications has managed the scholarly publishing program of the world's largest and most influential scientific society for over 100 years.

## REACH KEY DECISION MAKERS THROUGH THE MOST TRUSTED, MOST CITED AND MOST READ SCIENTIFIC JOURNALS, ACS PUBLICATIONS

A partnership with the American Chemical Society is a partnership with the world's largest scientific society and professional home for scientific researchers and educators around the globe. The American Chemical Society is the leading publisher of peer-reviewed research journals in the chemical and related sciences, serving scientific communities worldwide through an unparalleled commitment to quality, reliability, and innovation.

## SERVING SCIENTIFIC COMMUNITIES

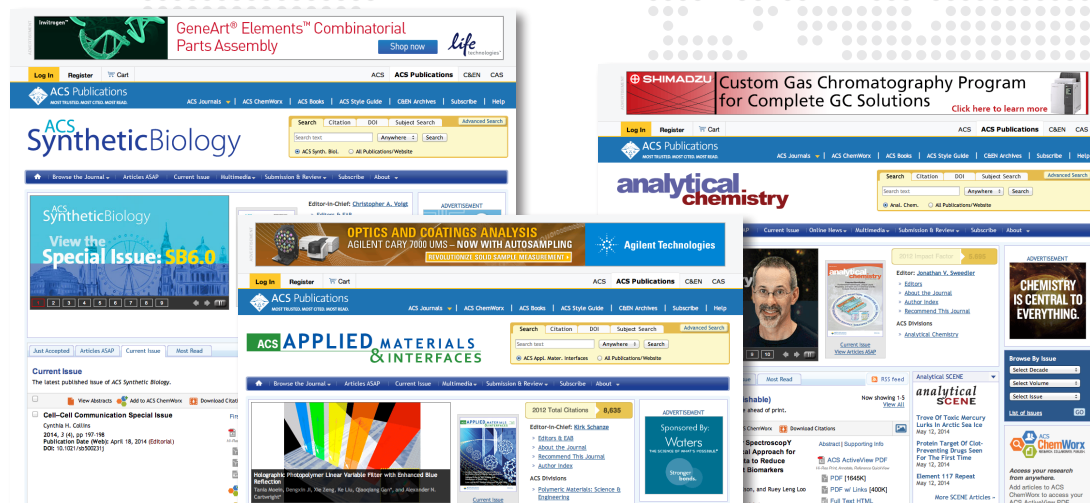
## THROUGH AN UNPARALLELED COMMITMENT

## TO QUALITY, RELIABILITY, AND INNOVATION

Tap the power of the R&D and academic markets. ACS Publications report the latest scientific research in more than **40 specialized disciplines**, giving you an unmatched ability to target focused segments of the R&D and academic markets. Noted for their high quality, rapid time to publication, seminal, and high impact, and prevalent citation in future research, ACS journals are available at **more than 5,000** academic, business, and corporate institutions worldwide and reach **over 23 million** researchers per year.

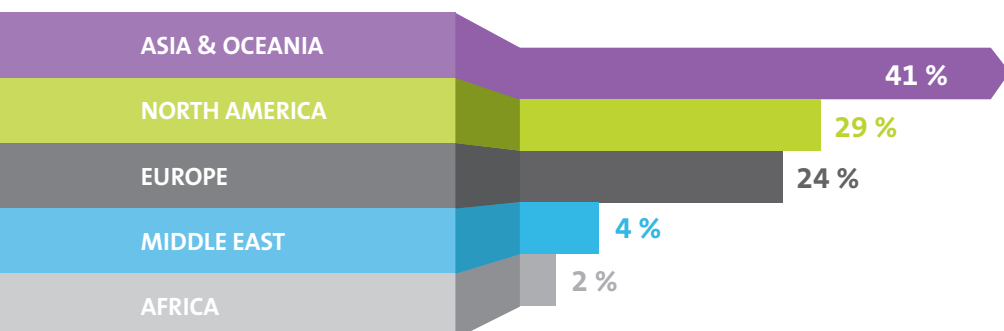
When you partner with ACS Publications, your message appears side-by-side with the editorial content they trust most as they make bonds and push the boundaries of discovery and development.

