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For more information, please contact
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JOURNAL ADVERTISING

IM Publications' portfolio of influential and specialist spectroscopy periodicals enable advertisers to reach a highly targeted audience of leading scientists actively involved in their disciplines.

In near infrared spectroscopy, we are the leading publisher with the only peer-review journal dedicated to the subject (*JNIRS—Journal of Near Infrared Spectroscopy*) and the official newsletter of the International Council for Near Infrared Spectroscopy, *NIR news*, that informs, educates and entertains users of this widely used technique.

In mass spectrometry, *EJMS—European Journal of Mass Spectrometry* is affiliated to the major European mass spectrometry societies, with many of their members benefitting from reduced-rate, personal subscriptions.

Our links with societies in both mass spectrometry and NIR spectroscopy mean that our publications are often displayed at societies' meetings, giving advertising within them valuable wider exposure.

Our website continues to thrive and deliver ever growing desirable audiences



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ONLINE ADVERTISING

You can advertise on the IM Publications website and target your advertising to our main subject areas of mass spectrometry and NIR spectroscopy for as little as £50/\$82.50 per month.

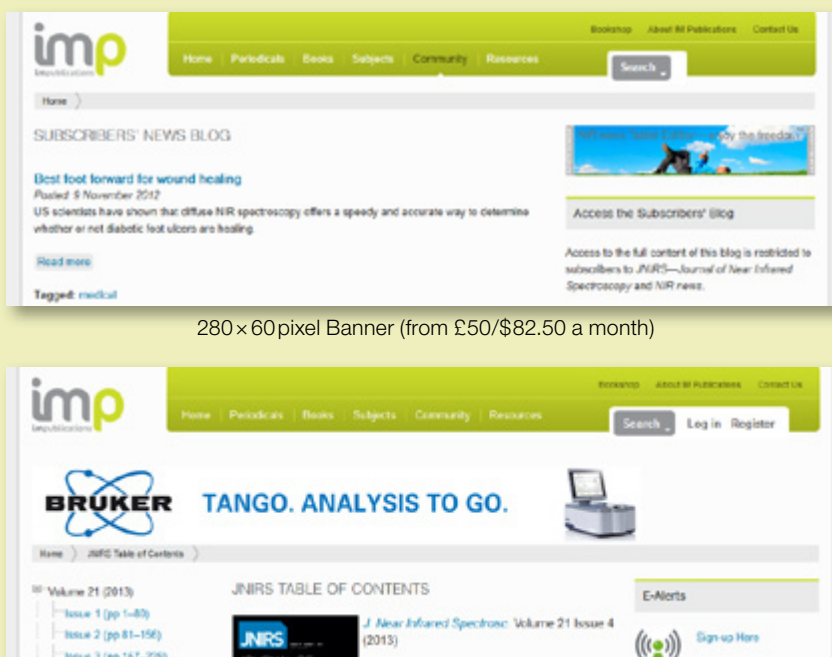
In addition to our website receiving over **18,600** unique visitors each month, and over **224,000** throughout 2013, the free downloads, discussion forum, sample copy flip books, special articles, wavelength/wavenumber converter, RSS and Twitter feeds keep visitors engaged and help to bring them back regularly.

Our e-newsletters are sent out whenever a new issue is published online—at least 20 times a year—and reach thousands of interested scientists—more than 1000 mass spectrometrists for £270/\$440 and more than 3000 NIR spectroscopists for £800/\$1320. You can reach these audiences with an advertisement of 100 words plus image.

Our Wavelength/Wavenumber converter page offers a unique opportunity to advertise on a page generating over **330,000** page views per year.



Converter Page Advertising (from £292/\$475 a month)



280 × 60 pixel Banner (from £50/\$82.50 a month)

728 × 90 pixel Leaderboard (from £92/\$152 a month)

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NIR news

The NIR community's own newsletter and the official publication of the International Council for Near Infrared Spectroscopy. *NIR news* informs, educates and keeps its readers up-to-date with developments around the world. Published eight times a year in full colour, it offers great flexibility for advertising campaigns and is now available in a Tablet Edition.

