

SPECTROSCOPY

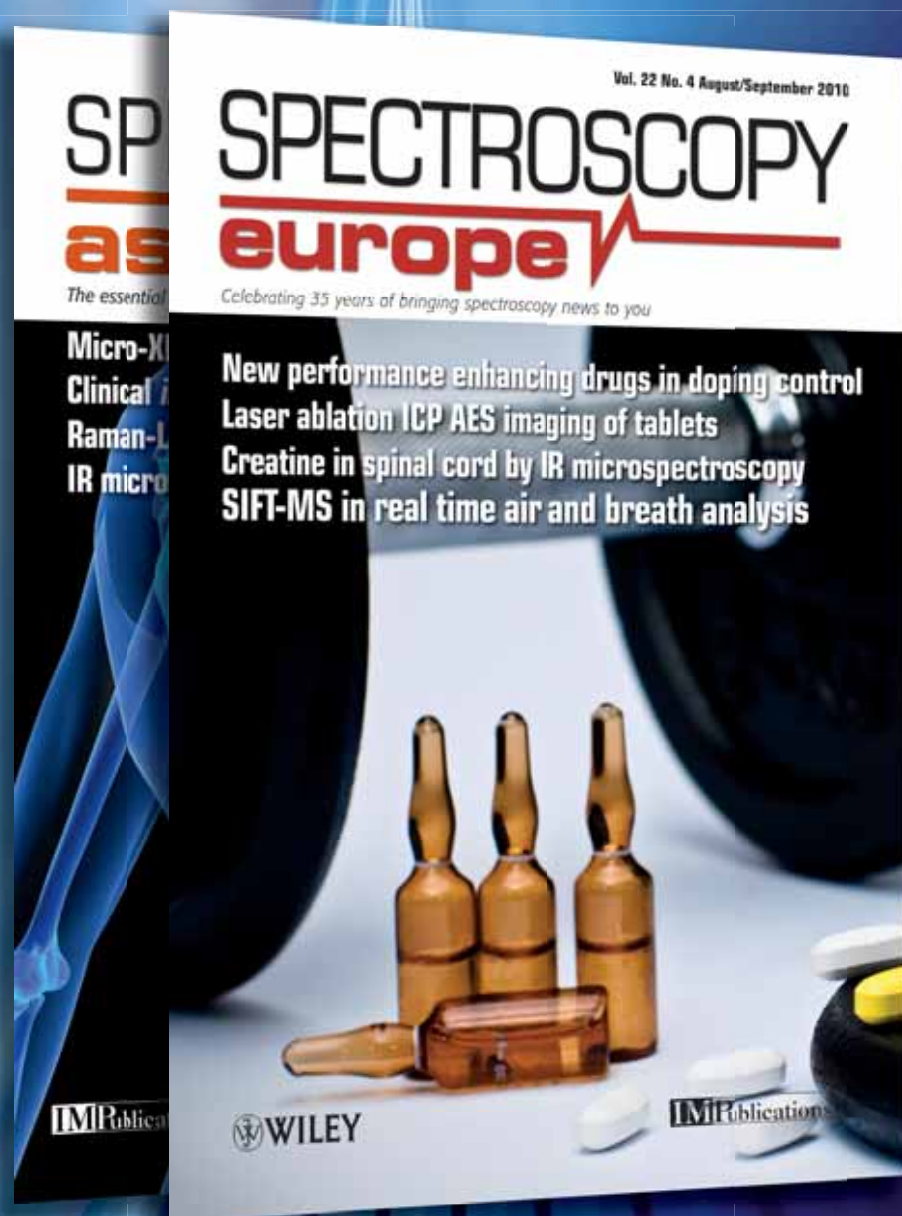
europa · asia

MEDIA PLANNER 2011

21,000 distribution
throughout Europe

10,000 distribution
throughout Asia

- Unrivalled readership
- Unrivalled market reach
- Proven editorial quality
- Digital Editions provide extra exposure
- Multimedia publishing



Introduction

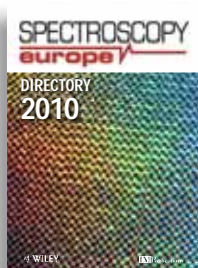
Spectroscopy Europe and *Spectroscopy Asia* are the only controlled circulation magazines serving the European and Asia–Pacific markets, respectively. They have a proven track record, dating back to 1975, of reaching the right audience through a mix of quality editorial articles and topical news and reviews. Now, we offer a true range of multimedia publishing, with opportunities in print, online, video, via e-mail and webinars.



