

ROYAL SOCIETY OF CHEMISTRY

RECRUITMENT SOLUTIONS 2012

ADVERTISING ■ PARTNERSHIP ■ SPONSORSHIP

RSC | Advancing the
Chemical Sciences

RSC Publishing

chemistryworld

chemistryworldjobs

 **ChemSpider**
The free chemical database

RSC | Advancing the
Chemical Sciences

www.rsc.org

Registered Charity Number 207890

TARGET MORE THAN
49,000 CHEMISTRY
SPECIALISTS

“ We started to receive enquiries almost immediately, which not only demonstrates the value of advertising through *Chemistry World* but also proves that it's vital to have the correct information out there in the correct format, something that Toni was able to ensure happened swiftly and professionally. Our next recruitment drive will definitely involve *Chemistry World!* ■

HR Officer, Global CRO

CHEMISTRY WORLD JOBS

Print

If you're looking to recruit experienced and highly qualified professionals – or perhaps those just embarking on their career in the chemical sciences, then the *Chemistry World* magazine should be your choice.

The *Chemistry World* magazine provides the ideal location to advertise your jobs; it targets the RSC members, attracting more than 49,000 chemistry specialists a month.

SOLUTIONS

- Specialist online job board
- Print advertising
- ChemCareers event sponsorship
- Integrated packages available

The screenshot shows the 'Recruitment' section of the Chemistry World Jobs website. It features a header with the text 'The latest jobs from chemistry world jobs' and the URL 'www.chemistryworldjobs.com'. Below the header, there are several job listings with titles such as 'Postdoctoral Research Associate in Synthetic Organic Chemistry', 'Synthetic Organic PhD Chemist', 'Physical Chemist (Electrochemical)', 'Senior Research Scientist', 'Senior Research Scientist', 'Senior Research Scientist', and 'Senior Research Scientist'. Each listing includes a brief description of the role and the company name.

The poster is titled 'Take Your place at Infineum' and features four chairs in a row, one of which is green. The text below the chairs reads: 'PhD and Postdoctoral Research Scientists', 'Infineum UK Limited, Oshelby, UK', 'Excellent Salary • Bonus • Benefits • Relocation Support'. The main body of text describes the role as a world leader in the formulation, manufacture and marketing of petroleum additives for lubricants and fuels, and mentions that the role involves working on a joint venture between Infineum and Shell. It also lists the benefits of the role, including a competitive salary, bonus, and relocation support. The Infineum logo is at the bottom right.

The poster is for the University of Liverpool, Faculty of Science and Engineering, Department of Chemistry. It is titled 'Postdoctoral Research Associate in Synthetic Organic Chemistry' and 'ESR015 - £28,700 pa'. The text describes the role as a postdoctoral research associate in the Department of Chemistry, working on a joint venture between the University and a pharmaceutical company. It lists the responsibilities of the role, including the design and synthesis of new compounds, and the supervision of undergraduate students. The poster also mentions that the role is funded by a grant from the pharmaceutical company and that the successful candidate will receive a salary of £28,700 per annum. The University of Liverpool logo is at the top right.

CHEMISTRY WORLD JOBS

Online

We know that it is important to provide tools that make jobs discoverable for job seekers, and for you as recruiters to be able to discover the best candidates in the field.

In 2011, the RSC invested in the development of a new online jobs board dedicated to chemical sciences recruitment.

The new *Chemistry World Jobs* online uses the state of the art technology to allow job seekers to:

- Easily browse the latest job
- Upload their CV to make themselves visible to recruiters
- Set up job alerts and receive relevant jobs
- Carry out detailed searches by role, salary and location
- Complete applications online

Recruiters Site



Chemistry World Jobs is the official job board of the Royal Society of Chemistry. It provides you with the best source of quality candidates in chemical sciences. With more than 80 subject categories, this site allows you to select the best candidate easily by enabling you to:

- Post jobs and monitor your applications
- Use the extensive database to search candidates
- Filter applications with screening questions

Online Advertising



- Premium job listing
- Discount on bulk purchases
- Homepage featured adverts
- Keyword sponsorship
- CV database search
- User friendly site, for posting vacancies
- A brand specifically targeted and recognised by chemists and RSC members
- Complete advertising package with print and online available

ChemCareers Event Sponsorship

ChemCareers is a leading recruitment fair for the chemical sciences. This award winning, online event runs for a week attracting a global audience from academia and industry.

Aimed at those studying or working in the chemical sciences, this careers forum offers delegates the chance to learn about prospective employers, receive expert advice from professionals and gather information on career options.

