

chemistry

in Australia



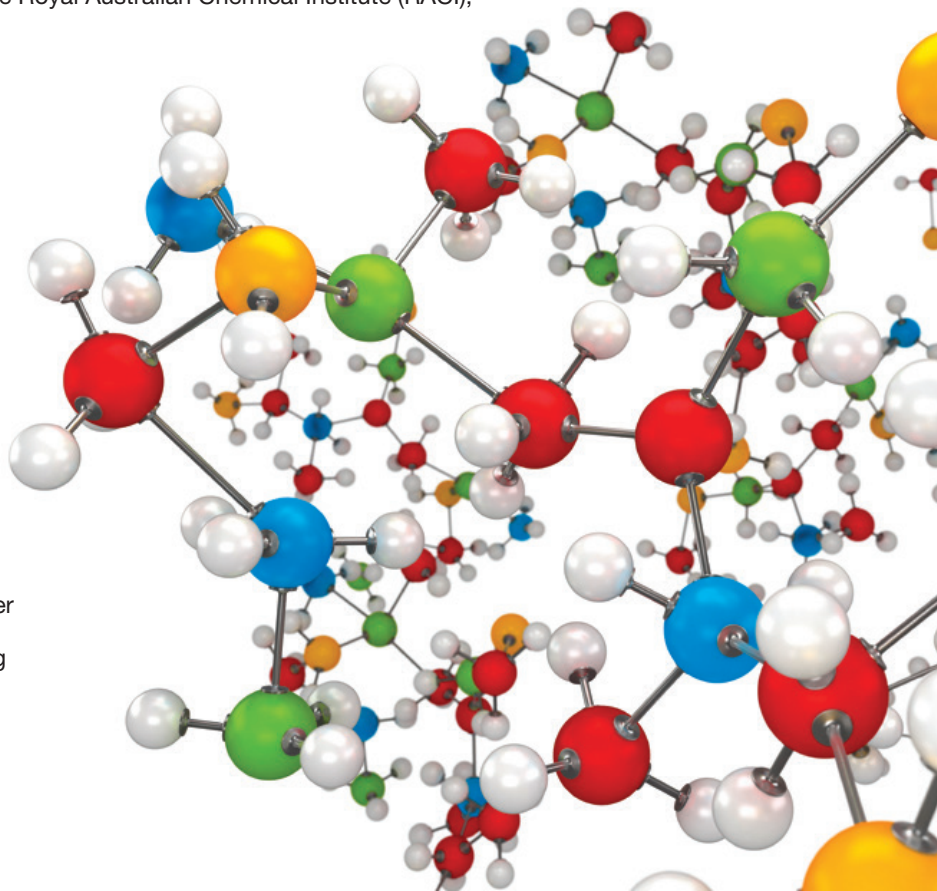
Connect with our chemistry readers

Chemistry in Australia is the flagship publication of The Royal Australian Chemical Institute (RACI), and has served its readers for more than 30 years.

Chemistry in Australia gives you access to:

- **a diverse chemistry readership** – RACI members work in research, academia and education, manufacturing, business and government, across fields such as materials and life sciences, minerals, food and pharmacy.
- **unique editorial content** – We publish a broad range of features, plus opinion pieces with themes such as innovation, education, environment and career development.
- **a nationwide print and online distribution** – RACI members receive 6 issues of our 44-page magazine each year, which is available in print and online.
- **products and services advertorial** – Our 'On the market' segment allows you to promote your product or service in a more comprehensive manner than a standard advertisement permits. This is an opportunity to supplement your existing advertising program and reinforce your message with targeted editorial and a supporting image.

Now is the perfect time to use *Chemistry in Australia* to tap into a difficult-to-reach but influential market of chemistry consumers.



Connect at chemaust.raci.org.au

At our dedicated website, readers can browse features, news stories and opinion pieces from our latest issue, in an easily accessible digital format. Access is also available to our magazine archive.

Special issues and searchable indexes are also available.

Each of the following options enables a month's access to our chemistry readership and visitors to the *Chemistry in Australia* website. Advertisements can be linked directly to your nominated landing page.

- Large (4x4), 360 pixels wide x 360 pixels high: \$695 (excl. GST)
- Medium (4x2), 360 pixels wide x 180 pixels high: \$495 (excl. GST)
- Small (4x4), 162 pixels wide x 162 pixels high: \$295 (excl. GST)

Packages for multiple online insertions and across our print and digital media are also available.

Please contact us to find out more about presenting your media message to our online audience.