Spectroscopy Europe circulates to 21,000 throughout Europe and the Middle East, and is the ideal medium to promote any spectroscopy-related product or service to those markets. It is widely respected by spectroscopists everywhere and is found in spectroscopy labs throughout the region.



Spectroscopy Asia was launched in 2005, and serves spectroscopists in the rapidly growing Asia–Pacific region. It circulates to 10,000 readers across the Asia–Pacific region, with a strong presence in major markets such as China and India.



The *Spectroscopy Europe* annual Directory has extensive distribution, not only to the regular circulation, but also at conferences and exhibitions worldwide throughout 2011. It offers a range of cost-effective opportunities to highlight your involvement in the spectroscopy market. The Directory is published in three formats—print, digital edition and web—offering even further exposure for participating companies.

The *Spectroscopy Europe/Asia* website is continually updated with news, as well as providing access to previously published material. A range of banner advertising positions are available, as are e-mail blasts to selected readers and sponsorship of our regular e-newsletters.



E-newsletters

Each month readers receive an e-newsletter updating them on the latest content available in print, digital editions and online. Sponsorship of these e-newsletters is available; sponsors can include an image and up to 250 words. Dedicated e-blasts are possible to readers who have agreed to receive these. E-blasts can be targeted geographically and by readers' techniques of interest.

Both these options cost \$475 per thousand, with a minimum charge of \$1600.



Banner advertising

A choice of banner locations is available on all pages of the site.

- **Premium Leaderboard** (728 × 90) above all elements of the site
 Only one Leaderboard is available and it appears on all pages of the site. No banner rotation.
- **Premium Full Banner** (468 × 60) in the header
 Up to three Full Banner positions are available and they appear on all pages of the site. No banner rotation.
- **Premium Extra-Wide Skyscraper** (234 × 600) in the right-hand column
 Only one Extra-Wide Skyscraper is available and it appears on most pages of the site. No banner rotation.
- **Half Banner** (234 × 60) in the right-hand column
 A block of Half Banners is available on most pages of the site. No banner rotation.



| Months: | 1 | 3 | 6 | 12 |
|------------------------|--------|--------|--------|-------|
| Leaderboard (728 × 90) | \$1600 | \$1430 | \$1200 | \$965 |
| Full Banner (468 × 60) | £1140 | \$1025 | \$880 | \$640 |
| Skyscraper (234 × 600) | \$1600 | \$1430 | \$1200 | \$965 |
| Half-Banner (234 × 60) | \$690 | \$640 | \$575 | \$480 |

Webinars

You can host and run webinars in association with *Spectroscopy Europe*. During a webinar, you broadcast an audio presentation live over the web—both the presenters and participants take part from their desks via their PCs. Webinars are typically between 30 minutes and 1 hour in duration and are recorded so that they can be made available on demand after the event. Popular formats include round table discussions, presentations and interviews. There is also the potential to turn your webinar into a podcast.



Webinars may be focused, for example, around a new product launch or an emerging technology. However, we recommend that interaction with the audience is best when the webinar subject takes the form of an educational tutorial, rather than a sales pitch.

Participants are required to pre-register their full contact details and any other relevant profile information requested by you. Quick and easy login is provided on the day of the event.

When you host a webinar, you will:

- Obtain several hundred qualified and relevant sales leads.
- Improve brand awareness and encourage webinar registrations through focused marketing to our readers.
- Communicate with a new audience. Questions may be asked, and answered by the presenters, at any time during the presentation. All participant questions from both the live and archived versions of the webinar will be directly accessible to you.

Webinars cost from \$12,000

Applications Directory

Publish your application notes in our Applications Directory.

