

c&en
MEDIA GROUP

2019 **MEDIA KIT**



SERVING THE CHEMICAL, LIFE SCIENCES & LABORATORY WORLDS

INTEGRATED ADVERTISING SOLUTIONS

cenmediakit.org



Abstract background with a dark gray geometric pattern of lines and dots.

2019 MEDIA KIT



PHARMACEUTICALS
& LIFE SCIENCES



INDUSTRIAL
& SPECIALTY
CHEMICALS



INSTRUMENTATION



SUSTAINABILITY



MATERIALS
SCIENCE

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WELCOME TO C&EN'S 2019 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 chemistry and chemical engineering.

For pharmaceutical, instrumentation and chemical marketers, 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.

C&EN, the flagship publication 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 150,000 members, and over 27 million researchers of ACS Publications, our audience is global, diverse, and discerning; its reach is phenomenal.

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

PURPOSE BUILT TO SOLVE YOUR CHALLENGES

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.

GET IN TOUCH AT CENMEDIKIT.ORG/CONTACT

ACS DELIVERS THE ENTERPRISE.

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.

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?	WHAT COMPANY DETAILS ARE MOST IMPORTANT TO BUYERS?	WHAT REALLY DRIVES THE SCIENTIST-BUYER?
<p>Percent ranked as Quite Important.</p> <ul style="list-style-type: none"> 85% Product quality 83% Product reliability 55% Competitive price 42% Application-specific product information 36% Referrals or recommendations from colleagues 26% Product comparisons 	<p>Percent ranked as Quite Important.</p> <ul style="list-style-type: none"> 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 	<p>New products and tech found via:</p> <ul style="list-style-type: none"> 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

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, C&EN Online 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.

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.

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

\$200M+

POTENTIAL BUYING POWER
OF SURVEY RESPONDENTS



100,000
PRINT
SUBSCRIBERS

TITLES WE SERVE:
R&D DIRECTOR,
CHIEF SCIENTIST,
LAB MANAGER,
VP OF R&D,
RESEARCHER,
CHEMIST

76%

OF RESPONDENTS INFLUENCE
DECISIONS TO PURCHASE
PRODUCTS AND SERVICES



WORK SECTOR

Our members lead R&D globally

37%	ACADEMIA
23%	MANUFACTURING
20%	BIOTECH/PHARMA/CRO
11%	GOV'T/HOSPITAL/NON-PROFIT
4%	ENGINEERING

TOP PRODUCTS

Our readers actively shop for industry products

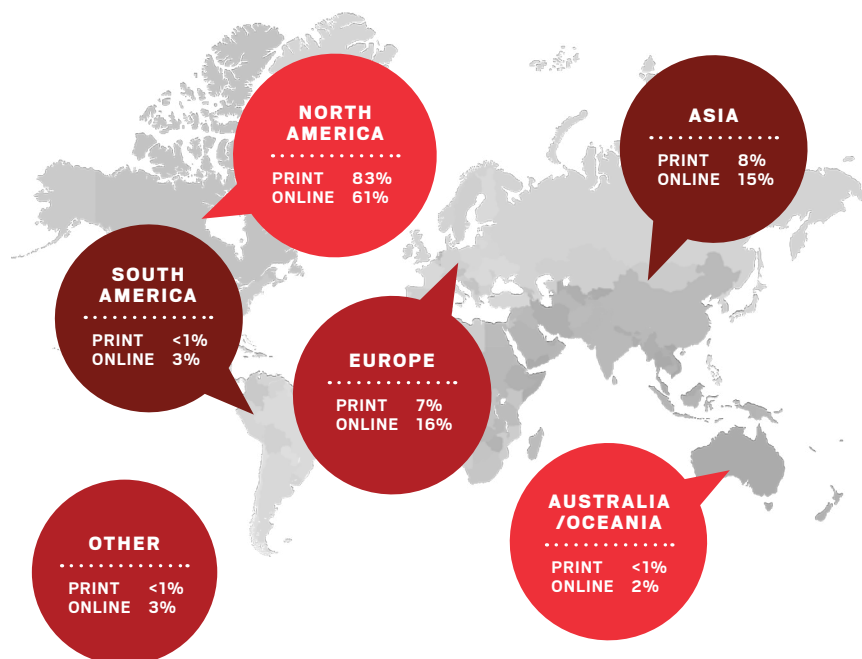
63%	UV/VIS SPECTROMETRY
58%	HPLC
51%	FTIR
47%	GC
42%	NMR SPECTROMETRY
41%	GC/MS
41%	MASS SPECTROMETRY
40%	WATER PURIFICATION
35%	CHROMATOGRAPHY DATA HANDLING

