



chromatographyonline.com

2011 **MEDIA PLANNER**

INTRODUCTION

The LCGC Group spans across Europe, North America and Asia Pacific. Our editorial content across print and electronic products covers all key growth segments including food analysis, bioanalysis, environmental analysis, pharmaceutical analysis, and petroleum and biofuels research.

LCGC EUROPE:

LCGC Europe is a dedicated chromatography magazine delivering your message to a pan-European audience of 26,000 pan-European BPA* audited subscribers. 91%** of our readers are either key decision makers or individuals who recommend or influence the purchase of products and services within their organization. With an average pass on rate of 2.4 readers your advertising will reach 62,000 readers.**

Its peer-reviewed, method-and applications-orientated content helps laboratories become more productive, links advertisers and buyers, and facilitates the spread of cutting-edge information throughout the chromatography community.

“ 98% of LCGC Europe readers stated that they read LCGC Europe magazine on a regular basis** ”



LCGC NORTH AMERICA:

LCGC North America is the largest dedicated chromatography publication in North America with a total qualified audience of 54,397*** BPA total qualified subscribers. For 27 years LCGC North America has been the leading provider and most trusted source among chromatographers. Its peer-reviewed, method- and applications-orientated content helps laboratories become more productive, links advertisers and buyers, and facilitates the spread of cutting-edge information throughout the chromatography community.

LCGC ASIA PACIFIC:

LCC Asia Pacific is the leading publication for separation scientists working across the Asia-Pacific region. It provides troubleshooting advice and application articles on all aspects of liquid and gas chromatography, capillary electrophoresis, mass spectrometry, hyphenations, sample preparation techniques and data analysis. LCGC Asia Pacific reaches more than 10,000 recipients across 11 countries in the region.▲

HIGHLY QUALIFIED AUDIENCE

LCGC Europe is 100% requested*

LCGC Europe and LCGC North America continue to have the largest independently audited circulation involved in chromatography. LCGC Europe is 100% requested.* Hence advertisers can be assured that the magazine is delivered to exactly whom we say it is and that their messages are communicated to a highly-targeted audience.▲

- LCGC Europe has an audience of 26,000 BPA-audited subscribers spanning 42 countries* — 85.3% in Western Europe, 9.3% in Northern Europe, 4.2% in Central and Eastern Europe and 1.2% in Southern Europe. LCGC Europe files two circulation statements per year and is the only magazine in the chromatography industry to carry out audits of its recipients.
- LCGC North America has an audience of 54,397** BPA total qualified subscribers. Therefore, as an advertiser you can be sure that your message is being seen by subscribers in the industries and functions that are integral to the field of chromatography.

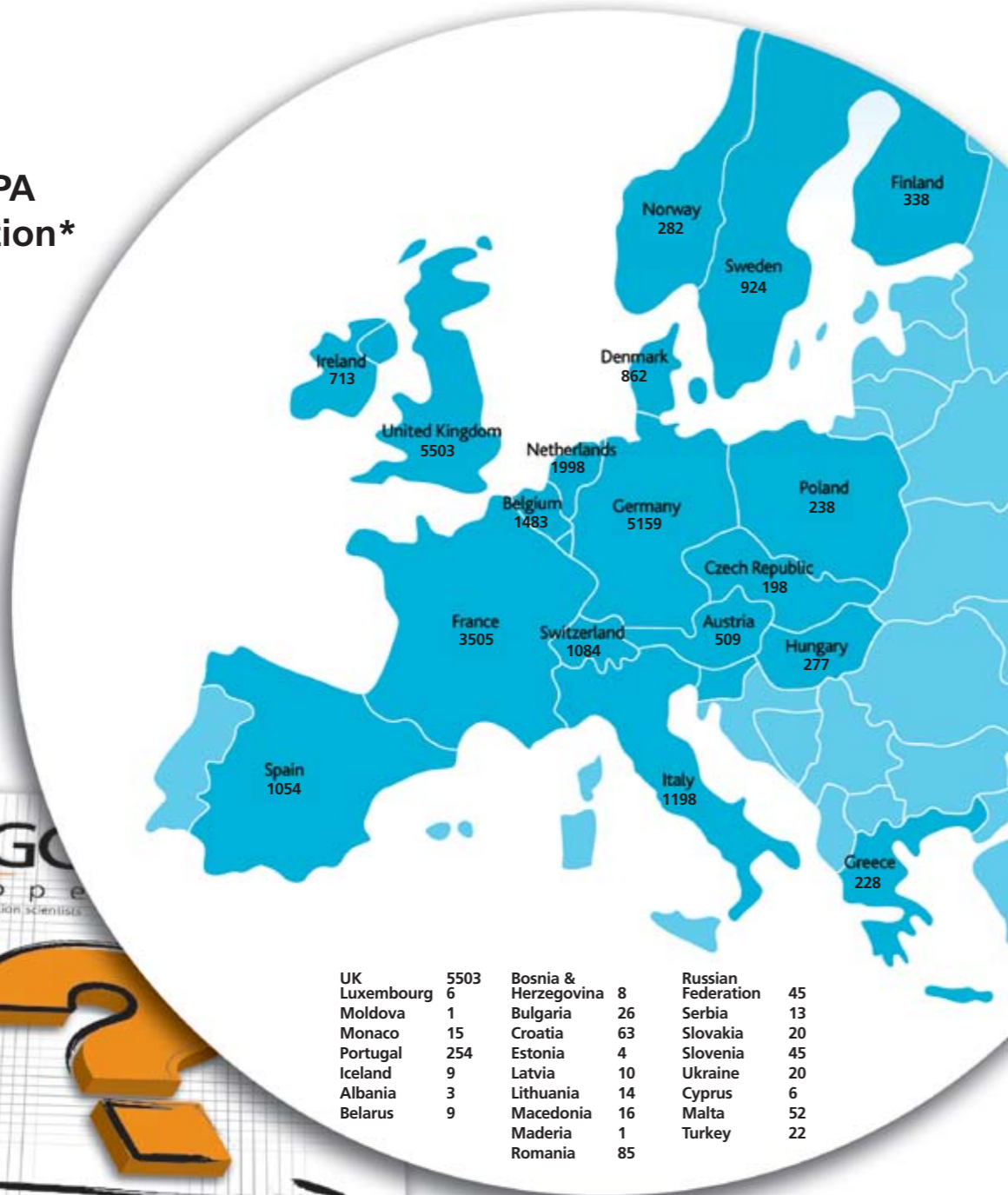


BPA explained:

BPA Worldwide is the global industry resource for verified audience data and media knowledge. BPA delivers consumer and business media audits of unsurpassed rigour, objectivity, accuracy, transparency and timeliness — audits that provide solid assurance for both media owners and media buyers. With rich, in-depth information, BPA audits also provide advertisers, agencies and media owners with audience insights that they can turn into competitive advantage. Advertisers can be assured that your message is being communicated to a highly targeted audience who have specifically requested to receive LCGC Europe and LCGC North America.

