



# Chromatography Today

Chromatography Today is published four times a year and read by over 12,000 qualified professionals involved in separation science.

The magazine's main target readership attracts lab managers, analysts and professionals working within quality control, research & development.

Chromatography Today, published with the full support of The Chromatographic Society (Chrom Soc) and the Chromatographic Society of India (CSI), offers subscribers and sponsors a publication which has access to a network of reputable, experienced chromatographers and is distributed to global subscribers and at specialist meetings and conferences.

Each issue of Chromatography Today features in-depth articles exploring the latest techniques within chromatography, as well as industry news, information about the latest products, training courses, exhibitions and conferences. Articles and news from the Chromatographic Society as well as biographies of ChromSoc medal winners are also featured.

Chromatography Today is also produced in our 'eazy Publish' 'eJournal' format allowing on screen page turning of the magazine.

This format produces an additional 10,000+ page views per issue per month from over 30 countries worldwide.

## Issue Details

February/March	(A4)	Copy date: 20/01/12
<b>Focus</b> Gas Chromatography		<b>Extra Exhibition Coverage</b> Pittcon (USA) Analytica (Germany) Arablabs (UAE)
May/June	(A4)	Copy date: 20/04/12
<b>Focus</b> Coated Shell Technologies		<b>Extra Exhibition Coverage</b> HPLC (USA) Achema (Germany) ASMS (Canada)
August/September	(A4)	Copy date: 20/07/12
<b>Focus</b> Monoclonal Antibody Analysis		<b>Extra Exhibition Coverage</b> IMSC (Japan)
November/December	(A4)	Copy date: 20/10/12
<b>Focus</b> Green Chromatography		

## Scientific Meetings Calendar 2012

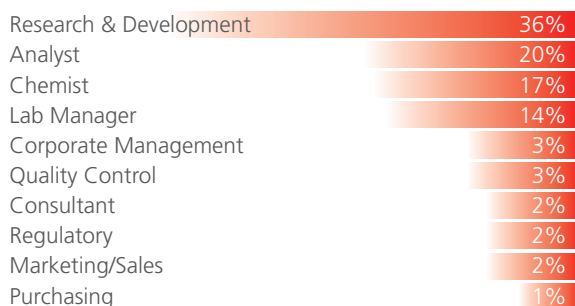
	Exhibition	Dates	Country
<b>January</b>	HTSP- 2 Symposium	31st Jan - 1st Feb	Belgium
<b>February</b>	HTC-12 Symposium	1st Feb - 3rd Feb	Belgium
	Workshop on Informatics and Data Management	9th Feb	UK
<b>March</b>	Microscale BioSeparations	12th Feb - 15th Feb	Switzerland
	Pittsburgh Conference	11th Mar - 16th Mar	USA
<b>April</b>	Meeting on Monoclonal Antibodies	15th March	UK
	BMSS Conference and Workshop	16th April -18th April	UK
<b>May</b>	Analytica 2012	17th April - 20th April	Germany
	60th ASMS	20th May - 24th May	Canada
<b>June</b>	Chrom Soc Spring Symposium	29th May - 30th May	UK
	EuPA/BSPR Proteomics Meeting	3rd June - 6th June	UK
	HPLC 2012	16th June - 21st June	USA
<b>September</b>	Achema 2012	18th June- 22nd June	Germany
	ISC 2012	9th Sept- 12th Sept	Poland
	IMSC 2012	15th Sept- 21st Sept	Japan

## Circulation

Chromatography Today is sent to over 7000 readers in the United Kingdom and Ireland and is also emailed to over 8,000 readers in the UK, Europe and Asia. It can also be viewed online and articles downloaded at

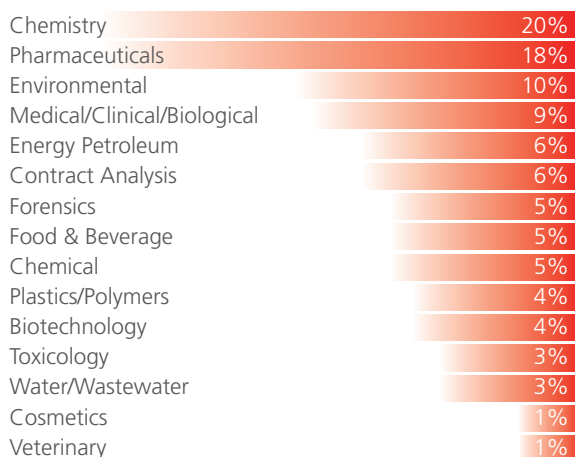
[www.chromatographytoday.com](http://www.chromatographytoday.com)

