

# LC|GC

## north america

solutions for separation scientists

[www.chromatographyonline.com](http://www.chromatographyonline.com)

# 2018

## MEDIA PLANNER

### #1 SOURCE FOR PRINT, DIGITAL, AND CONTENT MARKETING SOLUTIONS





For more than 35 years, *LCGC's* mission has been to enhance the productivity, efficiency, and the overall value of separation science globally. Through unbiased peer-reviewed content, trusted troubleshooting advice, and best-practice applications solutions, we serve as a mentor to laboratory-based analytical chemists so they can enhance their proficiency in modern chromatographic technique and instrumentation. This, in turn, provides them with a competitive advantage for the real-world analysis issues they face.



## Why partner with *LCGC*?

### Leader

*LCGC* continues to be the leading brand dedicated to the field of chromatography.

### Essential

*LCGC* provides unbiased technical information, trusted troubleshooting advice, and best-practices application solutions that chromatographers need to help them with their daily jobs.

### Community

*LCGC* facilitates interaction between scientists and suppliers.

### Reach

*LCGC* maintains the largest audited circulation of influential chromatographers.

### Innovation

*LCGC* delivers not only traditional advertising but integrated marketing solutions for suppliers to reach their customers.

## What do you consider to be *LCGC's* most unique attribute or feature?\*

"Most articles are written in a way that is easy for people at every level of experience to read."

*Group/Section/  
Project Head or Leader*

"*LCGC* is the most comprehensive source for chromatography."

*Senior Chemist/Scientist*

"The focus on practical problems and solutions."

*Laboratory Manager/  
Supervisor*

"The contribution of thought leaders and its practicality."

*LCGC Reader*

"Chromatographers do the writing to other chromatographers."

*Chief Chemist/Scientist*

"Each issue provides unique information that can be used in my organization."

*Research and Development  
Director/Research Manager*

\*Readership Survey, August 2017

With their unparalleled knowledge and technical expertise in the field of separation science, our well-known and highly respected columnists share insights, provide practical advice, and keep readers updated on the latest methods and techniques.

## DAVID S. BELL "COLUMN WATCH"

David S. Bell spent the first 10 years of his career in the pharma industry, and the last 17 in the chromatography industry. In his current role, he conducts research on molecular interactions that contribute to retention and selectivity in an array of chromatographic processes.



## JOHN HINSHAW "GC CONNECTIONS"

John Hinshaw has worked in industrial gas chromatography R&D and applications for more than 30 years and has authored the "GC Connections" column since 1988. Author of six patents, several books, and more than 200 papers and articles, he teaches national and international professional training courses as well. John currently works in process analytical R&D.



## "FOCUS ON ENVIRONMENTAL ANALYSIS"

Leading environmental scientists provide updates on changes in regulations as well as advances in methods for detecting and quantifying environmental analytes in various matrices.



## "FOCUS ON FOOD AND BEVERAGE ANALYSIS"

Invited experts share the latest methods and best practices for food and beverage analysis, on topics such as pesticide analysis, food safety, authentication of origin, and more.



## DOUGLAS RAYNIE "SAMPLE PREP PERSPECTIVES"

For most analytical chemists, sample preparation is the least-favorite part of their work. Not so for Doug Raynie, who has been performing sample preparation research in industry and academia for over 25 years. Improving sample preparation is an important focus of his current research and teaching at South Dakota State University, along with his passion for green chromatography and other aspects of separations. In this column, he shares the fruits of his these labors with the readers of *LCCG*.



## MICHAEL DONG "PERSPECTIVES IN MODERN HPLC"

Michael Dong has more than 20 years of experience in chromatography R&D in academia and industry. He has taught numerous short courses on HPLC, HPLC method development, drug quality, and drug development. In this column, he brings fresh scientific perspectives to chromatography practitioners, covering new trends, technical issues, innovative ideas to make chromatography less arduous, and overviews of less-familiar approaches.