Journal of Near Infrared Spectroscopy

JNIRS is the only peer-review journal dedicated to publishing the latest research in NIR spectroscopy and technology. It is widely read by scientists researching in the field. Advertise in this prestigious journal and reach scientists actively working with NIR.

European Journal of Mass Spectrometry

A leading peer-review journal with a global circulation. *EJMS* is dedicated to the rapid publication of original research in all areas of mass spectrometry. *EJMS* is affiliated to the major European mass spectrometry societies.

TOS forum

A brand new publication serving the sampling community, providing a communications platform for all interested in the theory and practice of representative sampling and blending.

Spectroscopy Europe and Spectroscopy Asia

IM Publications publishes these leading magazines with John Wiley & Sons. Both are the premier vehicles in their target regions. Contact us for their dedicated media pack.

DOWNLOAD A SAMPLE COPY

approximate banner size

CONVERTER PAGE ADVERTISING

Our dedicated Wavenumber/Wavelength Converter page is the top search result in Google for "wavelength wavenumber converter" and "wavenumber converter", It was viewed over 332,000 times in 2013 by mid-December.

Banner advertising on this page gives you exceptional value for money and ensures tremendous worldwide visibility for your products or other promotions that you are planning this year.

The banner size is 920 x 165 pixels and we accept GIF, JPG and PNG files up to 60kbytes.

332,000+
page views
per year

and

No. 1
on Google

BANNER RATES

£500/\$825
1 month

£1250/\$2050
3 months

£2000/\$3350
6 months

£3500/\$5700
one year

The screenshot displays the imp website's homepage. At the top, there's a navigation bar with links like Home, Periodicals, Books, Subjects, Community, and Resources. Below this is a search bar. The main content area features a 'WAVENUMBER/WAVELENGTH CONVERTER' tool with input fields for wavenumber and wavelength, and a 'Convert' button. Below the converter, there's a section titled 'READ NIR NEWS ON THE GO' with a banner image of a smartphone displaying the NIR website. Further down, there are sections for 'PUBLISH WITH US', 'BROWSE ONLINE', 'STAY UP TO DATE WITH OUR ALERTING SERVICE', 'INFORMATION FOR AUTHORS', and 'NIR AND CHEMOMETRICS BOOKS'. The footer contains a table with links to various journals and resources.

QUALITY SCIENCE AT A FAIR PRICE

SCHEDULES AND FEATURES 2014



NIR news

Issue	Copy Date	Features/Bonus Distribution
25/1	17 January	
25/2	21 February	
25/3	4 April	ANISG 2014 Conference
25/4	16 May	NIR Italia 2014
25/5	4 July	IDRC, Chambersburg
25/6	29 August	
25/7	3 October	
25/8	21 November	



Journal of Near Infrared Spectroscopy

JNIRS is a peer-review journal and so no features are scheduled.

Issue	Copy Date	Publication
22/1	10 January	February
22/2	14 March	April
22/3	16 May	June (Pharmaceutical Special Issue)
22/4	18 July	August
22/5	12 September	October
22/6	15 November	December



European Journal of Mass Spectrometry

EJMS is a peer-review journal and so no features are scheduled.

