media information 2020
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 35,055 members

Materials Today is a community of over 35,055 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

- Biomaterials 27%
- Ceramics 22%
- Characterisation & Testing 24%
- Composites 52%
- Metallurgy 31%
- Nanoscience & Nanotech 24%
- Polymer Science 36%

*Portions may have been downloaded more than once.

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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.

**Connecting the materials community**

With an Impact Factor of 24.372 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 21,000 readers have signed up to receive the *Materials Today* e-Table of Contents, and over 19,000 readers have opted in to receive our e-newsletter twice a month.

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

Solutions include:
- Print
- Newsletters
- Banners
- Webinars
- Recruitment

Our database of readers, subscribers and website users contains over 35,055 members who have opted in to receive communications from *Materials Today* and our partners.

**Members by continent**

North America 27%
South America 4%
Asia 23%
Europe 37%
Oceania 3%
Africa 6%

**Types of organization our members work for**

- Academic research 27.92%
- Materials/Component Manufacturer 8.83%
- Materials/Component End User 4.12%
- Government research 3.53%
- Corporate research 3.66%
- Consultancy 3.10%
- Materials/Component Supplier 4.32%
- Other 13.71%

www.materialstoday.com
Members’ scientific interests

<table>
<thead>
<tr>
<th>Scientific Interest</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composites</td>
<td>18,192 USD</td>
</tr>
<tr>
<td>Characterization &amp; testing</td>
<td>8,436 USD</td>
</tr>
<tr>
<td>Nanotechnology</td>
<td>8,565 USD</td>
</tr>
<tr>
<td>Materials chemistry</td>
<td>10,563 USD</td>
</tr>
<tr>
<td>Electronic properties</td>
<td>3,947 USD</td>
</tr>
<tr>
<td>Polymers</td>
<td>11,377 USD</td>
</tr>
<tr>
<td>Metals &amp; Alloys</td>
<td>5,708 USD</td>
</tr>
<tr>
<td>Mechanical behavior</td>
<td>4,815 USD</td>
</tr>
<tr>
<td>Biomaterials</td>
<td>9,374 USD</td>
</tr>
<tr>
<td>Ceramics</td>
<td>7,764 USD</td>
</tr>
<tr>
<td>Amorphous materials/glasses</td>
<td>3,317 USD</td>
</tr>
<tr>
<td>Optical materials</td>
<td>2,917 USD</td>
</tr>
<tr>
<td>Computer modelling</td>
<td>2,815 USD</td>
</tr>
<tr>
<td>Energy storage/generation</td>
<td>7,341 USD</td>
</tr>
</tbody>
</table>

Advertising rates

### Print advertising

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

### E-newsletter

<table>
<thead>
<tr>
<th>E-newsletter</th>
<th>1 month/2 newsletters</th>
<th>3 months/6 newsletters</th>
<th>6 months/12 newsletters</th>
<th>12 months/24 newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 600*74px</td>
<td>1,230 USD</td>
<td>3,485 USD</td>
<td>6,663 USD</td>
<td>11,788 USD</td>
</tr>
</tbody>
</table>

Lead generation

Reach out to members of our community, including our journal authors and readers, through custom packages. Prices are available on request.
E-ToC

<table>
<thead>
<tr>
<th>E-ToC Banner</th>
<th>One e-ToC</th>
<th>Two e-ToCs</th>
<th>Six e-ToCs</th>
<th>Ten e-ToCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>600*74px</td>
<td>700 USD</td>
<td>1,230 USD</td>
<td>3,485 USD</td>
<td>6,000 USD</td>
</tr>
</tbody>
</table>

Web banners

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

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.

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Contact details

To find your local Materials Today advertising contact, visit www.materialstoday.com/advertise/, or email Commercialsales@elsevier.com.

Conference contra arrangements
Email: Chennaicontradeals@elsevier.com

Sales Manager

We welcome your press releases and announcements. Please send to: materialstoday@elsevier.com