

# media information 2019

Connecting the materials community

- The World's Largest Materials Science and Technology Publisher; Publishing over one third of the world's materials research content
- Print, Newsletters, Lead generation, Banners, Webinars, Whitepapers, Microsites, Email blasts, Content marketing
- Tailored solutions drawing from our entire portfolio of publications, websites and conferences community of over 164,000 members<sup>a</sup>

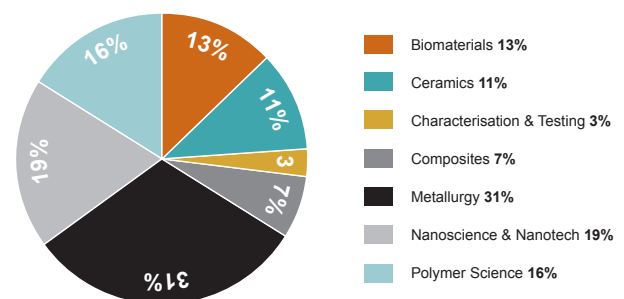
**Materials Today** is a community of over 164,000 members\*, dedicated to the creating and sharing of materials knowledge and experience. Supported by Elsevier, we publish high impact peer-reviewed journals, organize academic conferences, broadcast educational webinars and more.

Elsevier is the **world's largest materials science publisher**, publishing over **one third** of the world's academic research content\*.

United as the **Materials Today** family, Elsevier's materials portfolio includes **over 130 publications**, including leading titles such as *Nano Today*, *Applied Materials Today*, *Progress in Materials Science*, *Biomaterials*, *Polymer* and *Nano Energy*.

Articles from the **60 primary publications** in the **Materials Today** family have been downloaded nearly **60 Million times** in 2017\*.

## Portfolio breakdown by journal category



Whether your goal is to:

- Create maximum market impact
- Increase brand exposure
- Generate leads
- Influence stakeholders
- Educate or collect information/user feedback
- Disseminate findings
- Recruit R&D staff

**Materials Today** will help to realize these goals by reaching out to key audiences in a targeted and cost effective way. **Contact our advertising team** to discuss your needs, no matter how big or small.

Solutions include:

- Print
- Newsletters
- Banners
- Webinars
- Whitepapers
- Microsites
- Email blasts
- Content marketing
- Recruitment

## Connecting the materials community

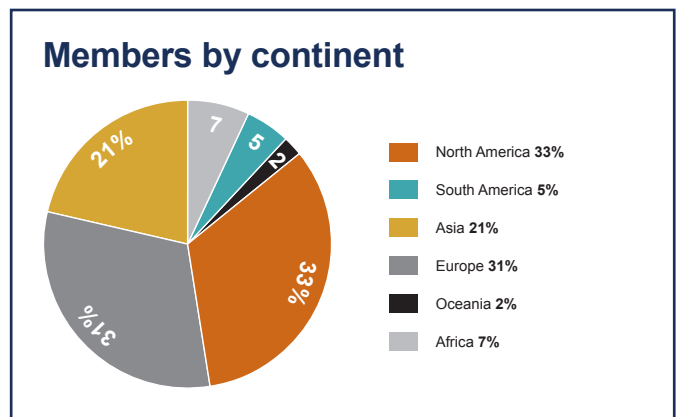
With an Impact Factor of 24.5537<sup>a</sup> and CiteScore of 6.80 the **flagship Materials Today journal** is known for its high quality review articles by leading materials researchers, as well as the latest news, comment, and opinion in materials science.

The **Materials Today journal**, available in print and online, is published 10 times a year with articles from the journal being **downloaded over 1.7 Million times** in 2017.

