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2021 ACS JOURNALS MEDIA KIT

INTEGRATED ADVERTISING SOLUTIONS

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A PUBLICATION OF
THE AMERICAN CHEMICAL SOCIETY

2021 ACS JOURNALS MEDIA KIT

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MOST TRUSTED. MOST CITED. MOST READ.

The American Chemical Society is the leading publisher of peer-reviewed research journals in the chemical and related sciences, serving communities worldwide through an unparalleled commitment to quality, reliability, and innovation.

**REACH KEY DECISION MAKERS THROUGH OUR
UNMATCHED ABILITY TO TARGET R&D, INDUSTRY,
AND ACADEMIC MARKETS**

Noted for their high quality, rapid time to publication, high impact, and prevalent citation in future research, the 60+ journals from ACS Publications are available at more than 5,000 academic, business, and corporate institutions worldwide and reach over 31 million researchers per year.

Through IAB standard digital advertising units, to eNewsletter ads, your message appears side-by-side with the editorial content our global audience trusts most.

**SEE HOW THE WORLD OF SCIENCE USES
ACS JOURNALS. VISIT AXIAL.ACS.ORG/2019-REWIND**

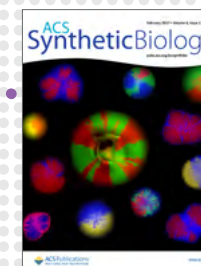
JOURNALS ADVERTISING OPTIONS AVAILABLE:

- ✓ Digital Banner Ads
- ✓ Native Advertising Units Display Ads
- ✓ ETOC Newsletter Alert Ads
- ✓ Print Advertising in JCE
- ✓ Lead Generation Programs
- ✓ Cross-Promotional Opportunities with C&EN
- ✓ Custom Content with C&EN BrandLab

1.3MM
JOURNAL ARTICLES
ACCESSED

31MM
RESEARCHERS ARE
REACHED EACH YEAR
BY ACS JOURNALS

ACS JOURNALS WAS
ACCESSED MORE THAN
156MM
TIMES IN 2019

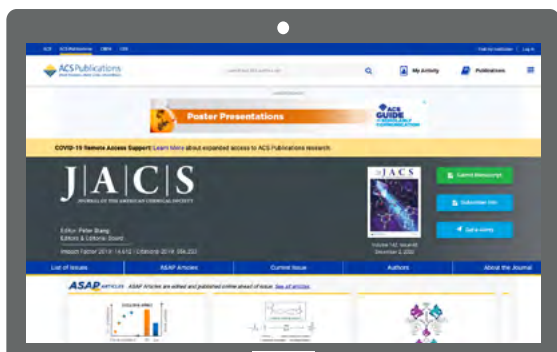




DEMOGRAPHICS

Tap the power of the R&D and academic markets: ACS Publications report the latest scientific research in more than 40 specialized disciplines and 60+ journals, giving you an unmatched ability to target focused segments, or reach its entire audience for high impact campaigns.

ONLINE



ACS PUBLS WEB TRAFFIC STATS PER MONTH

28,953,580	PAGE VIEWS
11,596,144	TOTAL VISITS
3,191,023	UNIQUE VISITORS
5:01	AVG TIME ON SITE

Source: Google Analytics Jan 1–July 31, 2020

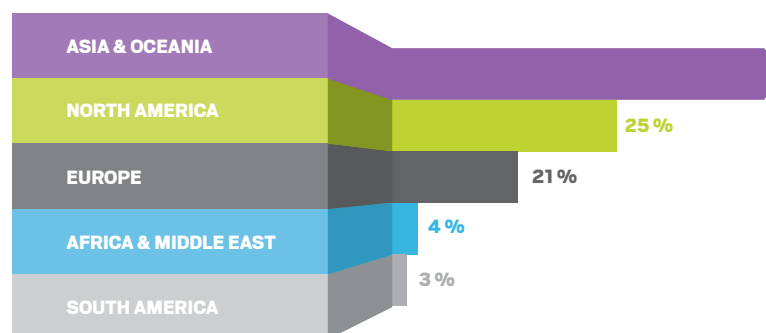
PURCHASING

88%
ARE INVOLVED IN
PURCHASING
PROCESS

55%

RECOMMEND, SPECIFY
OR MAKE FINAL
PURCHASING DECISIONS

GEOGRAPHIC BREAKDOWN



TOP

INDUSTRIES

The top five industry categories

- CHEMICAL MANUFACTURERS**
- GOVERNMENT LABS**
- ACADEMIC RESEARCH LABS**
- BIO/LIFE SCIENCES**
- PHARMACEUTICAL**

TOP

BACKGROUNDS

What our readers do daily

- 33% R&D BASIC RESEARCH**
- 28% R&D APPLIED RESEARCH, DEVELOPMENT, DESIGN**
- 13% TRAINING OR TEACHING**
- 3% ANALYTICAL SERVICES, OTHER THAN FORENSICS**
- 2% CONSULTING**
- 1% R&D MANAGEMENT OR ADMINISTRATION**

ACS JOURNAL READERS

SHAPE THE FUTURE OF SCIENCE

55%

HAVE A DOCTORATE DEGREE OR HIGHER

78%

HAVE A MASTERS DEGREE OR HIGHER

95%

HAVE A BACHELORS DEGREE OR HIGHER



JOURNALS & CHANNELS

CUTTING EDGE ARTICLES ACROSS A BROAD SPECTRUM OF DISCIPLINES

ACS publishes more than 60 peer-reviewed journals with cutting-edge articles across a broad spectrum of scientific disciplines. The breadth and scope of ACS Journals is unparalleled, stretching across chemistry, physics, and biology. They cover, but are not limited to, the disciplines listed below. Find your best fit.

