

# Advertising Options

## Be sure of a successful product

The advertising opportunities offered by the RSC across our products are very flexible and designed to meet your particular needs. Compared to our nearest competitors, we can offer much better value in terms of reaching chemical scientists.

## Select your reaction vessel

*Chemistry World*, the awarding winning magazine from the RSC, is distributed to 49,254 (ABC Jan-Dec 09) members worldwide every month.

Since launch in October 2006, the *Chemistry World Podcast* has established a large following. Sponsorship opportunities are available.

*Chemistry World: China* is an exciting advertising opportunity and major enhancement to *Chemistry World*, providing additional content on the current and future impact Chinese research will have for the chemical sciences and industry.

The impressive RSC journal, database and magazine portfolio spans a multitude of increasingly interdisciplinary subject areas.

RSC conferences and events span a broad range of activities, including major conferences, symposia, and training events, organised and supported by the RSC to enhance awareness and promote a positive image of the chemical sciences.

Become a part of *ChemSpider*, the richest single source of free structure-based chemistry information online. The result will be exposure of your goods and services and support of an important resource to support chemists around the world.



## Choose your reagents

### Display

A great way to create real impact, with a variety of options and placements available. In *Chemistry World* and *Chemistry World: China*, these options include two page advertorials written for you in the editorial style of the magazine, but fully branded as an advertisement.

### Recruitment

RSC magazines and journals are simply the best place to advertise if you're looking for experienced and highly qualified professionals.

Every full RSC member and recipient of *Chemistry World* has a recognised degree in the chemical sciences, with 49% also holding a higher qualification. And by advertising in our journals, you can target an even more specialised audience with expert skills.

### Online advertising

Our thriving websites offer online banner and recruitment advertising options that give you the opportunity to reach not only our members but also a wider community of chemical scientists across the globe.

Our banner advertising software allows you maximum flexibility to tailor your advert specifications to best suit your requirements, and will keep you fully updated of the progress of your campaign and give you detailed results on impressions, click throughs and also demographic information.

*ChemistryWorldJobs* is the ideal site for recruiting chemical scientists for your vacancies. Advertising options include: buttons; profile pages; single and multiple job listings; and access to our high quality CV database. A number of competitive packages are also available.

We also offer a range of other electronic options which include the *Chemistry World Webinar* series, sponsored newsletters and e-campaigns.

### Inserts

These can be bound or loose and inserted in each magazine (except *Chemistry World: China*). It's possible to insert the same piece of material in every copy or, alternatively, 'split' the run with different literature.

### Consultancy

Available in the print issue of *Chemistry World*, this is the place to advertise if you are a consultant, offer a service or have spare capacity in your laboratory. Let the world know what you have to offer, at highly competitive rates.

### Sponsorship

A variety of sponsorship opportunities are available to potential advertisers, from conference events, to interactive new features, such as the *Chemistry World* podcast.

### List rental

Renting lists of our members is an excellent way of making direct contact. We recognise that you may not want to approach the whole database, which is why we offer you the opportunity to select by employment, subject, type of work, interest and location.

Our members can also be targeted by division, comprising:

- Analytical
- Chemical Biology
- Dalton (Inorganic)
- Education
- Energy & Sustainability
- Environment
- Faraday (Physical)
- Industry & Technology
- Materials Chemistry
- Organic

Using "merge and purge" de-duplication, we can ensure that you have a precisely defined group to match your desired profile.

You'll appreciate that we can't disclose members' names and addresses, so all mailings must be sent by one of our approved UK mailing houses.

Electronic direct mail is also available – please contact your representative for details.

Find out more or request a postal mailing count by visiting the website at [www.rsc.org/listrental](http://www.rsc.org/listrental)



# chemistryworld

## 49,254 reasons why you should advertise in *Chemistry World*

That's 49,254 (ABC Jan-Dec 09) RSC members who receive the award-winning *Chemistry World* every month; usually to their home address. Target your message directly at the people you want to read it.

Our readers are people with real influence and purchasing power in a range of different businesses and organisations. With its in-depth news and analysis, career development information, technology features and topical stories, the magazine is a must-read for key decision-makers.

*"Chemistry World is our first choice when it comes to targeting chemistry professionals. There is no better choice when it comes to promoting chemistry focused products, it manages to be not only a serious journal but also an entertaining read."*

Jackie Taylor, Marketing Communications Manager,  
Bibby Scientific Limited

*"We have been advertising our Analytical Services offering in Chemistry World for over 2 years now and have always been delighted with both the service provided and the results achieved."*

Vicki Blount, Boots Contract Services



We often run thematically or geographically focused issues, meaning that you can target your advertising at a specific market by selecting a suitable edition up to 12 months in advance.

