

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 featuring a number of new editorially-led webinars around key instrumentation themes. Review our instrumentation-focused features below to find the right issue for your next campaign.

ANCHOR ISSUES

MAR
6

C&EN'S TOP INSTRUMENT COMPANIES

MAY
22

NATIVE ADVERTISING SECTION & WEBINAR:
TOP 10 INSTRUMENTS ALL CHEMISTS NEED

ADDITIONAL INSTRUMENTATION FEATURES

Chromatography

MAR 6 PITTCON PREVIEW
JUN 26 AIR QUALITY & ANALYSIS
JUL 17 MATERIALS ANALYSIS
OCT 23 WATER TECHNOLOGIES

Mass Spectrometry

JUN 5 PHARMA ANALYSIS
JUN 26 AIR QUALITY & ANALYSIS
JUL 17 MATERIALS ANALYSIS
OCT 23 WATER TECHNOLOGIES

KEY BONUS DISTRIBUTIONS

AACC, ACS Fall Nat'l Meeting, ASMS, BIO, CPhI China, DIA, HPLC, IFT, Pittcon, Semicon West

KEY ACS JOURNALS

Accounts of Chemical Research
Analytical Chemistry
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.

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.

See the full editorial calendar at bit.ly/2017CENCalendar

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