

2020 EDITORIAL CALENDAR

PHARMACEUTICALS
& LIFE SCIENCES

INDUSTRIAL
& SPECIALTY
CHEMICALS

MATERIALS
SCIENCE

INSTRUMENTATION

SPONSORSHIPS

EXPLORE ADVERTISING OPPORTUNITIES BY SPONSORING ENTIRE ISSUES, THEMES, REPORTS, AND MORE.

C&EN, the flagship newsmagazine of ACS, is the most authoritative and influential source of journalism and information for chemists around the world. Our carefully curated selection of interesting research developments is a valued source of serendipity and inspiration at the bench. Our deep-dive analyses of global research, business, and policy trends; interviews with industry thought leaders; and rich lineup of career advice and employment data helps chemists navigate their lives and careers. With over 150,000 members, and 33 million researchers of ACS Publications, our audience is global, diverse, and discerning.

Here you'll find highlighted features C&EN will be covering in 2020, including updated information around our COVID-19 coverage. Choose a planned topic within these pages, or ask us about creating a program custom to your brand.

Download our entire media kit at cenmediakit.org/2020-CEN for more.

JUNE 27

GLOBAL TOP 50

One of our most popular features of the year, this annual summary and database remains our most visited article year over year.

This annual feature will include in-depth analysis of chemistry industry trends and how the Global Top 50 are responding, written by C&EN Senior Editor, Alex Trullo. An interactive online database allows our readers and the chemistry community to dive in to the analysis company by company, over the span of ten years.



NOVEMBER 16

GLOBAL TOP 50

Returning for its 4th year, C&EN profiles the most interesting chemical companies on the rise.

Chemistry is full of tenacious, creative scientists. As part of its mission, C&EN spotlights innovative researchers from industry and academia who are changing the way chemistry gets done and perceived. Through its annual talent competition, 10 Start-ups To Watch (TSTW), C&EN highlights path-blazing entrepreneurs. This impressive group seeks ways to synthesize molecules in a more environmentally friendly way; develop methods to curb global warming by removing carbon dioxide from the air; and investigate the biochemical underpinnings of disease to help find cures. These chemists are solving complex challenges by using chemistry to make the planet a better place.

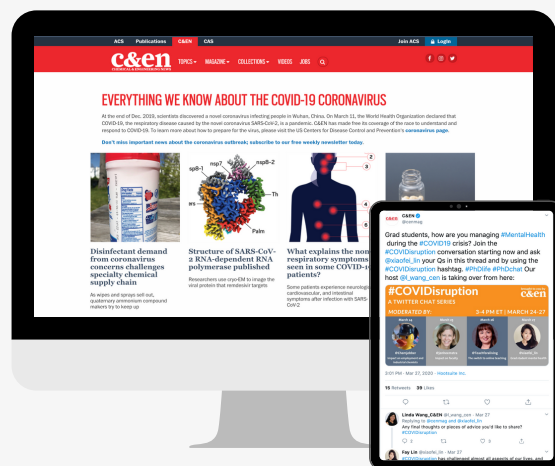


RESPONDING TO THE PANDEMIC

HOW C&EN IS ENGAGING

To ensure that chemists around the world have proper access to breaking news around the COVID-19 health pandemic, C&EN has made all related articles and in-depth analysis accessible for free on C&EN's site, cen.acs.org.

In addition, C&EN is hosting numerous virtual conversations on platforms like Zoom and Twitter, that are highlighting how the scientific community is responding to the pandemic. Upcoming webinar topics also include how older drugs can take down the new coronavirus. Ask us about sponsoring our next event today.