ChemCareers features an active programme of presentations, workshops and seminars, enabling students and graduates to learn about the diverse range of career paths open to them.

Contact the RSC Recruitment Sales team:
recruitment@rsc.org to find out how you can get involved in sponsoring this unique recruitment event.

CASE STUDY Chemistry World Recruitment



COMPANY

Bluestar Silicones (UK) Ltd Hampshire, UK
www.bluestarsilicones.com

DATE September 2011



Customer Testimonial

During 2011 we have successfully recruited two extremely good staff members by means of a single, quarter-page advertisement in *Chemistry World*.

In both cases we received circa 10 applications but were easily able to select 5 or 6 for our first round of interviews. In both recruitments the final choice was a difficult one between two extremely capable candidates.

The first position we advertised was for an experienced sales professional with a solid chemistry background.

The very first application we received, a candidate with 10 years of relevant commercial experience, was appointed after two very rigorous interviews in the UK and a third interview in France.

The successful candidate had not been actively seeking alternative employment but had simply become a little unsettled about the long-term prospects for their company.

The second position was for a Technical Service Manager. The recruitment process followed the same general pattern as above.

We engaged the services of a human resource professional to help us with the recruitment process for a fixed price. The overall cost to us was lower than if we had used recruitment consultants only. In addition, we received a certain amount of trade publicity by being in the jobs section of *Chemistry World*.

I would encourage companies of all sizes to consider *Chemistry World* for inclusion in their recruitment process whenever they are looking for professional scientific staff.

Dr. Michael John Kent FRSC MSc CChem
General Manager & Company Secretary

“ I would encourage companies of all sizes to consider *Chemistry World* for inclusion in their recruitment process whenever they are looking for professional scientific staff ■

Dr. Michael John Kent

RATE CARD 2012 Recruitment Advertising

Print Advertising

Chemistry World (Magazine)

Commercial	£	\$	€
Single Column Centimetre (SCC)	95	152	110
Full page	8,360	13,380	9,700
Half page	4,380	7,010	5,080
Quarter page	2,260	3,620	2,620

Academic	£	\$	€
Single Column Centimetre (SCC)	87	139	101
Full page	7,600	12,160	8,820
Half page	3,980	6,370	4,620
Quarter page	2,090	3,340	2,420

Courses	£	\$	€
Single Column Centimetre (SCC)	44	70	51
Full page	3,875	6,200	4,500
Half page	2,040	3,260	2,370
Quarter page	1,120	1,790	1,300

Direct mail, list rental, magazine inserts, journal advertising and advertorial options are available.

Please contact us for details.

Recruitment Additional Charges

- 4 colour – 15%
- 2 colour – 10%

Online Advertising

Chemistry World Jobs (Online only)

Standard Listing	£	\$	€
For 30 days	275	440	320

Premium Listing	£	\$	€
30 days promotion with colour logo Appears on all relevant job search pages	425	680	495

Platinum Job Package	£	\$	€
Includes: Premium Job, Homepage Featured Upgrade, Featured Recruiter and Top Job	1,250	1,975	1,455

Upgrades and Enhancements

Homepage	£	\$	€
Homepage Featured Upgrade	275	440	320
Featured Recruiter	350	560	400

Enhanced Branded Job	£	\$	€
Incorporates company colours and branding in to the job listing, as well as colour logo and header	275	440	320

Featured Recruiter	£	\$	€
Incorporates colours and branding in to the job listing as well as colour logo and header	275	440	320

RATE CARD 2012 Recruitment Advertising



Sponsored Top Job	£	\$	€
Keep your vacancy at the top of the job listings within your chosen job sector	275	440	320

Corporate Video	£	\$	€
Promote your company to our candidates positioned on your company profile page	100	160	115

CW Job Email	£	\$	€
Sponsorship (logo plus 1 job)	250	395	290
Sponsorship (logo plus 5 jobs)	750	1,140	825

Digital Advertising	£	\$	€
Banner 468 x 60 pixels (30 days)	600	960	700
Homepage MPU 300 x 250 pixels (30 days)	850	1,360	990
Banner 60 x 120 pixels	260	425	300
Banner 90 x 120 pixels	420	670	500
Banner 125 x 125 pixels	570	910	670
Banner 240 x 120 pixels	850	1,360	990



