

2016
**MEDIA
PLANNER**

chromatographyonline.com



WELCOME TO THE *LCGC EUROPE* 2016 MEDIA PLANNER

WHY COLLABORATE WITH *LCGC EUROPE*?

- Leader** The leading brand dedicated specifically to chromatography
- Innovative** Continues to lead the way by providing innovative print and digital content that chromatographers value
- Practical** Provides unbiased practical technical information, trusted troubleshooting advice, and best-practice solutions to help chromatographers to do their jobs effectively and efficiently
- Community** Provides a range of media platforms for scientists to interact with suppliers
- Targeted** Maintains the largest AAM-audited circulation of chromatographers in Europe
- Integrated** Delivers not only traditional advertising but also integrated marketing solutions for suppliers to meet their customers



Gareth Pickering,
Sales Manager — *LCGC Europe*



Alasdair Matheson,
Editor-in-Chief — *LCGC Europe*

The *LCGC Europe* print and digital portfolio — which includes *LCGC Asia Pacific*, the fortnightly e-zine *The Column*, *The Applications Book*, and a suite of innovative print and digital products — plays a pivotal role in the working lives of chromatographers, offering valuable, informative, in-depth information to help chromatographers perform their jobs more effectively and efficiently in practice.

The *LCGC Europe* portfolio is the first port of call for chromatographers to find out about the latest news, trends, techniques, applications, and product developments in separation science to help them make informed purchasing decisions.

LCGC Europe continues to lead the way in print, digital and social media to provide chromatographers with the information they need on a daily, weekly, and monthly basis — from a brand that they can trust. In an age of information overload, tight time constraints, and even tighter budgets, *LCGC Europe's* print and digital content continues to provide laboratory scientists with the high-quality editorial content they need.

THE *LCGC EUROPE* PORTFOLIO:

- Monthly Flagship European Publication (Print and Digital)
- Quarterly Asia Pacific Publication (Print and Digital)
- Fortnightly e-zine: *The Column*
- *The Applications Book*
- Focused Supplements (Print and Digital)
- Application Notes
- Digital Publications
- *LCGC's* Website — chromatographyonline.com
- CHROMacademy
- *LCGC Europe* Weekly Update
- e-App Note Alert
- *LCGC* TV
- Educational Webinars
- e-Books
- Targeted E-mail Blasts
- Direct Mail Lists
- Sponsored Surveys
- Custom Publishing

LCGC GLOBAL MISSION STATEMENT: *LCGC's* mission is to enhance the productivity, efficiency, and 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 techniques and instrumentation. This, in turn, provides them with a competitive advantage for the real-world analysis issues they face.

AUDIENCE & CIRCULATION: LCGC EUROPE MAGAZINE



VERIFIED AUDIENCE DATA: GUARANTEED ✓

AAM was founded by the ANA in 1914 (then as the Audit Bureau of Circulations) to bring trust and transparency to media — and it still brings that credibility through media audits and digital systems certifications. The audit provides solid assurance for both media owners and media buyers. With rich, in-depth information, AAM audits also provide advertisers, agencies, and media owners with audience insights that assure your message is being communicated to a highly targeted audience who have requested to receive *LCGC Europe*.

AUDIENCE

LCGC Europe — the flagship magazine for the chromatography community — delivers your message to a pan-European audience of 26,252* pan-European AAM-audited subscribers. 84%† 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 over 62,000† readers. Its peer-reviewed, method and applications orientated content helps laboratories become more productive, links advertisers with buyers, and facilitates the spread of cutting-edge information throughout the chromatography community.

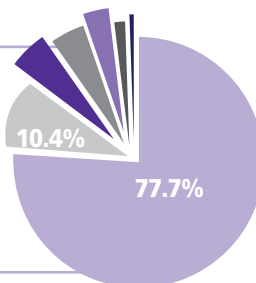
CIRCULATION

LCGC Europe is delivered to the fundamental businesses, industries, and job roles that make up the chromatography community.

LCGC Europe gets your message to exactly the right people. We continue to have the largest independently audited circulation involved in chromatography. *LCGC Europe* is 100% requested. 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.