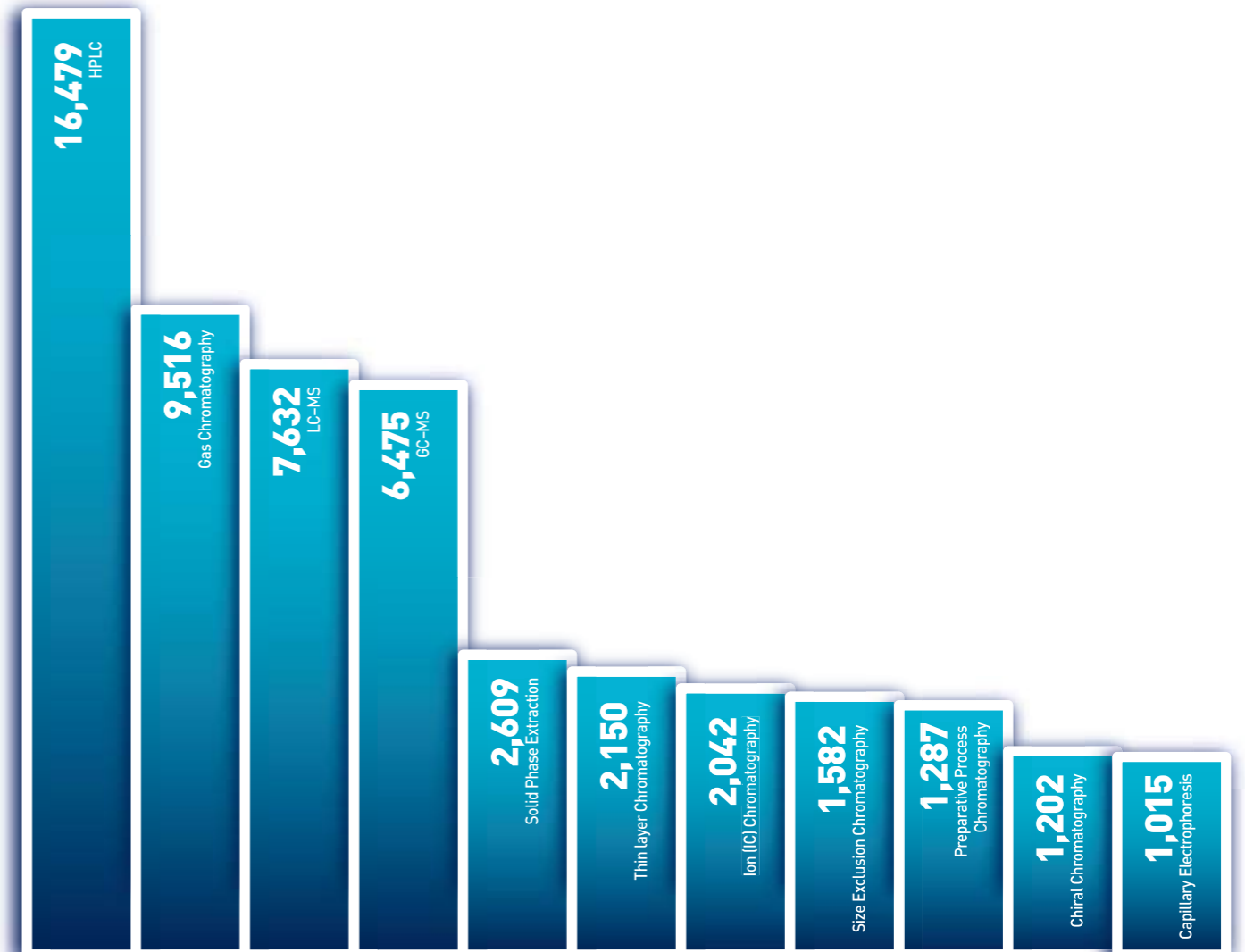
KEY DECISION MAKERS

LCGC Europe geographical breakdown of BPA qualified circulation*



*LCGC Europe BPA circulation statement June 2010

91% OF LCGC READERS MAKE PURCHASING DECISIONS FOR THEIR COMPANY*



* LCGC Europe readership survey, May 2010

EDITORIAL OVERVIEW

LCGC Europe's editorial mission is to provide readers with the information that they require to develop robust analytical methods, to improve or repair existing methods and to keep up-to-date with new technologies and instrumentation. This is achieved by disseminating the experience of technology and product experts to readers in the forms of troubleshooting columns and application-based articles. The aim is, therefore, to improve readers' experimental design, method quality and results interpretation and in doing so make them greater assets to their employers. This is now achieved through a combination of printed magazines, electronic products and the re-launched website.

Each month editorial is split into articles and columns. The following descriptions give an insight into the content of each.

Articles

These take the format of short technical notes describing tips on improved efficiency in methods or equipment use, longer technical articles describing improved methods or improvements in techniques or instrumentation, and feature articles that survey current techniques or emerging technologies.

Columns

LC Troubleshooting — LC Troubleshooting sets about making HPLC methods easier to master. By covering the basics of liquid chromatography separations and instrumentation, John Dolan, Vice President of LC Resources and world-renowned expert on HPLC, is able to highlight common problems and provide remedies for them.

GC Connections — GC Connections provides advice for regular users of gas chromatography. ChromSource President and former GC instrument specialist with PerkinElmer, John Hinshaw, covers separation fundamentals, column care, instrument troubleshooting and many other topics.

MS: The Practical Art — MS: The Practical Art editor Michael Balogh is the Principal LC-MS technology development scientist for Waters Corp. and adjunct Professor at Roger Williams University, Rhode Island, USA. In this column he examines the mass spectrometric side of coupled liquid and gas-phase systems. Troubleshooting-style articles provide readers with invaluable advice for getting the most from their mass spectrometers.