Or take advantage of our web advertising opportunities and widen your audience even further.

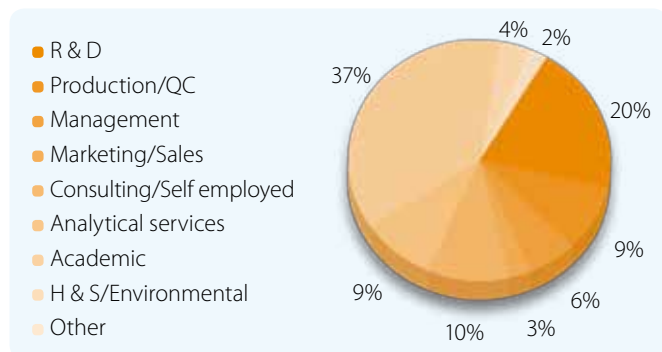
Why not sponsor the popular *Chemistry World Podcast*? A long term sponsorship package includes a verbal credit at the beginning and end of the podcast broadcast, addition of your company name/ logo to our podcast web banners, featured prominently across the *Chemistry World* and RSC website, and addition of your logo to our podcast display advertisement, including guaranteed inclusion in a print issue of *Chemistry World*.

*Chemistry World: China* offers you a unique opportunity to access the rapidly growing market in China. Published quarterly online, a proportion of the magazine is translated into Mandarin, with an additional news section written by local reporters and focusing on developments in Chinese chemical science, policy and business. It's a great way to promote your company products and brand to China's leading chemical scientists.

## More about *Chemistry World* readers

### Subscriber demographics

*Chemistry World* has a broad footprint across the chemical sciences. Our readers work in an array of different fields.



Source data: RSC member statistics 2006

### Job titles

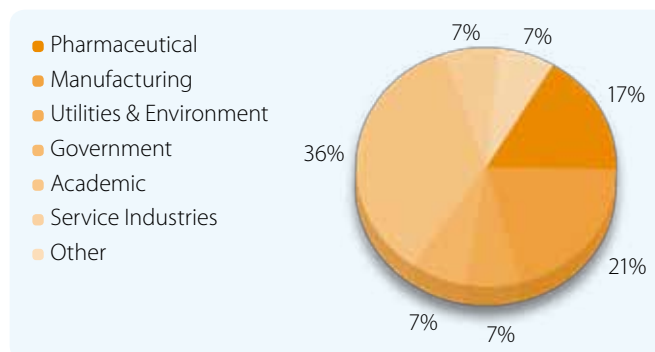
From post doc to president, we've got it covered.

CEO/President	4%
Professor	2%
Assoc. Professor/Snr. Lecturer	5%
Research Director	2%
Sales Director	2%
Head of Department	14%
Consultant	7%
Research Scientist	21%
Post Doc	4%
Other	39%

Source data: *Chemistry World* 2005 reader survey

### Industries reached

Which industries are you currently targeting? Our readers are based across the key industry sectors.



Source data: RSC member statistics 2006

### Specified product purchases (last two years)

Advertise your product to people with real purchasing power.

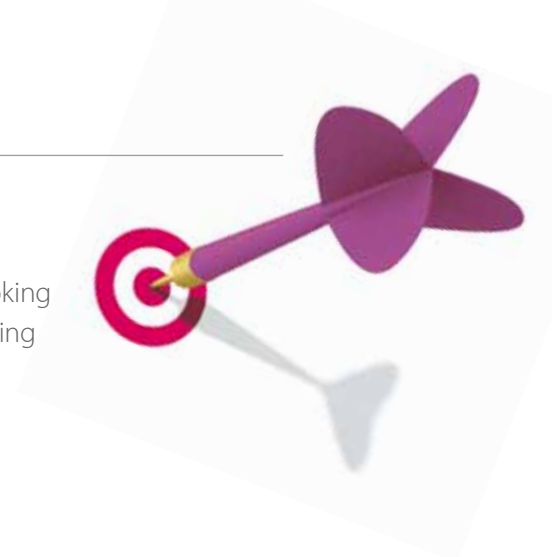
Computer Hardware/Software/LIMS	54%
Books	75%
Speciality Chemicals	50%
Spectroscopy Equipment	22%
Electrophoresis Equipment	3%
Microscopy Equipment	7%
QC/QA Equipment	15%
Detectors	15%
Balances	21%
Chromatography/HPLC Equipment	24%
Robotics/Automation	9%

Source data: *Chemistry World* 2005 reader survey



# Recruitment

Through our award-winning publication *Chemistry World*, RSC members keep abreast of not only the latest developments in their field, but also new career opportunities. This makes the magazine the best place to advertise if you're looking to recruit experienced and highly qualified professionals – or those just embarking on their career in the chemical sciences.