TOP AREAS OF RESEARCH

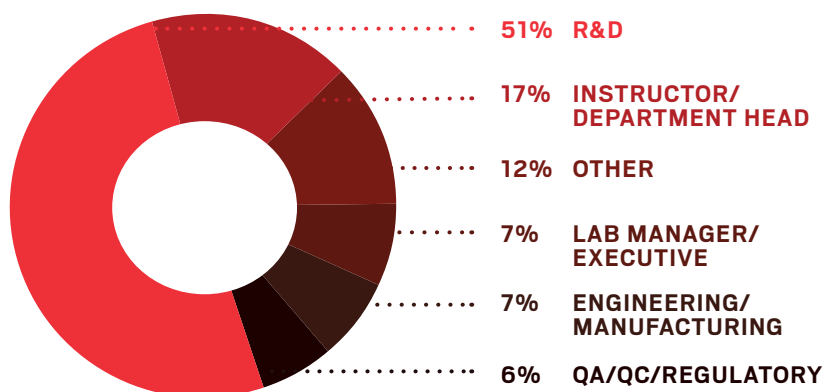
70% OF READERS WORK IN R&D
Diverse backgrounds also include:

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

C&EN READERSHIP AROUND THE GLOBE



JOB TITLES



EDUCATION

82% MASTERS OR HIGHER

64% DOCTORATE OR HIGHER

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.

100K
PRINT SUBSCRIBERS

With the largest circulation among scientific 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.

PRINT ADVERTISING PRODUCTS:

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

C&EN IS THE MOST READ OF ALL THE SCIENCE-NEWS SOURCES INCLUDED IN A RECENT SCIFINDER SURVEY

**LOOKING FOR ALL AD SIZES AND RATES?
FIND THEM IN THE BACK OF THIS KIT**

"I am a great fan of C&EN to which I have subscribed for many years... I greatly value the very well-written chemistry related news stories and comments."

— ACS MEMBER, UNIVERSITY OF SHEFFIELD

"C&EN has gotten better and better, with more engaging and accessible content and... layout. [My] paleontologist husband reads the whole thing every week, too."

— ACS MEMBER, UNIVERSITY OF CHICAGO, FORMER BAYER

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 design, long-form journalism, and sponsored content.



A&MP's Gold award for Feature Article for "Supporting Mental Health"



A&MP's Bronze award for Promotional Content, Advertisement, for C&EN BrandLab's "New Technology Promises Greener Chemistry"



Shortlisted for Digiday's Publishing Awards: Best Branded Content (B2B) "The Future of Chemistry by The Chemours Company"

ONSITE PUBLICATIONS

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

- ✓ Show Dailies eNewsletter and print production
- ✓ Bonus Distribution for key issues of C&EN print magazine
- ✓ Press release coverage
- ✓ Preliminary and Final Program coverage in C&EN magazine

LEARN MORE

CENMEDIKIT.ORG/ONSITE FOR SHOWS
SHOWDAILYADS@ACS.ORG
 FOR PRODUCTION SPECS

C&EN Onsite and the official Show Daily publications are other excellent ways to reach audiences at widely-attended events. Distributed at trade shows and via e-alerts, you can target researchers on the lookout for new ideas, new collaborators and new vendors. You can also advertise in C&EN issues that will receive bonus distribution at the popular events listed in our editorial calendar.



**TURN TO PAGE 10 TO LEARN ABOUT DISPLAY ADS
 AND SPONSORSHIPS FOR OUR ENEWSLETTERS**

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	● Bio-IT World Expo
● ● IFPAC	● Analytica
● ● CPhI North America	● AOCS
● ● ACS Spring and Fall National Meetings	● Pharma ChemOutsourcing
● Pittcon	● CPhI WW
● ● DCAT	● Cannabis Science Conference
● BioProcess Int'l	● HPLC
● ChemSpec	● AAPS
● ASMS	● BIO

SHOW DAILY SCHEDULE

CPHI WW
 45,000 attendees Nov 5-7, 2019
The world's largest international exhibition for pharmaceutical ingredients, intermediates and contract services.