ACS PUBLICATIONS  
AND C&EN DELIVERING  
THE WORLD OF  
CHEMISTRY

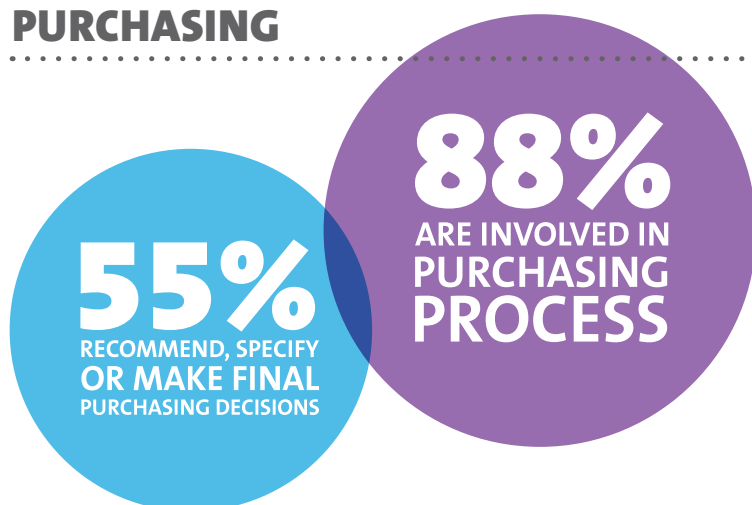


## ABOUT :: DEMOGRAPHICS

### GEOGRAPHIC BREAKDOWN



### PURCHASING



### ONLINE



## INDUSTRY

The top five industry categories

- 1 CHEMICAL
- 2 GOVERNMENT
- 3 TRAINING/EDUCATION
- 4 BIO/LIFE SCIENCES
- 5 PHARMACEUTICAL

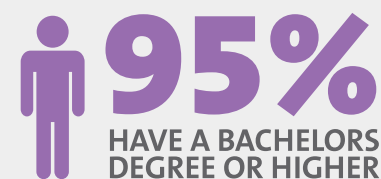
## WORK

What our readers do daily

- 33% R&D BASIC RESEARCH
- 28% R&D APPLIED RESEARCH, DEVELOPMENT, DESIGN
- 13% TRAINING OR TEACHING
- 3% ANALYTICAL SERVICES, OTHER THAN FORENSICS
- 2% CONSULTING
- 1% R&D MANAGEMENT OR ADMINISTRATION

### ACS JOURNALS READERS

### SHAPE THE FUTURE IN SCIENCE



## ONLINE ADS

Get high-visibility leaderboard and box advertising on our most popular pages. We'll help you reach your customers through multiple interactive touchpoints.

Target your ad or place your message in the most popular high-traffic areas on any of our journal sites.

You can target by:

- Institution type
- Specific keywords
- Specific journals
- Specific subject area
- Geographic areas

## eTOC ALERTS

Each ACS Journal has its own eTOC alert, giving you access to a similar audience of our most committed readers in the academic and R&D markets. With over 250,000 subscriptions and more than 40 publications to choose from, you can focus your message exclusively on the specializations that drive your business.

ACS Journals reach a large audience of digital subscribers from leading academic, corporate and government institutions. Our entire suite of online publications offers a variety of solutions to segment your precise market.

## eTOC ALERTS FOR ACS PUBLICATIONS

REACHES MORE THAN  
250,000 SUBSCRIBERS.

100%  
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# CUTTING EDGE ARTICLES ACROSS A BROAD SPECTRUM OF DISCIPLINES

ACS publishes more than 40 peer-reviewed journals with cutting-edge articles across a broad spectrum of scientific disciplines. The breadth and scope of ACS Journals is

unparalleled, stretching across chemistry, physics, and biology. They cover, but are not limited to, the disciplines listed below. **Find your best fit.**