Questions of Quality — Questions of Quality offers guidance on quality issues relevant to all separation scientists. Method development, data handling, chromatography data systems and laboratory information management systems have all been described by leading industry consultant Robert McDowall.

Column Watch — Column Watch keeps readers up-to-date with new column technology trends in all branches of chromatography and reviews developments in existing technology lines. Columnist Ron Majors, Chromatography Business Development Manager for Agilent Technologies and established authority on new column technologies also compiles the annual Pittcon round-up for LCGC North America.

CE Currents — CE Currents provides practical advice on maximizing the use of capillary electrophoresis and related techniques. Kevin Altria, Senior Principal Scientist at GlaxoSmithKline and leading CE exponent, demonstrates how to develop robust CE methods, how to troubleshoot existing ones and describes new innovations in instrumentation and equipment.

Coupling Matters — Coupling Matters introduces novel hyphenations in sample preparation, separation and detection systems. This column, edited by Robert Shellie from the Australian Centre for Research on Separation Science (ACROSS) at the University of Tasmania, provides a must-read for anyone interested in working with coupled systems.

Sample Preparation Perspectives — Sample Preparation Perspectives' editor Ron Majors examines technologies and methodologies for getting your samples ready for chromatographic analysis.

Practical Data Handling — Practical Data Handling tackles the subject of chemometrics. Yvan Vander Heyden from Vrije Universiteit Brussels, Belgium, a driving force behind the application of chemometrics in analytical chemistry, describes how the use of such chemometric techniques allows chromatographers to improve both the design of robust analytical methods and the subsequent interpretation of derived results.

HIGH QUALITY EDITORIAL

LCGC Group guarantee:

The content and feature articles in LCGC Europe, LCGC North America and LCGC Asia Pacific is strictly controlled to ensure that editorial is of the highest calibre. Submitted articles are subjected to a review by members of each magazine's Editorial Advisory Board – comprising academic experts and senior industry professionals. This guarantees that our products consistently deliver current, useful, authoritative and accurate material.

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PRODUCTS

INTEGRATED MEDIA SUITE

Create a truly integrated marketing campaign by choosing from a variety of products and services from the LCGC Group across print and on-line.

PRINTED MAGAZINES

LCGC Europe magazine

LCGC Europe publishes a monthly magazine delivered to a pan-European audience of 26,000* BPA-audited subscribers, providing peer-reviewed technical articles covering all aspects of sample preparation, chromatography and capillary electrophoresis, as well as associated topics including hyphenation, quality control, validation and regulatory issues, and data analysis. Our aim is to provide answers to 'real' problems and in doing so, improve the efficiency and productivity of our readers.

LCGC North America

Produced and delivered monthly to an audience of 54,397** BPA-audited circulation, LCGC North America is the largest dedicated chromatography publication in North America. Its editorial covers all the key application areas, such as pharmaceutical analysis, bioseparations, environmental and food analysis. Using peer-reviewed, technical applications-orientated information, LCGC North America helps influential chromatographers increase productivity in their laboratories.

LCGC Asia Pacific

LCGC Asia Pacific reaches more than 10,000*** recipients across 11 countries in the region including China, India, Australia and Malaysia on a quarterly basis. LCGC Asia Pacific unites this diverse audience of scientists by providing information that has a direct impact on their analytical proficiency and productivity. Articles on innovation technologies and key applications are accompanied by the best of LCGC's popular columns on troubleshooting, problem-solving, sample preparation and new products. No other publication in the region provides this much in-depth information on HPLC, GC, CE, SPE and allied separation technologies.



SUPPLEMENTS

Application Notebooks:

Throughout 2011 LCGC Europe and LCGC Asia Pacific will be running a series of special supplements including its renowned Applications Notebook.

- See separate editorial calendar for details of what suits your advertising requirements.

Industry Show Guides:

LCGC Europe will be producing a show guide for HPLC in 2011.

Benefits to advertisers:

- Promote your organization and products prior to and during the show.

Wall Planner 2012

The wall planner is sent out to the entire LCGC Europe audience with the November issue of the magazine.

Benefits to advertisers:

- Distributed to the full 26,000 BPA-audited audience.
- 12 months exposure for your marketing endeavours.

Other exclusive opportunities in the LCGC Europe magazine:

Belly bands, tip ons, barn doors, bound inserts etc., ideally suited to raising your brand profile around product launches and trade shows.

Targeted Inserts:

As an audited title LCGC Europe can split its circulation by market sector, subscriber function and/or geographical location providing the opportunity to target a demographic of our recipients.

Reprints

If your company has been highlighted in LCGC Europe or LCGC Asia Pacific you can further benefit from this by transforming it into an impressive and cost effective marketing tool. A reprint is a reproduction of a published feature and can be a valuable aid when marketing.

List rental

Data from all LCGC group publications are available to you for direct mail, email and telephone access. With the BPA advantage you can trust the data is up to date and accurate.

Custom publishing

Consult our editorial and design team to help deliver your message creatively, professionally and with maximum impact.

92% of subscribers find the advertising in LCGC Europe useful, very useful or essential*

PRODUCTS

DIGITAL MAGAZINES

Global Digital Magazine, The Column

Now in its seventh successful year, the new global edition of The Column is delivered twice monthly into the inboxes of over 139,000* recipients in Europe, North America, Asia and the Middle East. The digital magazine is free to subscribers and covers topical issues, application-based articles, market reports, troubleshooting tips and tricks, opinion pieces and exclusive interviews with some of the most knowledgeable and well-known industry figures. Digitally designed to engage and educate, The Column's exclusive content makes it a great information resource helping readers to achieve better day-to-day working practices.

Benefits:

- Reaches a total distribution of 139,000 twice a month (not including pass on rate)
- 99% of The Column's subscribers rate it as good, very good and an excellent source of information on separation science**.
- 92% of The Column's subscribers find the advertising useful, very useful or essential**
- 96.3% find The Column either very easy or easy to use**

90% of LCGC Europe subscribers are the key decision makers who recommend or influence purchasing decisions within their organization*

LCGC Ausgabe in deutscher Sprache (AdS)

LCGC Ausgabe in deutscher Sprache offers a digital targeted route to a German-speaking market. It offers recipients original content providing technical and application-orientated articles and features.