## DAWN WATSON "THE ESSENTIALS"

Dawn Watson completed her PhD in synthetic inorganic chemistry at Strathclyde University, followed by postdoctoral research on small-molecule reaction kinetics at Princeton University. Following several years working for



a major instrument manufacturer, she became a technical expert for ChromAcademy in 2013. She has expertise in various analytical techniques, including NMR, molecular spectroscopy, HPLC, GC-MS, and LC-MS. In *The Essentials*, she explains fundamental issues at the core of separation science.

## DWIGHT STOLL "LC TROUBLESHOOTING"

Dwight Stoll has taken the helm at the LC Troubleshooting column, now that John Dolan has retired. The 2011 winner of the *LCCG* Emerging Leader Award and an Associate Professor and Co-Chair of the Department of Chemistry at Gustavus Adolphus College, Dwight is recognized as an important leader in the chromatography community.



## IRA KRULL AND ANURAG RATHORE "FOCUS ON BIOPHARMACEUTICAL ANALYSIS"

During his 30 years at Northeastern University, Ira Krull wrote more than 300 papers on analytical method development, and he continues that work today. Anurag Rathore, formerly of Amgen, is currently a professor at the Indian Institute of Technology and a biotech CMC consultant. He has authored more than 200 papers and edited five books.



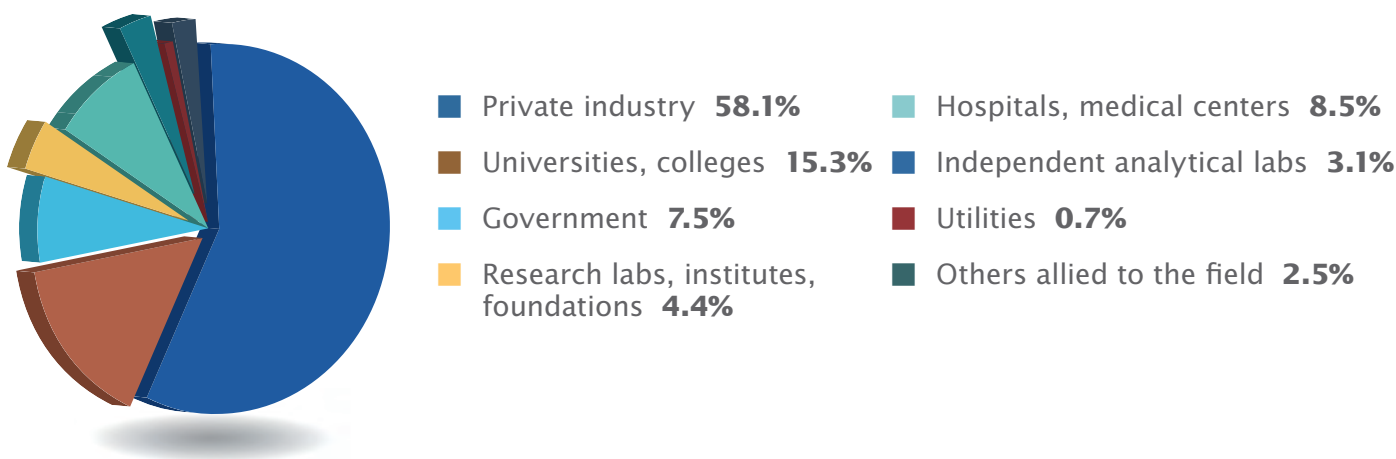


# AUDIENCE – PUBLICATION

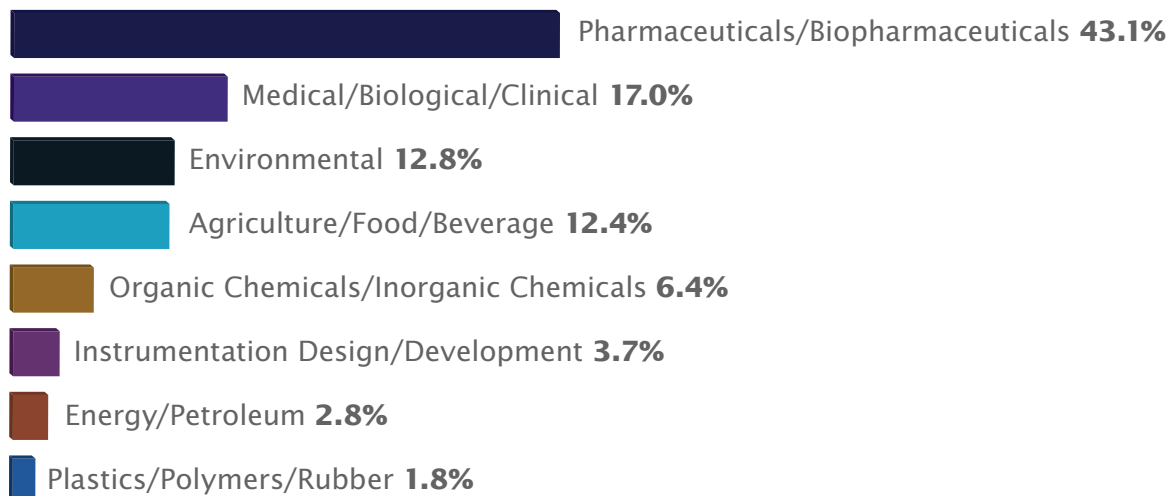


Advertising in an AAM-audited publication ensures your message is reaching a qualified, quantifiable group of subscribers. With our audience of **50,235 qualified subscribers<sup>†</sup>**, you can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