Type of Business*

77.7% Private Industry	1.8% Hospital/Medical Centre
10.4% University/College	1.0% Independent Analytical
4.5% Government	0.4% Utility Company
3.8% Research Institution	0.4% Other

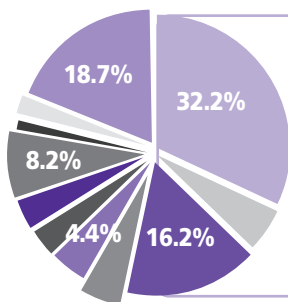


Application Area†

43.1% Pharmaceuticals
18.5% Agriculture/Food/ Beverage
13.2% Medical/Biological/ Clinical
7.9% Organic/Inorganic Chemicals
7.4% Instrumentation
7.0% Environmental
4.2% Plastics/Polymers/Rubber
1.8% Energy Petro

Primary Job Function*

32.2% Research & Development	4.4% Analysis
18.7% Quality Control/Assurance	3.5% Marketing/Sales
16.2% Corporate Management	3.4% Purchasing
8.2% Manufacturing/Processing	2.3% Teaching
5.1% Lab Management	1.0% Regulatory
5.1% Technical Services	



Techniques Used†

83.1% HPLC	21.2% Size-Exclusion Chromatography	10.2% Affinity Chromatography
53.4% LC-MS	17.8% Thin-Layer Chromatography	5.9% Low-Pressure Chromatography
44.1% GC-MS	17.0% Ion Chromatography	5.1% Supercritical Fluid Chromatography
43.2% Gas Chromatography	11.9% Gel Electrophoresis	3.4% Fast Chromatography
43.2% Solid-phase Extraction	11.9% Capillary Electrophoresis/CE-MS	1.7% Supercritical Fluid Extraction
36.4% UHPLC	11.0% Chiral Chromatography	
	10.2% Prep/Process Chromatography	

* AAM Audit, June 2015

† Publisher's Readership Survey Results, July 2015



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 replace 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, application-based articles, and peer-reviewed articles. The aim is to improve readers' experimental design, method quality, and result interpretation to make them greater assets to their employers. This is achieved through a portfolio of print and digital products that provide users with valuable information that can be kept for reference.

Peer-Reviewed Technical Articles

LCGC Europe guarantees the content and feature articles in LCGC Europe and LCGC Asia Pacific are strictly assessed to ensure that editorial is of the highest calibre.

Submitted technical articles are subjected to a peer-review process by active members of the magazine's Editorial Advisory Board — comprising academic experts and senior industry professionals. This guarantees that published articles consistently deliver current, useful, authoritative, and accurate material that readers value highly.

Columnists with Kudos

Our columnists on LCGC Europe offer unparalleled knowledge, technical expertise, and practical advice on separation science to keep readers abreast of the latest industry techniques and developments.



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.



Perspectives in Modern HPLC **Michael W. Dong** from MWD Consulting provides fresh scientific perspectives to practitioners of HPLC and UHPLC through a discussion of technical issues, innovative ideas to make chromatography less arduous, global trends and opportunities, and overviews of less-familiar separation technologies or analytical approaches.



MS: The Practical Art 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. **Kate Yu**, the editor of 'MS: The Practical Art' brings her expertise in the field of mass spectrometry and hyphenated techniques to this column.



GC Connections provides advice for regular users of gas chromatography. **John Hinshaw** is the editor of 'GC Connections' and has been a columnist with LCGC for over 27 years, covering separation fundamentals, column care, instrument troubleshooting, and many other topics. John is one of the premier experts on gas chromatography active in the industry today. He is currently a senior scientist with the Serveron Corporation in Beaverton, Oregon, and is a member of LCGC's editorial advisory board.



Column Watch keeps readers up-to-date with new column technology trends in all branches of chromatography and reviews developments in existing technology lines. **David Bell** is an established authority on new column technologies.



Sample Preparation Perspectives examines technologies and methodologies for getting a sample ready for chromatographic analysis. **Douglas Raynie** has extensive practical experience in sample preparation and keeps readers abreast of the latest developments in this field.



Multidimensional Matters introduces novel developments in the evolving field of multidimensional chromatography. The 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 keeping up to date with the latest trends in multidimensional separations.



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**.

INTEGRATED MARKETING SOLUTIONS

SUPPLEMENTS

- *The Applications Book*
- Sector-specific Supplements
- Show Guides
- Troubleshooting Wall Charts

E-NEWSLETTERS

- LCGC Europe Weekly Update
- LCGC Asia Pacific Monthly Update
- Application Note Alerts
- Practical Troubleshooting Tips and Techniques
- e-Separation Solutions

E-LEARNING

- CHROMacademy
- Digital Education on Theory and Practice of Separation Science

WEBSITE

- chromatographyonline.com
- Archives of Unbiased Peer-reviewed Technical Content, Multi media, News, Interviews and Events

THE NUMBER 1 TITLE FOR THE
CHROMATOGRAPHY SECTOR

LCGC
e u r o p e
solutions for separation scientists

CAST™

- Custom Audience Segmentation Tool
- Content Targeting to the Right Audience

CONTENT MARKETING

- Dedicated Dialogue
- Solutions Centre
- Mobile Apps
- Podcasts

chromatographyonline.com



DIGITAL EDITIONS

- The Column
- LCGC Europe
- LCGC Asia Pacific
- LCGC North America
- e-Books

WEBINARS

- Sponsored or Educational Webcasts presented by Leading Scientists
- Expanded Webinar Programme

LCGCTV

- Interviews with Leading Scientists about Cutting-edge Methods and Best Practices

MARKETING CHANNELS — What does LCGC Europe's print and digital portfolio offer?