1. Standard jobs are returned to matching keyword searches or categories
2. Premium jobs are returned on the right hand side in a premium position giving greater visibility and matched to more searches
3. Top jobs 'stick' at the top of relevant search results and are not moved down the listings by newer jobs
4. Homepage featured jobs are displayed in prime location at the top right of the homepage
5. Featured Recruiters are given a logo link from the homepage to a company profile page listing all your jobs in the Recruiter A-Z

MECHANICAL DETAILS Recruitment Advertising

Print Advertising

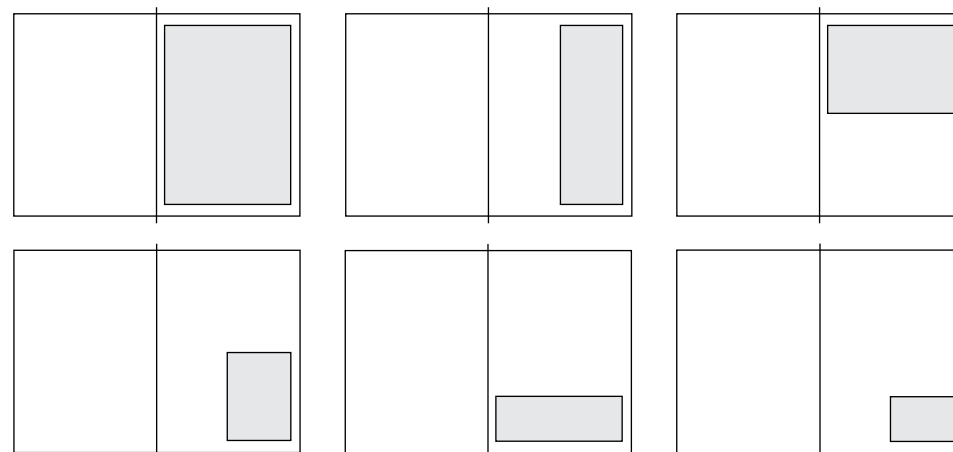
Chemistry World

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

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 advertising@rsc.org
- For ftp details and other general production queries please email the above address

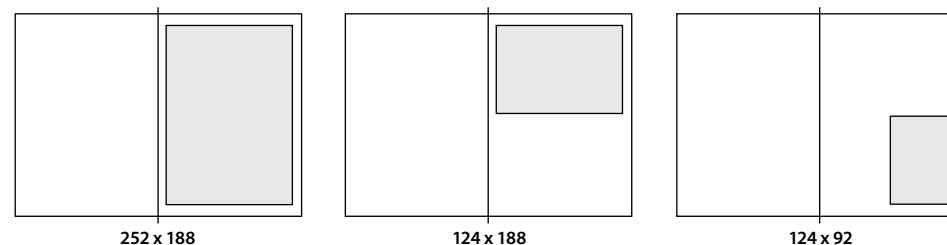
Full Page	
Full page	259 x 188
Trim	275 x 210
Bleed	281 x 216
Half Page	
Portrait	259 x 92
Landscape	124 x 188
Quarter Page	
Portrait	124 x 92
Landscape	60 x 188
Eighth Page	
Type area	60 x 92



Print Advertising

Peer-Reviewed Journals (Including *Education In Chemistry*)

Dimensions given as follows: depth x width in mm.

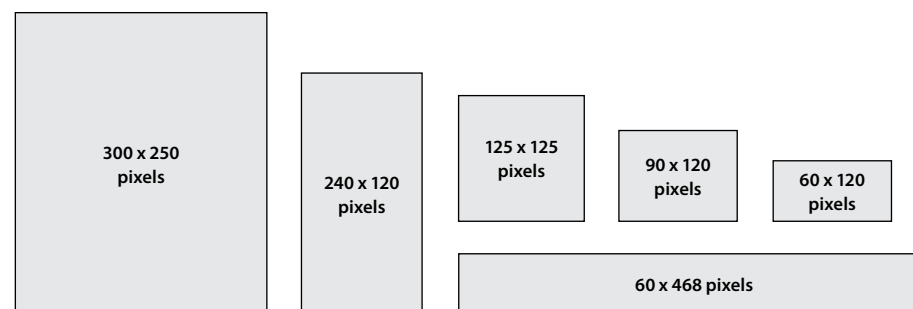


Online Advertising

Chemistry World Jobs (Online only)

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 your sales message at an acquisitive audience with real purchasing power.