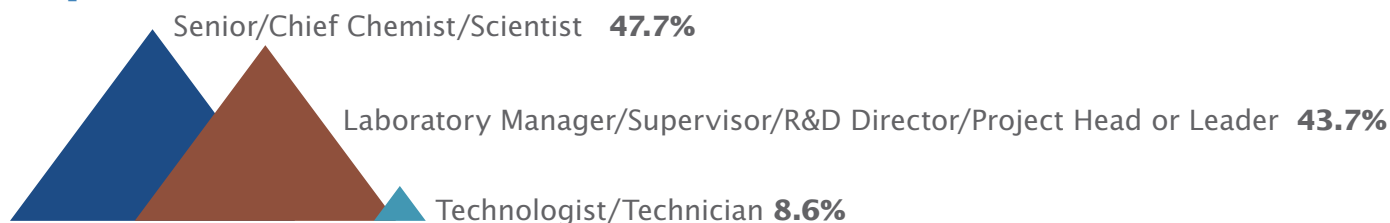
## Primary Business<sup>†</sup>



## Field of Work\*



## Top 3 Job Titles\*



<sup>†</sup>AAM Audit, June 2017

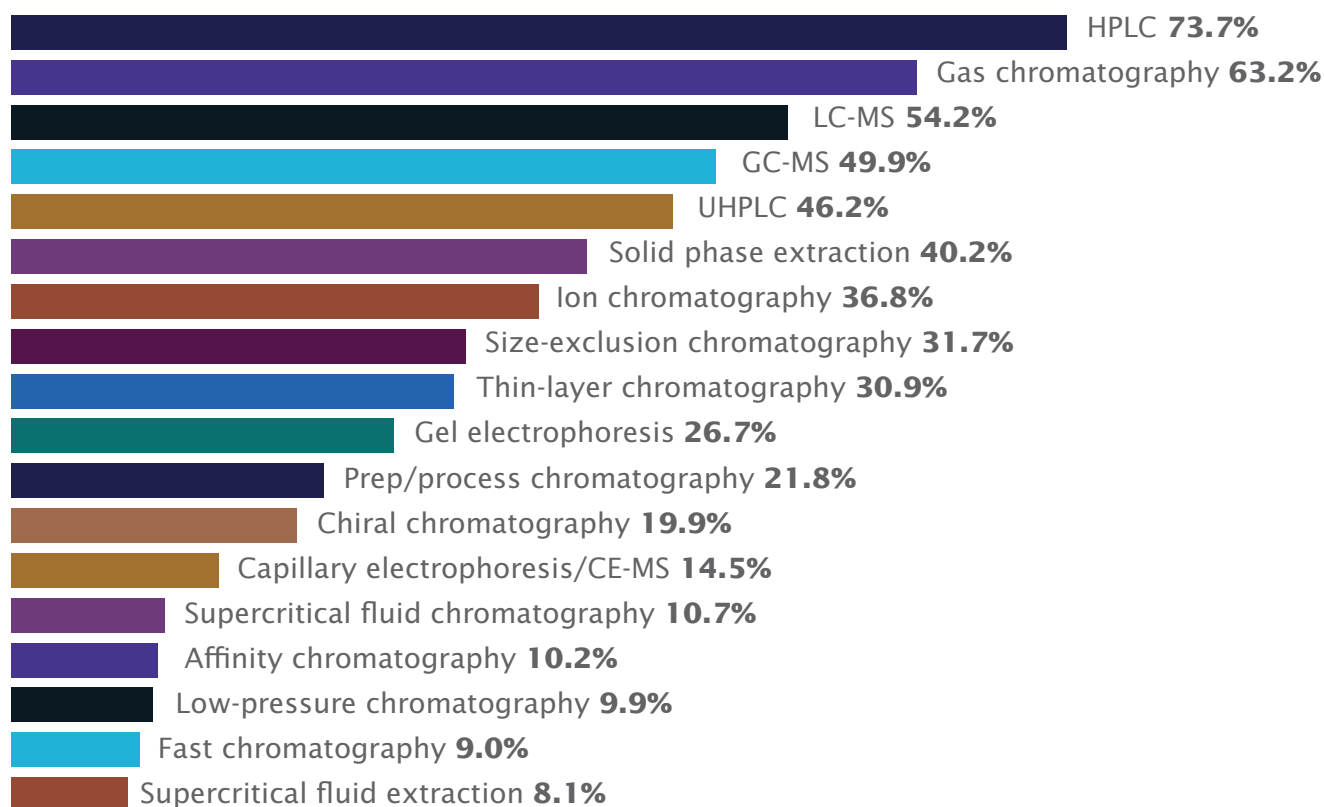
\*Readership Survey, August 2017



## Job Functions†



## Techniques Used\*



†AAM Audit, June 2017

\*Readership Survey, August 2017



## WEBSITE

**www.chromatographyonline.com**

Average Audited Unique  
Browsers<sup>†</sup>

**49,049**

Average Audited Page  
Impressions<sup>†</sup>

**142,049**

## E-NEWSLETTERS

**e-Separation Solutions**

Average Audited Distribution<sup>†</sup>

**23,680**

**e-Application Note Alert**

Average Audited Distribution<sup>†</sup>

**24,756**

## AVAILABLE OPPORTUNITIES

### Website

#### **chromatographyonline.com**

- Banner Ads
- Expandable Video Banner Ads
- Interstitials
- Page Peel
- Page Push
- Videos
- Sponsored Content
- Sponsored Link
- Ad Retargeting
- Geotargeting
- Native Advertising

### e-Separation Solutions

- Banner Ads
- Text Ads
- Featured Products
- Featured Videos
- Featured Poster

### Issue Alerts

- Banner Ads
- Text Ads
- Featured Products
- Featured Videos

### e-Application Note Alert

- Banner Ads
- Application Notes

### e-Poster or Video Alert

- Banner Ads
- Posters or Videos

### ChromTube Alert

- Videos

<sup>†</sup>AAM Audit, June 2017



# INTEGRATED MARKETING SOLUTIONS

**LC GC**  
north america

Reach the entire market using *LCGC's* integrated marketing approach.



Special integrated marketing packages available, contact your sales rep for more information.