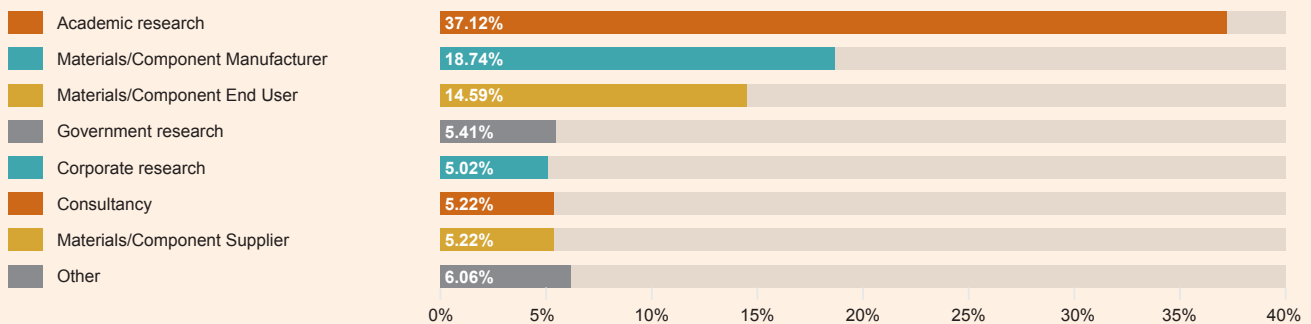
Print copies of the **Materials Today journal** are freely distributed to the World's leading materials science departments, as well as key conferences. **Over 41,000 readers** have signed up to receive the **Materials Today e-Table of Contents**, and **over 43,000 readers** have opted in to receive our **e-newsletter** twice a month.

The **Materials Today website** receives **150,000 page views per month**<sup>†</sup>, and spans materials science (60% of traffic) and industry (40% of traffic)\*.

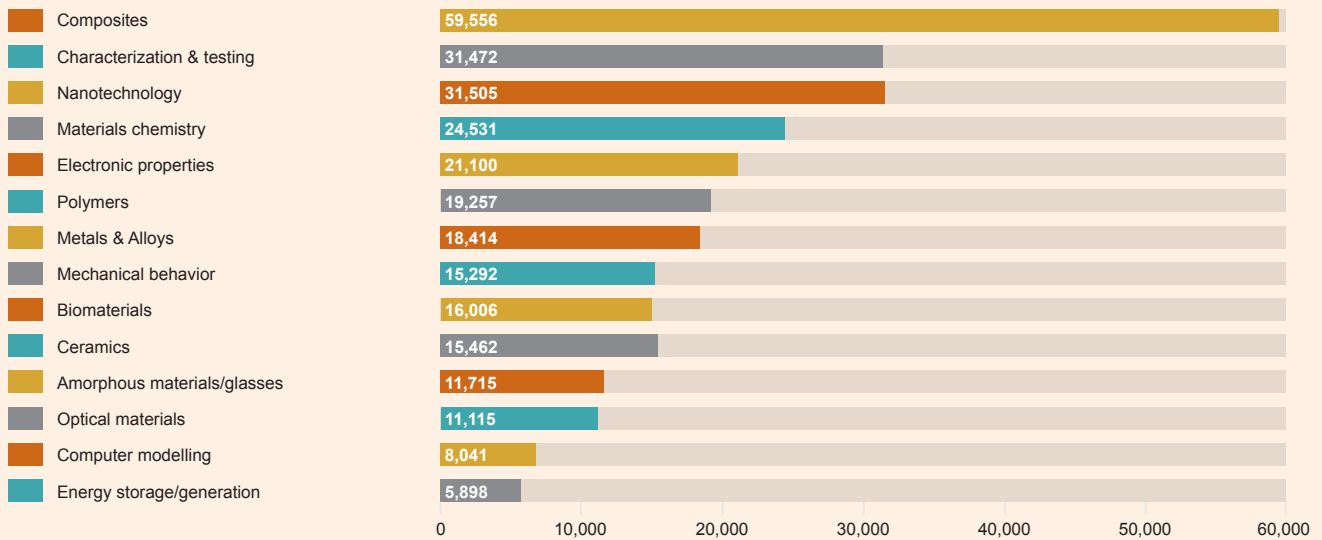
Our database of readers, subscribers and website users contains over 164,000 members who have opted in to receive communications from **Materials Today** and our partners<sup>b</sup>.



