

EDITORIAL TRACKS

INDUSTRIAL & SPECIALTY CHEMICALS

C&EN's experienced reporters offer sophisticated coverage of the biggest U.S. and international chemical companies. Our annual Top 50 U.S. and Global Chemical Company features are authoritative and widely read rankings. The Personal Care sub-track offers chemistry-rich coverage of trends in the household and personal care products industry, like the 2017 cover on the rush to harness the relationship between the microbiome and healthy skin. The Specialty & Performance Chemicals sub-track includes cutting-edge stories on the specialties industry, and our petrochemicals sub-track goes beyond supply and price dynamics to explain broader business and technology trends affecting the chemical industry's building blocks. Finally, the Chemical Business sub-track provides readers with detailed coverage of chemical finance and regional developments.

ANCHOR ISSUES

JAN
8

WORLD CHEMICAL OUTLOOK

MAY
7

C&EN'S U.S. TOP 50 CHEMICAL COMPANIES

JUL
30

C&EN'S GLOBAL TOP 50 CHEMICAL COMPANIES

ADDITIONAL INDUSTRIAL & SPECIALTY CHEMICALS FEATURES

Personal Care

JAN 29 SOAPS & DETERGENTS

MAY 14 COSMETICS & PERSONAL CARE

Chemical Business

MAR 19 EUROPEAN SPECIALTY
CHEMICALS

APR 9 R&D & CAPITAL SPENDING

QUARTERLY FINANCIAL REVIEWS
JAN 29 • APR 30 • JUL 30 • OCT 29

Specialty & Performance Chemicals

APR 9 SPECIALTY CHEMICALS

AUG 27 PERFORMANCE CHEMICALS

NOV 26 SPECIALTY CHEMICALS

Petrochemicals

MAR 5 PETROCHEMICALS

APR 16 POLYMERS & PLASTICS

KEY BONUS DISTRIBUTIONS

AACR, AAPPS, ACS Spring & Fall Nat'l Meetings, American Cleaning Institute, AOCS, CPhI Japan, CPhI WW, DCAT, IFPAC, InformEx/CPhI NA, Pharma ChemOutsourcing, Society of Toxicology, SOCMA Dinner

KEY ACS JOURNALS

Accounts of Chemical Research
ACS Catalysis
ACS Synthetic Biology

Analytical Chemistry
Food Chemistry
Journal of Chemical Education

2018 C&EN NATIVE ADVERTISING EDITORIAL CALENDAR

Leverage our team of science journalists and marketing experts with C&EN BrandLab, our in-house custom content studio. Book C&EN BrandLab's native advertising content-driven features placed alongside top-notch editorial work. Find your opportunity in the list below—topics we've already identified as being of interest to our readers—and ask us about combining your content with an editorially-led webinar.

CANNABIS TESTING **MAR 19 ISSUE**

Advertorial Content Due: Feb 19

One of our most popular native advertising opportunities is returning in 2018. This particular cannabis feature will explore how the market for medical marijuana is rapidly changing around the world.

SMART MATERIALS **MAY 14 ISSUE**

Advertorial Content Due: Apr 16

Can your clothes tell you when you need to eat, drink and sit based on signals they pick up from your body? We'll cover the different ways smart wearable materials are being incorporated into clothing to give us real-time feedback.

ADVANCES IN OMICS **AUG 6 ISSUE**

Advertorial Content Due: Jul 2

The field of biomedical research is deluged with studies on different types of omics. We'll delve into the challenges and opportunities in analyzing and understanding the behaviors of large, complex groups of biological entities.

ADVANCES IN DRUG DEVELOPMENT **OCT 8 ISSUE**

Advertorial Content Due: Sep 10

What are the current challenges and opportunities facing the pharmaceutical industry around the world? Another popular discussion for C&EN readers will be featured in this advertorial.

ADVANCES IN INSTRUMENTATION **NOV 19 ISSUE**

Advertorial Content Due: Oct 15

This native advertising piece will describe how instrumentation, such as mass spectrometers and microscopes, have enabled fundamental discoveries to happen in the realm of biology.

See the full editorial calendar at bit.ly/2018CENCalendar

Learn more about C&EN's new custom
content studio at cenbrandlab.org

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