Energy	Biological Chemistry
Pharmaceuticals	Environment
Synthesis	Analytical Chemistry
Materials	Physical Chemistry

JOURNAL	DISCIPLINES								UNIQUE VISITORS	PAGE VIEWS	ETOC SUBSCRIBERS
Accounts of Chemical Research									96,941	203,300	90,462
NEW! Accounts of Materials Research									5,683	6,982	202
NEW! ACS Agricultural Science & Technology									13,047	27,175	
ACS Applied Bio Materials									44,492	102,137	2,968
ACS Applied Electronic Materials									26,793	46,766	1,460
ACS Applied Energy Materials									54,885	120,811	5,162
ACS Applied Materials & Interfaces									196,156	625,814	40,738
ACS Applied Nano Materials									65,764	150,851	6,478
ACS Applied Polymer Materials									29,716	76,968	2,072
ACS Biomaterials Science & Engineering									31,827	62,679	6,792
ACS Catalysis									97,915	326,222	24,958
ACS Central Science									54,073	132,340	88,101
ACS Chemical Biology									34,425	92,557	42,341
ACS Chemical Neuroscience									20,298	45,304	9,697
ACS Combinatorial Science									11,204	19,973	20,452
ACS Earth and Space Chemistry									10,230	23,383	2,090
ACS Energy Letters									46,278	153,937	6,929
NEW! ACS ES&T Engineering									29,878	48,065	767
NEW! ACS ES&T Water									27,929	42,706	
NEW! ACS Food Science & Technology									13,856	26,421	45
ACS Infectious Diseases									27,280	57,970	3,449
ACS Macro Letters									28,254	91,258	11,252
ACS Medicinal Chemistry Letters									24,682	57,970	3,018
ACS Nano									34,587	130,716	17,867
ACS Omega									141,433	407,413	73,827
ACS Pharmacology & Translational Science									88,010	216,778	5,038
ACS Photonics									8,281	13,965	1,381



JOURNALS & CHANNELS CONT'D.

JOURNAL	DISCIPLINES								UNIQUE VISITORS	PAGE VIEWS	ETOC SUBSCRIBERS
ACS Sensors									33,450	92,557	6,223
ACS Sustainable Chemistry & Engineering									84,925	242,596	12,799
ACS Synthetic Biology									18,511	45,791	8,384
Analytical Chemistry									106,359	362,433	68,783
Biochemistry									47,253	89,309	69,082
Bioconjugate Chemistry									22,409	51,150	29,239
Biomacromolecules									29,228	75,994	40,756
C&EN Global Enterprise									10,555	17,537	1,588
Chemical Research in Toxicology									13,640	28,741	26,091
Chemical Reviews									120,649	274,261	142,937
Chemistry of Materials									75,832	213,368	85,420
Crystal Growth & Design									32,314	79,079	34,106
Energy & Fuels									37,510	106,197	39,015
Environmental Science & Technology									135,425	518,481	60,168
Environmental Science & Technology Letters									19,810	52,611	13,050
Industrial & Engineering Chemistry Research									62,029	208,984	30,088
Inorganic Chemistry									81,190	187,062	50,720
NEW! JACS Au									64,790	94,018	718
Journal of Agricultural and Food Chemistry									89,472	305,275	29,679
Journal of Chemical & Engineering Data									19,648	54,885	21,964
Journal of Chemical Education									81,677	186,413	15,748
Journal of Chemical Information and Modeling									24,032	101,001	23,478
Journal of Chemical Theory and Computation									27,280	93,369	24,797
Journal of Medicinal Chemistry									99,864	386,141	57,653
Journal of Natural Products									52,774	148,903	32,582
Journal of Proteome Research									18,836	43,680	16,876
Journal of the American Chemical Society									414,882	1,645,401	175,348
NEW! Journal of the American Society for Mass Spectrometry (JASMS)									11,367	32,801	8,072
Langmuir									11,367	32,801	8,072
Macromolecules									64,303	158,159	70,272
Molecular Pharmaceutics									67,875	208,334	54,055
Nano Letters									22,571	56,021	21,129
Organic Letters									92,557	287,089	88,858
Organic Process Research & Development									129,742	541,376	68,462
Organometallics									44,005	187,549	28,637
The Journal of Organic Chemistry									38,159	122,435	39,328
The Journal of Physical Chemistry A									131,528	454,340	73,785
The Journal of Physical Chemistry B									50,338	108,633	53,156
The Journal of Physical Chemistry C									45,954	120,162	63,405
The Journal of Physical Chemistry Letters									83,301	194,369	55,803



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DIGITAL TACTICS

TALK TO US
ABOUT INCREASED
VISIBILITY WITH
HIGH-PROFILE
POSITIONS

ONLINE ADS AND ETOC ALERTS

Whether you're targeting academics, or industry chemists and CROs leveraging research labs, our extensive network of ACS journals helps you speak to your ideal audience. We can help you choose the most effective delivery methods to reach them, and appear side-by-side with cutting-edge articles academic and industry researchers rely on every day.

ONLINE ADS

Get high-visibility ads on our most popular pages, through engaging header reveal ads and more. We'll help you reach your customers through multiple interactive touchpoints.

Target your ad or place your message in the most popular high-traffic areas on any of our journal sites.

YOU CAN TARGET BY:

- Institution type
- Specific journals
- Geographic areas
- Specific keywords
- Specific subject area
- Domain targeting (for account based marketing)



ETOC ALERTS

Each ACS journal has its own eTOC alert, giving you access to a similar audience of our most committed readers in the academic and R&D markets. With over 97,000 unique subscribers and 751,000 email subscriptions, and more than 60 publications to choose from, you can focus your message exclusively on the specializations that drive your business.