LCGC Europe's 'ecosystem' of high-quality content offers marketers an extensive range of opportunities to reach the entire market with a broad range of print and digital platforms — all from a brand that can be trusted and is associated with high-quality content.



PRINT CONTENT OVERVIEW



PRINT MAGAZINES

LCGC Europe

LCGC Europe is a monthly magazine delivered to a pan-European audience of 26,252* AAM-audited subscribers, providing peer-reviewed technical articles covering all important areas of separation science. The magazine provide answers to real problems to improve the efficiency and productivity of our readers in the laboratory chromatography community.

The Applications Book

The Applications Book, published four times a year, is popular with the chromatography community and provides practical information from companies. *The Applications Book* provides manufacturers with an opportunity to publish valuable information about the performance and application of their products under specific laboratory conditions. The application notes help our readers determine the usability and efficiency of these products for their own work. *The Applications Book* is a valuable resource for *LCGC* subscribers and manufacturers working in pharmaceutical, environmental, agricultural, food/beverage, medical/biological, drug discovery, and other application areas.

LCGC Asia Pacific

LCGC Asia Pacific is published four times a year and reaches more than 11,700† recipients across 11 countries in the Asia Pacific region including China, India, Australia, and Malaysia. 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.

LCGC Asia Pacific partners with Sepu.net: The China Chromatography Network. This website is dedicated to the analysis and testing industry. Through this partnership, *LCGC Asia Pacific* will be distributed to more than 600,000† practicing chromatographers in Greater China. The China Chromatography Network (www.Sepu.net) was established as a chromatography portal in 1999. Today, it is the largest industry website and the most influential social media platform for the analysis and testing industry in this region.

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 advertisements perception, attention-grabbing ability, believability, information value, and actions taken.



* AAM Audit, June 2015
† Publisher's Own Data

PRINT CONTENT OVERVIEW (continued)

SUPPLEMENTS

Advances in Pharmaceutical Analysis

This special issue of the successful "Advances in..." series, guest-edited by Pat Sandra from the Research Institute for Chromatography in Belgium, will update readers on the latest methods and practices in pharmaceutical analysis using chromatography. A must-read for all practitioners in this important field.

Recent Developments in Column Technology

This special supplement, guest-edited by a member of LCGC's prestigious Editorial Advisory Board, will keep readers abreast of the latest advances in column technology.

Analytica 2016 Show Guide

This *Analytica 2016 Show Guide* will help to promote your company and products at one of the biggest chromatography events of the year. Companies have the opportunity to place an advert and a short profile in this handy guide, which is published with the June issue of the magazine, and distributed at the show. A digital version of the guide will be sent to LCGC Europe's online European circulation.

Current Trends in Mass Spectrometry — Global Supplement

The explosion of interest in mass spectrometry means chemists from a variety of backgrounds and specialties want to know more about this powerful technique. *Current Trends in Mass Spectrometry* offers practical, technical, and tutorial information about mass spectrometry and its ability to solve complex analytical problems in all the main application areas.

The Chromatography and Sample Preparation Terminology Guide 2016

The *Chromatography and Sample Preparation Terminology Guide 2016* is a concise guide to the terminology commonly used in sample preparation, gas chromatography, liquid chromatography and ion chromatography. Compiled by industry experts, Ron Majors and John Hinshaw, *The Chromatography and Sample Preparation Terminology Guide 2016* adheres to the conventions of the International Union of Pure and Applied Chemistry (IUPAC) in their "Nomenclature for Chromatography" and provides guidance and changes to commonly used terms. This useful glossary covers terms that are encountered in everyday laboratory work around columns, injection techniques, mobile phases, method development, sample preparation tasks and general usage. A handy refresher for young (and not so young) separation scientists.

WALL CHARTS

Sample Preparation Wall Chart

The *Sample Preparation Wall Chart* is sent out to the entire LCGC Europe audience with the April 2016 issue of the magazine. Benefits to advertisers include distribution to the full 26,252* AAM-audited audience and 12 months exposure for your marketing activities.

ADDITIONAL PRINT OPPORTUNITIES

Premium Products: Bellybands, tip-ons, barn doors, cover tips, gate covers and bound inserts are just some of the special advertising formats LCGC has to offer that are ideally suited to raising your company's brand profile around product launches and trade shows. Such products are aimed at presenting readers with both branding and interaction opportunities.