The Applications Directory contains short summaries of Application Notes, as published in the print versions of *Spectroscopy Europe* and *Spectroscopy Asia* and full application notes submitted by companies. We charge for the full Application Notes, and companies can supply as many as they wish. A single Application Note costs \$250 and a package of ten costs \$1000.

Spectroscopy Europe Directory

Spectroscopy Europe's annual Directory has wide distribution, not only to the regular circulation, but also at conferences and exhibitions throughout 2011. Entry to the Directory is chargeable, with entries starting at just £150, offering a range of cost-effective opportunities to highlight your involvement in the spectroscopy market. Furthermore, it is available online:

- Integrated into the new *Spectroscopy Europe* website in a browsable and searchable form. Companies are highlighted in boxes with their logo (if ordered) and linked to their full entry containing any optional enhancements purchased. Through your personal login you can edit the entry and add enhancements or categories at any time (subject to our moderation).
- The Digital Edition provides a page-turning facsimile of the printed version with active links to advertisers' sites. This is also distributed by e-mail to over 100,000 spectroscopyNOW.com and separationsNOW.com contacts.

A wide range of advertising options are available.

- Full-page and half-page display advertisements benefit from an additional page or half-page for a Company Profile at no extra cost.
- Companies taking other display advertisements benefit from entry at no extra cost to the Directory, including logo, product picture, company description and highlighted entry.
- You can participate just in the Directory with a Basic Entry, which costs only £150. Enhance this with your company logo, company description, product picture and highlighted entry.



Spectroscopy Europe

Editorial calendar

| | | |
|--|--|---|
| Issue 1 | February/March | Bonus Distribution |
| Ad Copy: 11 February Publication: 3 March | Pittcon Issue Infrared Spectroscopy Atomic Spectroscopy | Pittcon 2011, 13–18 March, Atlanta, GA, USA |
| SE 2011 Buyers' Guide | | Bonus Distribution |
| Ad Copy: 4 February Publication: 3 March | Annual Directory | Pittcon and all other meetings below |
| Issue 2 | April/May | Bonus Distribution |
| Ad Copy: 31 March Publication: 21 April | NIR Spectroscopy Mass Spectrometry Product Focus: Molecular Spectroscopy | NIR-2011, 13–20 May, Cape Town, South Africa ASMS, 5–9 June, Denver, CO, USA |
| Issue 3 | June/July | Bonus Distribution |
| Ad Copy: 10 June Publication: 30 June | X-Ray Spectrometry Raman Spectroscopy Clinical Applications | Denver X-Ray Conference, 1–5 August, Colorado Springs, CO, USA |
| Issue 4 | August/September | Bonus Distribution |
| Ad Copy: 12 August Publication: 1 September | Atomic Spectroscopy Nuclear Magnetic Resonance Product Focus: Mass Spectrometry | BMSS, 11–14 September, Cardiff, UK FACSS, 2–6 October, Reno, NV, USA |
| Issue 5 | October/November | Bonus Distribution |
| Ad Copy: 30 September Publication: 20 October | Mass Spectrometry X-Ray Spectrometry Water Analysis | EAS, November, Somerset, NJ, USA |
| Issue 6 | December/January | Bonus Distribution |
| Ad Copy: 25 November Publication: 15 December | Infrared Spectroscopy UV/Vis Spectroscopy Product Focus: Elemental Spectroscopy | |