Every full RSC member and recipient of *Chemistry World* has a recognised degree in the chemical sciences, with 49% also holding a higher qualification.

That's more than 47,000 chemistry specialists who receive the magazine every month, usually to their home address, allowing you to target your message directly at the people you want to read it.

In the past year, we've helped recruit key positions across the chemical sciences, including:

- Analytical Chemists
- Researchers in Organic and Inorganic Chemistry
- Chemical Engineering
- Senior Development Chemist
- Lectureships in Organic Chemistry
- Professor in Medicinal Chemistry
- Project Manager Nanotechnology
- Synthetic Organic Chemists
- Medicinal Chemists
- Computational Chemists

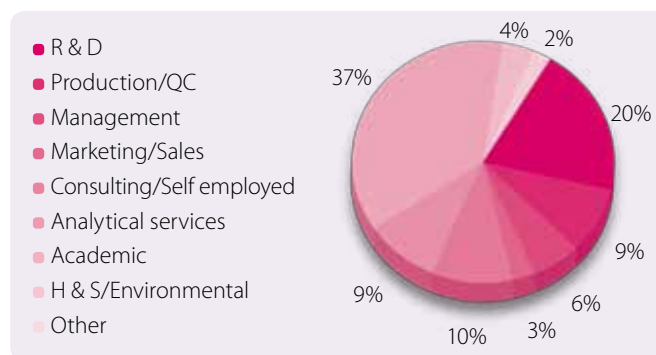
We've worked with some of the key employers across the public and private, industrial and academic sectors:

- Schering Plough
- TDA
- Almac
- Novartis
- British Energy
- Eisai
- AWE
- University of Oxford
- University of Manchester
- University of Dundee
- University of Bangor

## More about *Chemistry World* readers

### Subscriber demographics

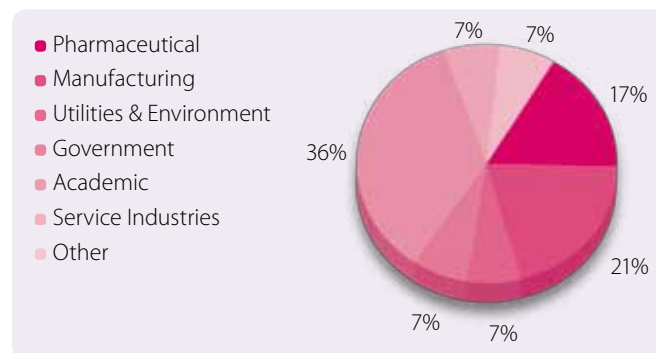
*Chemistry World* has a broad footprint across the chemical sciences. Our readers work in an array of different fields.



Source data: RSC member statistics 2006

### Industries reached

Which industries are you currently targeting? Our readers are based across the key industry sectors.



Source data: RSC member statistics 2006

# chemistryworldJobs

If you are recruiting specialists for your vacancies, *Chemistry World Jobs* should be your first choice for online advertising. You can reach not only our members but also a large number of non-members right across the globe.

Among the visitors to the RSC website are active job hunters, who can search for vacancies and apply online for the latest jobs. A CV upload facility further increases visibility to potential recruiters.

For recruiters, the advertising options include buttons, profile pages, single and multiple job listings, as well as access to our high quality CV database. A number of competitive packages are also available.

For details, contact our recruitment team or visit

[www.chemistryworldjobs.org](http://www.chemistryworldjobs.org)

*"We were delighted with the high standard of responses we received following our recent job advertisement on the Chemistry World Jobs website. It was easy to place the advertisement, the rates are very competitive and overall we are very happy we selected this method of advertising."*

Julie Wickenden, TSGE, UK

## Other recruitment advertising opportunities

### **Chemistry World: China**

Distributed to top Chinese chemical scientists, this magazine offers a unique opportunity to access this huge market.

### **RSC Publishing**

Our wide range of internationally recognised products provides the perfect vehicle for reaching a global audience of researchers in industry and academia.

### **ChemCareers**

An event organised by the RSC, ChemCareers is the UK's leading recruitment fair for the chemical sciences.

For further details on any of the recruitment opportunities listed here, please contact our recruitment team: [recruitment@rsc.org](mailto:recruitment@rsc.org)



# RSC Publishing

If you want to access a specialist market, advertising in our journals and database products provides the perfect vehicle to get your message across to a global audience of researchers in industry and academia.



The impressive RSC journal portfolio spans a multitude of increasingly interdisciplinary subject areas. With a choice of display, recruitment and online advertising options, at highly competitive rates, you can tailor your message to best suit your requirements and budget.

## New for 2010

*Chemical Science* will publish findings of exceptional significance from across all the chemical sciences.