	INSTRUMENTATION	PHARMA	MATERIALS SCIENCE	INORGANIC CHEMISTRY	NANOTECHNOLOGY	PHYSICAL CHEMISTRY & INFORMATICS
Accounts Chemical Research						
ACS Applied Materials Interfaces						
ACS Catalysis						
ACS Chemical Biology						
ACS Chemical Neuroscience						
ACS Combinatorial Science						
ACS Macro Letters						
ACS Medicinal Chemistry Letters						
ACS Nano						
ACS Photonics						
ACS Sustainable Chemistry & Engineering						
ACS Synthetic Biology						
Analytical Chemistry						
Biochemistry						
Bioconjugate Chemistry						
Biomacromolecules						
Chemical Research in Toxicology						
Chemical Reviews						
Chemistry of Materials						
Crystal Growth & Design						
Energy & Fuels						
Environmental Science & Technology						
Environmental Science & Technology Letters						
Industrial & Engineering Chemistry Research						
Inorganic Chemistry						
Journal of Agricultural & Food Chemistry						
Journal of Chemical & Engineering Data						
Journal of Chemical Education						
Journal of Chemical Information & Modeling						
Journal of Chemical Theory & Computation						
Journal of Medicinal Chemistry						
Journal of Natural Products						
Journal of Proteome Research						
Journal of the American Chemical Society						
Langmuir						
Macromolecules						
Molecular Pharmaceutics						
Nano Letters						
Organic Letters						
Organic Process Research & Development						
Organometallics						
The Journal of Organic Chemistry						
The Journal of Physical Chemistry						
The Journal of Physical Chemistry Letters						

## TACTICS :: LANGUAGE ABOUT CHANNELS

Associate your campaign with highly respected, peer-reviewed journals at the cutting edge of science and technology. Reach key opinion leaders and researchers in your industry. By selecting a specialized journal channel, find the avenue the best suits your campaign and ensure

that you're reaching an audience on all platforms where they regularly access up-to-date industry research.

**TO LEARN MORE ABOUT ADVERTISING**

**OPPORTUNITIES VISIT [ACSMEDIAKIT.ORG](http://ACSMEDIAKIT.ORG).**



### ENERGY

Engage with an active science community researching the latest findings on the formation, exploration, and production of energy.

### JOURNALS

*ACS, NanoLetters, Energy & Fuels, Environmental Science & Technology, Industrial Engineering Chemistry Research, Langmuir, Macromolecules, The Journal of Physical Chemistry C.*

### JOURNALS

*JACS, Chemical Research in Toxicology, Analytical Chemistry, Environmental Science & Technology, Journal of Agricultural and Food Chemistry, Langmuir, The Journal of Physical Chemistry A, Industrial & Engineering Chemistry Research*



### ENVIRONMENTAL ENGINEERING

Connect the highest quality scientific researchers, environmental scientists and engineers working to devise the most effective and efficient solutions for our planet.




### PHARMACEUTICALS

Deliver your message to pharmaceutical and medicinal chemists forging the future of drug discovery and development.

### JOURNALS

*JACS, Biochemistry, Nano Letters, Analytical Chemistry, Journal of Medicinal Chemistry, ACS Medicinal Letters, Organic Letters, The Journal of Organic Chemistry.*

### JOURNALS



*Biochemistry, Journal of Medicinal Chemistry, Macromolecules, Analytical Chemistry, Environmental Science & Technology, Journal of the American Chemical Society, Inorganic Chemistry, Langmuir*

### CHROMATOGRAPHY AND SPECTROSCOPY

Target readership that attracts lab managers, analysts and separation scientists with specific involvement in chromatography and spectroscopy systems, supplies, and accessories.



