

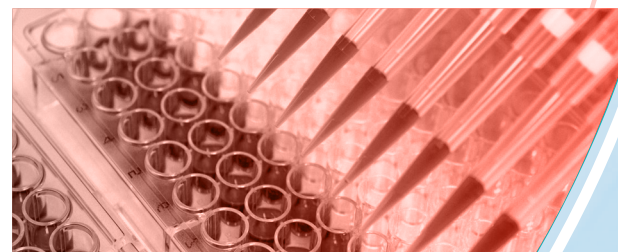
**LCGC**<sup>®</sup>  
e u r o p e  
solutions for separation scientists

# 2022

## MEDIA PLANNER



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



[[ THE ESSENTIAL  
MULTIMEDIA  
RESOURCE FOR  
SEPARATION  
SCIENCE  
IN PRACTICE ]]



AN **MH** life sciences<sup>™</sup> BRAND



# Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision-makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the health care and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

**Partner with us to stay connected with your audience, no matter the circumstances.**

**60+**  
Brands

**3.5M+**  
Active Reach

**7.6M+**  
Unique Visitors  
per Month

**20.9M+**  
Average Page Views  
per Month

**1.9M+**  
Print Circulation

**1000s**  
KOLs on  
Editorial board

# OUR BRAND



## THE ESSENTIAL MULTIMEDIA RESOURCE FOR SEPARATION SCIENCE IN PRACTICE

*LCGC Europe*<sup>TM</sup> is the leading multimedia platform for the chromatography market, enhancing productivity, efficiency and the overall value of separation science globally. With our commitment to editorial excellence, we have pioneered innovation across a broad portfolio of digital and print platforms. *LCGC Europe*<sup>TM</sup> covers all key growth segments in the industry by providing unbiased peer-reviewed content, educational webcasts, trusted troubleshooting advice, and best-practice applications solutions. Laboratory-based chromatographers and managers can improve productivity and enhance their proficiency through *LCGC Europe*<sup>TM</sup>'s editorial content.

### Why collaborate with *LCGC Europe*<sup>TM</sup>?

In today's increasingly competitive environment, *LCGC Europe*<sup>TM</sup> offers creative marketing solutions that reach your target audience and deliver on your marketing goals. Our global network allows you to target key customers across multiple platforms, providing you with unlimited ways to extend your business reach and expand your customer base.



### WHAT DO READERS LIKE ABOUT *LCGC Europe*<sup>TM</sup>?

Very clear information and good examples.

Laboratory manager/  
supervisor

Interesting issues about chromatographic advances and recent applications.

Senior chemist/scientist

It has all information in a single place: news about equipment, techniques, reviews, troubleshooting solutions.

Chief chemist/scientist

Provides accurate and timely updated chromatographic solutions.

Research and development  
director/research manager

Great scope, range of topics, leading chromatography magazine.

Senior chemist/scientist

\*Readership survey, August 2021

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



# WORLD-RENOWNED COLUMNISTS



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.



## **“BIOPHARMACEUTICAL PERSPECTIVES” – KOEN SANDRA**

Koen Sandra from the Research Institute for Chromatography (RIC), Belgium, continues his popular “Biopharmaceutical Perspectives” column, which covers current cutting-edge methods and trends involving chromatography in the constantly evolving biopharmaceutical sector.



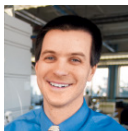
## **“PHARMACEUTICAL PERSPECTIVES” – ADRIAN CLARKE**

Adrian Clarke, Analytical Network Leader in Technical R&D at Novartis Pharma, Basel, Switzerland, keeps readers abreast of cutting-edge practical developments in pharmaceutical analysis.



## **“QUESTIONS OF QUALITY” – ROBERT MCDOWALL**

“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 are covered by leading industry consultant Robert McDowall.



## **“LC TROUBLESHOOTING” – DWIGHT STOLL**

Dwight Stoll has taken the helm of the “LC Troubleshooting” column now that John Dolan has retired. The 2011 winner of the *LCGC* Emerging Leader Award and an associate professor and co-chair of the department of chemistry at Gustavus Adolphus College, Dwight Stoll is recognized as an leader in the chromatography community.



## **“GC CONNECTIONS” – JOHN HINSHAW**

John Hinshaw has worked in industrial gas chromatography R&D and applications for more than 30 years. The author of six patents, several books and more than 200 papers and articles, he teaches national and international professional training courses as well.



## **“SAMPLE PREP PERSPECTIVES” – DOUGLAS RAYNIE**

Douglas Raynie has been performing sample preparation research in industry and academia for over 25 years. Improving sample preparation is an important focus in his current role at South Dakota State University, along with his passion for green chromatography and other aspects of separations.



## **“COLUMN WATCH” – DAVID S. BELL**

David S. Bell spent the first 10 years of his career in the pharma industry and the past 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.



## **“PERSPECTIVES IN MODERN HPLC” – MICHAEL DONG**

Michael Dong has more than 20 years of experience in chromatography R&D in academia and industry. He has taught many short courses on high-performance liquid chromatograph method development, drug quality and drug development. In this column, he brings fresh scientific perspectives to chromatography practitioners.



## **“ANALYSIS FOCUS”**

Key opinion leaders in the chromatography sector share the latest methods and developments in key application areas and discuss cutting-edge trends.

