

EDITORIAL TRACKS

PHARMACEUTICALS & LIFE SCIENCES

C&EN's Pharmaceuticals track features a unique combination of stories on both the pharmaceutical industry and the fine chemical companies that serve it. Articles in the Drug Discovery, Development & Design sub-track are scientifically astute explorations of drug industry trends written by C&EN's experienced pharma reporters. The annual New Drug Approvals story has become a must-read review of the FDA's approval decisions. Starting with April's Custom Chemicals & APIs feature, stories in these sub-tracks examine how trends affect the fine and pharmaceutical chemical companies that serve the drug industry with raw materials and active pharmaceutical ingredients.

ANCHOR ISSUES

JAN
22

THE NEW DRUGS OF 2017

OCT
8

NATIVE ADVERTISING SECTION:
ADVANCES IN DRUG DEVELOPMENT

DEC
3

PHARMA YEAR IN REVIEW

ADDITIONAL PHARMACEUTICAL FEATURES

Drug Discovery, Development & Delivery

MAR 12 PHARMACEUTICAL SCIENCE
MAY 7 TARGETED DRUGS
JUN 4 BIOPHARMACEUTICALS
JUL 23 CANNABIS BASED THERAPEUTICS
SEP 3 PHARMACEUTICAL CHEMISTRY
NOV 12 PHARMACEUTICALS

R&D Outsourcing/CROs

JUN 25 PHARMACEUTICAL OUTSOURCING
AUG 6 R&D OUTSOURCING/CROs

Fine Chemicals/Custom Chemical APIs

APR 23 CUSTOM CHEMICALS & APIs
MAY 21 PHARMA CHEMICALS MARKET
REVIEW FROM CPhI
SEP 17 APIs – CPhI WW PREVIEW

KEY BONUS DISTRIBUTIONS

AACR, AAPS, ACS Spring & Fall Nat'l Meetings, AOCS, ASCO, BIO, Bio-IT World, Chemspec Europe, CPhI China, CPhI Japan, CPhI WW, DCAT, DIA, HPLC, InformEx/CPhI NA, Pharma ChemOutsourcing, Pittcon, Society of Toxicology, TIDES

KEY ACS JOURNALS

ACS Chemical Biology
ACS Chemical Neuroscience
ACS Medicinal Chemistry Letters
ACS Synthetic Biology
Biochemistry
Bioconjugate Chemistry

Biomacromolecules
Chem Research in Toxicology
JACS
J. of Chem Theory & Computation
J. of Medicinal Chemistry
J. of Natural Products

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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