*MedChemComm* will be the official journal of the European Federation for Medicinal Chemistry (EFMC) and will publish medicinal chemistry research, including new studies related to biologically-active chemical or biochemical entities that can act as pharmacological agents with therapeutic potential or relevance.

*Polymer Chemistry* will publish advances in polymer chemistry, encompassing all aspects of synthetic and biological macromolecules and related emerging areas.

## Weekly publications

*ChemComm* is the leading weekly chemical communications journal, renowned as the fastest publisher of articles providing information on new avenues of research, drawn from all the world's major areas of chemical research.

*Dalton Transactions* is one of the world's most respected international inorganic chemistry journals and the leading European inorganic chemistry journal.

*Journal of Materials Chemistry*, the first weekly journal in the materials field, publishes work of international significance on all aspects of materials chemistry.

*PCCP*, jointly published with 15 international chemical societies, is one of the most important journals in its field, publishing original work in physical chemistry, chemical physics and biophysical chemistry.

## Key journals

*Analytical Methods*, launched in 2009, communicates research on the advancement of analytical techniques for use by the wider scientific community.

*Energy & Environmental Science*, launched in 2008, publishes all aspects of the chemical sciences relating to energy conversion and storage, alternative fuel technologies and environmental science.

*Green Chemistry* is the leading journal in its field, publishing cutting edge research that reduces the environmental impact of the chemical enterprise by developing alternative sustainable technologies.

*Integrative Biology*, launched in 2009, publishes research that explains biological processes, mechanisms and phenomena through quantitative enabling technologies at the convergence of biology with physics, chemistry, engineering, imaging and informatics.

*Lab on a Chip* provides a unique forum for the publication of highly novel, original research dealing with miniaturisation at the micro or nano scale.

*Metalomics*, launched in 2009, covers the research fields related to metals in biological, environmental and clinical systems.

*Nanoscale*, launched in 2009, publishes experimental and theoretical work across the breadth of nanoscience and nanotechnology. It is published in collaboration with the National Center for Nanoscience and Technology, Beijing, China.

## Other journal products

- Analyst
- Annual Reports on the Progress of Chemistry
- Chemical Society Reviews
- CrystEngComm
- JAAS (Journal of Analytical Atomic Spectrometry)
- Journal of Environmental Monitoring
- Faraday Discussions
- Molecular BioSystems
- Natural Product Reports
- New Journal of Chemistry
- Organic & Biomolecular Chemistry
- Photochemical & Photobiological Sciences
- Soft Matter

## Database products

- Analytical Abstracts
- Chemical Hazards in Industry
- Chromatography Abstracts
- Catalysts & Catalysed Reactions
- Laboratory Hazards Bulletin
- Mass Spectrometry Bulletin
- Methods in Organic Synthesis
- Natural Product Updates

## Supplementary opportunities

RSC Publishing news supplements *Highlights in Chemical Biology*, *Highlights in Chemical Science* and *Highlights in Chemical Technology* provide succinct accounts of the latest developments and important scientific advances published across the breadth of RSC journals. Published monthly, each issue is freely available online.

*Education in Chemistry* is the only magazine in the UK aimed at teachers of chemistry at all levels. Sent to 6,000 UK teachers every other month, the magazine is written by its readers for its readers, and covers the whole spectrum of chemistry teaching, from balanced science in secondary courses to the final stages of undergraduate courses.



# Conferences and Exhibitions

The RSC organises a great many conferences and events, which provide excellent opportunities to promote your products and services to a wide audience. The sponsorship packages available are outlined briefly below, but please contact the Advertising office for further details and pricing information.



## Sponsorship opportunities

### Exhibition stand

Our exhibition spaces are situated close to refreshment areas and provide a perfect opportunity to capture the attention of all those potential customers. As an added benefit to exhibitors, we'll display a link to your website on our own conference site and include your company information in the information handed to delegates.

### Insert in delegate bags

Why not raise your company profile by inserting keyrings, pens, pads, memory sticks, CDs or brochures into our conference delegate bags? Your branded promotional material will be inserted into our conference delegate bags. (Please note that any printed insert must be no bigger than A4 and no longer than 10 pages.)

### Lunch

What better way to a delegate's heart than through their stomach? Sponsor a conference lunch and make sure you get everyone's attention!

Your company logo will be prominently displayed while lunch is served and your support acknowledged, both in the programme and on the conference website.

### Drinks receptions

These provide an excellent opportunity to reach delegates in an informal environment. Welcome delegates to the conference at our opening drinks reception or sponsor a relaxed pre-dinner drinks event. Your company logo will be prominently displayed on site and your support acknowledged, both in the programme and on the conference website.