# PRINT CONTENT OVERVIEW

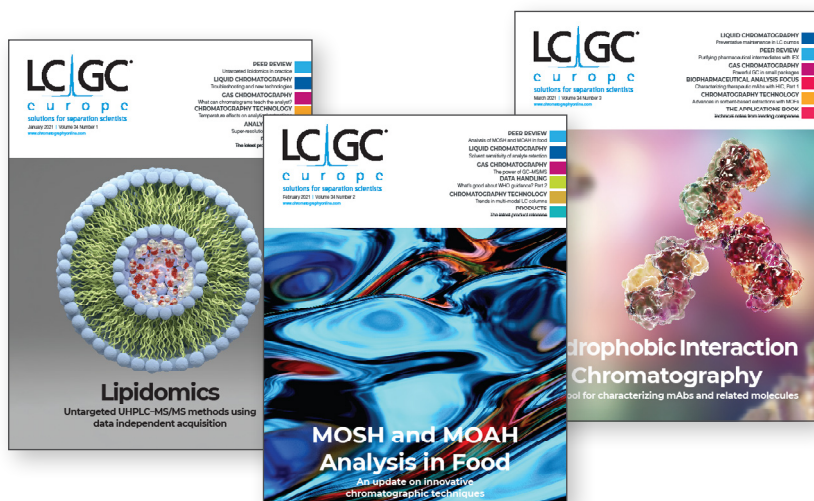


## LCGC Europe™

LCGC Europe™ is a monthly magazine delivered to a pan-European audience of **over 25,849\* Alliance for Audited Media (AAM)-audited subscribers**, providing peer-reviewed technical articles, troubleshooting advice and practical information covering all important areas of separation science. The magazine provides answers to real problems to improve the efficiency and productivity of our readers in the laboratory chromatography community.

## Print Supplements

LCGC Europe™'s print supplements keep readers up to date on the latest scientific advances and technology trends in separation science. Supplements for 2022 include *Advances in Biopharmaceutical Analysis*, *Advances in UHPLC/HPLC*, *Advances in Sample Preparation*, *Advances in Food Analysis*, *Current Trends in Mass Spectrometry* and *The Application Note Focus*, which provides manufacturers with an opportunity to publish valuable information about the performance and application of their products in core application areas.



## Advertisement Performance Study

A Readex Research study is designed to evaluate the effectiveness of your advertisement using both quantitative and qualitative feedback obtained from a random selection of the LCGC Europe™ audience. The Advertisement Performance Study provides real feedback from our readers and a statistical evaluation of your advertisement's perception, attention-grabbing ability, believability, information value and actions taken.



\*AAM audit, December 2020  
As filed with Alliance for Audited Media, subject to audit

# AUDIENCE – PUBLICATION



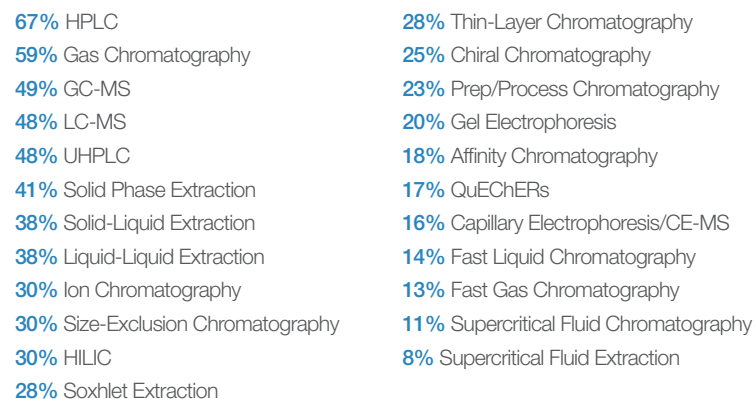
## Field of work†



## Type of business\*

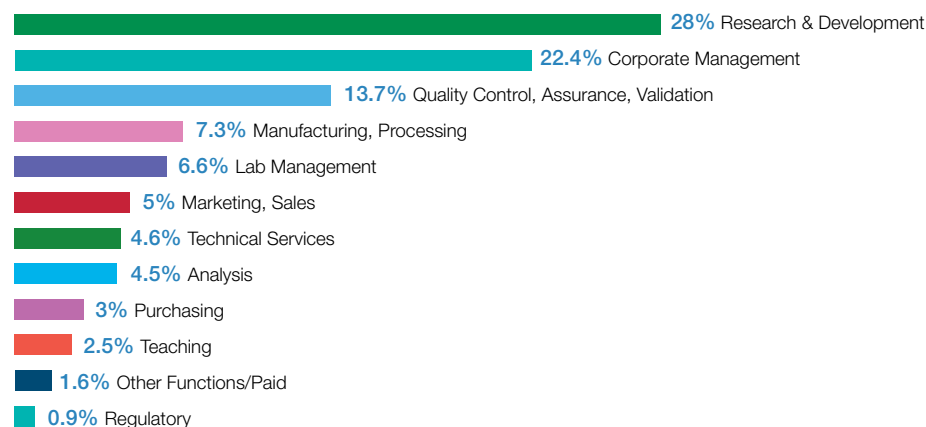


## Techniques used†

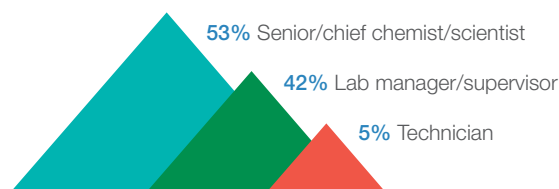


Advertising in an AAM-audited publication ensures your message will reach a qualified, quantifiable group of subscribers. With our audience of **25,849\* qualified subscribers**, you can be sure your message is being seen by subscribers in the industries and functions integral to the field of chromatography.