# THE MOST EFFECTIVE APPROACH IS AN INTEGRATED MEDIA MIX

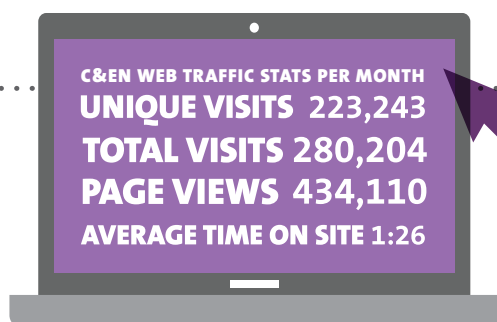
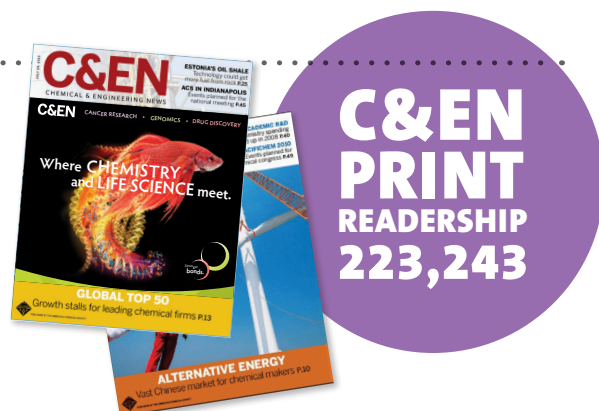
In the past, traditional mass media was the way to go when it came to advertising a product, service, or brand. Today's reality is that multiple media platforms must be used in concert a mix of print and online advertising—before a prospect converts to a qualified lead. ACS is dedicated to growing your business and offering a variety of touch point to help connect with R&D buyers.

ACS Publications also publishes Chemical & Engineering News—a print and online news magazine covering the global chemical enterprise and related sciences.

**ACS OFFERS A VARIETY OF TOUCH POINTS TO HELP CONNECT WITH R&D BUYERS**

## C&EN IN PRINT

The C&EN family is a truly global platform that cuts across vertical and horizontal markets to give you direct access to the world's leading scientists. With the largest print circulation among chemistry and life sciences 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. C&EN is distributed to **112,000 Decision makers**.

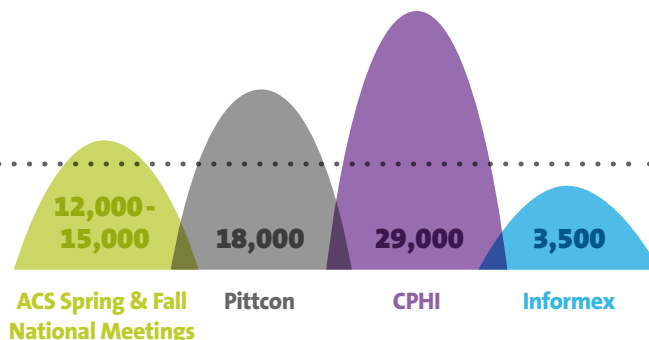


## C&EN ONLINE

Reach the C&EN digital customers through web advertising and rich media ads on C&EN. From banner ads and high impact insertials to webinars and mobile apps—C&EN gives you brand building power through the interactivity and mobility of digital.

## C&EN ONSITE

C&EN Onsite publishes the only official publication distributed to every attendee at the industry's most talked-about events. Reach this captive audience with Onsite advertising at major events.