## ChemCareers 2010

A national one-day event organised by the RSC, *ChemCareers* is the UK's leading recruitment fair for the chemical sciences, highlighting the breadth of career opportunities available to chemical scientists in academia, the chemical industry and other sectors. Located in a major city to attract a broad spectrum of attendees from all over the UK, and with over 1,000 paying delegates and more than 40 exhibitors, *ChemCareers* is an excellent opportunity to meet those studying and working in the chemical sciences. This careers forum offers delegates the chance to meet prospective employers, receive expert advice from professionals and gather information on career options. Delegates at the 2008 event commented:

*"ChemCareers is excellent for specific science roles, whereas at general careers fairs technical people are always fobbed off."*

*"Very informative and enjoyable, a well organised event. Thank you!"*

*"... will be recommending to our ChemSoc next year that they support the event as it is for people who are interested in a career in science, not just chemistry."*

Exhibitor opportunities include stand packages, catalogue and web advertisements, and sponsorship opportunities. Representatives from visiting companies and academic institutions are able to talk to chemical scientists on a one-to-one basis and discuss career opportunities.

### Testimonials from previous exhibitors at ChemCareers

**Mundipharma Research Ltd** – *"A great opportunity to raise the profile of the company and talk on a one-to-one basis with prospective employees."*

**Ajay Patel, Operations Manager, CK Science** – *"As one of the sponsors for the event we found it a great forum to meet chemists looking for work face to face and raise our profile directly with our target audience."*

For more information on the opportunities available at this event, please contact the Advertising office.



### International Symposia on Advancing the Chemical Sciences

A new generation of global conferences

2010 see the first three events in an new global symposia series: the International Symposia on Advancing the Chemical Sciences (ISACS):

- **Challenges in Organic Chemistry and Chemical Biology (ISACS1)**  
6-9 July 2010, San Francisco, USA
- **Challenges in Physical Chemistry and Nanoscience (ISACS2)**  
13-16 July 2010, Budapest, Hungary
- **Challenges in Inorganic & Materials Chemistry (ISACS3)**  
20-23 July 2010, Hong Kong, China

A range of promotional opportunities are available at these events – please contact the Advertising office for details.

### Other RSC Conferences in 2010 and 2011

RSC Conferences has a broad portfolio for 2010. This includes four conferences within the **Faraday Discussions** series, two of which are based abroad, in the USA and France respectively, and two within the UK.

From the Dalton Discussion series, there is **Dalton Discussion 12** on Catalysis of C-H and C-X Bond Activation in September 2010.

The annual **Analytical Research Forum** will take place in Loughborough in July 2010.

Following on from the RSC's successful 2006 Directing Biosynthesis meeting, **Directing Biosynthesis 2010** will take place in September, in Durham, UK.

Plans are already being made for conferences to take place during 2011:

The 'MC' conference series has provided a biennial showcase for materials chemistry for almost two decades. **MC10** will run in July 2011 in Manchester.

Well-established conferences **Additives** and **Organic Synthesis** will also take place in 2011. Each conference typically attracts a high number of delegates and offers an ideal sponsorship or exhibition opportunity.

Visit [www.rsc.org/conferences](http://www.rsc.org/conferences) for further information.



**MACRO2010**  
IUPAC WORLD POLYMER CONGRESS

The 43rd IUPAC World Polymer Congress (Macro2010) is the largest international multi-symposium conference dedicated to all aspects of polymer science and engineering.

Taking place from Sunday 11 – Friday 16 July 2010 in the Scottish Exhibition and Conference Centre (SECC) in Glasgow, Macro2010 will have an overall focus on Polymer Science in the Service of Society.

Attracting 1,500 – 2,000 attendees, this is a major event in polymer science and its programme of 28 symposia will attract the leaders in polymer science and engineering.

Why not take this opportunity to promote and sell your products and services to a diverse audience of polymer scientists? Containing posters, catering, registration and access to the internet, the exhibition in the heart of the congress will be an essential part of our attendees' programme. We will place a particular emphasis on the importance of networking and poster sessions, so the exhibition hall will be busy!

Our sponsorship and exhibition packages are competitively priced and we offer good value for money for participating organisations.

If you are interested in sponsorship or exhibiting, please contact Emma Clements [clementse@rsc.org](mailto:clementse@rsc.org) 01223 432683

[www.macro2010.org/sponsor](http://www.macro2010.org/sponsor)





Reach thousands of potential customers every day at [www.chemspider.com](http://www.chemspider.com), fast becoming the world's primary FREE online search engine for chemistry.

*ChemSpider* is accessed by thousands of chemists around the world every single day, searching for chemical compounds, properties, literature data and chemical suppliers.

