

# C&EN

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PLANNING  
**2013**

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C&EN

**90**  
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publishing

# 2013 EDITORIAL CALENDAR

Chemistry is growing. And only C&EN can reach the scientists that fall under its ever-expanding scope. From life sciences to pharmaceuticals, specialty chemicals to instrumentation, start creating bonds with your target audience.

# C&EN

JANUARY	7	14	21	28		
	ACS President's Message Ad Closing: 12/24/12	World Chemical Outlook Ad Closing: 12/31/12 Bonus Distribution: SLAS	Pharmaceutical Analysis Congressional Outlook Ad Closing: 1/7 Bonus Distribution: IFPAC	Soaps & Detergents ACS Spring National Meeting Preliminary Program Ad Closing: 1/14 Bonus Distribution: ACI		
	FEBRUARY	4	11	18	25	
		Drug Approval Review Ad Closing: 1/21	Custom Chemicals (Informex Preview) Ad Closing: 1/28 Bonus Distribution: InformexUSA	Green/Sustainable Chemistry Federal R&D Budget Ad Effectiveness Survey Ad Closing: 2/4 Bonus Distribution: InformexUSA	Life Sciences Business Mergers & Acquisitions Ad Closing: 2/11 Bonus Distribution: Pittcon	
MARCH	4	11	18	25		
	Pharmaceutical Outsourcing Pittcon Preview 2012 Earnings Ad Closing: 2/18 Bonus Distribution: Pittcon, DCAT Dinner	Petrochemicals Informex Review R&D and Capital Spending Ad Closing: 2/25	Food Analysis ACS Spring National Meeting Final Program Ad Closing: 3/4 Bonus Distribution: Pittcon, AACR, ACS Spring National Mtg.	Drug Discovery Ad Closing: 3/11 Bonus Distribution: AACR, CPhI Japan, ACS Spring National Mtg.		
APRIL	1	8	15	22	29	
	Specialty Chemicals Ad Closing: 3/18 Bonus Distribution: CPhI Japan	Priestley Medal Focus on Europe Ad Closing: 3/25 Bonus Distribution: ACS Spring National Mtg., AACR	Pittcon Review Ad Closing: 4/1	Biotechnology Ad Closing: 4/8 Bonus Distribution: BIO 2013	Top Instrumentation Companies Ad Closing: 4/15	
MAY	6	13	20	27		
	Materials Science Ad Closing: 4/22 Bonus Distribution: BIO 2013, TIDES, Chemspec Europe	Personal Care Top 50 US Chemical Companies Ad Closing: 4/29 Bonus Distribution: Cosmetics Suppliers	Mass Spectrometry (ASMS Preview) Ad Closing: 5/6 Bonus Distribution: TIDES, ASMS, HPLC	Fine Chemicals & Intermediates Ad Closing: 5/13 Bonus Distribution: Chemspec Europe, CPhI China		
JUNE	3	10	17	24		
	Environmental Analysis (HPLC Preview) Ad Closing: 5/20 Bonus Distribution: ASMS, HPLC	Focus On Asia Ad Closing: 5/27 Bonus Distribution: CPhI China	Oncology Drug Research Ad Closing: 6/3 Bonus Distribution: Informex Houston	Lab Automation/ Informatics ACS Fall National Meeting Preliminary Program Ad Closing: 6/10		

JULY	1	8	15	22	29
	Facts & Figures of the Chemical Industry Chemspec Review Ad Closing: 6/17	Pharmaceutical R&D in Asia ASMS Review Ad Closing: 6/24	Clinical Diagnostics Ad Closing: 7/1	Performance Chemistry Ad Closing: 7/8	Global Top 50 Chemical Producers ACS Fall National Meeting Final Program Ad Closing: 7/15
AUGUST	5	12	19	26	
	R&D Outsourcing First-Half Earnings Ad Effectiveness Survey Ad Closing: 7/22	Biobased Chemicals Ad Closing: 7/29	Health & Safety Analysis Ad Closing: 8/5 Bonus Distribution: ACS Fall National Mtg.	Instrumentation Business Ad Closing: 8/12 Bonus Distribution: ACS Fall National Mtg.	
SEPTEMBER	2	9	16	23	30
	Pharmaceutical Chemistry Ad Closing: 8/19 Bonus Distribution: ACS Fall National Mtg., Pharma ChemOutsourcing, CPhI WW	C&EN's 90th Anniversary Issue Ad Closing: 8/26 Bonus Distribution: ACS Fall National Mtg., Pharma ChemOutsourcing, Pittsburgh Chemical Day, CPhI WW, K Show, AAPS	Food, Flavors & Fragrances Ad Closing: 9/2	Nanotechnology Ad Closing: 9/9	Plastics Ad Closing: 9/16 Bonus Distribution: K Show
OCTOBER	7	14	21	28	
	Pharmaceuticals CPhI Preview Ad Closing: 9/23 Bonus Distribution: CPhI WW, AAPS	Forensics/Toxicology Analysis Ad Closing: 9/30	Lab Management Ad Closing: 10/7	Biofuels & Energy Ad Closing: 10/14	
NOVEMBER	4	11	18	25	
	Employment Outlook Pharmaceutical Partnering Ad Closing: 10/21 Bonus Distribution: AAPS	Specialty Chemicals CPhI Review Ad Closing: 10/28	Instrumentation Market Review Ad Closing: 11/4	Life Sciences Ad Closing: 11/11	
DECEMBER	2	9	16	23	30
	Biomarkers Ad Closing: 11/18	Pharmaceutical Year in Review Ad Closing: 11/25 Bonus Distribution: SOCOMA Dinner	Ad Closing: 12/2	Year in Review Ad Closing: 12/9	No Issue

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