PLACEMENTS AVAILABLE:

Sponsored Content 180×150 (with text options)
Medium Rectangle 300×250

ETOC ALERTS FOR ACS PUBLICATIONS
OVER 751,000 SUBSCRIPTIONS

TOP USER SEARCH TERMS

ORGANIC LETTERS

MACROMOLECULES

ANALYTICAL CHEMISTRY

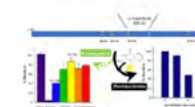
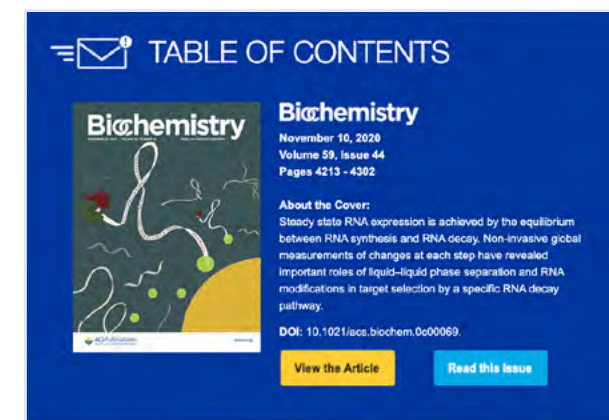
INORGANIC CHEMISTRY

LANGMUIR

CHEMICAL REVIEWS

ORGANOMETALLICS

BIOCHEMISTRY



Role of Tryptophan Residues in the Toxicity and Photosensitized Inactivation of *Escherichia coli* α -Hemolysin

Lara O. Reik, M. Laura Dántola, et al.

doi.org/10.1021/acs.biochem.0c00860

Publication Date (Web): October 27, 2020

[Read Article](#)

180 X 150

50 character headline
150 character text

NATIVE ADVERTISING UNITS

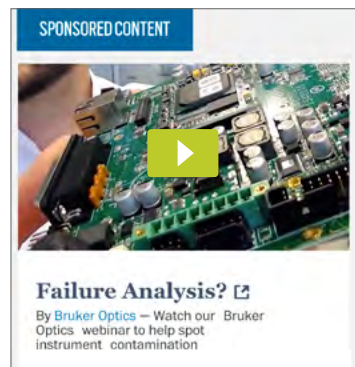
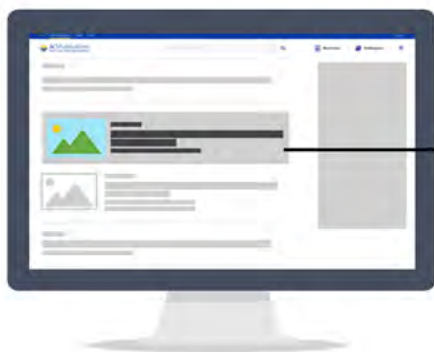
NATIVE DISPLAY

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.



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.



GET HIGH CLICK THROUGH RATES AND INCREASED CONVERSIONS WITH THIS NEW FORMAT OF DIGITAL ADVERTISING. OUR NATIVE AD UNITS CAN RUN ON BOTH PUBLS.ACS.ORG AND CEN.ACS.ORG.

LEARN MORE AND DOWNLOAD RATES AT [ACSMEDIAKIT.ORG/NATIVEADSPECS](https://acsmediakit.org/nativeadspecs)



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JOURNAL SPOTLIGHT: *JASMS*

acsmediakit.org/jasms | pubs.acs.org/journal/jamsef

ABOUT JASMS

An ACS Publications partner journal, the *Journal of the American Society for Mass Spectrometry* (JASMS) is a monthly, peer-reviewed journal that covers all aspects of mass spectrometry. Fundamental subjects include: instrumentation principles, design, and demonstration, structures and chemical properties of gas-phase ions, studies of thermodynamic properties, ion spectroscopy, chemical kinetics, mechanisms of ionization, theories of ion fragmentation, cluster ions, and potential energy surfaces. JASMS emphasizes applications from all fields of scientific inquiry, including biological and life sciences, chemistry, physics, geology, and environmental science, in which new mass spectrometry science is described.



Joseph A. Loo, Ph.D.

The journal's distinguished editorial team, under the governance and oversight of ASMS, is led by Joseph A. Loo, Ph.D., of the University California, Los Angeles, who is supported by an exceptional group of associate editors and editorial advisory board members whose range of expertise reflects the breadth of this vibrant field.

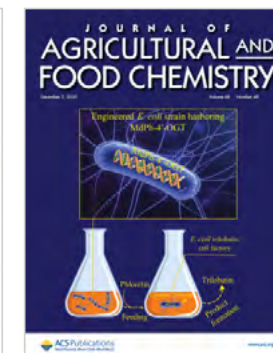
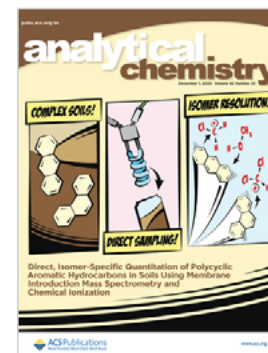
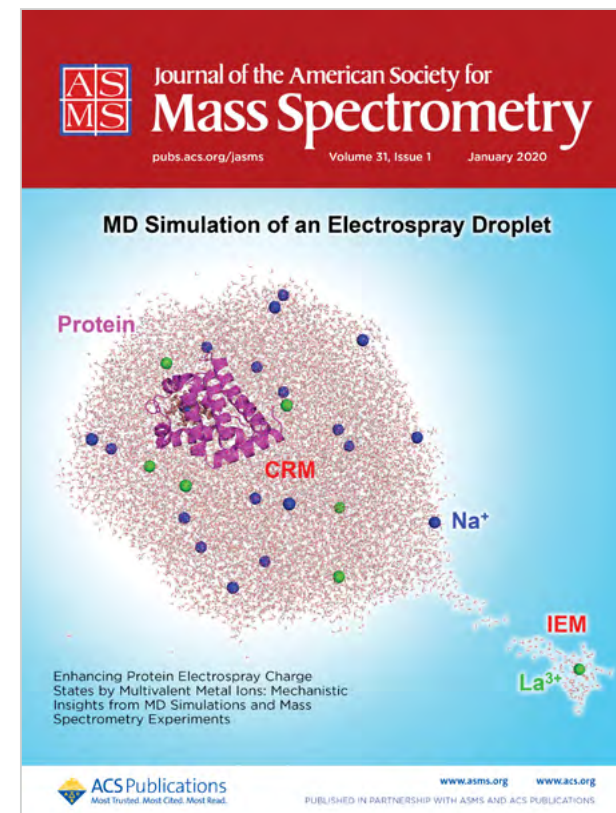
Application subjects include, but are not limited to:

- Structural elucidation
- Biopolymer sequencing
- Development or validation of new methodology
- Proteomics and other 'omics related research
- Environmental and forensic measurements
- Computer applications

EXPLORE JASMS AT [PUBS.ACS.ORG/JOURNAL/JAMSEF](https://pubs.acs.org/journal/jamsef),

AND CLICK THE COVERS FEATURED

FOR OTHER RELATED JOURNALS.