Continually aggregating and indexing all chemical structures and associated data, *ChemSpider* draws upon over 200 free and commercial sources to provide a single, searchable resource available to the community, absolutely free.

There are many exciting ways for you to become a part of *ChemSpider*, the richest single source of free structure-based chemistry information online. The result will be exposure of your goods and services and patronage of an important resource to support chemists around the world.

*"ChemSpider is a great source of information for the chemical community. Our objective is to give a maximum number of chemists access to our catalogue of rare and innovative building blocks. Our chemical intermediates are available on our own corporate website and listed on the major online chemical directories, but we feel that getting exposed through the ChemSpider search engine will allow us to increase our visibility on the web and moreover, to contribute to one of the most complete databases of the chemical industry."*

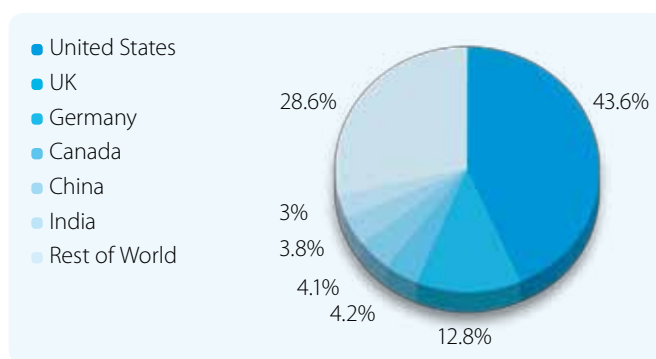
Alexandre Bouillon, CEO and CSO of organoboron building blocks provider BoroChem.

*"We encourage our students to use ChemSpider for looking up chemical structures and their properties. My collaborators use it to find company information."*

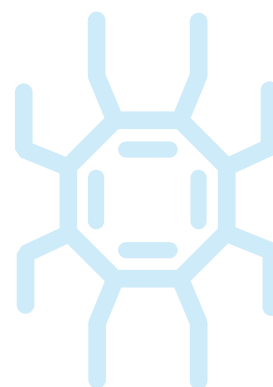
*ChemSpider* user at University of Leuven, Belgium

## ChemSpider User demographics

*ChemSpider* users are truly international, with particularly strong representation in North America, UK and Germany and growth economies, including China and India.



Source data: Google Analytics





## Advertising on ChemSpider

Targeted advertising on *ChemSpider* is a great way to promote your goods and services and drive sales and awareness of your organization.

### Button Advertising

Your advertisement can be served on a rotating basis across millions of compound pages to showcase your products. We offer a variety of banner sizes and a range of pricing options is available:

Dimensions*	Cost per 30 days
60 x 120 pixels	£840
90 x 120 pixels	£1,000
120 x 120 pixels	£1,200
240 x 120 pixels	£1,480

\*Maximum file size 15 KB (smaller buttons); up to 40KB ("skyscraper" buttons, 240 by 120 pixels). Preferred format: gif (dithered) or jpg. Static images only (no animations).

### ChemSpider Newsletter Advertising

The ChemSpider Newsletter is emailed to over 6,000 subscribers each month. Advertising space is available in three sizes as follows:

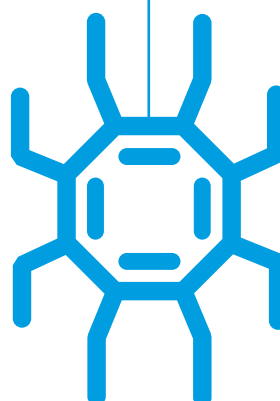
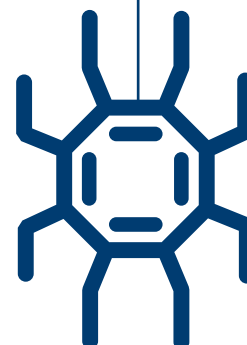
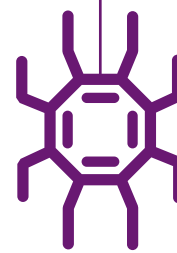
Dimensions	Cost
511 x 230px	£2,550
255.5 x 230px	£1,500
170 x 230px	£800

### Featured Advertisers

Become a featured advertiser and benefit from enhanced targeting of your advertisement to ensure your information is served alongside the most relevant searches of the *ChemSpider* database. Bespoke profile pages with up to date information on your organisation, pricing and contact information are also included. This service is charged on a per click basis.

### Adopt a molecule

With over 23 million molecules already listed in *ChemSpider* you can sponsor selected compounds or groups of compounds, such as your top sellers or focus products. Prices on application.



### Premium Sponsors

To ensure the highest profile for your organisation there are a limited number of opportunities to be a sponsor of ChemSpider, which give you all of the above benefits plus premium branding opportunities to truly promote your company to the *ChemSpider* Community.