Spectroscopy Europe Rates

2011 \$ Rates

| Mono | x1 | x2 | x4 | x6 | x9 | x12 |
|--------------------|-----------|-----------|-----------|-----------|-----------|------------|
| 1 page | 7030 | 6680 | 6320 | 5975 | 5620 | 5260 |
| Island | 5215 | 4950 | 4705 | 4435 | 4170 | 3905 |
| ½ page | 4060 | 3850 | 3645 | 3450 | 3250 | 3040 |
| ⅓ page | 2730 | 2595 | 2475 | 2325 | 2185 | 2040 |
| ¼ page | 2110 | 2000 | 1890 | 1795 | 1675 | 1585 |
| ⅙ page | 1335 | 1265 | 1200 | 1130 | 1060 | 1010 |
| ⅛ page | 1115 | 1060 | 1010 | 965 | 900 | 840 |
| Spectroscopy Forum | 825 | 780 | 745 | 695 | 660 | 620 |
| Product Card | 2975 | 2840 | 2670 | 2535 | 2365 | 2235 |
| 2-Colour | x1 | x2 | x4 | x6 | x9 | x12 |
| 1 page | 7745 | 7365 | 6975 | 6585 | 6205 | 5810 |
| Island | 5795 | 5510 | 5215 | 4925 | 4630 | 4355 |
| ½ page | 4630 | 4410 | 4170 | 3940 | 3720 | 3480 |
| ⅓ page | 3315 | 3145 | 2985 | 2830 | 2645 | 2490 |
| ¼ page | 2545 | 2415 | 2290 | 2170 | 2025 | 1900 |
| ⅙ page | 1765 | 1675 | 1595 | 1510 | 1415 | 1325 |
| ⅛ page | 1555 | 1485 | 1405 | 1325 | 1245 | 1175 |
| Spectroscopy Forum | 940 | 885 | 840 | 790 | 755 | 705 |
| Product Card | 3550 | 3385 | 3205 | 3020 | 2845 | 2660 |
| 4-Colour | x1 | x2 | x4 | x6 | x9 | x12 |
| Cover Positions | 9900 | 9405 | 8895 | 8405 | 7925 | 7430 |
| 1 page | 9205 | 8730 | 8280 | 7815 | 7365 | 6890 |
| Island | 6865 | 6525 | 6175 | 5840 | 5500 | 5150 |
| ½ page | 5705 | 5425 | 5145 | 4850 | 4565 | 4270 |
| ⅓ page | 4390 | 4160 | 3955 | 3735 | 3505 | 3285 |
| ¼ page | 3270 | 3100 | 2940 | 2770 | 2605 | 2465 |
| ⅙ page | 2500 | 2360 | 2245 | 2120 | 1985 | 1875 |
| ⅛ page | 2280 | 2170 | 2040 | 1940 | 1830 | 1710 |
| Spectroscopy Forum | 1210 | 1160 | 1080 | 1025 | 975 | 905 |
| Product Card | 4620 | 4400 | 4160 | 3925 | 3700 | 3470 |

Spectroscopy Europe Circulation



Circulation profile

| | |
|---------------------------|------|
| UK/Ireland | 4200 |
| Germany | 3800 |
| France | 2500 |
| Benelux | 1800 |
| Scandinavia | 1600 |
| Austria/Switzerland | 1000 |
| Spain/Portugal | 1900 |
| Italy | 2300 |
| Eastern Europe | 1300 |
| Greece/Turkey/Middle East | 600 |

TOTAL **21,000**

Spectroscopy Europe Circulation

Techniques

(readers can use multiple techniques)

| | |
|---------------------------|-----|
| UV/Vis | 57% |
| Infrared | 54% |
| Mass Spectrometry | 42% |
| Computers and Automation | 29% |
| Atomic Absorption | 29% |
| Separation Science | 28% |
| Near Infrared | 27% |
| Luminescence/Fluorescence | 25% |
| NMR, ESR, EPR | 24% |
| Atomic Emission | 22% |
| X-Ray Spectrometry | 19% |
| Chemometrics | 18% |
| Raman | 18% |
| Laser Spectroscopy | 18% |
| Surface Analysis | 15% |
| Microscopy and Imaging | 5% |
| ICP/MS | 12% |
| MRI | 3% |
| Photonics and Optics | 3% |
| X-Ray Diffraction | 2% |

Job function

| | |
|------------|-----|
| R&D | 57% |
| QC/QA | 10% |
| Teaching | 9% |
| Analyst | 8% |
| Management | 5% |
| Marketing | 4% |
| Other | 7% |

Field of work

| | |
|----------------------------|-----|
| Analytical Chemistry | 18% |
| Instrumentation | 9% |
| Pharmaceuticals | 9% |
| Environmental | 9% |
| Chemicals | 8% |
| Medical Sciences | 5% |
| Polymers and Peptides | 5% |
| Other | 5% |
| Agriculture | 4% |
| Electronics/Semiconductors | 4% |
| Biotechnology | 4% |
| Life Sciences | 4% |
| Water | 3% |
| Energy and Fuels | 2% |
| Security and Forensics | 2% |
| Metals and Minerals | 2% |
| Food | 2% |
| Genomics and Other -omics | 2% |
| Materials Science | 2% |
| Nanotechnology | 1% |