ACS NATIONAL MEETINGS & EXPOSITIONS
 12,000 - 15,000 attendees Spring & Fall 2019
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 April 30 - May 2, 2019
CPhI's show is heading to Chicago for its third year! Ask C&EN about advertising at CPhI's US conference.

INFORMEX
 2,500 attendees Spring 2019
Part of CPhI NA for custom and specialty chemicals.

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

Our audience of scientists, researchers 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.

C&EN BRANDLAB PRODUCTS:

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

OUR RESULTS

3x

ENGAGEMENT OF
C&EN'S AVERAGE
ARTICLE

77%

OF READERS SURVEYED
SAID THEY LEARNED
SOMETHING NEW ABOUT
OUR CLIENT FROM C&EN
BRANDLAB CONTENT

49%

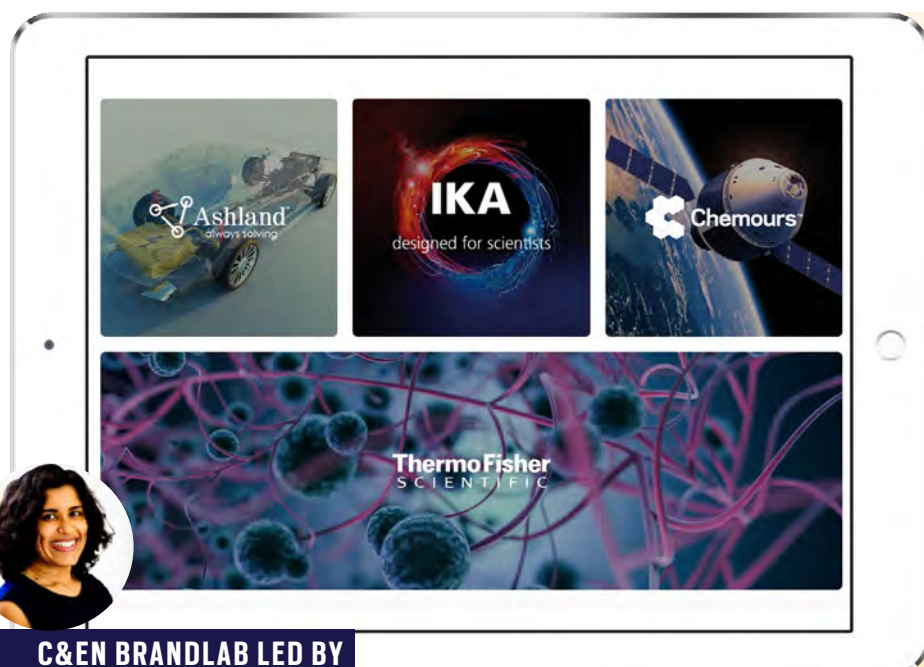
SAID READING THE
CONTENT INCREASED
LIKELIHOOD THEY'D DO
BUSINESS WITH THEM

2.1%

CLICK THROUGH
RATES, WELL
ABOVE INDUSTRY
STANDARDS

CLIENTS WE WORK WITH

CENBRANDLAB.ORG/OUR-WORK



C&EN BRANDLAB LED BY

DR. RAJENDRANI MUKHOPADHYAY



WHY PARTNER WITH C&EN BRANDLAB?

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

CASE STUDY: AGENCY-PUBLISHER COLLABORATION CREATES CLIENT SUCCESS

Remember the age-old tension between publishers and agencies? Neither do we.

When C&EN's market, content and distribution expertise meets our agency partner's client, 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

A collaboration between our publishing studio, a mutual client and its ad agency produced content that was dynamic, highly visual, and on-brand — and proved interesting to C&EN's senior-level audience. The campaign out-performed benchmarks set at the onset of the project.

In addition, the ad agency could then take our content direction and storytelling and create their own companion content to live on its client's own website, further expanding the program and increasing overall ROI.

How do we work together?

- Determining campaign strategy
- Working out a project plan and points of collaboration
- Accountability and optimization for client goals and metrics

LEARN MORE AT CENBRANDLAB.ORG

THE RESULTS

84%

of readers were involved in the purchasing process

2X

growth in total audience perception that our client "drives innovation in products"

60%

of readers were more likely to purchase our client's products after reading

CASE STUDY: BUILDING AWARENESS WITH CUSTOM EBOOKS FOR EVONIK

C&EN wrote and designed a custom eBook that provided an in-depth, technical examination of hydrogen peroxide's uses in three disparate target market segments.