In terms of building your package and to ensure we offer you the greatest value please contact Advertising ([advertising@rsc.org](mailto:advertising@rsc.org)).

# Mechanical Details – Chemistry World

Dimensions given as follows: depth x width. All dimensions refer to display advertising, unless otherwise stated.

## Double page spread

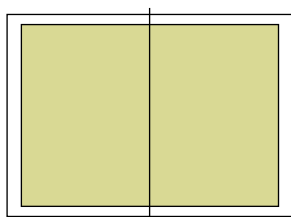
Type area (recruitment):

259 x 396 mm

Type area: 252 x 396 mm

Trim: 275 x 420 mm

Bleed: 281 x 426 mm



## Full page

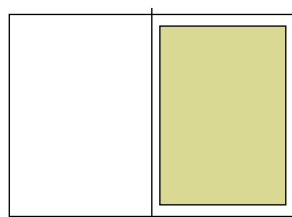
Type area (recruitment):

259 x 188 mm

Type area: 252 x 188 mm

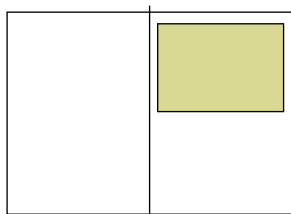
Trim: 275 x 210 mm

Bleed: 281 x 216 mm



## Half page horizontal

Type area: 124 x 188 mm

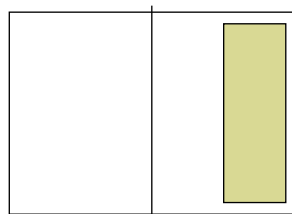


## Half page vertical

Type area (recruitment):

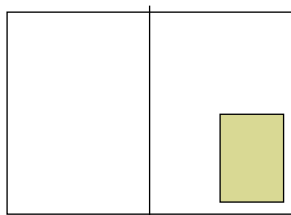
259 x 92 mm

Type area: 252 x 92 mm



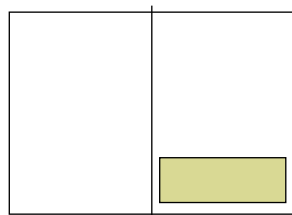
## Quarter page portrait

Type area: 124 x 92 mm



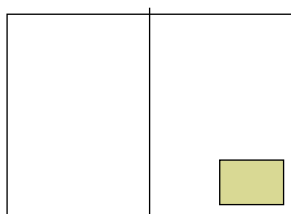
## Quarter page horizontal

Type area: 60 x 188 mm



## Eighth page

Type area: 60 x 92 mm



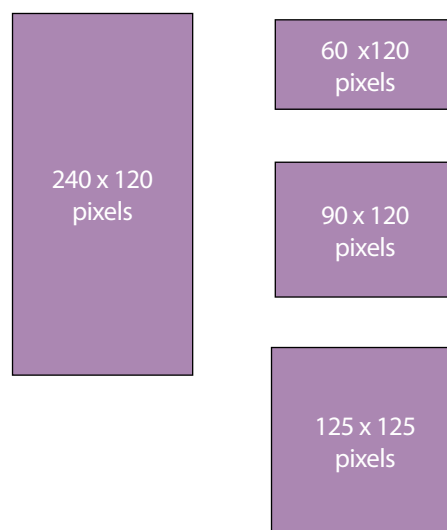
## Production instructions

All advertisement materials must be supplied in digital format only. Please supply as press-quality PDF files with all fonts and graphics (cmyk) embedded and 300 dpi. Please make sure the file is cropped to the correct size with no printer registration marks or bleeds. Send by email to [adproduction@rsc.org](mailto:adproduction@rsc.org)

For ftp details and other general production queries please email the above address.

## Online advertising

Web advertising space can be purchased in a number of different banner advert dimensions.



Adverts can be served across the whole of our site or targeted to specific areas, offering advertisers a flexibility that provides the greatest impact and the chance to tailor their sales message at an acquisitive audience with real purchasing power.

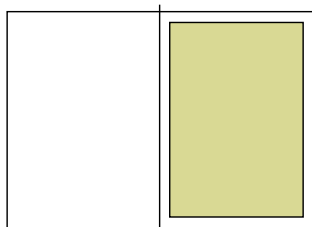
# Mechanical Details – RSC Publishing

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Dimensions given as follows: depth x width.

