

Media Information

imp
implications

2012

2012

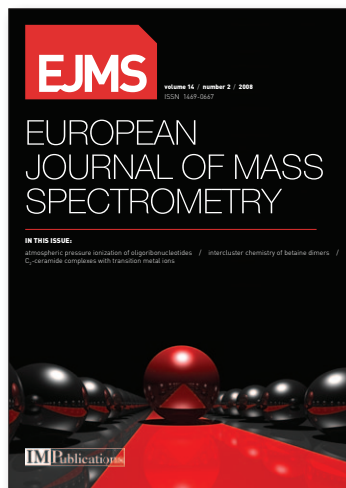
2012

2012

2012

2012





The *European Journal of Mass Spectrometry (EJMS)* is a bimonthly, peer-review journal dedicated to the rapid publication of original research papers concerned with mass spectrometry of biological, inorganic and organic samples.

It is widely read by scientists using and researching in the field. *EJMS* is affiliated to the main European mass spectrometry societies: the British, French, German and Italian. The members of these societies receive a discounted subscription.



A range of online advertising options is available. **MS Scan** is an e-newsletter that is sent out six times a year, whenever a new issue is published. Currently (September 2011), it has a circulation of over 900. You can reach this audience of mass spectrometry users for just £265/\$475 per thousand names (min. charge 1000).

Your advertisement can include up to 200 words and two graphics, which can be hyperlinked.

The IM Publications website is very active; on average over 142,400 (first nine months of 2011) pages are served each month for an average of over 13,780 unique visitors per month.

Terms and conditions

Nett 30 days from date of invoice. Advertisers and agencies assume complete responsibility for all contents of advertisements printed and for material inserted and for any claims made against the Publisher. The Publisher assumes no liability for the non-appearance of any advertisement. No responsibility can be taken for the reproduction of advertisements not meeting the Publisher's mechanical requirements or not supplied with colour proofs and progressives. The Publisher reserves the right to refuse any advertisement.

Other periodicals from IM Publications

We also publish: *Journal of Near Infrared Spectroscopy*, *Journal of Spectral Imaging*, *NIR news*, *Spectroscopy Asia**, *Spectroscopy Europe**. Please contact us for media information on these periodicals.

*Published jointly with John Wiley & Sons Limited.

Display advertising rates

(effective January 2012)

Mono	x1	x2	x4	x6	x9	x12
1 page	£500/\$900	£475/\$855	£450/\$810	£425/\$765	£400/\$720	£375/\$675
½ page	£350/\$630	£335/\$605	£315/\$565	£300/\$540	£280/\$505	£265/\$475
⅓ page	£320/\$575	£305/\$550	£290/\$520	£270/\$485	£255/\$460	£240/\$430
¼ page	£250/\$450	£240/\$430	£225/\$405	£215/\$385	£200/\$360	£190/\$340
2-Colour	x1	x2	x4	x6	x9	x12
1 page	£700/\$12160	£665/\$1195	£630/\$1135	£595/\$1070	£560/\$1010	£525/\$945
½ page	£550/\$990	£525/\$945	£495/\$890	£470/\$845	£440/\$790	£415/\$745
⅓ page	£520/\$935	£495/\$890	£470/\$845	£440/\$790	£415/\$745	£390/\$700
¼ page	£450/\$810	£430/\$775	£405/\$730	£385/\$695	£360/\$650	£340/\$610
4-Colour	x1	x2	x4	x6	x9	x12
Back cover	£1050/\$1890	£1000/\$1800	£945/\$1700	£895/\$1610	£840/\$1510	£790/\$1420
1 page	£900/\$1620	£855/\$1540	£810/\$1460	£765/\$1375	£720/\$1295	£675/\$1215
½ page	£750/\$1350	£715/\$1285	£675/\$1215	£640/\$1150	£600/\$1080	£565/\$1015
⅓ page	£720/\$1295	£685/\$1235	£650/\$1170	£610/\$1100	£575/\$1035	£540/\$970
¼ page	£650/\$1170	£620/\$1115	£585/\$1055	£555/\$1000	£520/\$935	£490/\$880

Mechanical requirements

Advertisement sizes: 1 page: 260 × 188 mm; ½ page H: 128 × 188 mm; ½ Page V: 260 × 90 mm; ⅓ Page V: 260 × 59 mm; ⅓ Page H: 80 × 188 mm; ¼ Page: 128 × 90 mm

Trim size: 297 × 210 mm

Bleed ads: It is essential that at least 3 mm bleed is allowed on each edge that bleeds

All advertisements must be supplied digitally as press-ready PDFs. Please note that your advertisement should be “ready-to-go”, requiring no further work by us. It is your responsibility to make sure that the PDF has been prepared correctly.

