




#### Fast Facts

- **Display**, recruitment and product launch advertising carried
- **Circulation** 2,300
- **Frequency** 11 issues/year
- **Format** A4 magazine and online at [soci.org/chemistry-and-industry](http://soci.org/chemistry-and-industry)
- **Readership** SCI members and industry professionals
- **Publisher** John Wiley & Sons Ltd on behalf of SCI

# MEDIA INFORMATION 2021

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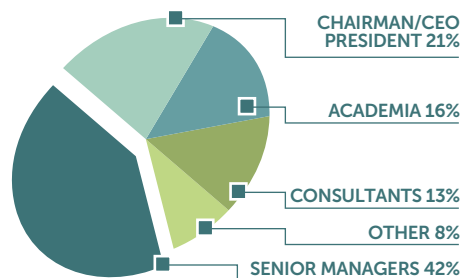
**Chemistry&Industry**

The right chemistry  
creates the right  
partnership

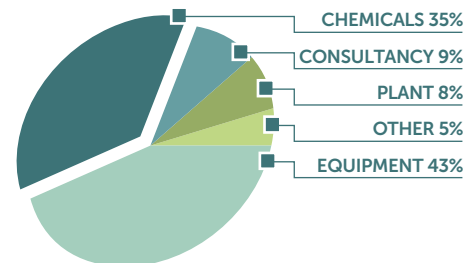
## Chemistry & Industry

- *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



The right chemistry  
creates the right  
partnership

## Rate Card

prices also available in Euros and US Dollars on request

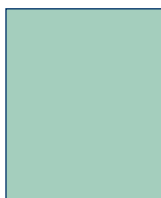
Type	Rate	Size	Bleed	Trim
<b>Outside back</b>	£1,250	270x195mm	303x216mm	297x210mm
<b>Inside front</b>	£1,100	270x195mm	303x216mm	297x210mm
<b>Inside back</b>	£1,100	270x195mm	303x216mm	297x210mm
<b>Double page spread</b>	£1,400	270x405mm	303x426mm	297x420mm
<b>Full page</b>	£950	270x195mm	303x216mm	297x210mm
<b>Half page horizontal</b>	£700	130x195mm	150x216mm	135x210mm
<b>Half page vertical</b>	£700	270x89mm	303x102mm	297x99mm
<b>Third page vertical solus</b>	£550	270x58mm		
<b>Quarter page</b>	£400	130x95mm		

### Recruitment

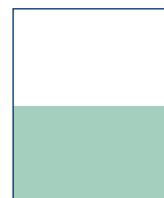
<b>full page</b>	£900
<b>1/2 page</b>	£650
<b>1/4 page</b>	£350

### Online

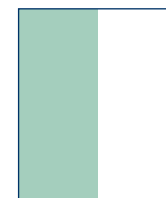
<i>Right hand button banner</i>	£150/month	120x60 px
<i>Right hand sky scraper</i>	£500/month	120x600 px



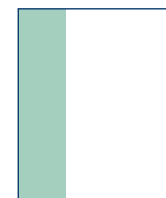
Full page



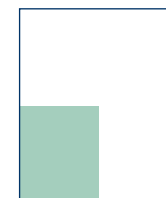
Half page



Half page vertical



Third page vertical



Quarter page

## Design service

We can help design your advertisement to achieve maximum impact. Ask about creative ideas.

## Special opportunities

Inserts, gatefolds and stitched in inserts are also available. All prices on application.


## C&I deadline dates


Issue	date	ad deadline
1 <i>January</i>	13 January 2021	16 December 2020
2 <i>February</i>	10 February 2021	27 January 2021
3 <i>March</i>	10 March 2021	24 February 2021
4 <i>April</i>	7 April 2021	24 March 2021
5 <i>May</i>	5 May 2021	21 April 2021
6 <i>June</i>	9 June 2021	26 May 2021
7/8 <i>July/August</i>	14 July 2021	30 June 2021
9 <i>September</i>	8 September 2021	25 August 2021
10 <i>October</i>	6 October 2021	22 September 2021
11 <i>November</i>	3 November 2021	20 October 2021
12 <i>December</i>	8 December 2021	24 November 2021

In every issue, *C&I* looks at innovation in the chemical and chemically-related industries from life science including pharmaceuticals and agrochemicals, through food and agriculture to energy, water, materials and the environment as well as business aspects relevant to all industry sectors.

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