Targeted Inserts: As an AAM-audited title, LCGC Europe can split its circulation by market sector, subscriber job function, geographical location and primary field of work, as well as chromatographic technique, and enables the advertiser to target a demographic of our recipients as required.

List Rental: Data from all LCGC Group publications is available for advertisers to rent for the purposes of direct mail and telephone/fax campaigns. With the AAM advantage you can trust the data is up-to-date and accurate. Circulation data is segmented by subscriber job function, geographical location, and industry sector, as well as chromatographic technique, providing the opportunity for the advertiser to target our subscribers accordingly.

Single-Sponsored Supplement/Custom Publishing: Custom publishing allows the advertiser to publish content-rich information about its products to boost relationship development with relevant chromatographic markets and potential customers. Providing the perfect opportunity to explain a complex technology or process, custom publishing allows the advertiser to educate and share industry knowledge.

Single-Sponsored Wall Charts: Our editorial team and world-renowned EAB scientists will work with you to create an unbiased technically focused wall chart that has real benefits to LCGC readers. This product has unlimited shelf life and is an ideal platform for the advertiser to dominate readers' attention. Advertiser-led wall chart topics can be based on any chromatographic technique and can be product-led and/or application-based.

LCGC Europe Cover Stickers: Cover stickers present a cost-effective way for advertisers to have a prime position in order to promote brand messages and to display corporate logos. They can also be used as a way of directing readers to specific pages inside the publication.

DIGITAL CONTENT OVERVIEW



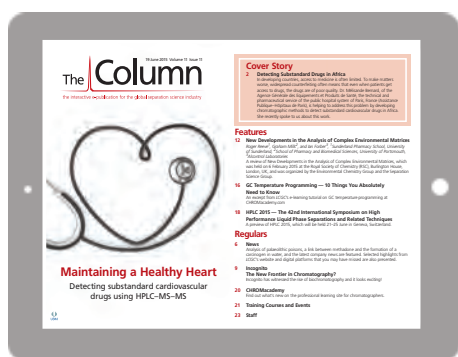
WEBSITE

www.chromatographyonline.com

The LCGC website www.chromatographyonline.com is the only brand in the chromatography sector that has an AAM Audit. Average audited number of unique browsers is 32,978.* The average audited page impressions are 98,418.* The website contains a valuable archive of useful troubleshooting and technical information.

FORTNIGHTLY DIGITAL E-ZINE

The Column



LCGC's global digital e-zine, *The Column*, is now in its eleventh successful year, and is delivered twice monthly into the inboxes of over 41,228[†] opt-in global readers. This digital magazine

now has an expanded news section, along with topical features, application-based articles, troubleshooting tips and tricks, opinion pieces, and exclusive in-depth interviews with some of the most knowledgeable and well-known industry figures. Digitally designed to engage and educate, the exclusive content makes it a great information resource helping readers to achieve better day-to-day working practices and to find out how new technologies work.

ELECTRONIC E-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, text ad positions, and a full sponsorship package. The newsletters include:

LCGC Europe Weekly Update

The recently redesigned weekly newsletter 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. The *LCGC Europe Weekly Update* is also AAM-audited with an average audited distribution of 17,054.*

Application Note e-Alert

Subscribers are provided with a monthly e-Alert containing a list of applications broken down by technique. Banner advertising is also available on the e-Alert to enhance your company's message and drive traffic to your website. Material is archived on LCGC's global website for 12 months. The *Application Note e-Alert* is AAM-audited with an average audited distribution of 16,706.*

Single-Sponsored Application Note e-Alert

This unique product provides your company with the opportunity to showcase a selection of application notes in one dedicated e-Alert. The e-Alerts can be sent to the whole LCGC online audience or a targeted selection.

e-Blasts

The ability to reach out to specific segments of LCGC Europe's AAM-audited subscriber base is possible with a targeted e-Blast. As with standard e-Blasts and list rental, LCGC's database can be segmented by demographic, job function, and industry sector as well as chromatographic technique. e-Blast campaigns have the benefit of proving a cost effective means for companies to promote new products.

DIGITAL CONTENT OVERVIEW (continued)

e-BOOKS

Sponsored e-Book

Each specially commissioned e-Book will be delivered to a highly targeted audience of global chromatography professionals. Your sponsorships will be supported with a continuous marketing campaign of banner ads on the LCGC website and e-newsletters, e-mail blasts, and print/digital publications. Previous e-Books have included *Innovations in Food Analysis*, *Advances in Water Analysis*, *Five Keys to Successful LC Methods*, and *Advances in Water Analysis*.

Green Chromatography e-Book

An e-Book on 'Green Chromatography' — a compilation of the latest techniques and trends in this evolving area of separation science is planned for November 2016.