THE PROGRAM

The eBook and promotional elements were highly engaging to drive awareness of Evonik, provide education about hydrogen peroxide and peracetic acid's uses in key market segments, and collect leads for immediate sales impact.

C&EN leveraged multiple digital channels to find the niche audiences that Evonik was targeting, developing a far-reaching distribution campaign that spanned C&EN platforms, social media, search, and more.

THE RESULTS

1.47 MM

impressions delivered to boost brand awareness

2,447

significant leads delivered to Evonik

20%

qualified leads, determined as Lab Manager or above

"[C&EN BrandLab]... put very complex facts in a very understandable language... increasing the number of readers and potential leads. The whole team was very professional, experienced, and well-coordinated and guided us through the whole project."

— KRISTINA K., STRATEGIC MARKETING, ACTIVE OXYGENS, EVONIK

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. 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, floating footers, and other standardized ad units.

OUR TRAFFIC, UNIQUE VISITORS, PAGE VIEWS,
AND AVERAGE TIME ON PAGE GROWS YEAR OVER YEAR

C&EN DIGITAL PRODUCTS AVAILABLE:

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

NEW! NATIVE ADVERTISING UNITS

Get increased conversions, click-through and view-through rates by engaging your audience with the approach that delivers superior results. Our websites can now serve native advertising units. Learn more about them below:



NATIVE DISPLAY

Native display units promote your content with artful imagery, well-written headlines that lead to a landing page on your site that is relevant and prompts user to complete an action.

TRUE NATIVE

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



AD LINKS TO BRANDED CONTENT LANDING PAGE ON C&EN SITE



NATIVE VIDEO

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

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 PAGES

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

- 1 **SCIENCE & TECHNOLOGY**
- 2 **LATEST NEWS**
- 3 **BUSINESS**
- 4 **MATERIALS**
- 5 **BIOLOGICAL**
- 6 **ENVIRONMENTAL**
- 7 **GOVERNMENT/POLICY**
- 8 **ANALYTICAL**

91%

OF VISITORS ARE INVOLVED IN THE PURCHASING PROCESS

62%

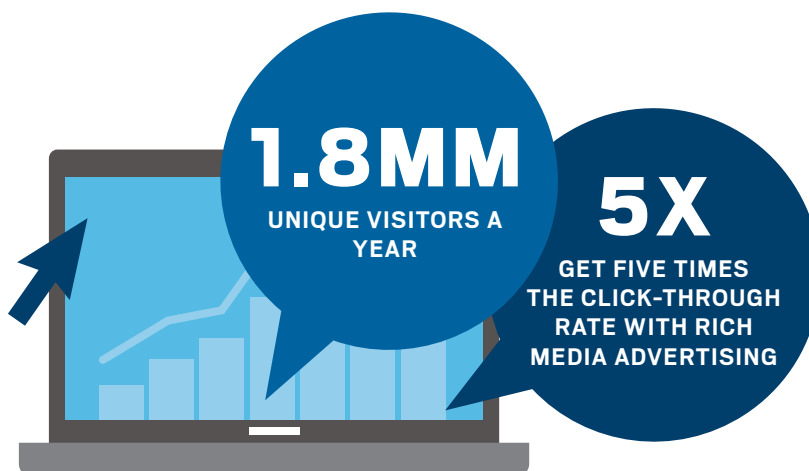
OF VISITORS RECOMMEND, SPECIFY OR MAKE FINAL PURCHASING DECISIONS



STANDARDIZED DIGITAL AD UNITS

For an interactive approach, web advertising offers high-visibility **leaderboard** and **box ads**. Keep your ad “above the fold” no matter where the user scrolls on the page with a **floating footer**. Get noticed with **interstitial advertising** by making your ad the first thing users see.