## Job functions\*



## Top three job titles†



\*AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit

†Readership survey, August 2021

# AUDIENCE - DIGITAL



## Website\*

chromatographyonline.com

Average monthly unique browsers

**51,706**

Average monthly page impressions

**150,658**

## E-newsletters\*

LCGC Europe™ Weekly Update

Average audited distribution

**15,681**

E-application Note Alert

Average audited distribution

**17,647**



## Available Opportunities

### Website

chromatographyonline.com

- Banner ads
- Expandable video banner ads
- Interstitials
- Pre-roll videos
- Page push
- Videos
- Sponsored content
- Sponsored link
- Ad retargeting
- Geotargeting
- Native advertising

### LCGC Europe™ Weekly Update

- 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

### Poster or Video Alert

- Banner ads
- Posters or videos

### ChromTube Alert

- Videos



\*AAM Audit, December 2020

As filed with Alliance for Audited Media, subject to audit



- Sponsored content block
- Banner ads
- Expandable video banner ads
- Rich media
- Geotargeting
- Application notes
- Native advertising



**March 2021 - Grand Reopening Survey**

Please answer the following questions to be entered in our new Q1-Q2 2021 Data Q1 table. Your responses are voluntary and not for publication. Answers will be placed into aggregate results for reporting outcomes and no individual names or organization will be sharing.

1. How familiar are you with apicomplexes?

1 - Not familiar	2 - Somewhat	3 - Familiar	4 - Very familiar
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What taxonomic are you familiar with? (Select all that apply)

☐ Viruses

☐ Euk

☐ Bacteria

☐ Other (please specify):

3. Select your specialization:

☐ General

☐ Field

☐ Molecular

☐ Pharmacology

☐ Evolution/Phylogeny

☐ Other (please specify):

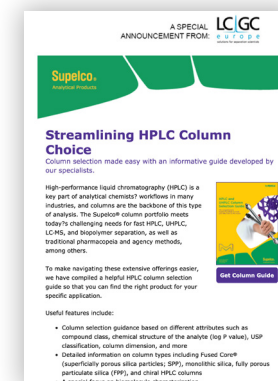
4. Please rank components that you know well apicomplexes in the 10 top table rank:

Rank	Viruses	Euk	Bacteria	Other
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
8	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
9	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

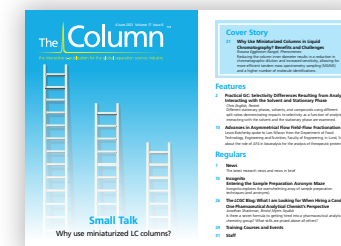
Use our unique video programme to show and tell how your products and services solve problems for chromatography-related applications. Viewers who find your video useful can forward it to a friend, enabling your message to be easily shared with other prospective buyers and influencers.



Our highly targeted, data-driven database contains decision-makers in the scientific industry you can use to reach your potential buyers.



*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 through technical articles and regular sections, including news, "Incognito," tips and tricks, events and training, interviews and product information.





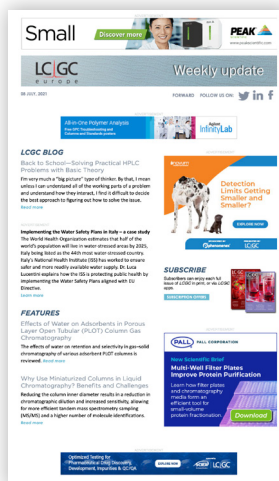
# DIGITAL NEWSLETTERS



## LCGC Europe™ Weekly Update

The Weekly Update keeps readers up to date with the latest techniques and technology in separation science, as well as updates on new content from LCGC Europe™'s extensive print and digital portfolio.

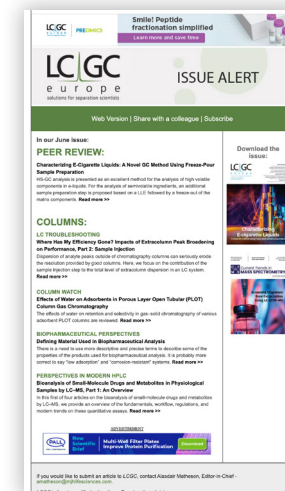
[CLICK FOR SAMPLE »](#)



## Issue Alert

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

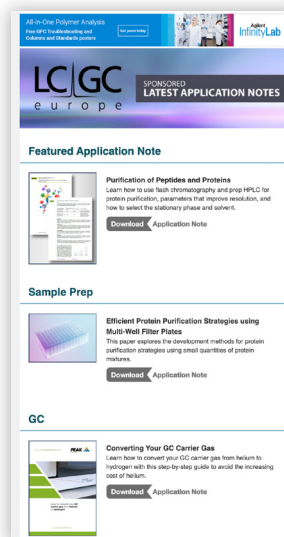
[CLICK FOR SAMPLE »](#)



## E-application Note Alert

LCGC Europe™'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.

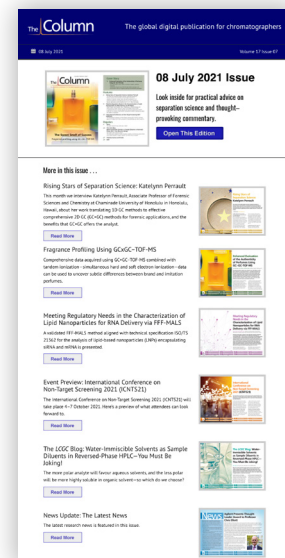
[CLICK FOR SAMPLE »](#)



## The Column

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

[CLICK FOR SAMPLE »](#)



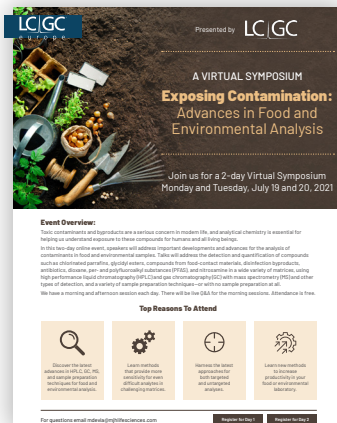
# VIRTUAL EVENTS AND VIDEO PROGRAMMES



As an alternative to trade shows, conferences and face-to-face events, you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state-of-the-art in-house studios, the transition from in-person to online is seamless and timely.