SURVEYS

LCGC Client Surveys

LCGC-sponsored web-based surveys are a good way to better understand your clients' business issues. These survey projects include a written report of findings, and can provide individual data on each survey respondent's habits and preferences. UBM Life Sciences' team of professionals work with your company to produce actionable intelligence through our custom surveys. Whether your company is in need of a quick measure of industry perceptions, or a detailed analysis of products and competitive positions, LCGC custom surveys can provide the answers to your needs.

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 the most comprehensive database in the industry with unduplicated decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications and conference brands. CAST™ has many benefits and can help you to understand the size and scope of your potential target markets.

*Publisher's own data.

CHROMacademy



The innovative e-learning portal — *CHROMacademy* — has over 27,000* members worldwide, and helps users boost knowledge, efficiency and productivity in the laboratory with extensive training material on the practice and theory of chromatography. With a vast library of high-quality animated and interactive e-learning topics, webcasts, tutorials and troubleshooting tools *CHROMacademy* helps the laboratory scientist improve their skills.

Go to www.chromacademy.com

WEBCASTS

Combining the immediacy and the impact of cutting edge, interactive web technologies, LCGC's quality webcast programmes (Exclusively Sponsored or Educational Series) strategically showcase your company as a significant industry leader.

Enhanced Webcast Programme

Our new content marketing programme 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 a pdf of the paper to you.

LCGC TV

LCGC TV is a global online video programme updated weekly which features interviews from industry leaders, news and updates. The programme focuses on different techniques each month and refreshes content weekly.

DIGITAL CONTENT OVERVIEW (continued)

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, UBM Life Sciences' content creation team can do the heavy lifting for you, drafting a strategic campaign and developing content that will get results. In addition to using this content in your UBM Life Sciences Inbound campaign, you keep all rights to the material to use as you see fit.

DEDICATED DIALOGUE

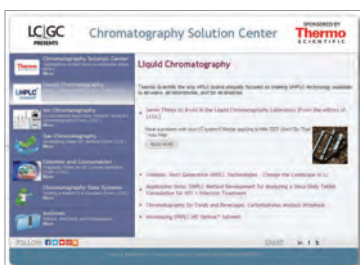
LCGC will conduct an interview with an expert from your company (scientist, corporate manager, etc). This interview will be marketed through a multimedia programme that includes a podcast and a two page article in an issue of LCGC.

VIDEO POSTER ALERTS

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

CHROMATOGRAPHY SOLUTION CENTER

A single-sponsored video channel that highlights:



- Product launches
- Application notes & whitepapers
- Company announcements
- Tutorials & demonstrations
- Tradeshow & conferences

CHROMTUBE



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

AUDIO PODCAST

LCGC offers a variety of podcasts to provide our audiences with keen 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 webinar or relevant content to create an informative, eye-catching infographic.