The screenshot displays the website for *Chemistry in Australia*, published by RACI (The Royal Australian Chemical Institute). The header features the magazine title and RACI logo. A navigation bar offers access to the latest issue and chemistry archives. The main content area is divided into several sections:

- Latest Issue:** October 2016. Features an article titled "Drugs and the death penalty: breaking the supply chain" by Brittany Howard. A sub-headline states: "A new Pfizer restriction means that lethal injection drugs are no longer available on the US open market." The article text begins: "In April of this year, pharmaceutical giant Pfizer announced that it will be imposing sweeping restrictions concerning its drugs that are used in carrying out the death penalty, which will effectively bring an end to the open market for execution drugs in the US. As it stands, all FDA-approved manufacturers of potential execution drugs, a diverse suite of 25 global companies, have blocked the sale of their products for use in executions." A "Download full PDF" link and a "Read more >" button are provided.
- Perpetual 'ice-water' solid-liquid state revealed in gallium nanoparticles:** By University of Western Australia. Sub-headline: "Surprising nanoscale behaviour". Text: "Imagine placing ice cubes into a glass of water and having the ice cubes remain unchanged and in the same state for hours, even under intense heat or freezing conditions." Includes a microscopic image of nanoparticles. A "Read more >" button is present.
- What now for Australian research in a post-Brexit world?:** By Andrew Holmes and Cheryl Prager. Sub-headline: "Brain Exit foreshadowed". Text: "Nobody can yet predict exactly what the ramifications will be now the United Kingdom has voted to leave the European Union, but UK science commentators are already foreshadowing Brexit Mark 2 – a Brain Exit of researchers." A "Read more >" button is present.
- Water Testing:** An advertisement for Rowe Scientific, a 100% Australian-owned company. It features an image of a scientist and various testing equipment. Text includes "www.rowe.com.au - online 24/7".
- The NEW:** An advertisement for PerkinElmer, showing a laboratory instrument.

Inserts and e-newsletters

Inserts can be distributed with our magazine. National or state-specific distribution can be arranged. Rates will depend on the type and quantity of the insert. For further information, please contact us.

The RACI produces a monthly national e-newsletter for fellows and members, along with highly targeted, state based e-newsletters which can be used to tightly focus a marketing message to a specific state. Advertising rates and distribution details of each e-newsletter are available on request.

Print advertising rates 2018–19 (excluding GST) for full colour placement

Type	2 page spread	Full page	Half page	Third page	Quarter page
Casual	\$4010	\$2290	\$1600	\$1145	\$920
X 4 (-15%)	\$3410	\$1990	\$1350	\$990	\$780
X 6 (-20%)	\$3205	\$1830	\$1280	\$915	\$735

Covers	Inside front	Inside back	Outside back
Casual	\$2640	\$2520	\$2245
X 4 (-15%)	\$2240	\$2140	\$1905
X 6 (-20%)	\$2110	\$2015	\$1795

Please note all rates are agency commissionable. For website advertising rates, see previous page.

Print advertising deadlines 2018–19 (excluding inserts)

Issue date	Booking*	Material due	Published†
July/August	4 June	18 June	3 July
September/October	6 August	20 August	4 September
November/December	8 October	22 October	6 November
January/February (2019)	26 November	6 December	28 December
March/April (2019)	4 February	18 February	5 March
May/June (2019)	1 April	15 April	1 May

*Cancellation of advertising space prior to the booking deadline will not incur a cancellation fee.

Cancellation of advertising space after the booking deadline will incur a 50% cancellation fee based on the value of the space booked.

Cancellation after the material deadline will incur a 100% cancellation fee based on the value of the space booked.

†Online publication occurs approximately two weeks before print publication.

Technical specifications

2 page spread: supply with 3mm bleed on all edges

Full page: 210mm width x 275mm height with 3mm bleed on all edges

Half page vertical: 83mm width x 230mm height

Half page horizontal: 170mm width x 112mm height

Third page vertical: 55mm width x 230mm height

Third page horizontal: 170mm width x 74mm height

Quarter page vertical: 83mm width x 112mm height

Quarter page horizontal: 170mm width x 55mm height

Bleeds for half, third and quarter-page ads available on request.

Material file formats

Advertisements should be provided as CMYK PDFs distilled using the PDF X-1 or 'press-ready' preset. All fonts and high-resolution images (300 dpi) should be embedded, and the file must include crop marks.

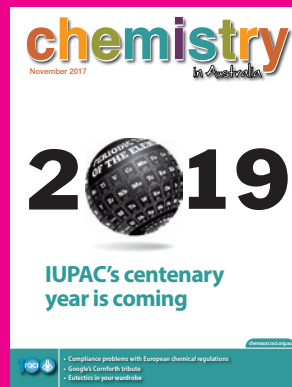
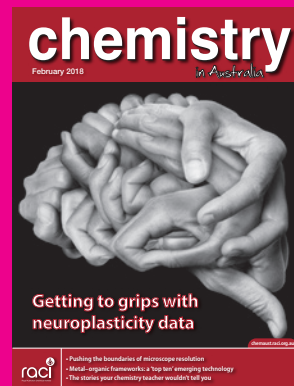
All page elements must be at least 3mm inside the trim, and colour bars and crop marks must be at least 6mm outside the trim.

A 3mm bleed beyond the trim is required for advertisements that bleed to the edge of the page.

Black text must be 100% black and not 4-colour black, to avoid registration issues.

Ink density must not exceed 280%.

Material can be sent directly to the Production Editor, Catherine Greenwood (catherine.greenwood@bigpond.com).





Good things come in small packages

Present your product or service to our
specialist market of chemistry professionals.

contact
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