## Virtual Conferences and Symposia

Virtual conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or meeting, including a lobby, an auditorium, an exhibit hall, a networking lounge and a resource center.



## Virtual Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase programme is composed of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.



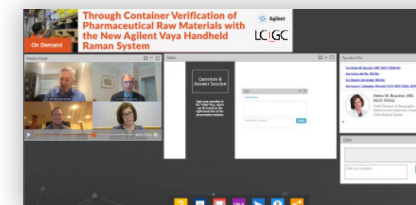
## Virtual Thought Leadership Interviews/ Roundtable

Using advanced video conference technology, our internal studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



## Virtual Press Conference

LCGC Europe™ will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring or market trends. Each programme includes promotion to our audience.



# LIVE EVENTS AND VIDEO PROGRAMMES



## Video Programmes

Extend your return on investment (ROI) at industry events with video content that can strengthen your brand reach post show with editorialized videos by *LCGC Europe*<sup>TM</sup> and audience engagement with the *LCGC Europe*<sup>TM</sup> community.

### Presentation Showcase

Our Presentation Showcase programme is composed of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

### Thought Leadership Interview

Our internal studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

### Exhibit Booth Interview

Extend your ROI at industry trade shows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a three- to five-minute video with promotions to the *LCGC Europe*<sup>TM</sup> community.



## Live Events

Partner with *LCGC Europe*<sup>TM</sup> to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programmes that meet your business and educational goals. What makes *LCGC Europe*<sup>TM</sup> your partner of choice?

### Content Development:

The *LCGC Europe*<sup>TM</sup> team works with your team to produce a programme based on your needs.

### KOL Recruitment:

We find the speakers who will attract your target attendees at the event as well as post event.

### Attendee Recruitment:

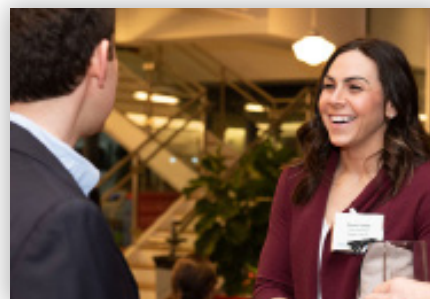
Using our extensive databases and relationships with our audiences, *LCGC Europe*<sup>TM</sup> will find and attract the people you want to attend your live event.

### Post-Event Content:

Our team will create video, audio and written content based on the programme. And not only do we create the content, but we also provide marketing programmes to get the content out to both attendees and nonattendees.

### Turnkey Logistics:

Besides the expertise of *LCGC Europe*<sup>TM</sup>, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



# CONTENT MARKETING

## Custom Content Creation

### Demonstrate thought leadership

Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as but not limited to:

- White papers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles



## Podcasts

Podcast series regularly recorded by our editorial team that provides insights on news, new products, applications, and important trends in the industry. Our staff works with you on episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic.

- Segmented by category
- Highlights important editorial topics
- New topics monthly
- Special coverage of industry events

These editorial podcasts are delivered to professionals via our brand's website and online audio channel.

## Sponsored E-books

A sponsored custom e-book or e-book series on topic(s) of your choice or a collaborative topic in conjunction with *LCGC Europe*<sup>™</sup>'s editorial team. This programme is designed to deliver high-quality leads.

[CLICK FOR SAMPLE »](#)



## Lead Nurturing

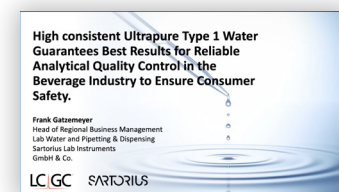
Topic-driven programmes that capture prospects and nurtures them by deploying high-quality content via strategically timed communications. These programmes are designed to deliver sales-ready leads.



## Dedicated Dialogue

*LCGC Europe*<sup>™</sup> 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 *LCGC Europe*<sup>™</sup>.

[CLICK FOR SAMPLE »](#)





# WEBCASTS



## Position your company as a thought leader with interactive web technology.

MJH Life Sciences™ educational webcasts are led by credible presenters and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

**Experience** — More than 500 educational webcasts produced by MJH Life Sciences™ each year

**Credibility** — Over 35 years' experience in the separation science industry

**Talent** — Respected speakers and moderators from the *LCGC Europe*™ editorial team

**Audience/reach** — 700,000-plus qualified pharma/science professionals

**Marketing and promotion** — Targeted audience development: print, digital and social media

**Analytics** — Comprehensive lead capture, lead nurturing and data reporting for every event

**Turnkey** — Full-service management, marketing, training, production and hosting



## Breakout Sessions

### Two-Way Audio & Video Engagement to Drive Conversion:

Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities** at virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

### Turn your webcast info short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

## Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Utilizes social media, print and online marketing to amplify the content across the *LCGC Europe*™ community

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration and brand visibility
- Increases access and engagement

\*Data obtained from past MJH Life Sciences webcasts

# INDUSTRY INSIGHTS

## Your opportunity to share a point of view

Industry Insights is a native marketing programme that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best with articles by your subject experts, integrated alongside valued content in *LCGC Europe*™.

