LCGC 2013 EDITORIAL CALENDAR

	EDITORIAL FOCUS	COLUMNS	SPECIAL SUPPLEMENT	BONUS DISTRIBUTION	VALUE-ADDED OPPORTUNITIES	ELECTRONIC SPONSORSHIP OPPORTUNITIES
JANUARY	**Pharmaceutical Analysis** **Pre-Pittcon Issue** **Space Close: December 3**	LC Troubleshooting Column Watch/Sample Prep Perspectives GC Connections Biotechnology Today The Essentials		CMC Strategy Forum (CASSS) WCBP (CASSS)	Pittcon Package (contact your sales rep for details) Results from an e-Media Survey 4/Color Product or Literature Release in Print and Online Advertisement in Digital Edition	
FEBRUARY	**PITTCON Issue** **Latest Chromatography Techniques** **Space Close: January 7**	LC Troubleshooting Column Watch/Sample Prep Perspectives MS–The Practical Art History of Chromatography The Essentials	**Application Notebook**	PITTCON	Pittcon Package (contact your Sales Rep for details) Pittcon e-Product Showcase* Results from 2013 Chromatography Market Trends Survey 4/Color Product or Literature Release in Pittcon Showcase in Print and Online Advertisement in Digital Edition	*LCGC's* Educational Webcast Series: HPLC/UHPLC
MARCH	**UHPLC/HPLC** **Environmental Food Safety** **Space Close: February 4**	LC Troubleshooting Column Watch/Sample Prep Perspectives GC Connections The Essentials	**Current Trends in Mass Spectrometry - 30,000 Global Distribution**		FREE Ad Performance Study conducted by Readex Research 4-Color Product/Literature Release in print and online Advertisement included in *LCGC's* Digital Edition	Pittcon e-Show Daily Pittcon Live Theatre ***New*** Current Trends in Mass Spec global e-newsletter
APRIL	**Pittcon Columns & Accessories Review Part 1** **Pittcon Review of HPLC Systems & Accessories** **Space Close: March 4**	LC Troubleshooting Column Watch/Sample Prep Perspectives MS–The Practical Art History of Chromatography Perspectives in Modern HPLC/UHPLC The Essentials	**HPLC/UHPLC**	Interphex MSB (CASSS) ISCCE (CASS) Analytica	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

*Discounted rate for issue advertisers; contact your sales representative for pricing

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MAY	**Pittcon Columns and Accessories Review: Part 2** **Pittcon GC Systems & Accessories** **Space Close: April 1**	LC Troubleshooting Column Watch/Sample Prep Perspectives GC Connections The Essentials	**Current Trends in Mass Spectrometry - 30,000 Global Distribution** **Pharmaceutical Analysis – global circulation**	ASMS Forum LABO & Biotech	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 ***New*** Current Trends in Mass Spec global e-newsletter
JUNE	**HPLC Conference Issue** **Pharmaceutical Analysis** **Space Close: May 1**	LC Troubleshooting Column Watch/Sample Prep Perspectives MS–The Practical Art Perspectives in Modern HPLC/UHPLC The Essentials	**Application Notebook**	Chirality HPLC PREP	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
JULY	**Food & Beverage** **Clinical** **Sample Prep** **Space Close: June 3**	LC Troubleshooting Column Watch/Sample Prep Perspectives GC Connections History of Chromatography The Essentials	**Current Trends in Mass Spectrometry – 30,000 Global Distribution**	SFC AACC COSMOS	FREE Ad Performance Study Conducted by Readex Research 4-Color Product/Literature Release in print and online Advertisement included in *LCGC's* Digital Edition	*LCGC's* Educational Webcast Series: Food & Beverage ***New*** Current Trends in Mass Spec global e-newsletter
AUGUST	**August** **2013-2014 Buyer's Guide & Industry Trends** **Space Close: July 3**			Distributed at all shows attended by *LCGC* from August 2013 through August 2014	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	
AUGUST	**Pharmaceutical** **Environmental** **Space Close: July 1**	LC Troubleshooting Column Watch/Sample Prep Perspectives Perspectives in Modern HPLC/UHPLC The Essentials		ACS Fall	4/Color Product or Literature Release in Print and Online Advertisement included in *LCGC's* Digital Edition	ACS e-Show Daily

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SEPTEMBER	**HPLC/UHPLC** **LC-MS** **HPLC Conference Review** **Space Close: August 1**	LC Troubleshooting Column Watch/Sample Prep Perspectives MS–The Practical Art Biotechnology Today The Essentials	**Application Notebook**	Mass Spec (CASSS) Biotechnica	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
OCTOBER	**GC & GC-MS** **Environmental** **Food Safety** **AAPS Show Issue** **Space Close: September 3**	LC Troubleshooting Column Watch/Sample Prep Perspectives GC Connections Perspectives in Modern HPLC/UHPLC The Essentials	**Current Trends in Mass Spectrometry - 30,000 Global Distribution**	IICS (CASSS) Gulf Coast Conference CE in the Biotechnology (CASSS) AAPS	Results from Sample Prep User Survey 4/Color Product or Literature Release in Print and Online Advertisement included in *LCGC's* Digital Edition	*LCGC's* Educational Webcast Series: Environmental/ Food Safety ***New*** Current Trends in Mass Spec global e-Newsletter
NOVEMBER	**Pharmaceutical Analysis** **EAS Show Issue** **Space Close: October 1**	LC Troubleshooting Column Watch/Sample Prep Perspectives GC Connections History of Chromatography MS-The Practical Art The Essentials		EAS	4/Color Product or Literature Release in Print and Online Advertisement included in *LCGC's* Digital Edition	e-Show Daily
DECEMBER	**Biological Applications** **Annual Editorial Index** **Green Chemistry** **Space Close: November 4**	LC Troubleshooting Column Watch/Sample Prep Perspectives Biotechnology Today The Essentials	**Annual Corporate Profiles and Application Notes Issue**	Distribute at all shows attended by *LCGC* in 2014	4/Color Product or Literature Release in Print and Online Advertisement included in *LCGC's* Digital Edition	