

# EDITORIAL TRACKS

## PHARMACEUTICALS & LIFE SCIENCES

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 and Precision Medicine & Diagnostics sub-tracks are scientifically astute explorations of drug industry trends written by C&EN's experienced pharma reporters. The annual New Drug Approvals story, for example, has become a must-read review of the FDA's approval decisions. Starting with January's Custom Chemicals & APIs-Informex Preview, stories in the Fine Chemicals & Intermediates and Outsourcing sub-tracks examine how these trends affect the fine and pharmaceutical chemical companies that serve the drug industry with raw materials and active pharmaceutical ingredients. The Bioinformatics sub-track explores the software that is increasingly critical to drug discovery.

### ANCHOR ISSUES

FEB  
1

NEW DRUG APPROVALS

SEP  
5

TOP 50 DRUGS SUPPLEMENT

DEC  
5

PHARMACEUTICAL YEAR IN REVIEW

### ADDITIONAL PHARMACEUTICAL FEATURES

#### *Drug Discovery & Development*

FEB 22 PHARMACEUTICAL BUSINESS  
JUN 6 BIOTECHNOLOGY  
SEP 5 PHARMACEUTICAL CHEMISTRY  
OCT 3 PHARMACEUTICALS

#### *Fine Chemicals & Intermediates/APIs*

JAN 25 CUSTOM CHEMICALS & APIs –  
INFORMEX PREVIEW  
OCT 3 APIs – CPHI PREVIEW  
NOV 14 BIOBASED CHEMICALS

#### *Precision Medicine & Diagnostics*

JUL 18 TARGETED THERAPEUTICS  
NOV 7 PRECISION MEDICINE SUPPLEMENT

#### *Outsourcing*

APR 4 PHARMACEUTICAL OUTSOURCING  
MAY 23 R&D OUTSOURCING/CROs  
NOV 14 BIOBASED CHEMICALS

#### *Bioinformatics*

JAN 25 INFORMATICS  
OCT 24 SOFTWARE/INFORMATICS

### KEY BONUS DISTRIBUTIONS

SLAS, IFPAC, Informex, Bioprocess International, Bio-IT World, Chemspec, AACR, Drug Discovery Chemistry, CPhI, AAPs, Pharma ChemOutsourcing, TIDES, BIO, SOCMA Dinner

**Ask your sales rep how to build an integrated campaign in these key life sciences 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

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

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