### A native, branded content opportunity

- Articles, press releases, videos and more within the digital content feed and/or the print edition of *LCGC Europe*™
- An expandable offering from one article to a complete content center with your branding
- Featured on the ChromatographyOnline.com home page as well as in appropriate topic areas
- An integrated promotional programme providing significant exposure to our audience



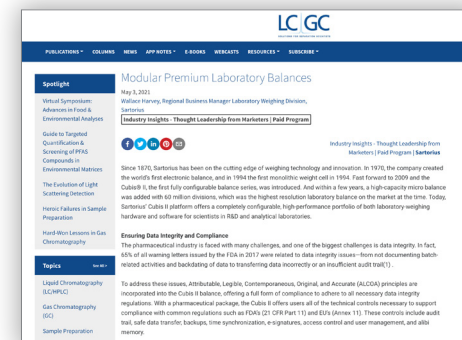
### Showcase a key topic and promote your brand.

Package your valuable content-marketing assets into a user-friendly digital hub where users can self-educate themselves. The hub is driven by a multitouch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management, including setup of a branded environment, creative design of all materials, turnkey promotion and reporting
- Six to 12 related assets, including white papers, app notes, videos, webcasts, research and web links
- Hosted and promoted for three months
- Asset promotion to a relevant audience through a turnkey solution for content syndication and lead nurturing

### Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience.



# 2022 VIRTUAL SYMPOSIA



## The PFAS Summit

**February 2022**

Given the broad spread of er- and polyfluoroalkyl substances (PFAS) and concerns about their toxicity, we need ongoing development analytical techniques and methods to measure them. In this event, leading analytical chemists will share the latest approaches for analyzing PFAS, addressing the challenges presented by analyzing PFAS in different matrices, such as environmental samples, food, and blood; approaches for identifying different types of PFAS, including novel PFAS; and the latest techniques for improving the speed, reproducibility, and sensitivity of these analyses.

## Focus on Data Integrity

**April 2022**

For regulated analytical laboratories, managing all the factors involved in ensuring data integrity can be overwhelming. Following up from last year's popular interactive event on this topic, our experts provide the information and guidance you need, from understanding the regulations to practical implementation on a daily basis, and all the steps in between.

## ChromTalks 2022

**May 2022**

Following the enormous success of last year's event, ChromTalks is back, with a fresh take on providing the practical advice that chromatography practitioners need. Global experts will provide insights from their experience, along with loads of practical tips, troubleshooting, and best practices. A can't-miss event.

## Advances in Pharmaceutical Analysis

**June 2022**

This virtual symposium will focus on cutting-edge developments and practical applications in small-molecule pharmaceutical analysis with presentations from key opinion leaders and practitioners who are using chromatography to maximum effect in this important area of healthcare.

## Advances in Gas Chromatography

**September 2022**

Gas chromatography (GC) is often regarded as mature technique, but the developments continue. This virtual symposium will focus on the latest advances in GC that are helping gas chromatographers achieve the best possible results in practice.

## Advances in HPLC

**September 2022**

High performance liquid chromatography (HPLC) is at the core of the analytical laboratory, and continued advancement and optimization are critical. Our world-class lineup of speakers brings you the latest advances and practical approaches.

## Separation Science: The State of The Art in Biopharmaceutical Analysis

**October 2022**

The biopharmaceutical sector is an innovative and constantly evolving sector and separation science plays a pivotal role in all the key stages of drug development. This special symposium will focus on the state-of-the-art chromatography advances and practical solutions in biopharmaceutical analysis that are used by key opinion leaders and practitioners in this cutting-edge application area.

## Advances in Mass Spectrometry

**November 2022**

Leading researchers and practitioners will present new research and practical applications of mass spectrometry technologies and methods, with a primary focus on mass spectrometry used with liquid and gas chromatography separations (LC-MS and GC-MS).

## Advances in Food Analysis

**December 2022**

A virtual symposium dedicated to innovative developments in food analysis with presentations from key opinion leaders and practitioners covering key trends and practical solutions.

# 2022 MULTIMEDIA PLANNER



## January

### Topics:

LC/LC-MS  
Food Analysis

### Columns:

LC Troubleshooting  
Sample Prep Perspectives  
GC Connections

**Special Advertorial Opportunity:** Vendor Perspectives

**Bonus Distribution:** HTC Conference, Ghent, Belgium

## February

### Topics:

GC/GC-MS  
Biopharmaceutical Analysis

### Columns:

LC Troubleshooting  
Column Watch  
GC Connections  
Biopharmaceutical Perspectives,  
Questions of Quality

**Supplements:** Chromatography Terminology Guide

**Bonus Distribution:** Pittcon, DGMS

**Virtual Symposium:** The PFAS Summit

## March

### Topics:

Sample Preparation  
Pharmaceutical Analysis

### Columns:

LC Troubleshooting  
Sample Prep Perspectives  
GC Connections  
Pharmaceutical Perspectives

**Special Section:** The Application Note Focus

## April

### Topics:

LC/LC-MS  
GC/GC-MS  
Annual Review of New HPLC Systems & Accessories  
& Annual Review of New GC Systems  
Columns, & Accessories  
Environmental Analysis

### Columns:

LC Troubleshooting  
GC Connections  
Perspectives in Modern HPLC/UHPLC  
Analysis Focus: Environmental Analysis

**Supplement:** Advances in Biopharmaceutical Analysis

**Virtual Symposium:** Focus on Data Integrity

## May

### Topics:

Column Technology  
Sample Preparation  
Annual Review of New LC Columns & Accessories,  
Annual Review of New Sample Prep Products &  
Accessories

### Columns:

LC Troubleshooting  
Column Watch  
Sample Prep Perspectives  
GC Connections  
Analysis Focus: Food Analysis

**Supplement:** Current Trends in Mass Spectrometry

**Bonus Distribution:** ASMS

**Virtual Symposium:** ChromTalks 2022

## June — Analytica Edition

### Topics:

LC/LC-MS  
Biopharmaceutical Analysis  
Polymer Analysis

### Columns:

LC Troubleshooting  
Column Watch  
Perspectives in Modern HPLC/UHPLC  
Biopharmaceutical Perspectives  
Analysis Focus: Polymer Analysis