Benefits:

- 95% of recipients rated LCGC AdS as either an excellent or good information source on separation science**
- 88% of recipients rated LCGC AdS content as useful by being provided in the German language**
- 99% of recipients rated LCGC AdS as either essential, very useful or useful in terms of relevance to their job**

ELECTRONIC NEWSLETTERS

The LCGC e-newsletters cover all of the hottest chromatography topics, techniques and applications. Topics include HPLC, GC, sample preparation, LC-MS and GC-MS as well as chiral, SPE, TLC, ion chromatography and more. Advertising opportunities include banners, skyscrapers and text ad positions and a full sponsorship package. The e-newsletters include:

LCGC Europe weekly E- Newsletter (The e-Alerts)

- Reach your target audience on a weekly basis with banners, skyscrapers and text ad positions.
- 83%* of LCGC Europe recipients actively use e-Alerts as a source of information
- 51 opportunities a year to market your business to more than 54,000** industry professionals
- Timely platform for exposure pre- and post trade shows and key industry events

LCGC Asia Pacific monthly E- Newsletter (e-Alerts)

- Reach an audience of over 10,000* recipients on a monthly basis with banners, skyscrapers and text ad positions.
- 12 opportunities a year to market your business
- Timely platform for exposure pre- and post trade shows and key industry events

LCGC North America e-Separations Solutions

- Reach your target audience every two weeks with banners, skyscrapers and text ad positions.
- 26 opportunities a year to market your business to more than 58,000* industry professionals
- Timely platform for exposure pre- and post trade shows and key industry events

ELECTRONIC ISSUE ALERTS

LCGC's e-Issue Alerts are designed to provide recipients with a preview of what's coming up in the following monthly print edition. Advertising opportunities include banners, skyscrapers, text ad and full sponsorship.

LCGC North America e-Issue Alert

- 58,000 recipients

LCGC Europe e-Issue Alert

- 54,000 recipients

E-APPLICATION NOTE ALERTS

LCGC's monthly e-Application Note Alerts are designed to give our recipients the tools that they need in their day to day jobs. Recipients are provided with a monthly e-alert containing a list of applications

broken down by technique. The e-alert is an ideal platform for companies to showcase their product and educate the chromatography community at the same time. Banner advertising is also available on the e-alert for companies to enhance their message and drive traffic to your entire application note library on your website. Advertising opportunities include application notes, banners and skyscrapers.

LCGC North America e-application note alert

- 58,000 recipients

LCGC Europe e-application note alert

- 54,000 recipients

LCGC Germany e-application note alert (German language)

- 8,000 recipients

WEB SEMINARS

LCGC Europe's editorially driven web seminar programme offers participating sponsors a compelling promotional outlet and provides an educational forum for subscribers and viewers to learn about new technologies, industry issues and services. Web seminars can be an audio/video and be broadcast live and/or on-demand. Visit www.chromatographyonline.com to view previously produced archived web seminars.

Benefits

- Accelerates lead generation.
- Programme management, marketing, production and execution by trained professional staff.
- 12 months on-demand viewing, master CD event, live Q&A, real-time polling, post web seminar survey deployment.
- A complete turnkey marketing programme.

PRODUCTS

GLOBAL WEBSITE

www.chromatographyonline.com

Original content and fresh material supplied by external sources make this the most comprehensive and essential resource for professionals in the chromatography industry.

Benefits:

- Over 100,000* page views a month
- You reach a demanding and targeted audience
- You position your message in a targeted location of your choice
- Integrated platforms offer more than just a banner advertisement

Podcasts

Our editorially driven audio podcast series are designed to keep chromatography and industry professionals connected to the industry. We will bring the experts and the issues to the forefront. If you have a message, we have the audience. Choose a topic from our Podcast Topic list or customize your sponsorship and invite an editor or a third party to moderate the podcast whilst your team secures the speakers and co-ordinates the recording logistics.

Benefits:

Sponsorship offers:

- Hosted for 12 months in LCGC Europe's Podcast Directory
- Sponsor logo on download page
- Moderator will include a 30–60 second sponsor review during the podcast introduction
- Monthly metric report including number of downloads and site visits.

Featured Application Notes

To download your application note the viewer completes a short response form including contact details and demographics. 3, 6 or 12 month hosting options are all available.

Benefits:

- Our audience is always looking for technical information about techniques and applications
- Instant lead generation via email notification
- Access to real-time data containing all leads
- Access via a password-protected website

DON'T JUST TAKE OUR WORD FOR IT,

READ ABOUT WHAT SOME OF OUR ADVERTISERS THINK ABOUT THE LCGC PORTFOLIO

"With its attractive presentation of high quality content and the clear focus on the needs of the readers, LCGC is for us an ideal partner for print and internet presentations. We particularly value their support and their innovative concepts helping us to intensify the discussions with the polymer and biopolymer community all around the world."

Dr. Daniela Held, Marketing Scientist, PSS GmbH

"LCGC magazine offers an excellent mixture of informative and relevant editorial articles and commercial information in order to keep the readers fully informed on new developments."

Frederic Cheviron, Sales and Marketing Manager, Chiral Technologies Europe

"We've worked with LCGC for many years now and they always make sure that we get the best advertising package no matter what our budget is."

Dana Riller – Marketing Assistant, Peak Scientific UK

"LCGC Group magazines are the main media where we invest today for advertising products and technical developments."

Every year when carrying out the media planning, we have no doubts about where to centralize most of the campaign. A high technical approach, a strong target-coverage, a very professional team and an impressive adaptation to the new on-line scenario with several and functional products; makes LCGC unique.

For Polymer Char LCGC represents not only the leading media publisher in this industry but also a strong partner to expand our business overseas with."

