

EDITORIAL TRACKS

SUSTAINABILITY

Forward-looking companies make their investment decisions by following societal megatrends around food, water, transportation, and clean energy. C&EN's Sustainability track offers a number of articles and special reports that explore the role of chemistry in making society more sustainable. Examples include cover stories on acid whey and the potential in its byproduct, challenges in aquaculture, and how CRISPR is being used to develop new crop varieties. The Global Change sub-track goes beyond corporate platitudes to explore real issues around sustainability, green chemistry, and clean water. Our Agricultural Chemicals feature examines how crop science firms help farmers feed a growing global population. And the Food, Flavors & Nutrition sub-track looks at how specialty chemical and ingredient firms help food industry customers meet consumer desires for convenient foods without artificial additives.

ANCHOR ISSUES

MAR
26

ENVIRONMENTAL CHEMISTRY

JUN
18

GREEN CHEMISTRY

ADDITIONAL SUSTAINABILITY FEATURES

Global Change

JAN 8 WORLD CHEMICAL OUTLOOK
FEB 12 SUSTAINABILITY
SEP 24 ENERGY & FUEL
OCT 22 WATER TECHNOLOGIES

Food, Flavors & Nutrition

FEB 5 FOOD SCIENCE
MAY 21 AGRICULTURAL CHEMICALS
OCT 15 FOOD INGREDIENTS

KEY BONUS DISTRIBUTIONS

ACS Fall National Meeting, AFPM, AOCS, ASMS, Chemspec Europe, Eastern Analytical Symposium, IFT, InformEx/CPhI NA, Pittcon

KEY ACS JOURNALS

ACS Sustainable Chemistry
& Engineering
Environmental Science & Tech
Envir. Science & Tech Letters
J. Agr. & Food Chemistry

JACS
J. of Natural Products
Energy & Fuels

Ask your sales rep how to build an integrated campaign in these key sustainability 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.

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

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BRANDLAB