

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 crop protection startups and phthalate plasticizers. The Global Change sub-track goes beyond corporate platitudes to explore real issues around sustainability, green chemistry, and clean water. The Agro/Crop Science sub-track 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

JUN
12

GREEN CHEMISTRY

OCT
30

BIOBASED CHEMICALS

ADDITIONAL SUSTAINABILITY FEATURES

Global Change

FEB 20 SUSTAINABILITY
APR 17 ENVIRONMENTAL CHEMISTRY
SEP 25 ENERGY
OCT 23 WATER TECHNOLOGIES

Agro/Crop Science

MAY 1 AGROCHEMICALS
SEP 11 CROP SCIENCE

Food, Flavors & Nutrition

FEB 6 FOOD SCIENCE
JUL 31 FOOD CHEMISTRY

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.

2017 C&EN ADVERTORIAL EDITORIAL CALENDAR

There are more opportunities than ever to get your message in front of C&EN's audience. Book a C&EN Advertorial—a content-driven advertising feature placed alongside top-notch editorial work. Find your opportunity in the list below, and ask us about combining your advertorial with an editorially-led webinar.

5 WAYS TO AUTOMATE YOUR LAB JAN 2 ISSUE

Advertorial Content Due: Dec 1, 2016

C&EN's first advertorial will encompass technologies from laboratory robotics, automated instruments like autosamplers, software algorithms, high-throughput screening, and combinatorial chemistry.

LAB HACKS: METHODS TO INCREASE PRODUCTIVITY MAR 20 ISSUE

Advertorial Content Due: Feb 20, 2017

This issue will feature a collection of commentaries from scientists describing their laboratory tips and tricks to be more productive.

THE LAB OF TODAY—TOP 10 INSTRUMENTS ALL CHEMISTS NEED MAY 22 ISSUE + WEBINAR

Advertorial Content Due: Apr 24, 2017

A conversation for any scientist, this series will focus on common instrumentation products found in laboratories, such as NMR, HPLC, Mass Spec, UV-VIS, Microscopes, and water purifiers.

INNOVATION IN PERSONAL CARE & COSMETICS JUL 10 ISSUE + WEBINAR

Advertorial Content Due: Jun 12, 2017

Cosmetics companies have an interesting story to tell with the chemistry behind their every-day, commonly used products. This opportunity with C&EN will give special attention to the companies leading the way in their niche.

CANNABIS CHEMISTRY AUG 28 ISSUE + WEBINAR

Advertorial Content Due: Jul 31, 2017

This advertorial will cover new governmental regulations and quality standards, and will be ideal for companies looking to move their existing instruments into this growing industry.

TOP 20 DRUGS OF 2017 OCT 2 ISSUE + WEBINAR

Advertorial Content Due: Sep 4, 2017

Now a staple with readers, C&EN will return to analyze the Top 20 Drugs in its fourth installment on the topic.

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