



materialstoday

Connecting the materials community

Media Information 2022

Last updated December 2021



Overview



- We are the world's largest materials science and technology publisher, publishing over one third of the world's materials research content
- We offer print, newsletters, banners, and webinars
- We can offer tailored solutions drawing from our entire portfolio of publications, websites, and conferences.

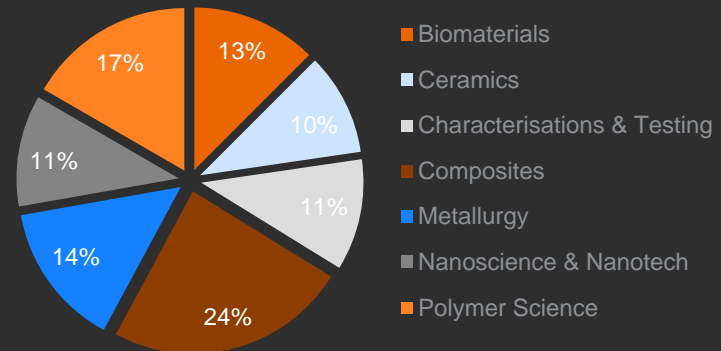
Materials Today is a community dedicated to the creating and sharing of materials knowledge and experience.

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 primary publications in the **Materials Today** family are downloaded approx. **6 Million times** a month*.

Portfolio Breakdown by Journal Category



What we can offer

Whether your goal is to:

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

Materials Today will help to realize these goals by reaching out to key audiences in a targeted and cost effective way.

Solutions include:

- Print
- Newsletters
- Banners
- Webinars

Contact our advertising team to discuss your needs, no matter how big or small.

Our Flagship: Materials Today

Connecting the materials community

With an Impact Factor of 31.041^a and CiteScore of 31.4^b 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 2.1 Million times** in 2021.

Print copies of the ***Materials Today* journal** are freely distributed to the World's leading materials science departments, as well as key conferences. **Over 20,000 readers^c** 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.



^a Clarivate Impact Factor, 2020

^b Scopus Cite Score, 2020

^c As of December 2021

MaterialsToday.com

The ***Materials Today*** website is used by 1.4 million individuals each year. Our database of readers, subscribers and website users contains over 131,000 members who have opted in to receive communications from ***Materials Today*** and our partners.

MaterialsToday.com is currently under development with a refreshed site scheduled to launch in 2022.

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	USD 6,881	USD 19,605	USD 55,050
Double page spread	USD 10,743	USD 30,618	USD 85,930
½ page	USD 5,192	USD 14,799	USD 41,550
¼ page	USD 3,917	USD 11,166	USD 31,350
Inside front cover	USD 7,913	USD 22,563	USD 63,270
Outside back cover	USD 8,085	USD 23,046	USD 65,410
Inside back cover	USD 7,578	USD 21,642	USD 60,630

Digital Advertising

E Newsletter	1 month/2 newsletters	3 months/6 newsletters	6 months/12 newsletters	12 months/24 newsletters
Banner 600x74px	USD 1,230	USD 3,485	USD 6,663	USD 11,788
e-ToC Banner	1 e-ToC	2 e-ToCs	6 e-ToCs	10 e-ToCs
600x74px	USD 700	USD 1,230	USD 3,485	USD 6,000
Web Banner advertising against scientific categories on MaterialsToday.com	1 Month (total price)	3 Months (total price)	6 Months (total price)	12 Months (total price)
Leaderboard (one position)	USD 2,763	USD 4,395	USD 8,038	USD 13,186
MPU (two positions)	USD 3,796	USD 6,279	USD 11,051	USD 15,698
Rectangle (two positions)	USD 691	USD 1,096	USD 2,009	USD 3,299

Contact

To find your local *Materials Today* advertising contact:

Visit:

www.materialstoday.com/advertise

Or email:

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