



## Fast Facts

- Display, recruitment and product launch advertising carried
- Circulation 5,000
- Frequency monthly
- Format A4 magazine and online at [www.soci.org/chemistryandindustry](http://www.soci.org/chemistryandindustry)
- Readership SCI members and industry professionals
- Publisher John Wiley & Sons Ltd on behalf of SCI

## MEDIA INFORMATION 2012

↗ Advertising: companies A-K  
email [jwakefield@wiley.com](mailto:jwakefield@wiley.com)  
telephone +44 (0)1243 770272

↗ Advertising: companies L-Z  
email [wfrost@wiley.com](mailto:wfrost@wiley.com)  
telephone +44 (0)1243 770350

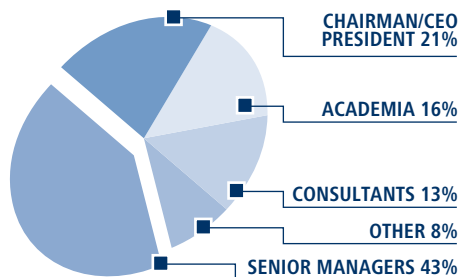
# Chemistry & Industry

# The right chemistry creates the right partnership

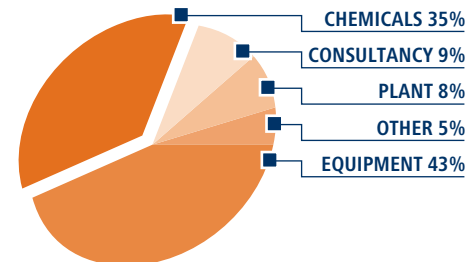
## Chemistry & Industry

- **Chemistry & Industry** is a news breaking, topical and international chemistry-based magazine published on behalf of the SCI bridging the gap between scientific innovation and industrial and consumer products. It specialises in the authoritative, objective and yet easy to understand interpretation of scientific information. It is relied on by an industry-informed readership, particularly interested in keeping abreast of current innovations and commercialisation of research and discovery.
- **Chemistry & Industry's** readers are business people, opinion formers and decision makers from all sectors of chemistry-related scientific organisations, from universities and research organisations to chemical and pharmaceutical producers, entrepreneurs and SMEs and other technology-based manufacturers and suppliers.
- **Chemistry & Industry** provides an extremely targeted global readership of high-level specifiers and purchasers of materials, equipment and services. Over 70% of Chemistry & Industry readers work in industry and over 60% represent higher levels of management including presidents, CEOs and chairmen.
- **Chemistry & Industry's** editorial is focused on scientific and industrial innovation that will result in commercially significant developments in the next ten years.
- **Chemistry & Industry** combines strong news coverage with a diverse features programme.
- **Chemistry & Industry's** news coverage regularly includes breaking stories that are picked up by the print and broadcast media both in the UK and the rest of the world

### Circulation profile



### Purchasing influence



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The right chemistry  
creates the right  
partnership

## Rate Card

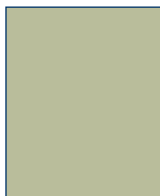
Type	Rate	Size	Bleed	Trim
Outside back	£2,500	270x195mm	303x216mm	297x210mm
Inside front	£2,200	270x195mm	303x216mm	297x210mm
Inside back	£2,200	270x195mm	303x216mm	297x210mm
Double page spread	£2,950	270x405mm	303x426mm	297x420mm
Full page	£2,100	270x195mm	303x216mm	297x210mm
Half page horizontal	£1,400	130x195mm	150x216mm	135x210mm
Quarter page vertical	£900	130x95mm		

## Recruitment

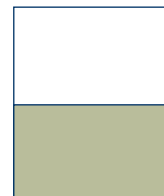
full page	£2,400
1/2 page	£1,600
1/4 page	£1,000

## Online

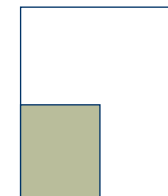
Right hand button banner	£150/month	120x60 px
Right hand sky scraper	£500/month	120x600 px



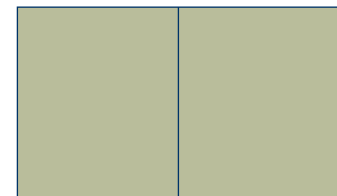
Full page



Half page



Quarter page



Double page spread

SCI members get 25% off rate card

## Design service

We can help design your advertisement to achieve maximum impact.


Ask about creative ideas.

 **Advertising: companies A-K**  
email [jwakefield@wiley.com](mailto:jwakefield@wiley.com)  
telephone +44 (0)1243 770272

## Special opportunities

Inserts, gatefolds and stitched in inserts are also available.

All prices on application.

 **Advertising: companies L-Z**  
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## C&I feature focus

Issue	date	ad deadline	focus	show
1	3 January 2012	9 December 2011	Outlook for 2012	
2	3 February 2012	19 January 2012	Speciality chemicals	Informex 7–10 Feb
3	2 March 2012	16 February 2012	Lab equipment	Pittcon 11-15 Mar/ACS 25-29 Mar
4	2 April 2012	15 March 2012	Polymers & plastics	
5	4 May 2012	19 April 2012	Process technology	Chemspec 13-14 Jun
6	1 June 2012	17 May 2012	Environment	
7	5 July 2012	21 June 2012	Biotechnology	BIO 18-21 June
8	2 August 2012	19 July 2012	Food and agriculture	ACS fall 19-23 Aug
9	6 September 2012	23 August 2012	Energy	Pharma & Chemical Outsourcing, Sept
10	4 October 2012	20 September 2012	Nanotechnology	
11	1 November 2012	18 October 2012	Pharmaceuticals	FT Pharma meeting, Dec
12	6 December 2012	22 November 2012	Winter holiday special	

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