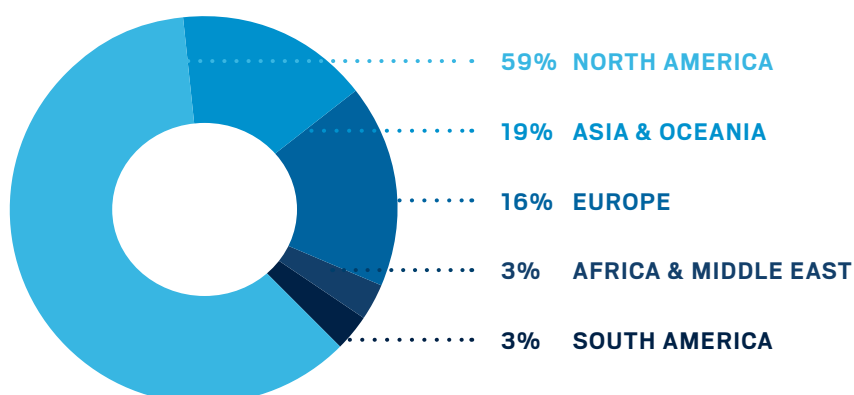
And with our ACS journals platform, you can take advantage of the extensive ACS network by running 728x90 and 300x250 ad units across both C&EN online and ACS journal sites.



C&EN TRAFFIC STATS PER MONTH

269,872	UNIQUE VISITORS
392,054	TOTAL VISITS
591,794	PAGE VIEWS
3:12	AVG TIME ON ARTICLES (YTD)

C&EN ONLINE GEOGRAPHIC BREAKDOWN



DIGITAL TACTICS: LEAD GENERATION PROGRAMS

CONVERT YOUR TARGET AUDIENCE FROM PROSPECTS TO CUSTOMERS.

C&EN's lead generation program is now in its eighth year. Our experience, distribution and audience, technology, and customer service cannot be beat.

Continually feed your sales pipeline and spread the word about your brands using C&EN's suite of lead generation products, designed to boost your company's reputation as an industry thought leader. Get started by reviewing our services, packages, and add-on opportunities below.

WHEN TIME IS MONEY, CHOOSE A PARTNER

WITH NEARLY A DECADE OF EXPERIENCE

LEAD GENERATION PRODUCTS AVAILABLE:

- ✓ C&EN Webinars
- ✓ C&EN Whitepapers & eBooks
- ✓ C&EN Surveys
- ✓ Product Add-Ons (social, landing pages, and more)
- + **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. Now with a lead guarantee program, this advertising option is one of C&EN's most successful opportunities.

REVIEW OUR PLATINUM, GOLD, OR SILVER WEBINAR PACKAGES BELOW.

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

PLATINUM	GOLD	SILVER
<ul style="list-style-type: none">✓ 1,000 Guaranteed Leads✓ Custom HTML promotion to C&EN webinar database of 200,000+✓ Customizable registration form with up to 5 qualifier questions✓ 500,000 impressions on C&EN Online/ACS Journals✓ Over delivery of additional leads beyond 1,000	<ul style="list-style-type: none">✓ 600 Guaranteed Leads✓ Custom HTML promotion to C&EN webinar database of 200,000+✓ Customizable registration form with up to 3 qualifier questions✓ 300,000 impressions on C&EN Online/ACS Journals✓ Over delivery of additional leads beyond 600	<ul style="list-style-type: none">✓ 400 Guaranteed Leads✓ Custom HTML promotion to C&EN webinar database of 200,000+✓ Customizable registration form with up to 2 qualifier questions✓ 150,000 impressions on C&EN Online/ACS Journals✓ Over delivery of additional leads beyond 400

Guaranteed Leads Report Includes: First Name, Last Name, Email Address, Company, Job Title, Address, City, Zip Code, Country, Phone

ASK US ABOUT ADDING A WHITEPAPER!

POWERFUL WAYS TO ENGAGE YOUR AUDIENCE ONLINE.

Placing your message alongside specified online alerts keeps you top-of-mind when critical information arrives. Our newsletters continually receive above industry average open and click-through rates.

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 9 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.

**ASK US ABOUT SPONSORSHIPS
OF KEY NEWSLETTERS!**

C&EN DIGITAL MAGAZINE EBLAST

Be the first thing chemists see Monday morning. This newsletter is delivered to subscribers for access to the digital edition of C&EN magazine.

26% AVG OPEN RATE

C&EN WEEKLY

With an open rate of over 52%, C&EN's weekly news alert performs 3x better than industry standards. Place your messaging alongside breaking news that over 175,000 subscribers trust.

52% AVG OPEN RATE

ALERTS FOR ACS JOURNALS

Over 135,000 unique subscribers and 800,000 email subscriptions.