[www.chromatographyonline.com](http://www.chromatographyonline.com)





## ChromatographyOnline.com

Chromatography Online is the premier global information source for unbiased, peer-reviewed technical information in the chromatography field and the separation sciences. Using all resources from the regional editions of our award-winning brands (*LCGC North America*, *LCGC Europe*, and *LCGC Asia Pacific*), we deliver practical, nuts-and-bolts information to help our audience of scientists and lab managers utilize chromatographic techniques and instrumentation, thereby making laboratories more productive and businesses around the world more successful.



## Native Advertising

This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of *LCGC's* trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



## Sponsored Survey Package

*LCGC's* sponsored web-based surveys can be used to better understand your client's business issues. These survey projects include a written report of findings, and can provide individual data on each survey respondent's habits and preferences.



## ChromTube

Use our unique video program to show and tell how your products and services solve problems for chromatography-related applications. Viewers who find your video useful can forward it to a friend, enabling your message to be easily shared with other prospective buyers and influencers.



## LCGC TV

*LCGC TV* is a global video program featuring interviews from industry leaders, news and updates. This digital platform focuses on different techniques each month and will refresh content weekly.



## CAST™ (Custom Audience Segmentation Tool)

CAST™ is the highly targeted, data driven, Custom Audience Segmentation Tool from the UBM Life Sciences Pharma/Science group. CAST™ contains over 900,000 unduplicated decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications and conference brands.

## Global Digital Edition: The Column

The Column is a global digital magazine delivered to readers throughout North America, Europe, Asia and the Middle East. Subscribers benefit from a global perspective whilst retaining regular content including news, incognito, tips and tricks, events and training, interviews and products.



## e-Newsletter: e-Separation Solutions

e-Separation Solutions, delivered twice a month, features news, practical troubleshooting tips, technique focuses, market trends, application notes and new product information to keep you up-to-date with current happenings in the field of separation science.



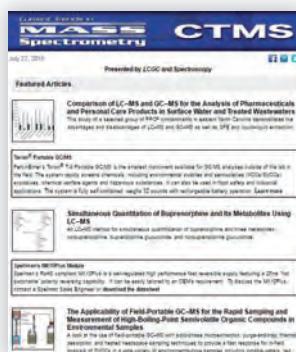
## e-Newsletter: e-Application Note Alert

LCGC's e-Application Note Alert is a compilation of application notes deployed on a monthly basis to thousands of opt-in subscribers. Interested readers register to download each application note, facilitating quality lead generation.



## e-Newsletter: Current Trends in Mass Spectrometry

The Current Trends in Mass Spectrometry newsletter delivers practical information for scientists in the field of mass spectrometry globally along with market trends, application notes and new product information to keep you up-to-date with the industry.



## e-Newsletter: Issue Alert

LCGC's monthly Issue Alert is a preview to the monthly print/digital edition. Included in the Issue Alert are current feature articles and columns.



## e-Newsletter: The Column

The Column newsletter deploys monthly to engaged separation scientists across the globe. Topics include food and beverage, environmental, or biopharmaceutical analysis, offering opportunities to target your company's promotions to sector-specific audiences.



## e-Newsletter: Poster or Video Alerts

One of the challenges companies have today is the use of their content and how to promote it to a large targeted audience. Using posters or videos from a tradeshow is a great option to maximize and generate leads to a broad audience that we can provide.





# CONTENT MARKETING

LCGC  
north america

## Webcasts

Combining the immediacy and the impact of cutting edge, interactive web technologies, *LCCG*'s quality webcast programs (exclusively sponsored or educational series) strategically showcase your company as a significant industry leader.

## Enhanced Webcast Programs

This content marketing program allows you to extend the reach of your webcast. We transcribe the webcast and write a comprehensive technical brief which we promote through our online channels and also provide to you as a PDF.