Area of employment

| | |
|----------------------|-----|
| University/Institute | 40% |
| Industry | 38% |
| Government | 9% |
| Independent Lab | 5% |
| Research Institute | 4% |
| Hospital | 2% |
| Other | 2% |

Spectroscopy Asia Editorial calendar

| Issue 1 | January/March | Bonus Distribution |
|---|---|---|
| Ad Copy: 28 January Publication: 24 February | Pittcon Issue Infrared Spectroscopy Atomic Spectroscopy | Pittcon 2011, 13–18 March, Atlanta, GA, USA Analytica Vietnam, 7–9 April, Ho Chi Minh City, Vietnam |
| Issue 2 | April/June | Bonus Distribution |
| Ad Copy: 8 April Publication: 5 May | NIR Spectroscopy Mass Spectrometry Product Focus: Molecular Spectroscopy | NIR-2011, 13–20 May, Cape Town, South Africa ASMS, 5–9 June, Denver, CO, USA |
| Issue 3 | July/September | Bonus Distribution |
| Ad Copy: 8 July Publication: 4 August | X-Ray Spectrometry Raman Spectroscopy Product Focus: Mass Spectrometry | Denver X-Ray Conference, 1–5 August, Colorado Springs, CO, USA FACSS, 2–6 October, Reno, NV, USA Analytica Anacon India, 12–14 October, Mumbai, India |
| Issue 4 | October/December | Bonus Distribution |
| Ad Copy: 7 October Publication: 3 November | Atomic Spectroscopy Nuclear Magnetic Resonance Product Focus: Elemental Spectrometry | |

Spectroscopy Asia Rates

2011 \$ Rates

| Mono | x1 | x2 | x4 | x6 | x9 | x12 |
|--------------------|-----------|-----------|-----------|-----------|-----------|------------|
| 1 page | 7030 | 6680 | 6320 | 5975 | 5620 | 5260 |
| Island | 5215 | 4950 | 4705 | 4435 | 4170 | 3905 |
| ½ page | 4060 | 3850 | 3645 | 3450 | 3250 | 3040 |
| ⅓ page | 2730 | 2595 | 2475 | 2325 | 2185 | 2040 |
| ¼ page | 2110 | 2000 | 1890 | 1795 | 1675 | 1585 |
| ⅙ page | 1335 | 1265 | 1200 | 1130 | 1060 | 1010 |
| ⅛ page | 1115 | 1060 | 1010 | 965 | 900 | 840 |
| Spectroscopy Forum | 825 | 780 | 745 | 695 | 660 | 620 |
| Product Card | 2975 | 2840 | 2670 | 2535 | 2365 | 2235 |
| 2-Colour | x1 | x2 | x4 | x6 | x9 | x12 |
| 1 page | 7745 | 7365 | 6975 | 6585 | 6205 | 5810 |
| Island | 5795 | 5510 | 5215 | 4925 | 4630 | 4355 |
| ½ page | 4630 | 4410 | 4170 | 3940 | 3720 | 3480 |
| ⅓ page | 3315 | 3145 | 2985 | 2830 | 2645 | 2490 |
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| ⅙ page | 1765 | 1675 | 1595 | 1510 | 1415 | 1325 |
| ⅛ page | 1555 | 1485 | 1405 | 1325 | 1245 | 1175 |
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| Cover Positions | 9900 | 9405 | 8895 | 8405 | 7925 | 7430 |
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| Spectroscopy Forum | 1210 | 1160 | 1080 | 1025 | 975 | 905 |
| Product Card | 4620 | 4400 | 4160 | 3925 | 3700 | 3470 |

