C&EN’s Pharmaceuticals track features a unique combination of stories on both the pharmaceutical industry and the fine chemical companies that serve it. Articles in the Drug Discovery, Development & Design sub-track are scientifically astute explorations of drug industry trends written by C&EN’s experienced pharma reporters. The annual New Drug Approvals story has become a must-read review of the FDA’s approval decisions. Stories on custom chemicals and APIs examine how trends affect the fine and pharmaceutical chemical companies that serve the drug industry with raw materials and active pharmaceutical ingredients, with the October issue highlighting the CPhI WW event. Ask your sales representative about the pharma and life science-focused content below.

**Anchor Issues**

**JAN 21**

THE NEW DRUGS OF 2018

**JUL 1**

DRUG DEVELOPMENT

**DEC 2**

PHARMA YEAR IN REVIEW

**Additional Pharmaceutical Features**

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**Key Bonus Distributions**

ACC, ACI, ACS Spring Nat’l Meeting, ASMS, AOCS, BIO, Bio-IT World, Biology of Genomes (CSHL), Chemicals America, ChemSpec, CPhI China, CPhI India, CPhI Japan, CPhI NA, CPhI MEA/Africa, CPhI South East Asia, CPhI WW, DIA, DIA China, DCAT, MTTC, Pittcon, Pharma ChemOutsourcing, Semicon West, SLAS, Society for Neuroscience, SOCMA Annual Dinner, TIDES

**Key ACS Journals**

ACS Chemical Biology
ACS Chemical Neuroscience
ACS Medicinal Chemistry Letters
ACS Synthetic Biology
Biochemistry
Bioconjugate Chemistry
Biomacromolecules

Chemical Research in Toxicology
Journal of the American Chemical Society
Journal of Chemical Theory & Computation
Journal of Medicinal Chemistry
Journal of Natural Products
FAST FACTS

UNDERSTANDING C&EN’S AUDIENCE

97% ARE BUYERS
The vast majority of survey respondents report involvement in the buying process.

3 OUT OF 4
are spending the same or more than they did last year.

67% PLAN TO PURCHASE
instruments or equipment.

$200MM+
BUYING POWER
Survey respondents accounted for more than $200mm in funds.

WORK SECTOR | 70% of readers work in R&D

37% ACADEMIA
23% MANUFACTURING
20% BIOTECH/PHARMA/CRO
11% GOV’T/HOSPITAL/NON-PROFIT
5% CONSULTING
4% ENGINEERING

TOP PRODUCTS | Our readers actively shop for industry products

67% CHEMICALS/RAW MATERIALS & SPECIALTIES
62% GLASSWARE/CONSUMABLES
37% GASES & GAS EQUIPMENT
32% FINE CHEMICALS & INTERMEDIATES/CUSTOM/SPECIALTY CHEMICALS
25% TECHNOLOGY/COMPUTERS/HARDWARE/SOFTWARE
8% INCUBATOR/REFRIGERATOR

TOP AREAS OF RESEARCH

29% ENVIRONMENTAL/FOOD & AG
25% ANALYTICAL
23% MEDICINAL CHEMISTRY
21% DRUG DISCOVERY/DEVELOPMENT
18% PLASTICS/POLYMERS/COATINGS
10% ENERGY & FUELS

97% OF OUR AUDIENCE ARE BUYERS, VIA OUR 2017 READER STUDY

Learn more about reaching this audience with our custom solutions at cenmediakit.org/about