The collage displays several digital assets:

- Email Newsletter (Top Left):** Dimensions 180 X 150. Text: "50 years of HPLC".
- Magazine Cover (Top Center):** Dimensions 468 X 60. Text: "Chemistry News for the Week of SEPTEMBER 15".
- Journal Table of Contents (Top Right):** Dimensions 180 X 150. Text: "50 character headline 150 character text".
- Journal Article (Middle Left):** Dimensions 300 X 250. Text: "Autonomous chemically fueled molecular motor revs up".
- Journal Article (Middle Center):** Dimensions 180 X 150. Text: "50 character headline 150 character text".
- Journal Article (Middle Right):** Dimensions 180 X 150. Text: "50 character headline 150 character text".
- Journal Article (Bottom Left):** Dimensions 300 X 250. Text: "Scientists race to predict who is in danger from repeated concussions".
- Journal Article (Bottom Center):** Dimensions 300 X 250. Text: "50 character headline 150 character text".
- Journal Article (Bottom Right):** Dimensions 300 X 250. Text: "Sequencing and Identification of Endogenous Neuropeptides with Matrix-Enhanced Secondary Ion Mass Spectrometry".

REACHING ACADEMICS – THE MOST TRUSTED, MOST CITED, MOST READ.

ACS Publications has managed the scholarly publishing program of the world’s largest and most influential scientific society for over 100 years.

Noted for their high quality, rapid time to publication, 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 27 million researchers per year.

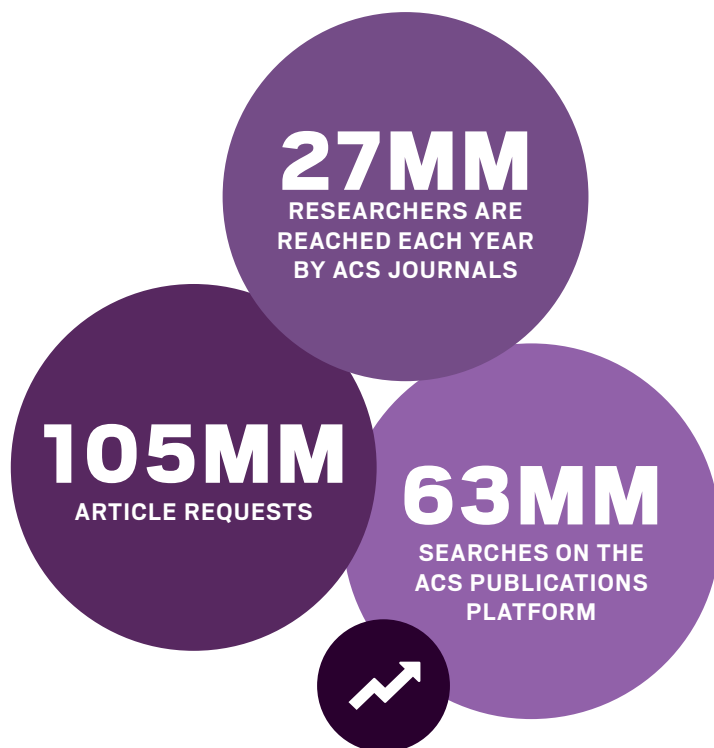
Choose from our vast selection of specialized journals to reach people in analytical chemistry, chemicals and reagents, materials science or pharmaceuticals and life science. With more than 50 journals to segment and target specific markets, you can reach millions of readers in your market segment anywhere in the world, including Europe and Asia. You’ll also have access to corporate subscribers from industry leaders like Pfizer, GSK, Genentech and Amgen.

ACS JOURNALS PRODUCTS AVAILABLE:

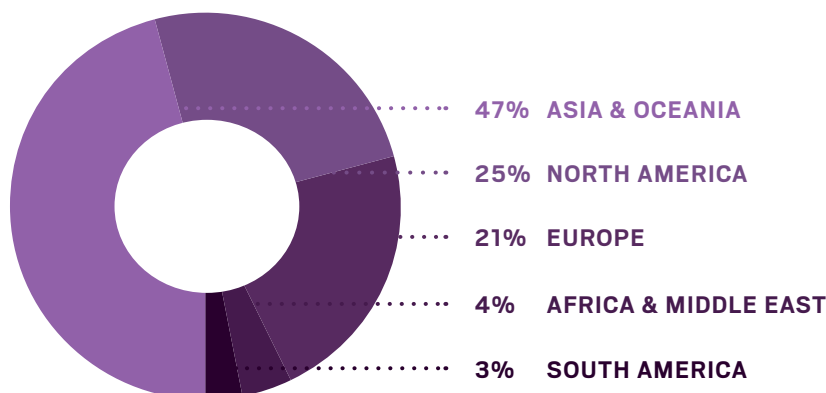
- ✓ Banner Ads
- ✓ eNewsletter Ads
- ✓ Surveys
- ✓ Journal of Chemical Education (JCE) Print Ads