ANNUAL FEATURE

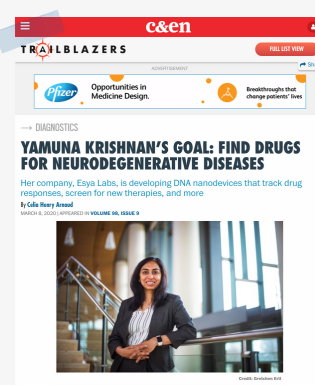
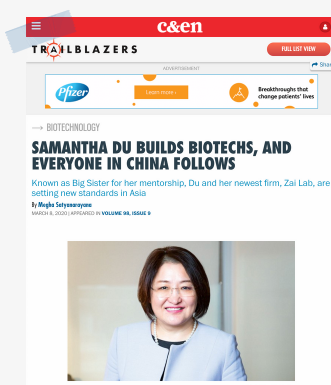
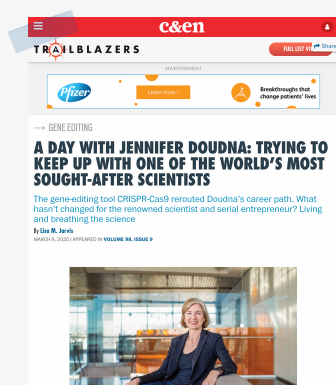
C&EN'S TRAILBLAZERS

Looking into the 2021 advertising year, we'll be releasing our 2nd annual C&EN's Trailblazers issue, which aims to feature chemists making waves in their fields. In 2020, our Trailblazer theme was Celebrating Women in Chemistry, supported by funding from Pfizer. Ask your sales representative about securing a sponsorship for 2021's issue!



SPOTLIGHT ON C&EN'S TRAILBLAZERS: WOMEN IN CHEMISTRY 2020 ISSUE

This feature highlighted women entrepreneurs who are changing the face of chemistry. C&EN tapped CRISPR pioneer Jennifer Doudna as a guest editor to curate the entire issue. Click below to read.



DISCOVERY REPORT

An ACS member exclusive



RIDE-ALONG SPECIAL REPORTS PUBLISHED ALONGSIDE C&EN IN PRINT

ACS & C&EN now publishes four special reports a year, first delivered to members as an exclusive benefit with their weekly issue of C&EN and on cen.acs.org. The reports survey the new science and technology defining the chemical sciences today and are designed to be of particular interest to industry chemists.

2020 REPORT FOCUS

PUBLISH DATE

THE FUTURE OF WATER

C&EN EXPLORES WHAT NEEDS TO BE DONE TO SECURE CLEAN DRINKING WATER FOR THE WORLD

JUNE 29

PHARMACEUTICALS

SEPTEMBER 21

CHEMISTRY, THE WORLD'S PROBLEM SOLVER

NOVEMBER 30



CLICK HERE
TO SEE A PREVIOUS REPORT





OTHER RECURRING FEATURES AND MEDIA OPPORTUNITIES

2020 SNAPSHOT

C&EN'S STEREO CHEMISTRY PODCAST

Look for a new six-part series comprised of 15 minute episodes profiling disease-causing drug targets that, despite knowing of their existence for many years, have been elusive to pharma. Each episode will feature a different long-intractable drug target, explain its challenges, and explore the emerging technology allowing scientists to finally make headway.

[CENM.AG/STEREOCHEMISTRY](https://cenm.ag/stereochemistry)

C&EN'S CHEMISTRY IN PICTURES

One of our most popular engagements, Chemistry in Pictures is C&EN's monthly photo contest, showcasing the beauty of chemistry and related sciences. This year, explore new themes: In Summer 2020, we will be collecting submissions from industrial labs and will involve the Fall ACS meeting. In October, our theme will be "sticky stuff" for National Chemistry Week (around glues and adhesives), and back for its third year, in November, Chemistry In pictures will again partner with #RealTimeChem curators for Twitter's most popular chemistry contest.

[CENM.AG/CHEMPICS](https://cenm.ag/chempics)

EMPLOYMENT & CAREER FEATURES

Give back to the community when you associate your brand with our popular advice columns: **C&EN's Office Hours** and **Bench & Cubicle**. Driven by reader questions around the challenges they face as they navigate their research and their careers, explore our columinists' advice at cenm.ag/officehours and cenm.ag/benchandcubicle.

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