

## EDITORIAL TRACKS

### INDUSTRIAL & SPECIALTY CHEMICALS

C&EN's experienced reporters offer sophisticated coverage of the biggest U.S. and international chemical companies. Our annual Top 50 U.S. and Global Chemical Company features are authoritative and widely read rankings. The Personal Care sub-track offers chemistry-rich coverage of trends in the household and personal care products industry, like the 2016 cover on cosmetic chemistry labs' processes for verifying product claims. The Specialty & Performance Chemicals sub-track includes cutting-edge stories on the specialties industry, and our petrochemicals sub-track goes beyond supply and price dynamics to explain broader business and technology trends affecting the chemical industry's building blocks. Finally, the Chemical Business sub-track provides readers with detailed coverage of chemical finance and regional developments.

### ANCHOR ISSUES

JAN  
9

WORLD CHEMICAL OUTLOOK

MAY  
8

C&EN'S U.S. TOP 50 CHEMICAL COMPANIES

JUL  
24

C&EN'S GLOBAL TOP 50 CHEMICAL COMPANIES

### ADDITIONAL INDUSTRIAL & SPECIALTY CHEMICALS FEATURES

#### Personal Care

JAN 23 SOAPS & DETERGENTS

MAY 8 COSMETICS & PERSONAL CARE

#### Chemical Business

FEB 27 FEDERAL R&D BUDGET

MAR 7 2016 FINANCIAL REVIEW

APR 17 R&D & CAPITAL SPENDING

AUG 15/22 FIRST HALF FINANCIAL REVIEW

OCT 24 FOCUS ON EUROPE

#### Specialty & Performance Chemicals

MAR 27 SPECIALTY CHEMICALS

AUG 7 PERFORMANCE CHEMICALS

NOV 27 SPECIALTY CHEMICALS

#### Petrochemicals

MAR 20 PETROCHEMICALS

AUG 28 PETROCHEMICALS

OCT 16 POLYMERS & PLASTICS

### KEY BONUS DISTRIBUTIONS

*ACS Spring & Fall Nat'l Meetings, American Cleaning Institute, AACR, AAPS - Biotechnology, CPhI Japan, CPhI WW, DCAT, IFPAC, Pittcon, Society of Toxicology, SOCMA Dinner*

### KEY ACS JOURNALS

*Accounts of Chem Research*

*ACS Catalysis*

*ACS Chemical Biology*

*ACS Synthetic Biology*

*Biochemistry*

*Bioconjugate Chemistry*

## 2017 C&EN ADVERTORIAL EDITORIAL CALENDAR

There are more opportunities than ever to get your message in front of C&EN's audience. Book a C&EN Advertorial—a content-driven advertising feature placed alongside top-notch editorial work. Find your opportunity in the list below, and ask us about combining your advertorial with an editorially-led webinar.

### 5 WAYS TO AUTOMATE YOUR LAB JAN 2 ISSUE

Advertorial Content Due: Dec 1, 2016

*C&EN's first advertorial will encompass technologies from laboratory robotics, automated instruments like autosamplers, software algorithms, high-throughput screening, and combinatorial chemistry.*

### LAB HACKS: METHODS TO INCREASE PRODUCTIVITY MAR 20 ISSUE

Advertorial Content Due: Feb 20, 2017

*This issue will feature a collection of commentaries from scientists describing their laboratory tips and tricks to be more productive.*

### THE LAB OF TODAY—TOP 10 INSTRUMENTS ALL CHEMISTS NEED MAY 22 ISSUE + WEBINAR

Advertorial Content Due: Apr 24, 2017

*A conversation for any scientist, this series will focus on common instrumentation products found in laboratories, such as NMR, HPLC, Mass Spec, UV-VIS, Microscopes, and water purifiers.*

### INNOVATION IN PERSONAL CARE & COSMETICS JUL 10 ISSUE + WEBINAR

Advertorial Content Due: Jun 12, 2017

*Cosmetics companies have an interesting story to tell with the chemistry behind their every-day, commonly used products. This opportunity with C&EN will give special attention to the companies leading the way in their niche.*

### CANNABIS CHEMISTRY AUG 28 ISSUE + WEBINAR

Advertorial Content Due: Jul 31, 2017

*This advertorial will cover new governmental regulations and quality standards, and will be ideal for companies looking to move their existing instruments into this growing industry.*

### TOP 20 DRUGS OF 2017 OCT 2 ISSUE + WEBINAR

Advertorial Content Due: Sep 4, 2017

*Now a staple with readers, C&EN will return to analyze the Top 20 Drugs in its fourth installment on the topic.*

See the full editorial calendar at [bit.ly/2017CENCalendar](http://bit.ly/2017CENCalendar)

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