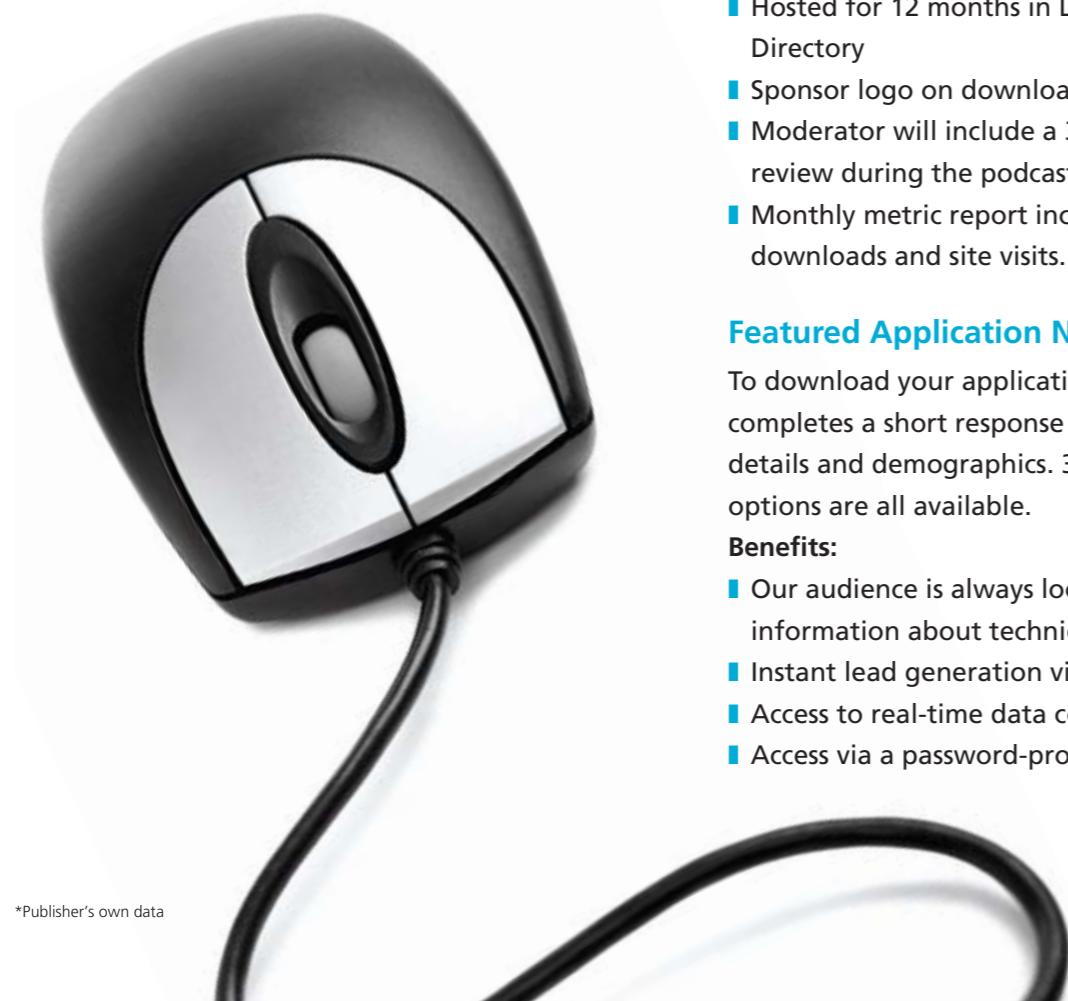
Jose Ignacio Monrabal, Marketing & Communications, Polymer Char

"The products of LCGC are valuable tools for Shimadzu Europe to inform our customers about our latest developments in instrumentation and applications."

Uta Steeger, Marketing, Shimadzu Europa GmbH

"DataApex' adverts and press releases published in targeted LCGC magazines enhance our company visibility. The LCGC team are nice to work with."

Barbora Prokesova, Marketing Manager, DataApex



EDITORIAL CALENDAR

LCGC EUROPE

Ad Deadlines	Issue Focus	Columns/Features Supplements	Bonus Features	Bonus Distribution
14th December	JANUARY Environmental Analysis GC/GC-MS	LC Troubleshooting GC Connections CE Currents	The Readex Survey	SCM -5, 26-28th January, Amsterdam
10th January	FEBRUARY Food Analysis LC/LC-MS	LC Troubleshooting Column Watch/Sample Preparation Perspectives MS: The Practical Art		Arablab, 7-10 March, Dubai Pittcon, 13-18 March, Atlanta
14th February	MARCH Pharmaceutical Analysis Sample Preparation	LC Troubleshooting GC Connections Questions of Quality	The Applications note Book	
14th March	APRIL Bioanalysis GC/GC-MS	LC Troubleshooting MS: The Practical Art Practical Data Handling		MSB, ISCCE, & GCXGC, 1-5 May, San Diego
11th April	MAY Environmental Analysis Multidimensional Separations	LC Troubleshooting GC Connections Column Watch /Sample Preparation Perspectives		ASMS 5-9 June, Denver
9th May	JUNE Pharmaceutical Analysis Ion Chromatography	LC Troubleshooting MS: The Practical Art Coupling Matters	HPLC Showguide	HPLC 19-23 June, Budapest
13th June	JULY SFC	LC Troubleshooting GC Connections Column Watch/Sample Preparation Perspectives	The Applications note Book The Readex Survey	
11th July	AUGUST Environmental Analysis	LC Troubleshooting Column Watch/Sample Preparation Perspectives Questions of Quality	Corporate Profiles	
8th August	SEPTEMBER Food Analysis LC/LC-MS	LC Troubleshooting MS: The Practical Art CE Currents		
12th September	OCTOBER Bioanalysis Ion Chromatography	LC Troubleshooting GC Connections Coupling Matters	The Applications note Book	Biotechnica, 11-13 October, Hanover
10th October	NOVEMBER Pharmaceutical Analysis GC/GC-MS	LC Troubleshooting GC Connections Practical Data Handling	2012 Wall Planner	
7th November	DECEMBER Polymer Analysis Field Flow Fractionation	LC Troubleshooting Column Watch/Sample Preparation Perspectives Questions of Quality	The Applications note Book	

LCGC ASIA PACIFIC

Ad Deadlines	Issue Focus	Columns/Features Supplements	Bonus Features	Bonus Distribution
14th February	MARCH LC-MS Pharmaceutical Analysis	LC Troubleshooting GC connections Column Watch	The Application notes	
9th May	JUNE Column Technology Environmental Analysis	LC Troubleshooting GC Connections Sample Preparation Perspectives	The Application notes	HPLC 19-23 June, Budapest
8th August	SEPTEMBER GC-MS Food Analysis	LC Troubleshooting GC Connections Column Watch	The Application notes	Biotechnica 11-13 October Hannover
10th October	NOVEMBER LC-MS Pharmaceutical Analysis	LC Troubleshooting GC Connections Sample Preparation Perspectives	The Application notes	

LCGC GERMANY (AUSGABE IN DEUTSCHER SPRACHE)

Ad Deadlines	Month	Issue Focus	Columns/Features
8th March	MARCH	Pharmaceutical Analysis	LC Troubleshooting
7th June	JUNE	Environmental Analysis	GC Connections
9th September	SEPTEMBER	Sample Preparation Biotechnica Meeting Preview	LC Troubleshooting
10th December	DECEMBER	Food Analysis	GC Connections