2016 EDITORIAL CALENDAR – LCGC EUROPE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*
4 January 2016	22 January 2016	19 February 2016	23 March 2016	21 April 2016	24 May 2016	22 June 2016	22 July 2016	18 August 2016	23 September 2016	21 October 2016	18 November 2016
ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS
<ul style="list-style-type: none"> • Polymer Analysis • LC Method Development • Pittcon Preview Issue • <i>HTC-14 (Ghent, Belgium) Issue</i> 	<ul style="list-style-type: none"> • Column Technology • Environmental Analysis • <i>Pittcon 2016 (Atlanta, USA) Issue</i> 	<ul style="list-style-type: none"> • Biopharmaceutical Analysis • GC/GC–MS 	<ul style="list-style-type: none"> • Food Analysis • LC/LC–MS • Annual Review of LC Columns, Systems and Accessories • <i>Analytica 2016 (Munich, Germany) issue</i> 	<ul style="list-style-type: none"> • Environmental Analysis • Multidimensional Chromatography • Annual GC Products Review • <i>ISCC 2016 (Riva Del Garda, Italy) Issue</i> 	<ul style="list-style-type: none"> • Pharmaceutical Analysis • LC/LC -MS • Annual Sample Preparation Review • <i>ISC 2016/Extech 2016 (Torun, Poland) Issue</i> 	<ul style="list-style-type: none"> • Biopharmaceutical Analysis • GC/GC–MS 	<ul style="list-style-type: none"> • Food Analysis • UHPLC • <i>ISC 2016 (Cork, Ireland) Issue</i> 	<ul style="list-style-type: none"> • Pharmaceutical Analysis • LC/LC–MS • HPLC 2016 Conference Review 	<ul style="list-style-type: none"> • Environmental Analysis • Polymer Analysis 	<ul style="list-style-type: none"> • Multidimensional Chromatography • LC/LC–MS 	<ul style="list-style-type: none"> • Field Flow Fractionation • Food Analysis
COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS	COLUMNS
<ul style="list-style-type: none"> • LC Troubleshooting • Sample Preparation Perspectives • GC Connections 	<ul style="list-style-type: none"> • LC Troubleshooting • Column Watch • History of Chromatography • Questions of Quality 	<ul style="list-style-type: none"> • LC Troubleshooting • Sample Prep Perspectives • GC Connections 	<ul style="list-style-type: none"> • LC Troubleshooting • Column Watch • Annual Product Review • MS – The Practical Art • Perspectives in Modern HPLC / UHPLC: Annual Product Review 	<ul style="list-style-type: none"> • LC Troubleshooting • GC Connections: Annual Product Review • Multidimensional Matters 	<ul style="list-style-type: none"> • LC Troubleshooting • Sample Prep Perspectives • MS – The Practical Art • Perspectives in Modern HPLC/ UHPLC • Questions of Quality 	<ul style="list-style-type: none"> • LC Troubleshooting • Column Watch • GC Connections 	<ul style="list-style-type: none"> • LC Troubleshooting • Sample Prep Perspectives • Perspectives in Modern HPLC/UHPLC 	<ul style="list-style-type: none"> • LC Troubleshooting • Column Watch • MS – The Practical Art • Questions of Quality 	<ul style="list-style-type: none"> • LC Troubleshooting • Column Watch • GC Connections • Perspectives in Modern HPLC/ UHPLC 	<ul style="list-style-type: none"> • LC Troubleshooting • Sample Prep Perspectives • GC Connections • MS – The Practical Art • Multidimensional Matters 	<ul style="list-style-type: none"> • LC Troubleshooting • Column Watch • Questions of Quality
SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS	SUPPLEMENTS
<ul style="list-style-type: none"> • Readex Survey 	<ul style="list-style-type: none"> • The Chromatography and Sample Preparation Terminology Guide 	<ul style="list-style-type: none"> • The Applications Book 	<ul style="list-style-type: none"> • GC Troubleshooting Wallchart • Current Trends in Mass Spectrometry • Analytica Show Guide 	<ul style="list-style-type: none"> • Recent Developments in LC Columns 	<ul style="list-style-type: none"> • Current Trends in Mass Spectrometry 	<ul style="list-style-type: none"> • The Applications Book • Readex Survey 	<ul style="list-style-type: none"> • Current Trends in Mass Spectrometry • Corporate Profiles • Sample Preparation Wall Chart 	<ul style="list-style-type: none"> • The Applications Book 	<ul style="list-style-type: none"> • Advances in Pharmaceutical Analysis 	<ul style="list-style-type: none"> • Digital Green Chromatography E-book • Current Trends in Mass Spectrometry 	<ul style="list-style-type: none"> • The Applications Book
BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION
<ul style="list-style-type: none"> • HTC 	<ul style="list-style-type: none"> • Pittcon • Eurolab 	<ul style="list-style-type: none"> • Aralab • Forum Labo & Biotech 	<ul style="list-style-type: none"> • Analytica 	<ul style="list-style-type: none"> • ISCC 	<ul style="list-style-type: none"> • PREP Symposium • HPLC 		<ul style="list-style-type: none"> • ITP • ISC • Dioxin 	<ul style="list-style-type: none"> • SFC 			

2016 EDITORIAL CALENDAR

THE COLUMN

JANUARY	FEBRUARY	FEBRUARY	MARCH	MARCH	APRIL	APRIL	MAY	MAY	JUNE	JUNE
EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*
27 November 2015	18 December 2015	7 January 2016	22 January 2016	5 February 2016	25 February 16	7 March 2016	21 March 16	8 April 2016	18 April 2016	7 May 2016
FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE
• 2D LC	• Field-flow fractionation	• Food analysis	• HILIC	• Ion chromatography	• GC/GC–MS	• Automation	• SFC	• Pharma analysis	• Method development	• Polymer analysis

JULY	JULY	AUGUST	AUGUST	SEPTEMBER	SEPTEMBER	OCTOBER	OCTOBER	NOVEMBER	NOVEMBER	DECEMBER
EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*	EDITORIAL DEADLINE*
23 May 2016	13 June 2016	27 June 2016	8 July 2016	22 July 2016	8 August 2016	22 August 2016	12 September 2016	26 September 2016	7 October 2016	24 October 2016
FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE	FEATURE
• LC/LC–MS	• Sample prep	• Forensic analysis	• Biochromatography	• Multidimensional chromatography	• Environmental analysis	• 2D GC	• Food analysis	• Ion chromatography	• UHPLC	• Bioanalysis and Instrumental Innovations