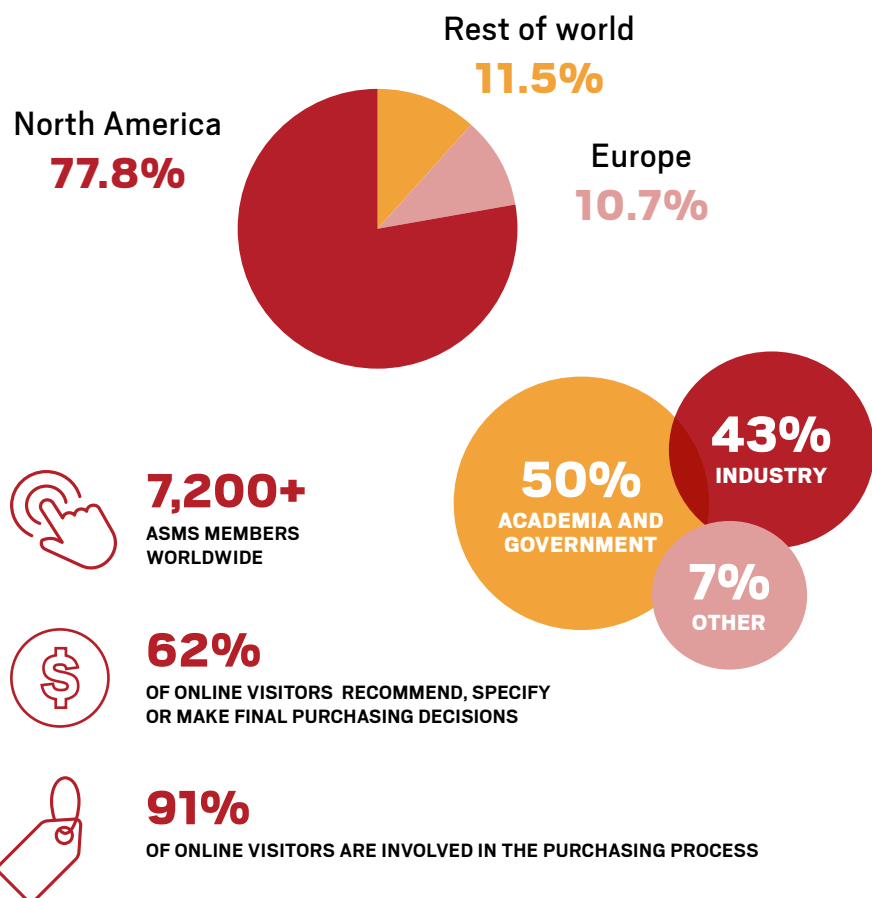


A GLOBAL AUDIENCE OF DECISION MAKERS

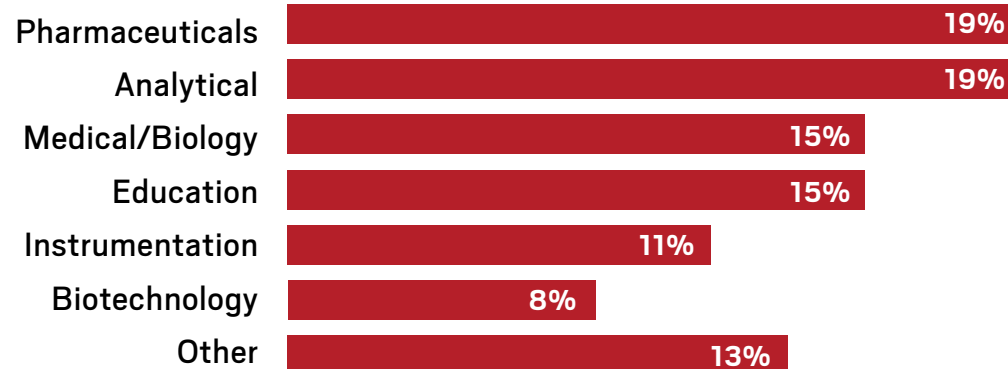
JASMS IS READ BY TOP INFLUENCERS & DECISION MAKERS

The readers of *JASMS* vigorously assess technology developments, investment decisions, as well as integrated solutions for their organizations. They influence the development of mass spectrometry related products and services – and purchase them.

