

## EDITORIAL TRACKS

### INSTRUMENTATION

Nobody covers the instrumentation industry like C&EN. Our team of reporters, many of whom are Ph.D. chemists, understand scientific instruments and the chemists who use them. Our coverage of the Top Instrument Companies provides a snapshot of the key business trends affecting the instrumentation industry. The Chromatography and Mass Spectrometry sub-tracks delve deep into new technology and new applications in the instrumentation world, and this year we'll be developing native advertising opportunities around key advancements in the space. Review our instrumentation-focused features below to find the right issue for your next campaign.

### ANCHOR ISSUES

FEB  
26

C&EN'S TOP INSTRUMENTATION COMPANIES

JUL  
23

CANNABIS BASED THERAPEUTICS

NOV  
19

NATIVE ADVERTISING SECTION:  
ADVANCES IN INSTRUMENTATION

### ADDITIONAL INSTRUMENTATION FEATURES

#### Chromatography

FEB 12 PITTCON PREVIEW  
OCT 22 WATER TECHNOLOGIES  
NOV 19 MATERIALS RESEARCH

#### Mass Spectrometry

MAR 12 PHARMACEUTICAL SCIENCE  
APR 30 WATER ANALYSIS  
MAY 28 ADVANCES IN MASS SPEC

### KEY BONUS DISTRIBUTIONS

ACS Spring & Fall Nat'l Meetings, Analytica, ASMS, BIO, Cannabis Science Conference, CPhI, CPhI China, DCAT, DIA, HPLC, IFPAC, IFT, InformEx/CPhI, Pittcon, Semicon West, SLAS

### KEY ACS JOURNALS

*Accounts of Chemical Research*  
*Analytical Chemistry*  
*Chemical Research in Toxicology*  
*Chemical Reviews*  
*Environmental Science & Tech*

*ES&T Letters*  
*JACS*  
*Journal of Ag & Food*  
*J. of Chemical Education*  
*J. of Proteome Research*

**Ask your sales rep how to build an integrated campaign in these key instrumentation issues.**

## 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](http://bit.ly/2018CENCalendar)

Learn more about C&EN's new custom  
content studio at [cenbrandlab.org](http://cenbrandlab.org)

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**BRANDLAB**