LCGC ASIA PACIFIC

MARCH	JUNE	SEPTEMBER	NOVEMBER
AD DEADLINE*	AD DEADLINE*	AD DEADLINE*	AD DEADLINE*
17 February 2016	17 May 2016	16 August 2016	17 October 2016
ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS	ISSUE FOCUS
• Pharmaceutical Analysis • LC/LC–MS	• Environmental Analysis • GC/GC–MS	• Food Analysis • LC/LC–MS	• Biopharmaceutical Analysis • UHPLC
COLUMNS	COLUMNS	COLUMNS	COLUMNS
• LC Troubleshooting • Column Watch • GC Connections	• LC Troubleshooting • Sample Preparation Perspectives • GC Connections	• LC Troubleshooting • Column Watch • GC Connections	• LC Troubleshooting • GC Connections • Column Watch

2016 ADVERTISING PRINT RATES

LCGC EUROPE

DISPLAY POSITIONS (€)

	1x	3x	6x	12x
Full Page	8,643	8,543	8,443	8,343
2/3 Page	7,830	7,730	7,630	7,530
1/2 Page	6,961	6,861	6,761	6,661
1/2 Page Island	6,872	6,822	6,772	6,722
1/3 Page	5,372	5,322	5,272	5,222
1/4 Page	4,744	4,694	4,644	4,594

PAGE POSITIONS (€) In addition to display rate

Outside Back Cover	2,200	Inside Back Cover	1,000
Inside Front Cover	1,250	Preferred Page Position	900

* Page position charges are in addition to display rate

PREMIUM POSITIONS (€)

Bellyband	12,520
Cover Sticker	12,520
Cover Tip	10,560

LCGC EUROPE PRINT SUPPLEMENTS

ANALYTICA SHOW GUIDE (€)

Full Page	4,185	Cover Sticker	6,200
Bellyband	6,200	Cover Tip	5,200

APPLICATION NOTE BOOK (€)

Up to 2 pages	4,000
---------------	-------

2016 WALL PLANNER (€)

Box ad	3,000
--------	-------

Other supplement pricing is available from your sales representative.

ADDITIONAL PRINT PRODUCTS EUROPE/ASIA

Reprints	} Contact your sales representative for pricing
Postal List Rental	
Printed Poly Bag	
Split Cover / Barn Doors	
Single Sponsored Supplement	
Single Sponsored Wall Charts	
Custom Publishing	

LCGC ASIA PRINT RATES

DISPLAY POSITIONS (€)

	1x
Full Page	5,652
2/3 Page	5,087
1/2 Page	4,522
1/3 Page	3,391
1/4 Page	3,109

PAGE POSITIONS (€)

Outside Back Cover	1,217
Inside Front Cover	696
Inside Back Cover	565
Preferred Page Position	348

* Page position charges are in addition to display rate

PREMIUM POSITIONS (€)

Bellyband	6,957
Cover Sticker	6,957
Cover Tip	5,217

2016 ADVERTISING DIGITAL RATES

THE COLUMN

DISPLAY POSITIONS (€)

	1x
4 Column	4,685
2 Column	3,125

PREMIUM PRODUCTS (€)

	1x
Bellyband	6,985

LCGC EUROPE ISSUE E-ALERT (€)

	1x
Sponsorship Banner	2,465

LCGC APPLICATION NOTE E-ALERT (€)

	1x
Text Adverts	
Featured Application Note	2,310
Application Note	1,735

LCGC WEEKLY E-NEWSLETTER (€)

	1x
Text Advert	2,000
Product Profile	1,630
Banner Adverts	
Leaderboard	2,665
Header	2,665
MPU	2,500
Footer	1,810
Road Block	6,600

WEBSITE (€)

Home Page/Other Site Pages	728x90	2,783	Floating Footer	6,087
	300x250	2,783	Run of Site (ROS)	Sponsored Link
	300x100	1,652	Technique Zones/Sections	728x90
	Interstitial	6,087		300x250
	Peel Back	6,087		300x100
	Page Push	6,087		696

ADDITIONAL DIGITAL PRODUCTS

EUROPE/ASIA

Advertiser Webcasts	} Contact your sales representative for pricing
LCGC Europe Educational Webcast Series	
Sponsored E-alert	
Sponsored Survey	
Email List Rental	
Microsites	
E-Books/Digital Magazines	
CAST	
The Solution Centre	
LCGC TV	
Multi Sponsor (up to 5)	€4,500 (net per month)

LCGC ASIA DIGITAL RATES

LCGC ASIA MONTHLY E-NEWSLETTER (€)

	1x
Text Adverts	
Product Profile	935
Application Note	935
Recruitment Spotlight	935
Corporate Profile	935
Events	935
Banner Adverts	
Leaderboard	1,522
Header	1,522
Skyscraper	1,652
Footer	1,043
Road Block	4,304

2016 ADVERTISING SPECS

All sizes are given either in mm (print) or pixels (digital).