## Job Function



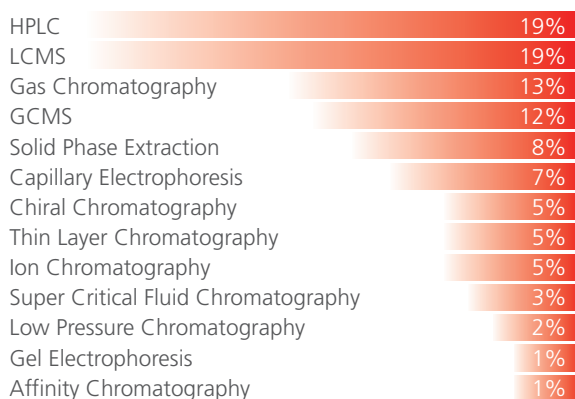
Publisher's Statement

## Areas of Work



Publisher's Statement

## Detailed Areas of Work Main Techniques



Publisher's Statement

## Display Advertising Rates 2012

Type	Price
A4 Page	£2,195
1/2 A4 Page	£1,295
1/3 A4 Page	£895
1/4 A4 Page	£695
1/6 A4 Page	£500

Currency: pounds sterling (£)

## e-Newsletter Rates 2012

25.3% Average open rate.

### New look website & e-Newsletters

We have updated the Chromatography Today website to give it a fresh new look and to bring it in-line with our other websites.


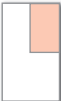

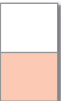




The e-Newsletters have also taken on the new format giving more opportunities to more companies to sponsor/advertise.

We now have 4 options for the e-Newsletters:

- e-Newsletter insertion – 500 words, 3 unique url links and up to 3 images - £225
- e-Newsletter insertion + **Header Banner** W468 x H60 - £525
- e-Newsletter insertion + **Skyscraper Upper** W120 x H600 - £475
- e-Newsletter insertion + **Skyscraper Lower** W120 x H600 - £350

Discounts are available if multiple insertions are booked. Please speak to your account manager for details.

## Mechanical details for Chromatography Today

 <b>A4 page</b> Trim: 210 x 297mm Bleed: 216 x 303mm	 <b>1/4 A4 page</b> 90 x 126mm	 <b>1/6 A4 page</b> 59 x 132mm
 <b>1/2 A4 page</b> 182 x 135mm	 <b>1/3 A4 page</b> 182 x 86mm	 <b>1/6 A4 page</b> 88 x 86mm
 <b>1/2 A4 page</b> 88 x 269mm	 <b>1/3 A4 page</b> 58 x 269mm	

See page 25 for more mechanical details.

### Print media: Achieve your marketing goals

- **Build your brand**
- **Engage your customers**
- **Generate quality leads**

## Reader Questionnaire

Chromatography Today has recently surveyed its readers to see how they respond to your advertisements and editorials within the journal.

**On average 3 people read each issue of Chromatography Today, this means to a total readership of over 40,000.**

When asked "How do you initially find out about new technologies and products?"\*

- 67% of readers use trade magazines
- 57% of readers use email newsletters
- 54% use exhibitions

When asked "How do you request more information about adverts and editorials featured in Chromatography Today?"\*

- 82% of readers went directly to the advertisers' website
- 40% of readers emailed the advertiser directly
- 16% of readers used Chromatographytoday.com to request more information
- 14% of readers called the advertiser directly

When asked "When purchasing products, what influences your buying decisions?"\*

- 87% of our readers suggested the most important factor influencing their purchasing decision was "buying from a well known brand"

\*Readers were able to select more than one option.

*"This magazine is a vital publication for all chromatographers who want to keep up to date in the industry. Packed with high quality, technically focused articles and consistently delivering a 'good read', Chromatography Today performs an integral role in our overall Marcom strategy and provides an unbeatable vehicle for the promotion of our Ultra Pure ACE HPLC columns."*

John Worsley

Business Development Manager, ACT

Also available in a digital version at:  
[www.chromatographytoday.com/ejournal/](http://www.chromatographytoday.com/ejournal/)

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