Spectroscopy Asia Circulation

Techniques

(readers can use multiple techniques)

| | |
|---------------------------|-----|
| UV/vis Spectroscopy | 55% |
| Infrared | 53% |
| Mass Spectrometry | 51% |
| Atomic Absorption | 40% |
| NMR, ESR, EPR | 38% |
| X-Ray Spectrometry | 32% |
| Atomic Emission | 31% |
| Near Infrared | 31% |
| Separation Science | 29% |
| Luminescence/Fluorescence | 28% |
| Microscopy and Imaging | 28% |
| Laser Spectroscopy | 24% |
| Raman Spectroscopy | 23% |
| Computers/Automation | 22% |
| Surface Analysis | 18% |
| Chemometrics | 18% |
| ICP/MS | 17% |
| MRI | 13% |
| Photonics and Optics | 4% |
| X-Ray Diffraction | 3% |

Job function

| | |
|---------------------------|-----|
| Research Scientist | 33% |
| Teaching | 12% |
| Analyst | 11% |
| University Professor | 11% |
| Other | 9% |
| Lab Manager | 7% |
| Quality Control/Assurance | 5% |
| Marketing/Sales | 5% |
| Engineering/Design | 4% |
| Manufacturing/Processing | 3% |

Field of work

| | |
|----------------------------|-----|
| Analytical Chemistry | 23% |
| Chemicals | 10% |
| Pharmaceuticals | 10% |
| Instrumentation | 8% |
| Medical Sciences | 6% |
| Electronics/Semiconductors | 6% |
| Life Sciences | 5% |
| Others | 5% |
| Water | 4% |
| Genomics and other -omics | 3% |
| Environmental | 3% |
| Polymers and Peptides | 3% |
| Agriculture | 2% |
| Biotechnology | 2% |
| Energy and Fuels | 2% |
| Food | 2% |
| Materials Science | 2% |
| Metals and Minerals | 2% |
| Security and Forensics | 1% |
| Nanotechnology | 1% |

Area of employment

| | |
|----------------------|-----|
| Research Institute | 32% |
| Industry | 29% |
| University/Institute | 22% |
| Government | 8% |
| Independent Lab | 4% |
| Hospital | 3% |
| Other | 2% |

Spectroscopy Asia Circulation

Circulation profile

| | |
|--------------|------|
| India | 2200 |
| Japan | 1978 |
| China | 2093 |
| Australasia | 545 |
| Korea | 275 |
| Taiwan | 309 |
| Malaysia | 252 |
| Pakistan | 248 |
| Singapore | 207 |
| Thailand | 201 |
| Indonesia | 169 |
| Rest of Asia | 1523 |

TOTAL **10,000**



Print specials / List rental

We can offer a wide range of ways to make your message stand out.

Belly band

An increasingly popular option. Belly bands enclose the entire issue and readers cannot help noticing them!

Costs are from £5520 plus handling and postage at £2500 (under 10g).

Print specials

Spot varnish, metallic inks, a reply card attached to your advertisement with low-tack glue, or even personalised covers can all be provided. Contact us with details of your requirements and we'll provide a custom quotation.

Inserts

Inserts bound into the magazine or inserted loose are a very cost-effective way of reaching our readership. Inserts can be targeted by country and techniques of readers if required (extra fees apply).

| Up to | Per thousand |
|-------|--------------|
| 10g | £200 |
| 20g | £225 |
| 30g | £250 |
| 40g | £275 |
| 50g | £300 |

List rental

Precision targeting of mailings to our readers. You can select by techniques, countries and industry. To obtain an up-to-date count and quotation, please download and complete the form from the Advertisers section of our website (www.spectroscopyeurope.com), or contact us direct.

The list rental fee is £350 per thousand (minimum £1000). On top of this you will need to pay postage at cost (we can post on your own account if you prefer), handling and fulfilment costs.

If you require a price in your own currency, please contact us.