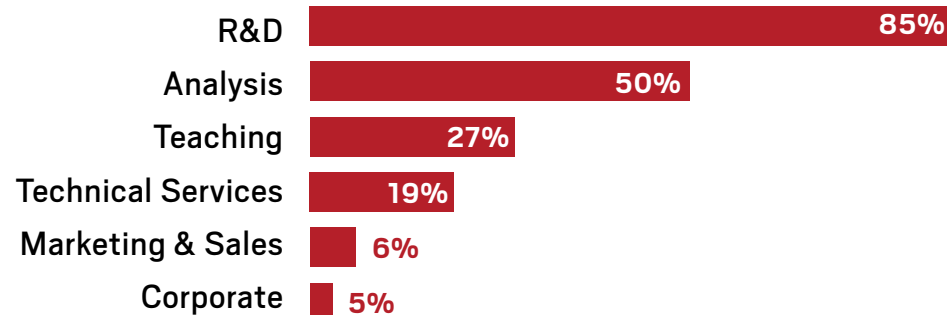
GLOBAL REACH



MARKET SPECIALIZATION

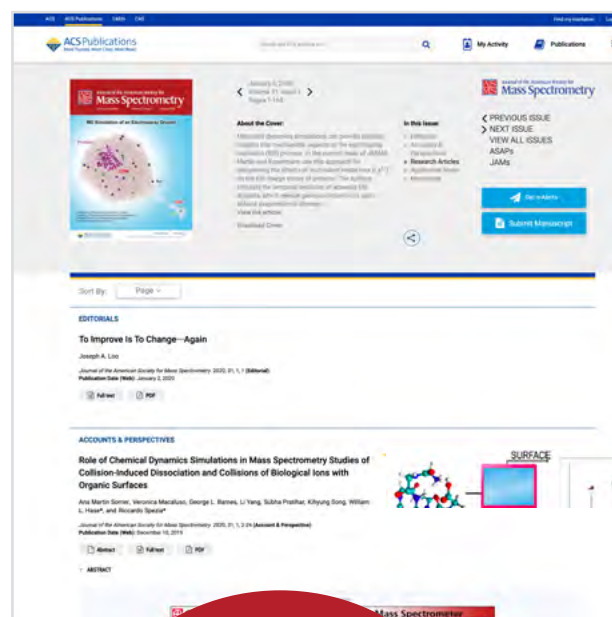


JOB FUNCTION



JASMS ADVERTISING TACTICS

Modern technologies have opened the door to a whole new era of digital advertising, but all of these new engagement opportunities can be confusing. Our team of marketing experts will help you navigate these advertising channels and provide guidance and strategy on how to customize our offerings to accomplish your company's goals. Below are the digital ad products we provide on the ACS journals & C&EN platforms, including JASMS.



MEDIUM RECTANGLE
0.25%
 ACS CTR,
0.05%
 INDUSTRY
 STANDARD CTR

LEADERBOARD:
0.18%
 ACS CTR,
0.03%
 INDUSTRY
 STANDARD CTR

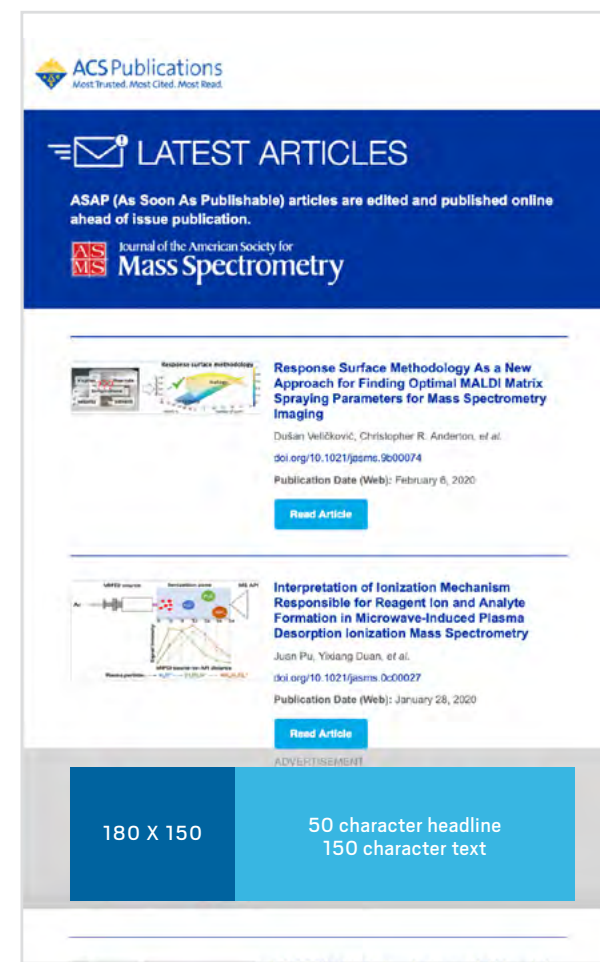
DISPLAY ADS

Build brand awareness and draw consumers to your website. Ads on the JASMS journal include standard display units and native ad units. These ads can also be cross promoted on our C&EN site.



E-ALERTS

Placing your message alongside their online alerts keeps you top-of-mind when this critical information arrives in readers' inbox.



180 X 150

50 character headline
 150 character text



OCT 31 - NOV 4, 2021 | PHILADELPHIA, PA

ASMS ANNUAL MEETING PROGRAM

The 69th ASMS Conference will be in the Fall in Philadelphia, PA. Over 6,500 scientists will experience more than 3,000 poster presentations and 384 talks at one of the most dynamic conferences in the world. Ensure that you drive traffic to your booth and hospitality suite by advertising in the official conference program.

As the only printed program being distributed at the conference, the ASMS Final Program can help your organization successfully engage with audiences at this widely-attended event. Don't miss the opportunity to create a conference message to advertise your exhibit booth, announce product roll outs or highlight your company's scientific presentations. Ask us how you can place your advertisement in this program and align your campaign goals to our sales solutions.

ASMS MEETING PROGRAM RATES	NET RATE	AD SPECS
FRONT COVER BANNER	\$7,250	Inquire
BACK COVER	\$6,500	Full page 8.5" x 11" must include 1/8" bleed Live area 7.5" x 10.5" (perfect-bound)
COVER 2 & 3	\$5,750	
FULL PAGE	\$4,850	
HALF PAGE HORIZONTAL	\$2,950	1/2 page 7.5" x 4.75"
SPACE DEADLINE	April 23, 2021	
MATERIALS DEADLINE	April 30, 2021	