ACS JOURNALS TRAFFIC STATS PER MONTH

2,886,893	UNIQUE VISITORS
9,980,223	TOTAL VISITS
23,787,030	PAGE VIEWS
3:33	AVG TIME ON ARTICLES



JOURNALS ONLINE GEOGRAPHIC BREAKDOWN



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

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.



A sponsor of native advertising on cannabis chemistry, Heidolph used sponsored content and lead generation products from C&EN to break into a new market.



We've helped Johnson Matthey with an event-based campaign to anchor their strategic plan, using our Show Dailies and C&EN Onsite Publications.



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.

TESTIMONIALS



Chemjobber
@Chemjobber

Follow

This @sritterz article on the mysterious shortage of sparteine is exactly why @cenmag is such a treasure:
[cen.acs.org/articles/95/i1 ...](https://cen.acs.org/articles/95/i1...)

8:43 AM - 24 Apr 2017

Replying to @Chemjobber

@lisamjarvis @sritterz @cenmag CENMag is like The Economist for scientists. You want to read every issue front to back

8:57 AM - 24 Apr 2017



RESOURCES FOR THE SCIENCE MARKETING COMMUNITY

JOIN OVER 7,000 OF YOUR PEERS & LEARN SCIENCE MARKETING BEST PRACTICES.



The C&EN Media Group provides companies with advertising opportunities for a variety of C&EN's products, in print, on the web, and through custom content marketing initiatives. We are also passionate about scientific communication, and are dedicated to staying up-to-date on the latest market research, emerging technologies, best practices, and trends.

We invite you to join the conversation on 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.



CENMEDIKIT.ORG/SUBSCRIBE

WE'RE COMMITTED TO BOOSTING YOUR SUCCESS BY
HELPING YOU CONNECT WITH THE WORLD'S MOST
EMINENT AND ACTIVE SCIENTIFIC PROFESSIONALS



Please visit us at cenmediakit.org/subscribe to receive our monthly newsletter devoted to marketing and advertising best practices for your industry.

For advertising and marketing best practices specific to the science marketer, join us at cenmediakit.org/blog

UNITED STATES

Stephanie Holland
Director of Global Ad Sales & Sponsorships
s_holland@acs.org

WESTERN U.S. & CANADIAN SALES

Chris Nolan
Account Manager
c.nolan@jamesgelliott.com

MID TO NORTHEAST U.S. SALES

John Day
Account Manager
j.day@jamesgelliott.com

Peter Manfre
Account Manager
p.manfre@jamesgelliott.com

**MIDWEST & SOUTHERN
U.S. SALES**

Joe Wholley
Account Manager
j.wholley@jamesgelliott.com

ASIA/PACIFIC

AUSTRALIA & NEW ZEALAND

Chris Nolan
c.nolan@jamesgelliott.com

CHINA

Sammie Wang
CEN@echinachem.com

CHINA: U.S. CONTACT

Minghua Lu
minghua@pacificgenuity.com

KOREA, JAPAN, SINGAPORE & THAILAND

Heather McNeill
h_mcneill@acs.org

EUROPE

**UNITED KINGDOM, FRANCE, BELGIUM,
ITALY, SPAIN, IRELAND, SCANDINAVIA
& THE MIDDLE EAST**

Paul Barrett
paulbarrett@hartswoodmedia.com

**GERMANY, AUSTRIA,
SWITZERLAND, THE NETHERLANDS
& CENTRAL EUROPE**

Uwe Riemeyer
riemeyer@intermediapartners.de

ADDITIONAL CONTACTS

C&EN BRANDLAB

Raj Mukhopadhyay, Ph.D.
Executive Editor
r_mukhopadhyay@acs.org

Jeffrey Lee
Senior Editor
j_lee@acs.org

AD PRODUCTION INFORMATION

DisplayAds@acs.org
OnlineAds@acs.org

C&EN jobs RECRUITMENT

ADVERTISING
Heather McNeill
h_mcneill@acs.org