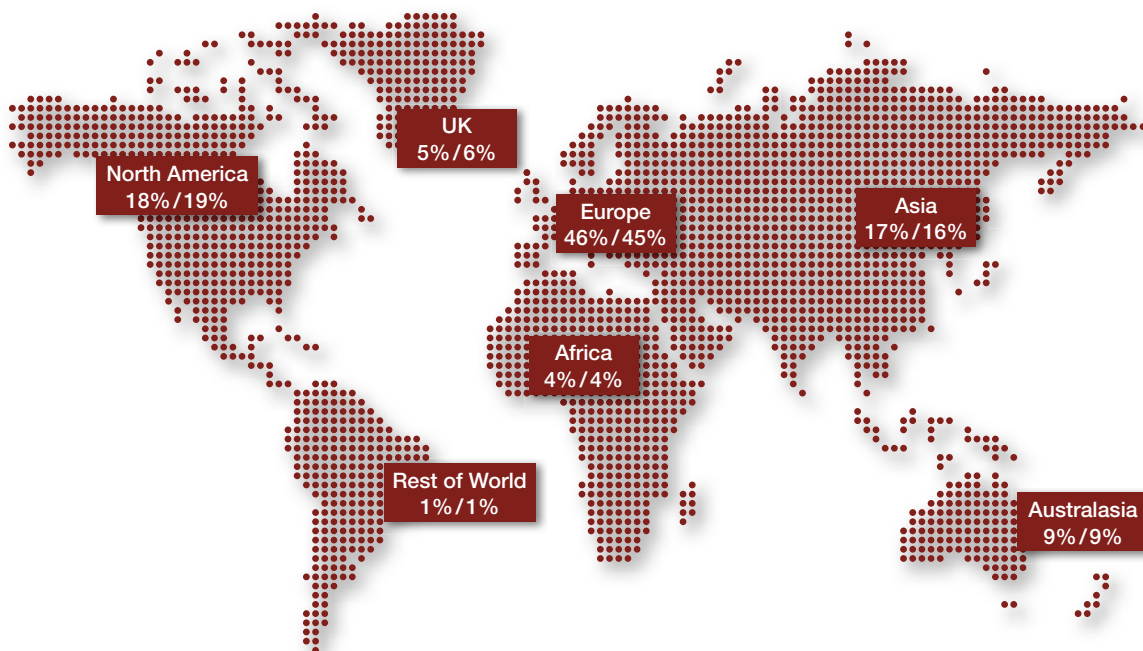
Issue	Copy Date	Publication
20/1	17 January	February (Michael Linscheid Special Issue)
20/2	21 March	April
20/3	23 May	June
20/4	25 July	August
20/5	19 September	October
20/6	22 November	December

Publication dates are approximate and depend on paper flow at that particular period. *TOS forum* issues are not yet scheduled for 2014.

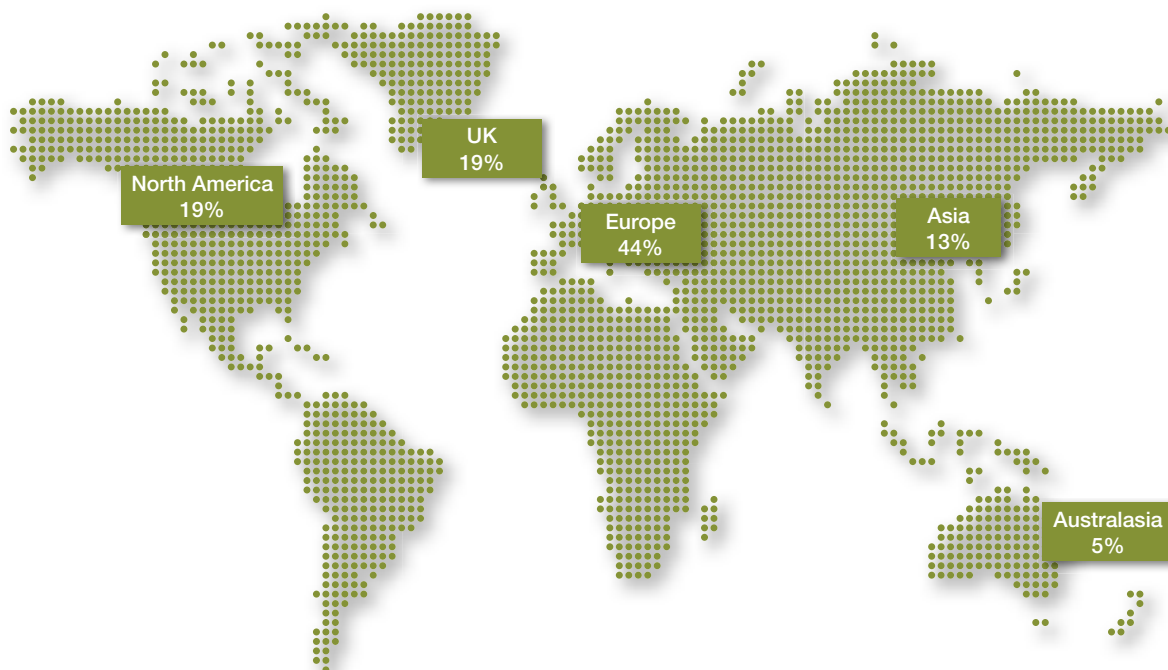
CIRCULATION

NIR news and Journal of Near Infrared Spectroscopy

The circulation percentages below show *NIR news* first, then *JNIRS*.