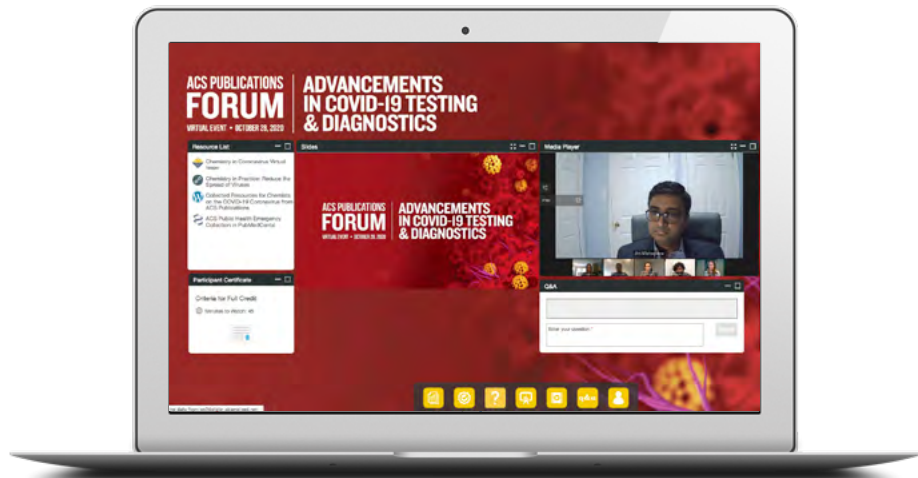


**STAY ON TOP OF EVENT MARKETING
STRATEGIES IN UNCERTAIN TIMES.
DOWNLOAD OUR UP-TO DATE EVENT
MARKETING PLAYBOOK FOR CONFERENCES
AND CREATIVE AD SOLUTIONS:
[ACSMEDIKIT.ORG/EVENTS](https://acsmmediakit.org/events)**

JASMS WEBINARS

Webinars are live online events with a visual presentation deck and audio broadcast. The audience tunes in to watch, ask questions, download resources and even participate in polls and surveys. Our program offers a guaranteed leads model, exclusive editorial insights on your webinar content, streamlined production workflow, superior user experience, intelligent marketing operations and access to an unrivaled audience.

The webinar production process is completely turnkey. We prepare all marketing materials and generate leads from our pool of interested and influential contacts, including JASMS & ACS members and subscribers, while you enlist your company's subject matter experts to present your content.








97%
OF SURVEYED MEMBERS
FIND WEBINARS
BENEFICIAL

55
MINUTES OF AVERAGE
VIEWER TIME

862
AVERAGE WEBINAR
REGISTRATIONS

WEBINAR OVERVIEW

-  45 minutes of presentation time and 15 minutes of live Q&A
-  Event hosting and technical support
-  Features include: polling, tracking URLs, social media, resources for attendees to download, video integration and lead scoring
-  Webinars are available on-demand for 1 year after the broadcast
-  Promotions through emails, banners and journals

WHITE PAPERS & EBOOKS

Educate the chemical enterprise and capture active leads through our white paper and eBook service. C&EN's custom content group will write, design, host and promote your content to our large and influential audience of ACS members, journal readers, and C&EN subscribers. Or ask us about turning your existing content into a lead generation campaign with C&EN's audience.

CUSTOM WHITE PAPERS

Tell us your topic of interest and our team will research and develop the content of your white paper. Our production team will make the entire process completely turn-key — from the initial outline phase to the final design phase we'll develop all materials and ask for your feedback along the way.

CUSTOM EBOOKS

Present your product or service solutions with C&EN eBooks. Team up with us to create content that highlights how your company solves problems with real examples that your target audience can relate to and understand. Display charts and key findings to effectively demonstrate your industry leadership.

SUPPLIED CONTENT

If you already have an existing white paper, collection of application notes, or ebooks, we can help you create a targeted marketing campaign with your content at the center. With this approach, you're able to use materials you already have, but leverage ACS' brand authority and distribution capabilities to push content to an engaged audience of key decision makers.

NO MATTER WHAT LEAD GEN PROGRAM YOU USE,

ASK US ABOUT CREATING A ROBUST MARKETING CAMPAIGN

WITH DIGITAL BANNERS, EMAIL BLASTS, AND MORE.





LEAD GENERATION CASE STUDY



GENERATING LEADS BY LEVERAGING CUSTOMER STORIES & CASE STUDIES

THE CHALLENGE

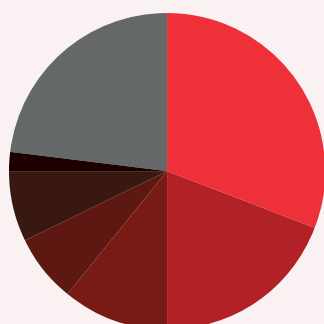
Bruker wanted an effective lead generation tool that would drive sales for its UHR-Q-TOF product. They needed the ability to demonstrate proteoforms from a clinical perspective, and illustrate the potential of top-down proteomics using real-life examples. The quality of the leads were also important: Bruker was looking to target researchers in academic and medical research institutions.

THE SOLUTION

C&EN advised Bruker to partner with their customers (in this case the Radboudumc Medical Facility in the Netherlands) and build a library of case studies. Bruker could best present the application of their technology in real life with C&EN's turn-key webinar platform, demonstrating their capabilities in an educational and interactive environment. C&EN also identified core journal areas that matched interest areas of Bruker's target audience, and presented the webinar through ACS Publications. By segmenting C&EN and ACS's vast audience of buyers, Bruker was able to connect with its niche target area, and better nurture those contacts to a potential sale.

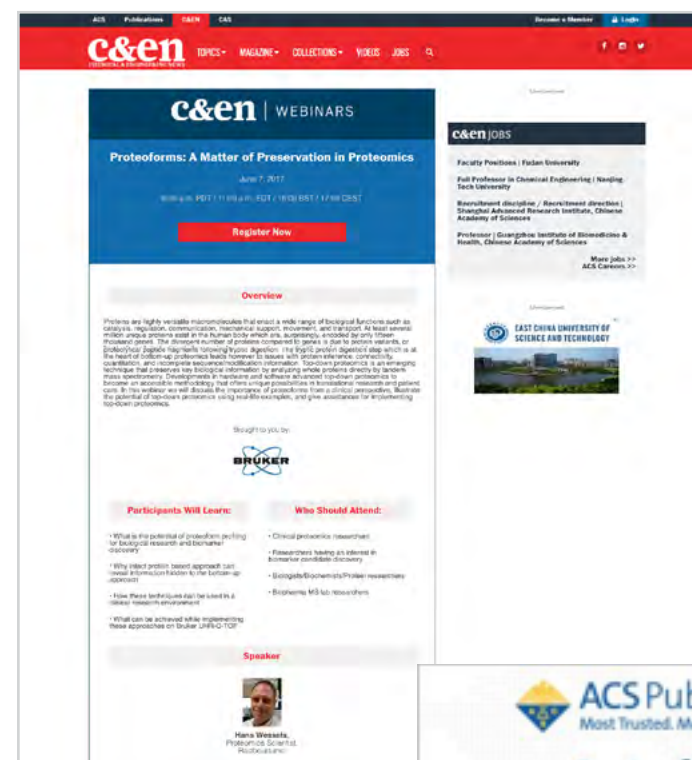
THE RESULTS

420 WEBINAR REGISTRANTS **54%** REGISTRANT CONVERSION RATE



REGISTRANTS' INDUSTRY AREAS

- 31% PROTEIN CHARACTERIZATION
- 19% BIOMARKER DISCOVERY
- 11% SHOTGUN PROTEOMICS
- 7% PROTEOFORM PROFILING
- 7% ABSOLUTE PROTEIN QUANTIFICATION
- 2% MALDI-IMAGING
- 23% OTHER





