

## EDITORIAL TRACKS

### INSTRUMENTATION

Nobody covers the instrumentation industry like C&EN. Our team of reporters, many of whom are Ph.D. chemists, understand scientific instruments and the chemists who use them. Our coverage of the Top Instrumentation Companies and the Pittcon trade show provides a snapshot of the key business trends affecting the instrumentation industry. The Chromatography, Instrument Analysis, and Mass Spectrometry sub-tracks delve deep into new technology and new applications in the instrumentation world. Trends uncovered during 2014 included the emerging business in companion diagnostics for new drugs and the growth of desktop NMR. **Review our instrumentation-focused features below to find the right issue for your next campaign.**

### ANCHOR ISSUES

MAR  
28

APP NOTE SUPPLEMENT: ADVANCES IN HPLC & MASS SPEC

APR  
25

TOP 25 INSTRUMENTATION COMPANIES

JUN  
6

APP NOTE SUPPLEMENT: GREEN CHEMISTRY –  
TECHNOLOGIES FOR CLEAN AIR & SAFE WATER

### ADDITIONAL INSTRUMENTATION FEATURES

#### Chromatography

FEB  
29

PITTCON  
PREVIEW

MAR  
28

PITTCON  
HIGHLIGHTS

JUN  
13

50 YEARS  
OF HPLC

#### Cutting-Edge Analysis

MAR  
21

WATER  
ANALYSIS

MAR  
28

PITTCON  
HIGHLIGHTS

AUG  
8

MATERIALS  
ANALYSIS

#### Mass Spectrometry

MAR  
28

PITTCON  
HIGHLIGHTS

MAY  
30

APPLICATIONS  
OF MASS  
SPECTROMETRY

### KEY BONUS DISTRIBUTIONS

*SLAS, IFPAC, Pittcon, ASMS, HPLC, Eastern Analytical Symposium*

### KEY ACS JOURNALS

*Accounts of Chemical Research  
Analytical Chemistry  
Chemical Reviews  
Environmental Science & Tech  
ES&T Letters*

*JACS  
Journal of Ag & Food  
J. of Chemical Education  
J. of Proteome Research*

**Ask your sales rep how to build an integrated campaign in these key instrumentation issues.**

**2016**

## C&EN SUPPLEMENT & ADVERTORIAL EDITORIAL CALENDAR

There are more opportunities than ever to get your message in front of C&EN's audience. In 2016, you can book a C&EN Advertorial—a content-driven advertising feature placed alongside top-notch editorial work. There are also new topics for C&EN Supplements, which feature application notes, ads, and other content that rides along with key issues of C&EN. Find your opportunity in the list below.

**C&EN SUPPLEMENT: *Advances in HPLC and Mass Spectrometry***

**Issue Date:** March 28, 2016

**Application Note Submission Deadline:** February 22, 2016

**Bonus Distribution:** Pittcon, ACS Spring Nat'l Mtg, MMTC, ASMS

**C&EN ADVERTORIAL: *Innovative Instruments***

**Issue:** Applications in Mass Spectrometry • May 30, 2016

**Advertorial Content Due:** May 16, 2016

**Bonus Distribution:** ASMS

**C&EN SUPPLEMENT: *Sustainable Chemistry –  
Green Technologies for Clean Air and Safe Water***

**Issue Date:** June 6, 2016

**Application Note Submission Deadline:** May 10, 2016

**Bonus Distribution:** ASCO, ASMA, BIO, AAPS, ACS Green Chemistry Conf

**C&EN ADVERTORIAL: *Chemistry Outlook Q&A***

**Issue:** Global Top 50 Chemical Companies • July 25, 2016

**Advertorial Content Due:** July 11, 2016

**C&EN SUPPLEMENT: *Top 50 Drugs of 2016***

**Issue Date:** September 5, 2016

**Ad Closing Deadline:** August 9, 2016

**Bonus Distribution:** Pharma ChemOutsourcing, CPhI, AAPS

**C&EN SUPPLEMENT: *Precision Medicine***

**Issue Date:** November 7, 2016

**Ad Closing Deadline:** October 10, 2016

**Bonus Distribution:** AAPS Annual Meeting, Society for Neuroscience

**C&EN ADVERTORIAL: *Corporate Views – A Look Back at 2016***

**Issue:** Chemistry Year in Review • December 12/19 Double Issue

**Advertorial Content Due:** November 28, 2016

See the full editorial calendar at [bit.ly/2016CENCalendar](http://bit.ly/2016CENCalendar)

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