European Journal of Mass Spectrometry



QUALITY SCIENCE AT A FAIR PRICE

DISPLAY ADVERTISING RATES

Effective January 2014

Mono	x1	x2	x4	x6	x9	x12	x14
1 page	£475/\$785	£450/\$740	£430/\$710	£405/\$665	£380/\$625	£355/\$585	£345/\$570
½ page	£345/\$570	£330/\$545	£310/\$510	£295/\$485	£275/\$450	£260/\$430	£250/\$410
⅓ page	£265/\$435	£250/\$410	£240/\$395	£225/\$370	£210/\$345	£200/\$330	£190/\$315
¼ page	£220/\$360	£210/\$345	£200/\$330	£185/\$305	£175/\$285	£165/\$270	£160/\$265
2-Colour	x1	x2	x4	x6	x9	x12	x14
1 page	£685/\$1130	£650/\$1070	£615/\$1015	£580/\$955	£550/\$905	£515/\$850	£495/\$815
½ page	£555/\$915	£525/\$865	£500/\$825	£470/\$775	£445/\$735	£415/\$685	£400/\$660
⅓ page	£475/\$785	£450/\$740	£430/\$710	£405/\$665	£380/\$625	£355/\$585	£345/\$570
¼ page	£430/\$710	£410/\$675	£385/\$635	£365/\$600	£345/\$570	£325/\$535	£310/\$510
4-Colour	x1	x2	x4	x6	x9	x12	x14
Back cover	£950/\$1565	£905/\$1490	£855/\$1410	£810/\$1335	£760/\$1255	£715/\$1180	£690/\$1140
1 page	£885/\$1460	£840/\$1385	£795/\$1310	£750/\$1235	£710/\$1170	£665/\$1095	£640/\$1055
½ page	£755/\$1245	£715/\$1180	£680/\$1120	£640/\$1055	£605/\$1000	£565/\$930	£545/\$900
⅓ page	£675/\$1115	£640/\$1055	£610/\$1005	£575/\$950	£540/\$890	£505/\$830	£490/\$805
¼ page	£630/\$1040	£600/\$990	£565/\$930	£535/\$880	£505/\$830	£475/\$785	£455/\$750

INTERNET ADVERTISING RATES

E-newsletters: £265/\$435 per thousand names

NIR or MS web banners

Size (pixels)	3 months	6 months	12 months
728 × 90	£350/\$577	£650/\$1072	£1100/\$1815
280 × 60	£200/\$330	£350/\$577	£600/\$990
920 × 165 (Converter page)	£624/\$1025	£1000/\$1675	£1750/\$2850

Target our entire website for twice the rates above—excludes Converter page.

QUALITY SCIENCE AT A FAIR PRICE

MECHANICAL REQUIREMENTS

Trim size: 297 × 210mm

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.



Web banners

Formats: GIF, JPG, PNG, Flash

File Size: Maximum 50 kB

Animations: allowed

Scan e-newsletters

Text: Maximum 100 words

Image: One image; GIF, JPG or PNG; Maximum dimensions:
520 pixels horizontal, 200 pixels vertical

Terms

Net 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 or progressives. If the Publisher is asked to make changes to an advertisement, they may agree to do so but the Publisher can offer no guarantee as to the accuracy of such changes and will accept no claims resulting from their actions or those of their agents. If you require amendments, we strongly recommend that you supply a new file. The Publisher reserves the right to refuse any advertisement. Cancellations are only accepted if notified to the Publisher at least two weeks in advance of the copy date.



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