LEAD GENERATION PLAYBOOK FOR THE SCIENCE MARKETER

How do you define and reach your target audience? What type of program is the right fit for your campaign goals and budget? Learn more about the importance of lead generation campaigns and how we can deliver real ROI in our Lead Generation Playbook.

[CLICK FOR DETAILS, RATES, AND MORE](#)



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JOURNAL OF
CHEMICAL EDUCATION

JOURNAL SPOTLIGHT: *JCE*

acsmediakit.org/jce | pubs.acs.org/journal/jceda8



THE WORLD'S PREMIER CHEMICAL EDUCATION RESOURCE

ADVERTISING SOLUTIONS WITH THE JOURNAL OF CHEMICAL EDUCATION

WRITTEN BY TEACHERS, FOR TEACHERS

The *Journal of Chemical Education* (JCE) is the world's premier resource for educators for accessing peer-reviewed articles, news, commentary, laboratory experiments and classroom activities related to chemistry and educational research. Reach leading educators through a suite of print and digital solutions.

IN PRINT

Published monthly, with a print circulation of 1,685, JCE delivers instructional planning resources, like lab experiments as effective ways to engage students with hands-on learning.



EMAIL ALERTS

Sent directly to the inboxes of 4,930+ JCE subscribers each month, each eTOC alert delivers relevant editorial content right into their inbox.

THE MOST EFFECTIVE APPROACH IS INTEGRATED

In the past, traditional mass media was the way to go when it came to advertising a product, service, or brand. Today's reality is that multiple media platforms must be used in concert — a mix of print and online advertising — before a prospect converts to a qualified lead. ACS is dedicated to growing your business and offering a variety of touch points to help connect with scientific educators.

ONLINE

The JCE web edition offers a wealth of information including current and archived issues for our readers. Accessed over 1.7 million times a year, the JCE landing page alone also receives 81,677 unique visits. Display advertising on the JCE web edition's platform is one of the best ways to keep your brand top-of-mind, generate leads, and drive traffic to your website.




➤ JCE DEMOGRAPHICS

GET IN FRONT OF THE RIGHT PEOPLE

1.7MM
ARTICLE
REQUESTS

EDUCATION

 **56%**
HAVE A DOCTORATE
DEGREE OR HIGHER

 **75%**
HAVE A MASTERS
DEGREE OR HIGHER

 **99%**
HAVE A BACHELORS
DEGREE OR HIGHER

PURCHASING

38%
RECOMMEND, SPECIFY
OR MAKE FINAL
PURCHASING DECISIONS

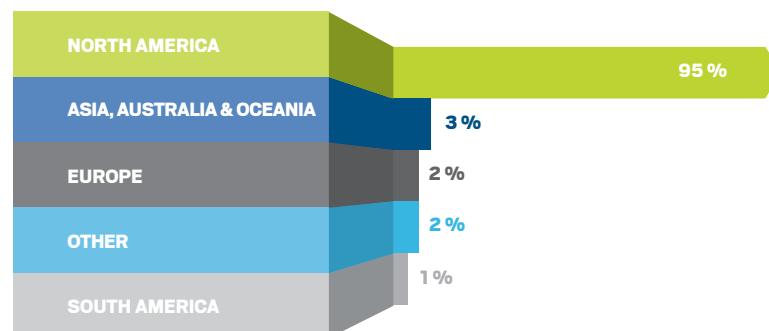
83%
ARE INVOLVED IN
PURCHASING
PROCESS

INDUSTRY

79%
ACADEMIA/
EDUCATION

4/5
WORK IN
EDUCATION/
ACADEMIA

GEOGRAPHIC BREAKDOWN



TOP

JOB TITLES

40% CHEMIST/SCIENTIST
20% INSTRUCTOR/DEPARTMENT HEAD
18% LAB MANAGER/EXECUTIVE
15% OTHER
7% ENGINEER

PRODUCTS PURCHASED

66% CHEMICALS/RAW MATERIALS & SPECIALTIES
63% GLASSWARE/CONSUMABLES
36% GASES & GAS EQUIPMENT
31% PUBLICATIONS (JOURNALS, BOOKS, & OTHER REFERENCES)
32% SPECTROSCOPY
28% CHROMATOGRAPHY/HPLC/GAS CHROMATOGRAPHY
27% FINE CHEMICALS/INTERMEDIATES/ CUSTOM CHEMICALS
27% TECHNOLOGY/COMPUTERS/ HARDWARE/SOFTWARE/SERVER
19% PH METER
18% CALIBRATION STANDARDS/ REFERENCE MATERIALS
16% VACUUM TECHNOLOGIES/EQUIPMENT
15% WATER PURIFICATION/DISTILLATION EQUIPMENT
12% NMR/NUCLEAR/RADIATION TECHNOLOGIES
12% HAZARDOUS WASTE & ENVIRONMENTAL SERVICES
12% MASS SPECTROMETRY
12% MICROSCOPY, IMAGING, LASERS & OPTICS



JCE 2021 CALENDAR

IN EVERY ISSUE

- Innovative and effective approaches to teaching and learning chemistry from introductory to advanced grades
- Novel and useful laboratory experiments for all levels of instruction
State-of-the-art ideas for applying technology in the classroom and laboratory
- Information to guide decisions for purchasing: instruments, chemicals, laboratory equipment, classroom materials, textbooks, software, technology