## Front & Center

A member of *LCCG*'s editorial team will attend your company's conference presentation and conduct an in-person interview with your presenter. The Q&A will be published as a 2-3 page interview in a print/digital issue of *LCCG* and broadcasted as a video if desired. Front & Centers are aggressively promoted through multi-channel marketing (targeted e-mail blasts, website banner ads, e-newsletters ads, social media posts) for one full year.

## Dedicated Dialogue

*LCCG* will conduct an interview with an expert from your company (scientist, corporate manager, etc). This interview will be marketed through a multimedia program that includes a podcast and a two-page article in an issue of *LCCG*.



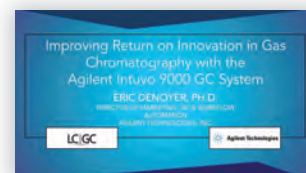
## Sponsored eBooks

A sponsored custom eBook or eBook series on topic(s) of your choice, developed in collaboration with *LCCG*'s editorial team. This program is designed to deliver high quality leads.



## Audio Podcast

*LCCG* podcasts provide insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s).



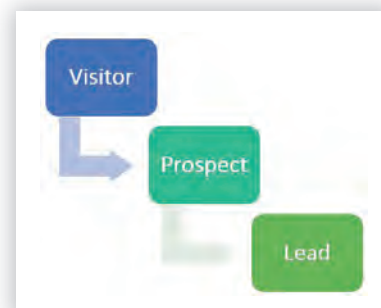
## Infographics

Use a past webcast or relevant content to create an informative, eye-catching infographic.



## Lead Nurturing

Inbound marketing is a proven strategy that fills your lead funnel and accelerates the conversion of leads to sales. Guided by our state-of-the-art audience behavioral analysis, our content creation team can do the heavy lifting for you, drafting a strategic campaign and developing content that will get results.





# 2018 EDITORIAL CALENDAR

## January

**Topics:** Pharma/Biopharma, Pre-Pittcon Issue

**Columns:** LC Troubleshooting, Sample Prep Perspectives, GC Connections, Focus on Biopharmaceutical Analysis, The Essentials

**Bonus Distribution:** MSACL, SLAS, CMC Strategy Forum/WCBP (CASSS), Gulf Coast Conference

## February

**Topics:** Latest Chromatography Techniques, Data Handling, Pittcon Issue

**Columns:** LC Troubleshooting, Column Watch, The Essentials

**Supplements:** Application Notebook, Terminology Guide

**Bonus Distribution:** Pittcon, Emerald Conference

## March – Ad Study Issue

**Topics:** HPLC, GC, Sample Prep

**Columns:** LC Troubleshooting, Sample Prep Perspectives, GC Connections, The Essentials

**Supplement:** Current Trends in Mass Spec, Cannabis Science & Technology

**Bonus Distribution:** ACS National Meeting, International Symposium on Higher Order Structures, Analytica

## April

**Topics:** Annual Review of New LC Columns & Accessories, Annual Review of New HPLC Systems & Accessories

**Columns:** LC Troubleshooting, Column Watch, Perspectives in Modern HPLC/UHPLC, Focus on Environmental Analysis, The Essentials

**Supplement:** Sample Prep Wallchart

**Bonus Distribution:** IMSC

## May

**Topics:** Annual Review of New Sample Prep Products & Accessories, Annual Review of New GC Systems & Accessories

**Columns:** LC Troubleshooting, Sample Prep Perspectives, GC Connections, The Essentials

**Supplements:** Current Trends in Mass Spec

**Bonus Distribution:** ISCC & GCxGC, Minnesota Chromatography Forum, ASMS

## June

**Topics:** Pharma/Biopharma, HPLC

**Columns:** LC Troubleshooting, Column Watch, Perspectives in Modern HPLC/UHPLC, Focus on Biopharmaceutical Analysis, The Essentials