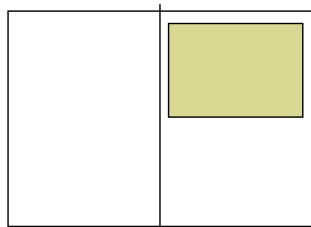
## Full page

Type area: 252 x 188 mm



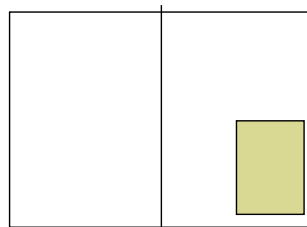
## Half page horizontal

Type area: 124 x 188 mm



## Quarter page portrait

Type area: 124 x 92 mm



## Production instructions

All advertisement materials must be supplied in digital format only. Please supply as press-quality PDF files with all fonts and graphics (cmyk) embedded and 300 dpi. Please make sure the file is cropped to the correct size with no printer registration marks or bleeds.

Send by email to [adproduction@rsc.org](mailto:adproduction@rsc.org)

For ftp details and other general production queries please email the above address.

# Rate Card 2010

## Chemistry World

Display	£	\$	€
Advertorial*	7,600	12,200	8,800
Double page spread	5,000	8,000	5,800
Full page	3,300	5,300	3,850
Half page	2,250	3,600	2,600
Quarter page	1,300	2,100	1,500
Eighth page	750	1,200	870

Consultancy	£	\$	€
Full page	2,700	4,320	3,130
Half page	1,400	2,240	1,620
Quarter page	760	1,200	880
Eighth page	400	650	450

Recruitment (Industrial)	£	\$	€
SCC	93	150	110
Full page	8,200	13,100	9,500
Half page	4,300	6,900	5,000
Quarter page	2,300	3,700	2,700

Recruitment (Academic)	£	\$	€
SCC	85	136	99
Full page	7,450	11,900	8,650
Half page	3,900	6,250	4,500
Quarter page	2,050	3,300	2,400

Courses	£	\$	€
SCC	43	69	50
Full page	3,800	6,100	4,400
Half page	2,000	3,200	2,300
Quarter page	1,100	1,750	1,300

### Chemistry World jobs (Online only)

Prices start from £225 for a single job listing for 30 days. Other options, including packages and 50% discount for print advertisers, are available. Please speak to your representative.

## Chemistry World: Jobs (online only)

Single job listing	£	\$	€
For 30 days	225	360	260

Other options available, including 50% discount for print advertisers.

## Chemistry World: China

Display	£	\$	€
Advertorial*	7,000	11,200	8,100
Double page spread	4,650	7,500	5,400
Full page	3,150	5,050	3,650
Half page	2,200	3,500	2,550
Quarter page	1,250	2,000	1,450

Recruitment	£	\$	€
SCC	50	80	58
Full page	3,800	6,100	4,400
Half page	2,000	3,200	2,300
Quarter page	1,100	1,750	1,300

\*Advertorials (two facing pages) are available in both Chemistry World and Chemistry World: China. The price includes full origination and design.

Journals (including *Education in Chemistry*)

Display	£	\$	€
Full page	920	1,500	1100
Half page	550	900	650
Quarter page	350	550	400

Recruitment	£	\$	€
SCC	27	43	31

## Premium positions

Inside front cover/Outside back cover	25%
All other guaranteed positions	10%

## Recruitment colour charges

4 colour charge	15%
2 colour charge	10%

## Online advertising

Banner dimensions (pixels)	£	\$	€
60 x 120	260	425	300
90 x 120	420	670	500
125 x 125	570	910	670
240 x 120	850	1,360	990

Prices quoted are for one month. A range of pricing options is available, based on number of ad impressions or click throughs. Please contact your representative to discuss your individual options.

## Inserts

Please contact your sales representative for further pricing information.

## List rental

Price per 1,000 (excluding postage)	£	\$	€
Up to 5,000 items	200	320	230
5,001 – 10,000 items	190	300	220
Over 10,000 items	180	290	210

## Electronic direct mail

per 1,000 (*min order £1,000)	£	\$	€
	250	400	290

# Contact Information

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Whatever the question, our staff will be happy to help you.



## Advertising main office

### Emma Clements

Commercial Sales Manager

Tel: +44 (0) 1223 432683

Email: clementse@rsc.org

### Emma Favager

Advertisement Sales Executive

Tel: +44 (0) 1223 432333

Email: favagere@rsc.org

## Recruitment advertising

### David Mallinder

Senior Sales Executive - Recruitment

Tel: +44 (0) 1223 432693

Email: mallinderd@rsc.org

### Toni Moon

Recruitment Sales Executive

Tel: +44 (0) 1223 432252

Email: recruitment@rsc.org

## General enquiries

### Advertising Production

Email: adproduction@rsc.org

## International sales agent

### Ron Doran

North America

Tel: +1 732 741 6869

Email: rondoran@aol.com

## Conference and event sales

### Emma Clements

Commercial Sales Manager

Tel: +44 (0) 1223 432683

Email: clementse@rsc.org