Issue	Ad Close Date	Ads Due to ACS	Editorial Focus	Special Features	Bonus Distribution
January	12/01/20	12/9/20	Chemical Safety Education: Methods, Culture, and Green Chemistry	Special Issue on Chemical Safety Education	
February	12/29/20	1/7/21	Inorganic Chemistry; Instrumentation; Spectroscopy; Teaching with Technology		
March	1/27/21	2/4/21	Introductory Chemistry; Organic Chemistry; Laboratory Equipment; Internet Applications for Teaching		
April	3/4/21	3/12/21	Analytical Chemistry; Environmental Chemistry; Green Chemistry; Computer Applications in Chemistry	Chemists Celebrate Earth Week 2021 (Reducing Our Footprint with Chemistry)	ACS Chemists Celebrate Earth Week; ACS Spring National Meeting
May	4/1/21	4/9/21	Biochemistry; Instrumental Analysis; Electrochemistry; Spectroscopy; Educational Software		
June	4/28/21	5/6/21	Chemistry Education Research; Assessment; Multimedia Materials		
July	6/2/21	6/10/21	Introductory Chemistry; Laboratory Equipment; Educational Software		
August	6/30/21	7/9/21	Organic Chemistry; Molecular Modeling; Computers in Chemistry		ACS Fall National Meeting
September	8/4/21	8/12/21	Interdisciplinary Teaching; Computer-Based Learning; Online Instruction		
October	9/1/21	9/10/21	Consumer Chemistry; Chemistry Outreach; Introductory Chemistry; Physical Chemistry; Web-Based Learning	Celebrating National Chemistry Week 2021 (Fast or Slow... Chemistry Makes It Go!: Reaction Rates)	ACS National Chemistry Week Celebration
November	9/30/21	10/8/21	Polymer Chemistry; Material Science; Computational Chemistry; Web-based Resources		
December	11/2/21	11/10/21	Chemical Education Research; Biochemistry; 3D Printing; Augmented Reality		

IN PRINT

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FURTHER EXPAND AN INTEGRATED MEDIA MIX WITH C&EN

Today's reality is that multiple media platforms must be used in concert with a mix of print and online advertising—before a prospect converts to a qualified lead.

ACS OFFERS A VARIETY OF TOUCH POINTS TO HELP

CONNECT WITH KEY DECISION MAKERS

ACS Publications also engages buyers when they're looking for shorter reads on industry trends and research news, through *Chemical & Engineering News* (C&EN)—a weekly print and online news magazine covering the global chemical enterprise and related sciences. With these platforms and audiences combined, ACS Publications and C&EN provide a frequency, authority, and audience that no other publisher can.

C&EN IN PRINT

The C&EN family is a truly global platform that cuts across vertical and horizontal markets to give you direct access to the world's leading scientists. With the largest print circulation among chemistry 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. C&EN is distributed to 100,000 decision makers and ACS members in print, with a pass through readership of 300,000.



**C&EN
PRINT
READERSHIP
100,000**

C&EN WEB TRAFFIC STATS PER MONTH

UNIQUE VISITORS | 779,251

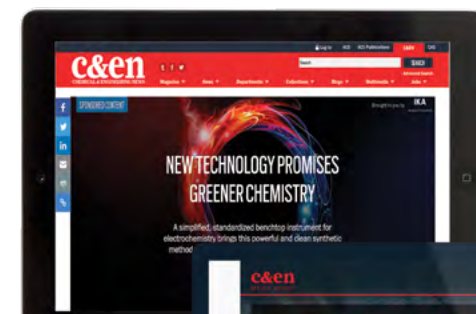
TOTAL VISITS | 1,008,833

PAGE VIEWS | 1,279,446

AVG TIME ON ARTICLES | 3:42

C&EN ONLINE

Reach the C&EN digital customers through web advertising and rich media ads on C&EN. From banner ads and high impact revealers to webinars and custom white papers, C&EN gives you brand building power through the interactivity and mobility of digital. Plus, your ad campaigns can run on both cen.acs.org and pubs.acs.org.



C&EN BRANDLAB

Our custom content studio partners with our advertisers to craft and share stories that appeal to scientifically minded audiences around the world. Bring a bring idea to life with our proven strategic process. Learn more and see our case studies at cenbrandlab.org.





C&EN BRANDLAB CASE STUDIES

CASE STUDY: CHALLENGING MARKET PERCEPTIONS TO INCREASE BRAND AWARENESS

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

Looking to raise more awareness around their overall mission and gain new sales contacts, the United Soybean Board worked with C&EN BrandLab to create two interactive quizzes that tested scientists' knowledge around the various uses of soy-based chemicals. These quizzes were promoted in an integrated cross-platform digital campaign that included newsletters, banner ads and social media campaigns.



THE RESULTS

200,056 total campaign impressions for both quizzes

1,228 users attempted the quizzes

40% of users completed the quizzes

CASE STUDY: HOW A LONG-TERM PARTNERSHIP BROUGHT CONTENT TO THE FOREFRONT

Wanting to showcase their company as champions of scientific discovery in the industry of colloidal silicas, W.R. Grace worked with C&EN's BrandLab team to increase product awareness and expand its customer pipeline.

The BrandLab team built a lead generation program that reinforced Grace's commitment and offer of expertise to their customers through integrated storytelling and native content.

THE PROGRAM

In addition to downloadable eBooks, a custom contest, which was promoted through digital and print ads, helped Grace engage with chemists across various academic and industry sectors.



THE RESULTS

8.5MM total number of campaign impressions

10,000+ total pageviews of Grace's custom content campaign

1,569 leads were delivered to client



2021 RATES & SPECIFICATIONS

Ready to reach over 31 million researchers and key decision makers that access our journals every year? Click below to download our 2021 print and digital rates and specs for all our journals, including the *Journal of Chemical Education* and *Journal of the American Society for Mass Spectrometry*.

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