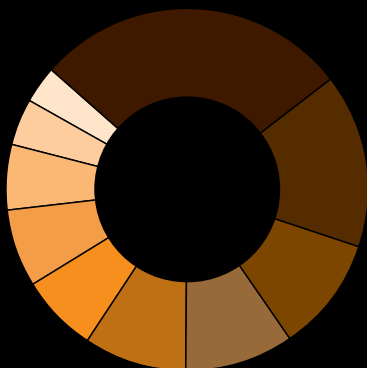
Web advertising space can be purchased in a number of different banner advert dimensions.



KEY DECISION MAKERS IN INDUSTRY, ACADEMIC AND SERVICE BUSINESSES

Reader Profile

Chemistry World readers are professionals with real influence and purchasing power in a range of different businesses and organisations.



- Research & Development 28%
- Academic 15%
- Production, Quality Assurance & Quality Control 10%
- Employment (other) 10%
- Consultancy & Self Employed 9%
- Analytical Services 7%
- Management 7%
- Education 6%
- Environmental, Health & Safety 4%
- Sales & Marketing 3%

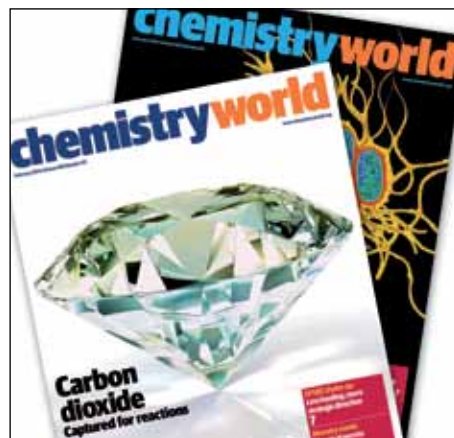
SOURCE: RSC Member Statistics 2010

CHEMISTRY WORLD

Print

Chemistry World is the flagship publication of the Royal Society of Chemistry.

This award winning magazine is trusted by more than 49,000 readers, informing them of cutting edge research, international business news and government policy as it affects the chemical sciences community, plus the very latest product applications.

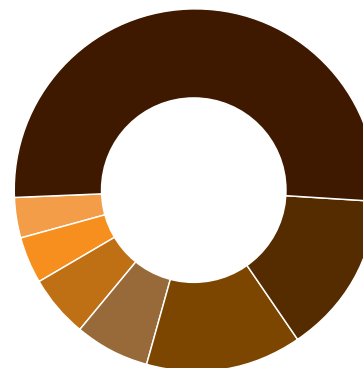


SOLUTIONS

- Print advertising
- Classified advertising
- Targeted section advertising
- Magazine insert
- Branded advertorial
- Magazine belly band sponsorship
- Direct mail list rental

Industries Reached

You are able to reach audiences from across the chemical sciences in the UK and expanding global circulation.



- Academic 52%
- Manufacturing 14%
- Pharmaceutical & Biotechnology 14%
- Service Industries 7%
- Utilities & Environmental 6%
- Government 4%
- Employment (other) 4%

SOURCE: RSC Member Statistics 2010

CHEMISTRY WORLD

Editorial Calendar

Features List 2012

Target your activities to key subject features and increase your reach through bonus distribution of *Chemistry World* at key international industry events.

ISSUE	FEATURE	FEATURE	SUPPLEMENT	ADDITIONAL CIRCULATION	BOOKING DEADLINES
JANUARY	Informatics/Software	Environment			09/12/2011
FEBRUARY	Materials	Pharmaceuticals			13/01/2012
MARCH	Spectroscopy	Forensics	Pittcon	Pittcon, ACS	10/02/2012
APRIL	Medicinal Chemistry	Energy	Analytica	Analytica	13/03/2012
MAY	Sustainable Chemistry	Analytical Equipment/ Technology			13/04/2012
JUNE	Catalysis	Food and Drink	Achema	Achema	11/05/2012
JULY	Chemical Biology	Fine Chemicals			13/06/2012
AUGUST	Nanotechnology	Laboratory Equipment		ACS	13/07/2012
SEPTEMBER	Drug Discovery	Flow Chemistry			13/08/2012
OCTOBER	SPECIAL THEMED ISSUE (TBC)	CPhI	CPhI		14/09/2012
NOVEMBER	Chromatography	Polymer Materials			12/10/2012
DECEMBER	Analytical Equipment/ Technology	Catalysis			13/11/2012

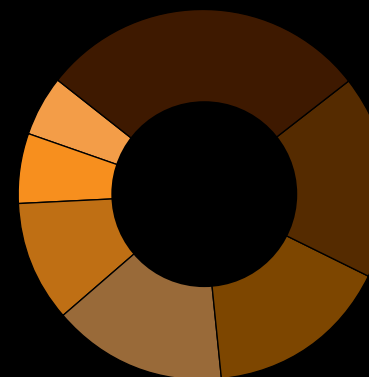
49,396

(ABC Jan-Dec 10)

ABC Industry Comparison

ABC (Audit Bureau of Circulations), the industry body for media measurement inspires market confidence by delivering a valued stamp of trust across the media world.