**Special Section:** The Application Note Focus

**Supplement:** Recent Developments in HPLC and UHPLC

**Bonus Distribution:** HPLC, Analytica Edition

**E-book:** Hot Topics in Separation Science —The Analytica Companion

**Virtual Symposium:** Advances in Pharmaceutical Analysis



# 2022 MULTIMEDIA PLANNER



## July/August

### Topics:

Pharmaceutical Analysis  
GC/GC-MS

### Columns:

LC Troubleshooting  
Column Watch  
GC Connections  
Sample Prep Perspectives  
Questions of Quality  
Pharmaceutical Perspectives

**Special Advertorial Opportunity:** Instrumental Innovations

**Supplement:** Advances in Food Analysis

**E-book:** Hot Topics in Bioanalysis: Clinical and Forensics Analysis

**Bonus Distribution:** Achema, ISC, RAFA

## September

### Topics:

LC/LC-MS  
Biopharmaceutical Analysis

### Columns:

LC Troubleshooting  
Column Watch  
Sample Prep Perspectives  
GC Connections  
Biopharmaceutical Perspectives

**Special Section:** The Application Note Focus

**Bonus Distribution:** Forum Labo, BMSS

**E-book:** Hot Topics in Mass Spectrometry

**Virtual Symposium:** Advances in GC

**Virtual Symposium:** Advances in HPLC

## October

### Topics:

LC/LC-MS  
Food Analysis

### Columns:

LC Troubleshooting  
Column Watch  
Perspectives in Modern HPLC/UHPLC  
Questions of Quality

**Bonus Distribution:** SFC Green Chemistry Group, Lab Innovations

**Virtual Symposium:** Separation Science: The State-of-the-Art in Biopharmaceutical Analysis

## November/December

### Topics:

35th Anniversary Issue  
Vendor Viewpoints  
Modern Chromatography Techniques  
GC/GC-MS  
LC/LC-MS  
Biopharmaceutical Analysis

**Columns:** LC Troubleshooting  
Sample Prep Perspectives  
GC Connections  
Analysis Focus: Environmental Analysis

**Special Section:** The Application Note Focus, Vendor Viewpoints

**Supplement:** Sample Preparation Wall Chart

**Bonus Distribution:** RAFA

**Virtual Symposium:** Advances in Mass Spectrometry

**Virtual Symposium:** Advances in Food Analysis

# 2022 EDITORIAL CALENDAR: THE COLUMN

## January

**Issue Focus:** GC/GC-MS

**Regular Content:** Company News, Research News Interviews, "The "LCGC™" Blog, Events and Training, Digital Highlights

## February

**Issue Focus:** Polymer Analysis

**Regular Content:** Company News, Research News Interviews, Industry insights from "Incognito," The "LCGC™" Blog, Events and Training, Digital Highlights

## March

**Issue Focus:** LC/LC-MS

**Regular Content:** Company News, Research News Interviews, "The "LCGC™" Blog, Events and Training, Digital Highlights

**Industry Spotlight:** Environmental Analysis

## April

**Issue Focus:** Forensic Analysis

**Regular Content:** Company News, Research News Interviews, Industry insights from "Incognito," The "LCGC™" Blog, Events and Training, Digital Highlights, SEC: Tips & Tricks

## May

**Issue Focus:** Multidimensional Chromatography

**Regular Content:** Company News, Research News Interviews, The "LCGC™" Blog, Events and Training, Digital Highlights

**Industry Spotlight:** Biopharmaceutical Analysis

## June

**Issue Focus:** Bioanalysis

**Regular Content:** Company News, Research News Interviews, Industry insights from "Incognito "The "LCGC™" Blog, Events and Training, Digital Highlights

# 2022 EDITORIAL CALENDAR: THE COLUMN

## July

**Issue Focus:** UHPLC

**Regular Content:** Company News, Research News Interviews, The “LCGC™” Blog, Events and Training, Digital Highlights

## August

**Issue Focus:** GC/GC-MS

**Regular Content:** Company News, Research News Interviews, Industry insights from “Incognito,” The “LCGC™” Blog, Events and Training, Digital Highlights, SEC: Tips & Tricks

**Industry Spotlight:** Food Analysis

## September

**Issue Focus:** Sample Preparation

**Regular Content:** Company News, Research News Interviews, The “LCGC™” Blog, Events and Training, Digital Highlights

## October

**Issue Focus:** Column Technology

**Regular Content:** Company News, Research News Interviews, Industry insights from “Incognito,” The “LCGC™” Blog, Events and Training, Digital Highlights

**Industry Spotlight:** Pharmaceutical Analysis

## November

**Issue Focus:** Miniaturization

**Regular Content:** Company News, Research News Interviews, The “LCGC™” Blog, Events and Training, Digital Highlights

## December

**Issue Focus:** LC/LC-MS

**Regular Content:** Company News, Research News Interviews, Industry insights from “Incognito,” The “LCGC™” Blog, Events and Training, Digital Highlights

