

EDITORIAL TRACKS

SUSTAINABILITY MEGATRENDS

Forward-looking companies make their investment decisions by following societal megatrends around food, water, transportation, and clean energy. C&EN's Sustainability Megatrends track offers a number of articles and special reports that explore the role of chemistry in making society more sustainable. Examples from last year include cover stories on crop protection startups and phthalate plasticizers. The Global Change sub-track goes beyond corporate platitudes to explore real issues around sustainability, green chemistry, and clean water. The Agro/Crop Science sub-track examines how crop science firms help farmers feed a growing global population. And the Food, Flavors & Nutrition sub-track looks at how specialty chemical and ingredient firms help food industry customers meet consumer desires for convenient foods without artificial additives.

ANCHOR ISSUES

JUN
6

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

NOV
14

BIOBASED CHEMICALS

ADDITIONAL SUSTAINABILITY MEGATRENDS FEATURES

Global Change

FEB 15 GREEN CHEMISTRY
APR 18 ENVIRONMENTAL CHEMISTRY
JUN 27 SUSTAINABILITY
SEP 19 ENERGY
OCT 10 EMERGING WATER TECHNOLOGIES

Agro/Crop Science

MAR 7 CROP SCIENCE
AUG 29 AGROCHEMICALS

Food, Flavors, & Nutrition

FEB 8 FOOD CHEMISTRY
SEP 12 FOOD SCIENCE

KEY BONUS DISTRIBUTIONS

Pittcon, ASMS, IFT, AOCS, Eastern Analytical Symposium

KEY ACS JOURNALS

*ACS Sustainable Chemistry
& Engineering
Environmental Science & Tech
Envir. Science & Tech Letters
J. Agr. & Food Chemistry*

*JACS
J. of Natural Products
Energy & Fuels*

Ask your sales rep how to build an integrated campaign in these key sustainability 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, MMTCS, 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

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