Internet advertising rates

MS Scan e-newsletter: £265/\$475 per thousand names

Web banners

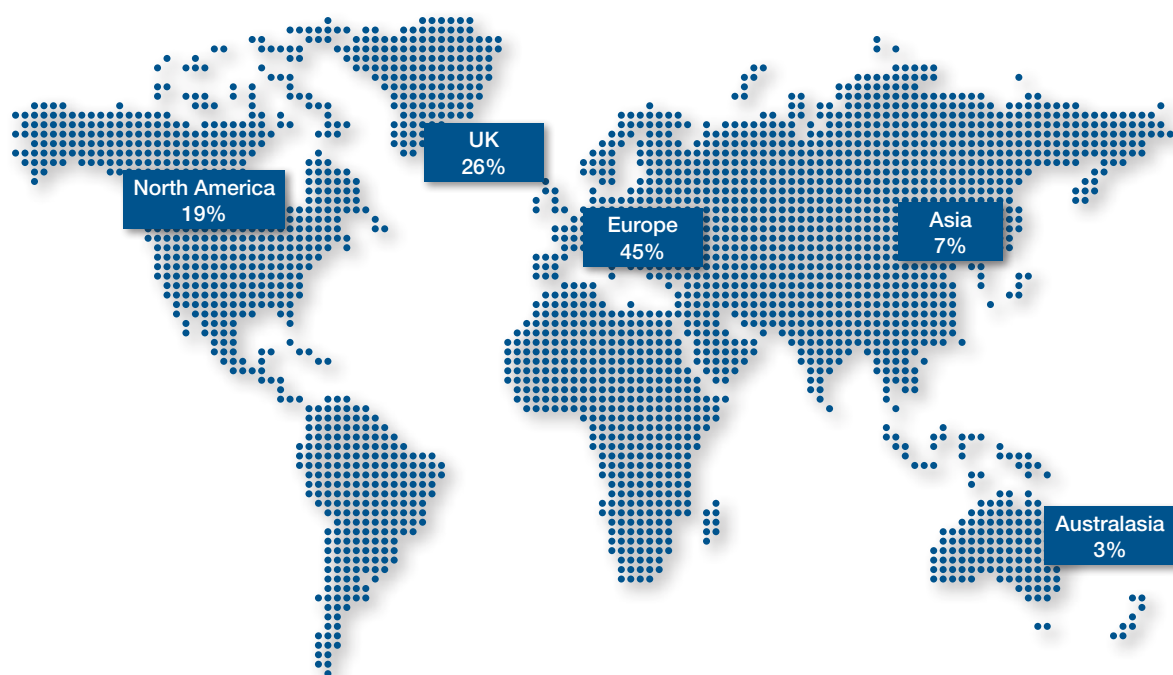
Size (pixels)	3 months	6 months	12 months
234 × 60	£400/\$720	£700/\$1260	£1200/\$2160
156 × 60	£250/\$450	£400/\$720	£700/\$1260

Features and schedules 2012

EJMS is a peer-review journal and so no features are scheduled. Publication dates are approximate and depend on paper flow at that particular period.

Issue	Copy Date	Publication
17/1	3 February	February
17/2	6 April	April
17/3	1 June	June
17/4	27 July	August
17/5	28 September	October
17/6	17 November	December

Circulation



Contact

For further information on advertising opportunities, contact:

Ian Michael, IM Publications LLP, 6 Charlton Mill, Charlton, Chichester, West Sussex PO18 0HY, UK.

Tel: +44-1243-811334, Fax: +44-1243-811711, E-mail: ian@impublications.co.uk, Web: www.impublications.com.