**Supplements:** Application Notebook, HPLC Column Technology, Cannabis Science & Technology

**Bonus Distribution:** ExTech





# 2018 EDITORIAL CALENDAR

## July – Ad Study Issue

**Topics:** Food & Beverage, HPLC Conference Issue

**Columns:** LC Troubleshooting, Column Watch, GC Connections, Focus on Food & Beverage Analysis, The Essentials

**Supplement:** Current Trends in Mass Spec, HPLC Conference eBook

**Bonus Distribution:** HPLC, AACC, PREP & ISPPP, NACRW

## September

**Topics:** GC & GC/MS, Food & Beverage

**Columns:** LC Troubleshooting, Column Watch, GC Connections, Focus on Food & Beverage Analysis, The Essentials

**Supplement:** Application Notebook, Cannabis Science & Technology

**Bonus Distribution:** AOAC, Society of Forensic Toxicologists

## November

**Topics:** Pharma/Biopharma Analysis, HPLC, GC

**Columns:** LC Troubleshooting, Sample Prep Perspectives, GC Connections, Focus on Biopharmaceutical Analysis, The Essentials

**Supplement:** Food & Beverage Analysis, Cannabis Science & Technology

**Bonus Distribution:** Eastern Analytical Symposium

## August

**Topics:** HPLC, Sample Prep, Data Handling

**Columns:** LC Troubleshooting, Sample Prep Perspectives, Perspectives in Modern HPLC/UHPLC, The Essentials

**Bonus Distribution:** ACS National Meeting, Dioxin, NEMC, Cannabis Science Conference

## Industry Trends & Directory Issue

**Bonus Distribution:** Every conference and tradeshow that LCGC attends from August 2018 through August 2019

## October

**Topics:** HPLC/UHPLC, LC-MS

**Columns:** LC Troubleshooting, Column Watch, Perspectives in Modern HPLC/UHPLC, The Essentials

**Supplement:** Current Trends in Mass Spec

**Bonus Distribution:** AAPS, GPC/SEC, ACIL, SFC Green Chemistry Group, SETAC North America, Gulf Coast Conference

## December

**Topics:** Environmental, HPLC/UHPLC

**Columns:** LC Troubleshooting, Column Watch, Focus on Environmental Analysis, The Essentials

## ANNUAL CORPORATE CAPABILITIES & APPLICATION NOTEBOOK

**Opportunities:** Full Page Company Profile, Application Notes, Display Ads

**Bonus Distribution:** Every conference and tradeshow that LCGC attends in 2019



# 2018 EDITORIAL CALENDAR – THE COLUMN

## Digital Edition: The Column

**The Column** is a global digital magazine delivered to readers throughout North America, Europe, Asia and the Middle East. Subscribers benefit from a global magazine with a global perspective whilst retaining regular content including news, incognito, tips and tricks, events and training, interviews and products.



Month	Ad Deadline	Regular Content	Issue Focus	Industry Spotlight	Show Preview
<b>January</b>	3 January	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	GC/GC–MS		Pittcon
<b>February</b>	29 January	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	LC/LC–MS	Food Analysis	Forum Labo
<b>March</b>	26 February	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Forensic Analysis		Analytica
<b>April</b>	29 March	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Polymer Analysis		
<b>May</b>	27 April	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Sample Preparation	Environmental Analysis	Achema



# 2018 EDITORIAL CALENDAR – THE COLUMN

Month	Ad Deadline	Regular Content	Issue Focus	Industry Spotlight	Show Preview
<b>June</b>	25 May	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	GC/GC–MS		
<b>July</b>	2 July	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	LC/LC–MS		HPLC
<b>August</b>	30 July	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Cannabis Analysis		Cannabis Science Conference
<b>September</b>	3 September	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Multi-dimensional	Pharmaceutical Analysis	ISC
<b>October</b>	28 September	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Bioanalysis		
<b>November</b>	26 October	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	GC/GC–MS	Biopharmaceutical Analysis	
<b>December</b>	3 December	Company News Research News Interviews Industry insights from “Incognito” The “LCGC” Blog Events and Training Digital Highlights	Instrumental Innovations		