EDITORIAL CALENDAR

THE COLUMN

Issue	Features	Regulars
JANUARY (Issue 1)	HPLC	News Incognito Market Trends and Analysis Q&A Events Products: HPLC
FEBRUARY (Issue 2)	Food analysis	Incognito News
FEBRUARY (Issue 3)	Sample preparation	Market Trends and Analysis Tips and Tricks: GPC/SEC Q&A Events
MARCH (Issue 4)	GC-MS	News Incognito
MARCH (Issue 5)	Method development	Market Trends and Analysis Q&A Events Products: Sample preparation
APRIL (Issue 6)	UHPLC	News Incognito
APRIL (Issue 7)	Pharmaceutical analysis <i>Pittcon Review</i>	Market Trends and Analysis Tips and Tricks: GPC/SEC Q&A Events
MAY (Issue 8)	LC-MS	News Incognito
MAY (Issue 9)	Informatics <i>HPLC Preview</i>	Market Trends and Analysis Q&A Events Products: Chromatography software
JUNE (Issue 10)	Environmental analysis	News Incognito
JUNE (Issue 11)	Hand-held/portable technology	Market Trends and Analysis Tips and Tricks: GPC/SEC Q&A Events

The Column

The Column is the analytical chemist's companion within the dynamic world of chromatography. Interactive and accessible, it provides a broad understanding of technical applications and products while engaging, stimulating and challenging the global community with thought-provoking commentary that connects its members to each other and the industries they serve.

The global edition is delivered twice monthly with a screen-optimized format designed to improve readability.

Features

Application-based articles incorporating the latest scientific advances providing practical use to the reader.

News

All the latest news surrounding company acquisitions, research, conferences and other exciting developments within the industry.

Ad deadline	Issue	Features	Regulars
JULY (Issue 12)	Forensic analysis		News Incognito
JULY (Issue 13)	Automated solid-phase extraction		Market Trends and Analysis Q&A Events Products: LC-MS
AUGUST (Issue 14)	Gas chromatography		News Incognito
AUGUST (Issue 15)	Metabolomics		Market Trends and Analysis Tips and Tricks: GPC/SEC Q&A Events
SEPTEMBER (Issue 16)	Petrochemical analysis		News Incognito
SEPTEMBER (Issue 17)	Data analysis		Market Trends and Analysis Q&A Events Products: SFC
OCTOBER (Issue 18)	Proteomics		News Incognito
OCTOBER (Issue 19)	Multidimensional chromatography		Market Trends and Analysis Tips and Tricks: GPC/SEC Q&A Events
NOVEMBER (Issue 20)	Ion chromatography		News Incognito
NOVEMBER (Issue 21)	Drug discovery		Market Trends and Analysis Q&A Events Products: Gas chromatography
DECEMBER (Issue 22)	Instrumental innovations		News Incognito Market Trends and Analysis Tips and Tricks: GPC/SEC Q&A Events

The Column

Incognito

A sometimes controversial viewpoint on developments, trends and factors affecting those working within the separation science industry.

Market Trends and Analysis

Current facts and statistics on techniques and trends within the separation science industry.

Tips and Tricks: GPC/SEC

Practical advice on how to maximize the benefits of this versatile technique.

Q&A

Interviews with key personnel from both academia and industry explaining recent research and developments in technology.

Training Courses and Events

An up-to-date listing of key dates in the chromatography calendar worldwide.

Products

A selection of the latest chromatographic equipment dedicated to specific techniques.

EDITORIAL CALENDAR

LCGC NORTH AMERICA

	Issue Focus & Deadlines	Columns	Special Supplement	Bonus Distribution	Value-Added Opportunities	Sponsorship Opportunities
JANUARY	Pharmaceutical Analysis Pre-Pittcon Issue Space Close: December 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections Innovations in HPLC		IFPAC Lab Automation INFORMEX PepTalk	<ul style="list-style-type: none"> • Pittcon Package (Contact Your Sales Rep for Details) • Results from Pharma Industry e-Media Survey • 4/Color Product or Literature Release in Print and Online • Advertisement Included in LCGC's Digital Edition 	IFPAC e-Show Daily
FEBRUARY	Pittcon Issue Chromatography Techniques Space Close: January 5	LC Troubleshooting Column Watch/ Sample Prep Perspectives MS—The Practical Art History of Chromatography	Application Notebook	PITTCON	<ul style="list-style-type: none"> • Pittcon Package (contact your Sales Rep for details) • Pittcon e-Product Showcase* • Results from 2011 Chromatography Market Trends Survey • 4/Color Product or Literature Release in Pittcon Showcase in Print and Online • Advertisement included in LCGC's Digital Edition 	Pittcon Live Theatre Emerging Leader & Lifetime Achievement Awards at Pittcon LCGC's Educational Webcast Series: HPLC/UHPLC
MARCH	Pittcon Columns and Accessories Review: Part 1 Space Close: February 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections Biotechnology Today	Current Trends in Mass Spectrometry - 30,000 Global Distribution Emerging Leader and Lifetime Achievement Award Winners 2011 (Single Sponsorship)	Interphex PDA	<ul style="list-style-type: none"> • FREE ad performance study conducted by Readex Research - Gauge the effectiveness of your advertisement(s) and find out how it compares to others • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	Pittcon e-Show Daily ACS Spring e-Show Daily
APRIL	Pittcon Columns and Accessories Review: Part 2 Space Close: March 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections MS—The Practical Art History of Chromatography	UHPLC/HPLC Defense and Homeland Security	MSB ISCC & GCxGC CMC Strategy Forum Europe PEGS	<ul style="list-style-type: none"> • Results from UHPLC User Survey • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	LCGC's Educational Webcast Series: Sample Prep
MAY	Pittcon Review of GC Systems & Accessories Pittcon Review of HPLC Systems & Accessories Environmental Food Safety Space Close: April 4	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections Innovations in HPLC	Current Trends in Mass Spectrometry - 30,000 Global Distribution	ASMS PREP AAPS National Biotechnology Conference	<ul style="list-style-type: none"> • ASMS e-Product Showcase* • Results from GC User Survey • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	ASMS e-Show Daily LCGC's Educational Webcast Series: Fast GC
JUNE	HPLC Conference Issue Pharmaceutical Analysis Space Close: May 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives MS—The Practical Art Biotechnology Today	Application Notebook	HPLC Chirality 15th Annual Green Chemistry & Engineering 19th CMC Strategy Forum	<ul style="list-style-type: none"> • HPLC e-Product Showcase* • Results from HPLC Column Survey • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	HPLC e-Show Daily LCGC's Educational Webcast Series: HPLC/UHPLC

Advertising deadlines correct at time of going to press.