## Types of organization our members work for



## Members' scientific interests



## Advertising rates

### Print advertising

Print advert in the Materials Today journal	Advert in one issue (total price)	Advert in three issues (total price)	Advert in ten issues (total price)
Full page	6,881 USD	19,605 USD	55,020 USD
Double page spread	10,743 USD	30,618 USD	85,930 USD
1/2 page	5,192 USD	14,799 USD	41,550 USD
1/4 page	3,917 USD	11,166 USD	31,350 USD
Inside front cover	7,913 USD	22,563 USD	63,270 USD
Outside back cover	8,085 USD	23,046 USD	65,410 USD
Inside back cover	7,578 USD	21,642 USD	60,630 USD

### Lead generation

Reach out to members of our community, including our journal authors and readers, through custom **Webinar, Microsite, Podcast, and White Paper** packages. Prices are available on request.

### E-review

An email sent on a sponsors behalf to a custom subset of our database of members and readers	<1000 recipients	2000 to 20000 recipients	20000+ recipients
Per 1000 names: one email	520 USD	300 USD	150 USD

### E-newsletter

	1 month/ 2 newsletters	3 months/ 6 newsletters	6 months/ 12 newsletters	12 months/ 24 newsletters
Banner 600*x74px	1,230 USD	3,485 USD	6,663 USD	11,788 USD

## E-ToC

e-ToC Banner	One e-ToC	Two e-ToCs	Six e-ToCs	Ten e-ToCs
600*74px	700 USD	1,230 USD	3,485 USD	6,000 USD

## Web banners

Banner advertising against the scientific categories on MaterialsToday.com <sup>c</sup>	One month	Three months (total price)	Six months (total price)	Twelve months (total price)
Leaderboard (one position)	2,763 USD	4,395 USD	8,038 USD	13,186 USD
MPU (two positions)	3,796 USD	6,279 USD	11,051 USD	15,698 USD
Rectangle (two positions)	691 USD	1,096 USD	2,009 USD	3,299 USD

MaterialsToday.com is designed to be accessible on desktop, mobile and tablet:

Leaderboard: Desktop - 970x90px OR 728 x 90px; Tablet - 728x90px; Mobile - 320x50 px

MPU: Desktop - 300x250px; Tablet - 300x250px; Mobile - 300x250px

Rectangle: Desktop - 180x150px; Tablet - 180x150px; Mobile - 320x50px

## Looking for something else?

Contact our sales teams to discuss your unique needs.

<sup>a</sup>publisher's own data.

<sup>b</sup>2017 Journal Citation Reports (clarivate Analytics, 2017)

<sup>c</sup>Not all members have opted in to receive all types of communication.

<sup>d</sup>Average of 149,187 page views per month for 2017.

<sup>e</sup>Topic/brand breakdown available on request.

<sup>f</sup>Amorphous materials, Biomaterials, Carbon, Characterization, Composites, Computation and theory, Crystalline materials, Electronic properties, Energy, Materials chemistry, Mechanical properties, Metals and alloys, Nanomaterials, Optical materials, Polymers and soft materials, Surface science, PLUS main uncategorized Materials Today homepage.

# contact details

To find your local **Materials Today** advertising contact, visit [www.materialstoday.com/advertise/](http://www.materialstoday.com/advertise/), or email [Commercialsales@elsevier.com](mailto:Commercialsales@elsevier.com).

## Conference contra arrangements

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## Sales Manager

Visit [www.materialstoday.com/advertise](http://www.materialstoday.com/advertise) to find your local Sales Manager.

We welcome your press releases and announcements. Please send to: [materialstoday@elsevier.com](mailto:materialstoday@elsevier.com)