# DIGITAL SPECIFICATIONS



Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a



# DIGITAL SPECIFICATIONS



LCGC eSep Solutions, LCGC Europe e-newsletter, The Column e-newsletter & CTMS e-newsletter - Email Newsletter Creative Units							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Featured Product	<ul style="list-style-type: none"> <li>3-4 word title</li> <li>30 word description. If the word count is exceeded, the summary will be subject to revision by our editor.</li> <li>One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb)</li> <li>1 Live Click URL</li> </ul>						3rd party 1x1 impression tracking pixel and click URL accepted
Featured App Note	<p>Technical or Case Study Whitepapers in PDF format - up to 20mb</p> <p>Company Name</p> <p>Application Note Title: 3-6 words</p> <p>Abstract for body of newsletter: 168 characters with spaces</p> <p>Image for body of newsletter and registration page: Please provide an image of your app note. Size: 150 px x203px. If no image is provided, we will use the first page of the PDF. Note that company logos will not be accepted for this space.</p> <p>Text for registration page: 2-3 bullet points, each 78 characters with spaces (or less)</p> <p>This will give readers a brief synopsis of the key learning points provided in the application note. It's a good place to include additional information that did not fit in the short sentence in the body of the newsletter. However, these bullet points should be short and to the point.</p> <p>Application Notes Categories, please choose:</p> <p>One technique category from this list: GC; GC-MS; LC; LC-MS; SFC, Chiral chromatography; Ion chromatography; Size-exclusion chromatography (SEC); Sample Prep</p> <p>Plus one application area category (if desired) from this list: Biological, Medical, and Clinical; Biopharmaceuticals; Cannabis; Chiral; Environmental; Food and Beverage; General; Industrial; Pharmaceuticals; Polymers</p> <p>Other Information:</p> <ul style="list-style-type: none"> <li>1-3 keywords to be included in your lead email subject line as an identifier for the note</li> <li>Email Address where leads should be sent</li> <li>Reporting Frequency: Instant, Daily, Weekly or Monthly (1st of month) – anything other than instant will be sent in spreadsheet form</li> </ul>						

# DIGITAL SPECIFICATIONS



Pre-roll Ad			
Video Setting		Specifications	
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6-15 seconds for non-skippable, 15-30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming is not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored eBlast Guidelines			
Requirements	» HTML Creative from client » Text Back up from client (optional) » Subject Line and Pre-Header » Test and Final seed list		
Additional Needs for UNBRANDED e-Blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client » From Line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding). » Your suppression file: in Excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test Seed list: email address of those to receive the test to review. » Final Seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the eBlast at least 1 business day prior to the scheduled deployment to the test seed list. » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required a revised test will be sent. » MJH Life Sciences™ will confirm that the eBlast is scheduled to deploy on the specified date. » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month.		

# DIGITAL SPECIFICATIONS



## GENERAL NOTES

**File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.

**Initial file load:** Includes all assets and files necessary for completing first visual display of the ad.

**Host-initiated subload:** Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

**User-initiated file size:** Ads that allow additional file size for host-initiated subload also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

## VIDEO REQUIREMENTS:

- File Format: H.264 (mp4)
- Audio Format: MP3 or ACC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

## HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

## HTML5 DESIGN INDUSTRY STANDARDS INFO:

<http://www.iab.com/html5>

## HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

<https://support.google.com/admanager/answer/7046799>

## GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

**File Format** - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

**Audio** - Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

**Expansion** - Must be user-initiated by click and served through a 3rd Party tag.

**Hotspot** - Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio

**Defining ad space** - Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

**Max CPU** - Ad not to exceed 30% CPU usage during host-initiated execution

**Submission Lead Time** - Minimum lead time for ad file submission is 5-7 business days before campaign start.

**Max number of host-initiated file requests** - Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction

# PRINT SPECIFICATIONS



## PRINTED AD Specs (mm)

For all Europe/Asia print products: Keep live matter 10 mm from all sides.  
Please supply at 300 dpi, CMYK.

	NONBLEED	BLEED	TRIM SIZE
Two-page spread	368 x 241	400 x 273	394 x 267
Full page	171 x 241	203 x 273	197 x 267
2/3 page	114 x 241	133 x 273	130 x 267
1/2 island	114 x 178	133 x 197	130 x 194
1/2-page vertical	86 x 241	105 x 273	102 x 267
1/2-page horizontal	171 x 117	203 x 137	197 x 133
1/3-page vertical	54 x 241	73 x 273	70 x 267
1/3 square	114 x 117	133 x 137	130 x 133
1/4 vertical	86 x 117	105 x 137	102 x 133

## LCGC EUROPE™ E-APPLICATION NOTE ALERT Specs

- Application note in PDF format (RGB, max file size of 1.5 MB)
- Your company Name
- Application note title: three to six
- Abstract: two to three short sentences that describe/summarize the application note
- Author(s): names only, not company affiliations
- Email address where leads should be sent
- Application notes categories (please choose up to three): HPLC, GC, Hyphenated, Sample Prep, Chiral, GPC, SFC and General

## THE COLUMN Specs (mm)

Please supply at 300 dpi

	SIZE
Four column (DPS)	375 x 240
Two column (Full page)	184 x 211
One column (0.5 page)	88 x 211
Skyscraper (0.25 vertical)	45 x 211
Banner (0.25 horizontal)	184 x 21

## LCGC EUROPE™ ISSUE ALERT Specs (mm)

Please supply at 72 dpi

	SIZE (pixels)
Header banner ad	468 x 60
Text ad	65 words, one click URL

## E-NEWSLETTER Specs

SIZE (pixels)

Banner: 468 x 60  
Button: 220 x 75  
Top position banner: 728 x 90  
Big box banner: 300 x 250  
Text ad: 65 words  
Product profile: 200 words, one image, one logo, contact details including email and web address and 30-word summary of product profile