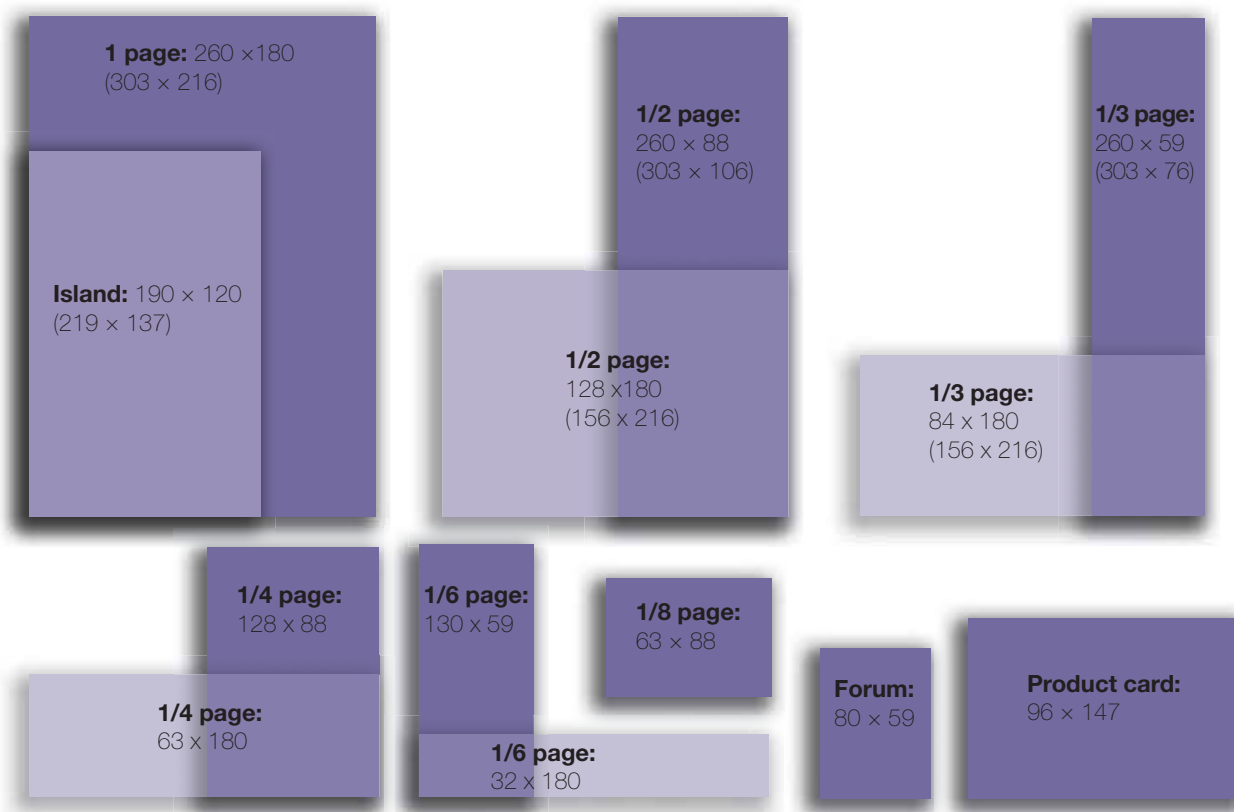
Mechanical details

Mechanical requirements

Advertisement sizes (bleed size in brackets) all in mm

Trim size: 297 (H) × 210 (W) mm **Type area:** 237 (H) × 175 (W) mm

Bleed ads: It is essential that at least 3 mm bleed is allowed on each edge that bleeds. All advertisements must be supplied digitally as press-ready PDFs. Please note that your advertisement should be “ready-to-go”, requiring no further work by us. It is your responsibility to make sure that the PDF has been prepared correctly.



Terms

Net 30 days from date of invoice. Advertisers and agencies assume complete responsibility for all contents of advertisements printed and for material inserted and for any claims made against the Publishers. The Publisher assumes no liability for the non-appearance of any advertisement. No responsibility can be taken for the reproduction of advertisements not meeting the Publisher's mechanical requirements or not supplied with colour proofs or progressives. If the Publisher is asked to make changes to an advertisement, they may agree to do so but the Publisher can offer no guarantee as to the accuracy of such changes and will accept no claims resulting from their actions or those of their agents. If you require amendments, we strongly recommend that you supply a new file. The Publisher reserves the right to refuse any advertisement. Cancellations are only accepted if notified to the Publisher at least two weeks in advance of the copy date.

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Editorial

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