	SUBSCRIBERS	<i>if available</i> AVERAGE OPEN RATE	DISTRIBUTION
C&EN Online eTOC	7,500	48%	Delivered Weekly; Every Monday
C&EN Digital Delivery	44,000	33%	Delivered Weekly; Every Monday
Analytical Scene eNewsletter	750	20%	Delivered Weekly; Every Friday
Biological Scene eNewsletter	1,500	16%	Delivered Weekly; Every Friday
Environmental Scene eNewsletter	200	29%	Delivered Weekly; Every Friday
Materials Scene eNewsletter	200	23%	Delivered Weekly; Every Friday
Nano Scene eNewsletter	170	21%	Delivered Weekly; Every Friday
Organic Scene eNewsletter	250	44%	Delivered Weekly; Every Friday
ACS Matters	179,650	21%	Delivered Weekly; Every Tuesday
ACS Diversity eBrief	73,000	21%	Delivered Bi-Weekly; Every other Thursday
ACS Career News	40,000	19%	Delivered Weekly; Every Thursday
Industry Insights	35,000	30%	Delivered Weekly; Every Wednesday
Accounts Chemical Research	10,030		Delivered 1x/month; 3rd Tuesday of the month
ACS Applied Materials Interfaces	5,260		Delivered Bi-Weekly; 2nd & 4th Wednesdays of the Month
ACS Catalysis	3,150		Delivered 1x/month; 1st Friday of the month
ACS Chemical Biology	5,500		Delivered 1x/month; 3rd Friday of the month
ACS Chemical Neuroscience	1,200		Delivered 1x/month; 3rd Wednesday of the month
ACS Combinatorial Science	1,640		Delivered 1x/month; 2nd Monday of the month
ACS Macro Letters	1,700		Delivered 1x/month; 3rd Tuesday of the month
ACS Medicinal Chemistry Letters	3,150		Delivered 1x/month; 2nd Thursday of the month
ACS Nano	11,500		Delivered 1x/month; 4th Tuesday of the month
ACS Sustainable Chemistry & Engineering	920		Delivered 1x/month; 1st Monday of the month
ACS Synthetic Biology	1,060		Delivered 1x/month; 3rd Friday of the month
Analytical Chemistry	7,100		Delivered Bi-Weekly; 1st & 3rd Tuesday
BioChemistry	6,300		Delivered Weekly; Every Tuesday
Bioconjugate Chemistry	3,170		Delivered 1x/month; 3rd Wednesday of the month
BioMacromolecules	4,500		Delivered 1x/month; 2nd Monday of the month
Chemical Research in Toxicology	2,430		Delivered 1x/month; 3rd Monday of the month
Chemical Reviews	17,540		Delivered 1x/month; 2nd Monday of the month
Chemistry of Materials	10,230		Delivered Bi-Weekly; 2nd & 4th Tuesdays of the Month
Crystal Growth & Design	3,730		Delivered 1x/month; 1st Wednesday of the month
Energy & Fuels	4,550		Delivered 1x/month; 3rd Thursday of the month
Environmental Science & Technology	6,500		Delivered Bi-Weekly; 1st & 3rd Tuesday of the month
Industrial & Engineering Chemistry Research	3,240		Delivered Weekly; Every Wednesday
Inorganic Chemistry	6,270		1st & 3rd Monday of the month
Journal of the American Chemical Society	21,560		Delivered Weekly; Every Wednesday
Journal of Agricultural & Food Chemistry	3,010		Delivered Weekly; Every Wednesday
Journal of Chemical & Engineering Data	1,820		Delivered 1x/month; 2nd Thursday of the month
Journal of Chemical Education	2,240		Delivered 1x/month; 2nd Thursday of the month
Journal of Chemical Information & Modeling	2,340		Delivered 1x/month; 4th Monday of the month
Journal of Chemical Theory & Computation	3,000		Delivered 1x/month; 2nd Tuesday of the month
Journal of Medicinal Chemistry	6,730		Delivered 1x/month; 2nd Thursday of the month
Journal of Natural Products	3,410		Delivered 1x/month; 4th Friday of the month
Journal of Organic Chemistry	8,670		Delivered Bi-Weekly; 1st & 3rd Fridays of the month
The Journal of Physical Chemistry A	6,350		Delivered Weekly; Every Thursday
The Journal of Physical Chemistry B	8,170		Delivered Weekly; Every Thursday
The Journal of Physical Chemistry C	8,750		Delivered Weekly; Every Thursday
The Journal of Physical Chemistry Letters	5,720		Delivered Bi-Weekly; 1st & 3rd Thursdays of the month
Journal of Proteome Research	1,760		Delivered 1x/month; 1st Friday of the month
Langmuir	9,900		Delivered Weekly; Every Tuesday
Macromolecules	6,880		Delivered Bi-Weekly; 2nd & 4th Tuesdays of the month
Molecular Pharmaceutics	2,300		Delivered 1x/month; 1st Monday of the month
Nano Letters	12,510		Delivered 1x/month; 2nd Wednesday of the month
Organic Letters	8,290		Delivered Bi-Weekly; 1st & 3rd Fridays of the month
Organic Process Research & Development	3,340		Delivered 1x/month; 3rd Friday of the month
Organometallics	4,583		Delivered Bi-Weekly; 2nd & 4th Mondays of the month
<b>Totals</b>	<b>252,003</b>		