PRINTED AD Specs (mm)

(For all Europe/Asia print products)

Keep live matter 10 mm from all sides

Please supply at 300dpi, CMYK

	NON-BLEED	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 APPLICATION NOTE E-ALERT Specs

- Application Note in PDF format (RGB, max file size of 1.5 MB)
- Your Company Name
- Application Note Title: 3-6 words
- Abstract: 2 – 3 short sentences that describe/ summaries the application note
- Author(s): names only, not company affiliations
- Email Address where leads should be sent
- Application Notes Categories (please choose up to 3):
HPLC, GC, Hyphenated, Sample Prep, Chiral, GPC, SFC and General.

THE COLUMN Specs (mm)

Please supply at 300dpi

	SIZE
4 column (DPS)	375x 240
2 column (Full page)	184 x 211
1 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

Please supply at 72dpi,

Header Banner Ad

Text ad

SIZE (pixels)

468x60

65 words, 1 x URL

E-NEWSLETTER Specs

Please supply at 72dpi,

Head/Foot Banner

Skyscraper

Leaderboard

Featured Product

SIZE (pixels)

468 x 60

120 x 600

728 x 90

3-4 word title, 30 word summary,
1 x image (max 30kb, 120x120px, Jpg or gif),
1 click URL

Featured Product

3-4 word title, 65 words, 1 URL

2016 WALL PLANNER Specs

Please supply at 300dpi, CMYK

Vertical spots

Horizontal spots

SIZE (mm)

57 x 171

171 x 57

ADDITIONAL SPECS

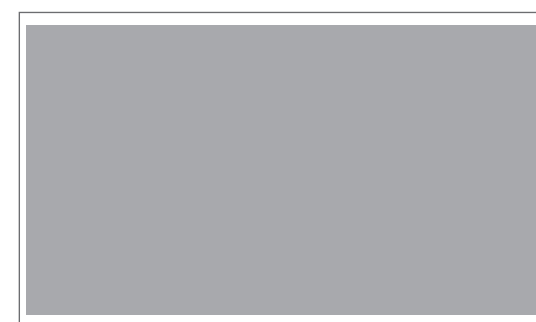
SKYSCRAPER AD – 160X600 (pixels)

- RGB, Max. web-optimised file size of 30kb
- Formats Accepted: Gif, Animated Gif* or Jpg
- No Flash/Rich Media accepted for eNews or Alerts
- 1 Live Click Url

*When designing an Animated GIF for an enewsletter please be sure the first frame is not too ambiguous, as some older browsers may only display the first frame.

LEADERBOARD AD – 728X90 (pixels)

- RGB, Max. web-optimised file size of 30kb
- Formats Accepted: Gif, Animated Gif* or Jpg
- No Flash/Rich Media accepted for eNews or Alerts
- 1 Live Click Url



Two page spread



Full page



2/3 page



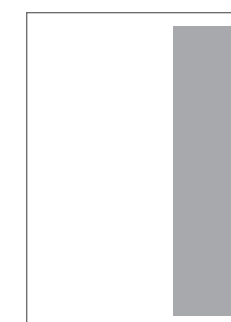
1/2 island



1/2 page vertical



1/2 page horizontal



1/3 page vertical



1/3 square



1/4 vertical

FILE REQUIREMENTS

1. All ad submissions are required as digital data.

Preferred file 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 makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, please contact your sales representative.

2. 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.

3. Accepted Method of Delivery: The preferred method of delivering ad files to UBM Life Sciences is via a web based ad uploader, www.adsatadvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.

4. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOPcertified 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 makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

THE ESSENTIAL PRINT & DIGITAL RESOURCE FOR SEPARATION SCIENCE IN PRACTICE

©

LC GC
e u r o p e
solutions for separation scientists

EUROPEAN OFFICE:

Gareth Pickering
Sales Manager

+44 (0) 151 353 3568
gpickering@advanstar.com

Alasdair Matheson
Editor-in-Chief

+44 (0) 151 353 3503
amatheson@advanstar.com

Elizabeth McLean
Sales Executive

+44 (0) 151 353 3527
emclean@advanstar.com

Kate Mosford
Managing Editor

+44 (0) 151 353 3621
kmosford@advanstar.com

Simon Bellis
Sales Operations Executive

+44 (0) 151 353 3590
simon.bellis@ubm.com

US OFFICE:

Mike Tessalone
Group Publisher

+1 732-346-3016
mtessalone@advanstar.com

Laura Bush
Editorial Director

+1 732-346-3020
lbush@advanstar.com



UBM

UBM Life Sciences,
Hinderton Point, Lloyd Drive, Ellesmere Port, Cheshire CH65 9HQ