Chemistry World is a leading scientific publication.



- Chemistry World **49,396**
- International Labmate **30,723**
- Spectroscopy **27,490**
- LCGC **26,000**
- Pharmaceutical Technology Europe **18,000**
- LABMATE UK & Ireland **10,130**
- Laboratory News **9,000**

SOURCE: ABC Headline Figures 2010

7,000 PROFESSIONALS
SUBSCRIBE TO
E-ALERTS

MORE THAN 50,000
MONTHLY PODCAST
DOWNLOADS

CHEMISTRY WORLD

Online & Multimedia

Chemistry World is a dynamic vehicle for connecting with the right audiences.

We make chemical sciences knowledge available to all by maximising the online and multimedia environment to connect with our audiences.

Online Advertising



- Premium position
- Site-wide exposure
- Page selected exposure for targeted activity
- Multi-site exposure across all RSC websites, offering extremely high visibility
- Improved impact with animated images
- No page impression count restrictions
- Flexible advert size dimensions
- Monthly statistics on views and click-throughs

e-Alert Advertising



- High premium advertising opportunity
- Optional frequency: daily, weekly, monthly
- Statistics on views and click-throughs
- Flexible advert size dimensions

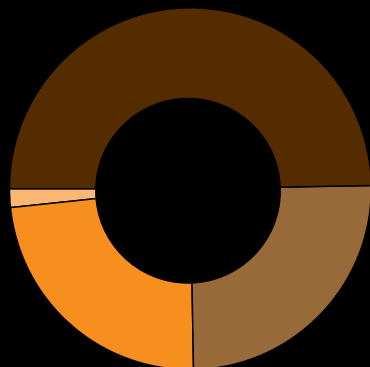
Podcast Sponsorship



- Verbal credit at the beginning and the end of the broadcast
- Company name and logo on our podcast web banner
- Company logo on our display advertisement, including guaranteed inclusion in the print issue of *Chemistry World*

User Profile

Chemistry World online appeals to the global chemical sciences community.



■ Americas 50% ■ UK 24%
■ Asia-Pacific 25% ■ Europe 1%

CHEMISTRY WORLD

Online & Multimedia

Webinar Sponsorship



- Fully facilitated event
- Format flexibility – you choose between live/recorded and audio/video formats
- 12 months exposure of the recorded event
- Interaction with your audience – live polling and question and answer sessions
- Moderated by a *Chemistry World* Editor
- Professional promotional support
- Partner with *Chemistry World*; the leading chemistry news magazine
- Option to complement the online event with a hosted audience event in central London, UK (The Chemistry Centre)
- Registration management and reporting available

Electronic Mailing



- Targeted audience
- Customised messaging
- Partner with *Chemistry World*
- Statistics on views and click-throughs

CONNECT WITH THE INTERNATIONAL CHEMICAL SCIENCES COMMUNITY

“As manufacturers of globally recognised lab consumables, our target in 2011 was to reach as many end users as possible and to show the world’s scientific community what our new website could offer in terms of expert product advice and technical support. Thanks to our online campaign with *Chemistry World* we exceeded our targets. I look forward to working with them again in the coming year ■

Karl Shaw, Marketing Services Manager, SciLabware Limited

SOLUTIONS

- Online advertising
- e-Alert advertising
- Webinar & Podcast sponsorship
- Electronic mailing
- Targeted China promotion

CONTACT THE RSC TODAY

“ Let us **provide you** with the **best solution** ■

Commercial

Emma Clements

Commercial Sales Manager

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Email: clementse@rsc.org

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Commercial Sales Executive

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ROYAL SOCIETY OF CHEMISTRY

RECRUITMENT
SOLUTIONS 2012

ADVERTISING ■ PARTNERSHIP ■ SPONSORSHIP

Royal Society of Chemistry

Email: solutions@rsc.org

www.rsc.org

Registered Charity Number: 207890

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Tel: +44 (0)1223 420066

Burlington House
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W1J 0BA, UK
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Bangalore, India

Tokyo, Japan
Philadelphia, USA

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