	Issue Focus & Deadlines	Columns	Special Supplement	Bonus Distribution	Value-Added Opportunities	Sponsorship Opportunities
JULY	ASMS Review Sample Prep Space Close: June 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections Innovations in HPLC	Current Trends in Mass Spectrometry - 30,000 Global Distribution	AACC	<ul style="list-style-type: none"> • FREE Ad Performance Study Conducted by Readex Research - Gauge the effectiveness of your advertisement(s) and find out how it compares to others • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	LCGC's Educational Webcast Series: Green Chemistry
AUGUST	Annual Buyers' Guide and Industry Trends Issue Print and Global Digital Edition Space Close: July 1			All shows attended by LCGC from August 2011 through August 2012	<ul style="list-style-type: none"> • In-Column Red Boxes in Print • Bold Listings in Print • In-Column Red Boxes in Digital Edition with Hyperlinks • Bold Listings in Digital Edition with Hyperlinks 	
SEPTEMBER	Pharmaceutical Analysis Food Safety Software Space Close: July 1	LC Troubleshooting Column Watch/ Sample Prep Perspectives History of Chromatography		ACS Fall Practical Applications of Mass Spectrometry International ion Chromatography Symposium	<ul style="list-style-type: none"> • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	
OCTOBER	HPLC/UHPLC LC-MS HPLC Conference Review Space Close: August 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives MS—The Practical Art Biotechnology Today	Application Notebook	COSMOS International Symposium on Separation Science Automation in the Chromatography Lab PDA/FDA Joint Regulatory Conference	<ul style="list-style-type: none"> • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	LCGC's Educational Webcast Series: LC-MS/GC-MS
NOVEMBER	GC & GC-MS Environmental Food Safety AAPS Show Issue Space Close: September 2	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections Innovations in HPLC	Current Trends in Mass Spectrometry - 30,000 Global Distribution LC Troubleshooting Wall Chart	Biotechnica AAPS Gulf Coast Conference CE in the Biotechnology & Pharmaceutical Industries CPHI ChemShow 17th Annual Validation Week	<ul style="list-style-type: none"> • Results from Sample Prep User Survey • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	AAPS e-Show Daily LCGC's Educational Webcast Series: Environmental/Food Safety
DECEMBER	Pharmaceutical Analysis EAS Issue Space Close: October 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives GC Connections History of Chromatography		EAS	<ul style="list-style-type: none"> • EAS e-Product Showcase* • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	EAS e-Show Daily LCGC's Educational Webcast Series: LC-MS/GC-MS
DECEMBER	Biological Applications Editorial Index Space Close: November 3	LC Troubleshooting Column Watch/ Sample Prep Perspectives Biotechnology Today	Annual Corporate Profiles and Application Notebook	WCBP 2012 Annual Corporate Profiles & Application Notebook distributed at all shows attended by LCGC in 2012	<ul style="list-style-type: none"> • 4/Color Product or Literature Release in Print and Online • Advertisement included in LCGC's Digital Edition 	

PRICING AND ADVERTISEMENT SPECS

PRINT RATES

LCGC EUROPE RATE CARD 2011 (€)

DISPLAY Colour	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	9930	9136	8738	8540	8341	8143	8043	7944
2/3 Page	8925	8211	7854	7676	7497	7319	7230	7140
1/2 Page	7853	7225	6911	6754	6597	6440	6361	6283
1/2 Page Island	8113	7464	7140	6977	6815	6653	6572	6491
1/3 Page	6261	5761	5510	5385	5260	5134	5072	5009
1/4 Page	5486	5047	4828	4718	4608	4499	4444	4389

Special position charges (€)

Outside back cover	1262	Feature Articles	728	Practical Data handling	436
Inside front cover	966	LC Troubleshooting	631	Coupling Matters	436
Page 3	922	GC Connections	631	Questions of Quality	436
Page 5 Opposite TOC	874	Column Watch	631	CE Currents	436
Page 7 opposite EAB	825	Sample Prep Perspectives	436	Early right hand page (guaranteed)	631
Inside back cover/ Events Section	728	MS in Practice	436		

Special products (€)

Belly band	14613
External tip on	14613
Internal tip on	12324
Printed Poly Bag	10000

Inserts (up to 20 g)

< 5000 (cost per '000)	859
> 5000 (cost per '000)	510
Full circulation	11691

Corporate Profiles (€)

	6x	12x
1x Full Page	3136	2823
2x Full Pages	4705	4234

LCGC EUROPE SUPPLEMENT RATE CARD 2011 (€)

LCGC Europe Show Guides

Full Page	4500
Belly band	13786
External tip on	13786
Internal tip on	11626

LCGC Europe Wall Planner

1 Sponsorship Space	3000
2 Sponsorship Spaces	4500
Full exclusive Sponsorship	18000

LCGC Europe Application note book

	1x	2x	3x
1 Page	3136	2823	2509
2 Page	4705	4234	3764
3 Page	5881	5293	4705
4 Page	6665	5999	5332

LCGC ASIA PACIFIC (\$)

Display Colour	1x	2x	6x	12x
Full Page	8491	7812	7642	7472
2/3 Page	7333	6746	6599	6753
1/2 Page	6493	5973	5844	5714
1/3 Page	4970	4572	4473	4373
1/4 Page	4270	3928	3843	3758

Application notes

	1x	3x	6x
1 Page	3399	3059	2889
2 Page	5099	4589	4334
3 Page	6373	5736	5417
4 Page	7223	6501	6139

Special position charges (\$)

Outside back cover	750	Feature Articles	300	Practical Data handling	300
Inside front cover	600	LC Troubleshooting	300	Coupling Matters	300
Page 3	500	GC Connections	300	Questions of Quality	300
Page 5 Opposite TOC	400	Column Watch	300	CE Currents	300
Page 7 opposite EAB	400	Sample Prep Perspectives	300	Early right hand page (guaranteed)	450
Inside back cover	350	MS in Practice	300		

Special position charges (\$)