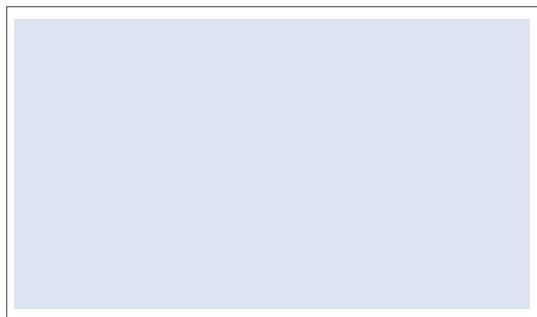
## WALL PLANNER Specs

Please supply at 300 dpi, CMYK

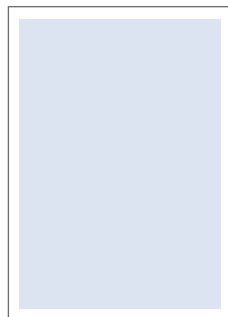
	SIZE (mm)
Big box	171 x 121
Horizontal spots	171 x 57



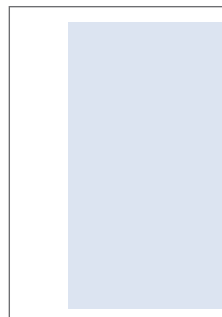
# PRINT SPECIFICATIONS



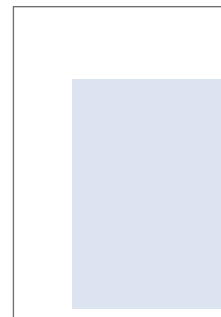
Two-page spread



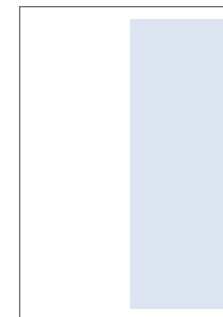
Full page



2/3 page



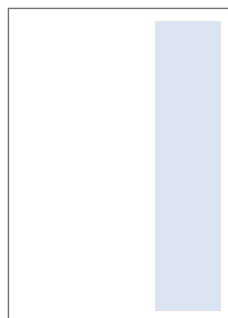
1/2 island



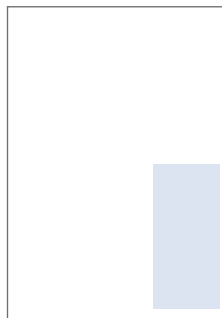
1/2-page vertical



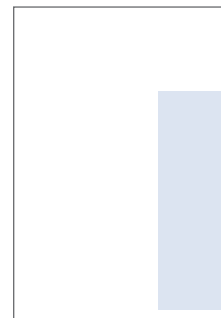
1/2-page horizontal



1/3-page vertical



1/3 square



1/4 vertical

## DIGITAL AD REQUIREMENTS

- Digital data is required for all ad submissions. Preferred format is PDF/X-1a.** Note that a standard PDF is not a preferred format; files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to advertiser of any kind (including, without limitation, the obligation to offer advertiser make goods or any other form of compensation) if an ad is supplied to publisher by advertiser in any format other than our preferred formats. Nonpreferred or nonacceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.
- Publisher will not supply a faxed or soft proof for advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to publisher. If publisher detects an error before going to press, publisher will make a reasonable effort to contact advertiser to give advertiser an opportunity to correct and resubmit advertiser's file before publication.

- Ad proofs:** To ensure that advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that advertiser supplies to publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to advertiser of any kind (including, without limitation, the obligation to offer advertiser make goods or any other form of compensation) for any ad supplied to publisher by advertiser without a SWOP proof.

# CONTACTS



## Europe Office

Sycamore House, Suite 2  
Cheshire Oaks Business Park  
Lloyd Drive  
Ellesmere Port  
CH65 9HQ  
United Kingdom

## North America Office

485 Route 1 South  
Building F, Suite 210  
Iselin, NJ 08830 USA

## Sales

**Mike Tessalone**  
Senior Vice President  
[mtessalone@mjlifesciences.com](mailto:mtessalone@mjlifesciences.com)

**Oliver Waters**  
Group Publisher  
[owaters@mjlifesciences.com](mailto:owaters@mjlifesciences.com)

**Liz McLean**  
Sales Manager  
[lmclean@mjlifesciences.com](mailto:lmclean@mjlifesciences.com)

**Sarah Darcy**  
Sales Operations Executive  
[sdarcy@mjlifesciences.com](mailto:sdarcy@mjlifesciences.com)

**Ed Fantuzzi**  
Associate Publisher  
LCGC™ North America  
[efantuzzi@mjlifesciences.com](mailto:efantuzzi@mjlifesciences.com)

**Michael Howell**  
National Account Manager  
[mhowell@mjlifesciences.com](mailto:mhowell@mjlifesciences.com)

**Timothy Edson**  
National Account Manager  
[tedson@mjhassoc.com](mailto:tedson@mjhassoc.com)

## Editorial

**Laura Bush**  
Editorial Director  
[lbush@mjlifesciences.com](mailto:lbush@mjlifesciences.com)

**Alasdair Matheson**  
Editor-in-Chief  
[amatheson@mjlifesciences.com](mailto:amatheson@mjlifesciences.com)

**Kate Jones**  
Managing Editor  
[kjones@mjlifesciences.com](mailto:kjones@mjlifesciences.com)

**Lewis Botcherby**  
Associate Editor  
[lbotcherby@mjlifesciences.com](mailto:lbotcherby@mjlifesciences.com)

## Digital

**Michael Kushner**  
Senior Director, Digital Media  
[mkushner@mjlifesciences.com](mailto:mkushner@mjlifesciences.com)

**Sabina Advani**  
Digital Production Manager  
[sadvani@mjlifesciences.com](mailto:sadvani@mjlifesciences.com)



MJH Life Sciences™ is the largest privately held medical media company in the United States. We deliver direct access and engagement of professional audiences by providing multichannel sources of trusted health care and scientific information that drive informed decisions in the following markets: Oncology | Allied Health | Dental Specialty Care | Industry Sciences | Managed Care | Primary Care | Animal Health. Visit [www.mjlifesciences.com](http://www.mjlifesciences.com) to learn more.