Belly band	12347	External tip on	12347	Internal tip on	10423	Printed Poly Bag	8450
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NORTH AMERICA (\$)

LCGC North America Display (Four Colour Rates)

	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	11,645	11,150	11,305	11,170	10,985	10,695	10,500	10,400
2/3 Page	10,835	10,725	10,675	10,095	9,930	9,675	9,485	9,390
1/2 Page	9,740	9,675	9,615	9,130	8,975	8,780	8,610	8,545
1/2 Page Island	9,535	9,460	9,405	8,915	8,770	8,570	8,395	8,330
1/3 Page	7,660	7,580	7,515	7,215	7,115	6,945	6,835	6,775
1/4 Page	6,665	6,605	6,535	6,325	6,120	6,105	6,010	5,965

LCGC North America Application note

	1x
1 Page	3500

ADDITIONAL LCGC PRINT PRODUCTS (€)

Reprints

	500	1000	2000	5000
2 page	1663	1925	2654	4596
4 page	1873	2533	2938	5247
6 page	2730	3920	4811	8600

Postal List Rental

	1x	3x	6x	12x
Cost Per Thousand	282	278	253	240
Delivery Charge	45	45	45	45

PRICING AND ADVERTISEMENT SPECS

DIGITAL MAGAZINE RATES

LCGC GLOBAL DIGITAL MAGAZINES THE COLUMN €

DISPLAY Adverts	1x	3x	6x	12x
Belly Bands	6350	5081	4446	3809
4 Column	4259	3406	2980	2555
2 Column	2839	2271	1987	1704
1 Column	2271	1817	1590	1363
Skyscraper	1866	1492	1305	1119
Banner	1622	1298	1135	973

LCGC GERMANY DIGITAL MAGAZINE (ADS) €

DISPLAY Adverts	1x	3x	6x	12x
Belly Bands	2920	2773	2628	2482
4 Column	2271	2158	2044	1930
2 Column	1817	1726	1635	1544
1 Column	1492	1418	1343	1268
Skyscraper	1298	1233	1168	1103
Banner	1168	1109	1050	992

Application note prices €

1x Page	2163	2055	1947	1839
2x Page	3245	3082	2920	2758
3x Page	4056	3853	3650	3447
4x Page	4596	4596	4137	3907

E-NEWSLETTER RATES

LCGC EUROPE WEEKLY E-NEWSLETTER €

	1x	3x	6x	12x
Product Profile	1484	1380	1291	1187
Application Notes	1484	1380	1291	1187
Recruitment Spotlight	1484	1380	1291	1187
Corporate Profile	1484	1380	1291	1187
Events	1484	1380	1291	1187
Leader board Banner	2423	2302	2205	1938
Header Banner	2422	2302	2205	1938
Skyscraper Banner	2658	2525	2419	2126
Footer Banner	1647	1564	1498	1317
Full Banner Sponsorship	2906	2762	2646	2326

LCGC ASIA MONTHLY E-NEWSLETTER \$

	1x	3x	6x	12x
Product Profile	979	911	852	783
Application Notes	979	911	852	783
Recruitment Spotlight	979	911	852	783
Corporate Profile	979	911	852	783
Events	979	911	852	783
Leader board Banner	1599	1519	1455	1279
Header Banner	1599	1519	1455	1279
Skyscraper Banner	1754	1667	1596	1403
Footer Banner	1087	1032	989	869
Full Banner Sponsorship	1918	1823	1746	1535

LCGC EUROPE ISSUE E-ALERT €

	1x	3x	6x	12x
Sponsorship Banner	2242	2302	2205	1937
Product Profile	1484	1380	1290	1187
Full Sponsorship	3906	3681	3495	3124

LCGC NORTH AMERICA ISSUE E-ALERT \$

	1x	3x	6x	12x
Sponsorship Banner	2915	2993	2867	2518
Product Profile	1929	1794	1677	1543
Full Sponsorship	5078	4785	4544	4061

E-SEPARATIONS SOLUTIONS NORTH AMERICA \$

	1x
428x60 Banner	2100
160x600 Banner	2625
Text - 65 words	1313
Featured Products	1050
Application notes	1050

APPLICATION NOTE E-ALERTS

LCGC EUROPE APPLICATION NOTE E-ALERT €

	1x	3x	6x	12x
Featured App note	2100	1995	1890	1785
Application Note	1575	1496	1418	1339
Leader board Banner	2100	1995	1890	1785
Header Banner	1575	1496	1418	1339
Skyscraper Banner	2100	1995	1890	1785
Full Banner Sponsorship	—	—	—	—

LCGC NORTH AMERICA APPLICATION NOTE E-ALERT NORTH AMERICA \$

	1x
Featured App note	2100
Application Note	1575
468x60 Banner	1575
160x600 Banner	2625

LCGC GERMANY APPLICATION NOTE E-ALERT €

	1x	3x	6x	12x
Featured App note	1050	998	945	893
Application Note	788	748	709	669
Leader board Banner	1050	998	945	893
Header Banner	788	748	709	669
Skyscraper Banner	1050	998	945	893

OTHER DIGITAL PRODUCTS

LCGC EUROPE AUDIO WEBCAST WITH SLIDES €

	1x	3x	6x	12x
Up to 200 registrations	9188	8269	7350	6431
200 registrations Plus	9188	8269	7350	6431
Up to 750 registrations	16800	15120	13440	11760
750 registrations Plus	18900	17010	15120	13230

SPONSORED SURVEY €

	1x	3x	6x	12x
Survey Price	5250	4725	4200	3675
Cost per 1000 names sent to.	473	420	378	331

E-MAIL LIST RENTAL €

	1x	3x	6x	12x
Cost Per Thousand	450	428	405	382
Delivery Charge	20	15	10	5

LCGC GROUP AD SIZES For all print products. Keep live matter 10 mm from all sides

	NON-BLEED	BLEED	TRIM SIZE	NON-BLEED	BLEED	TRIM SIZE
Two page spread	368 x 241	400 x 273	394 x 267	1/2 page horizontal	171 x 117	203 x 137
Full page	171 x 241	203 x 273	197 x 267	1/3 page vertical	54 x 241	73 x 273
2/3 page	114 x 241	133 x 273	130 x 267	1/3 square	114 x 117	133 x 137
1/2 Island	114 x 178	133 x 197	130 x 194	1/4 vertical	86 x 117	105 x 137
1/2 page vertical	86 x 241	105 x 273	102 x 267			

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