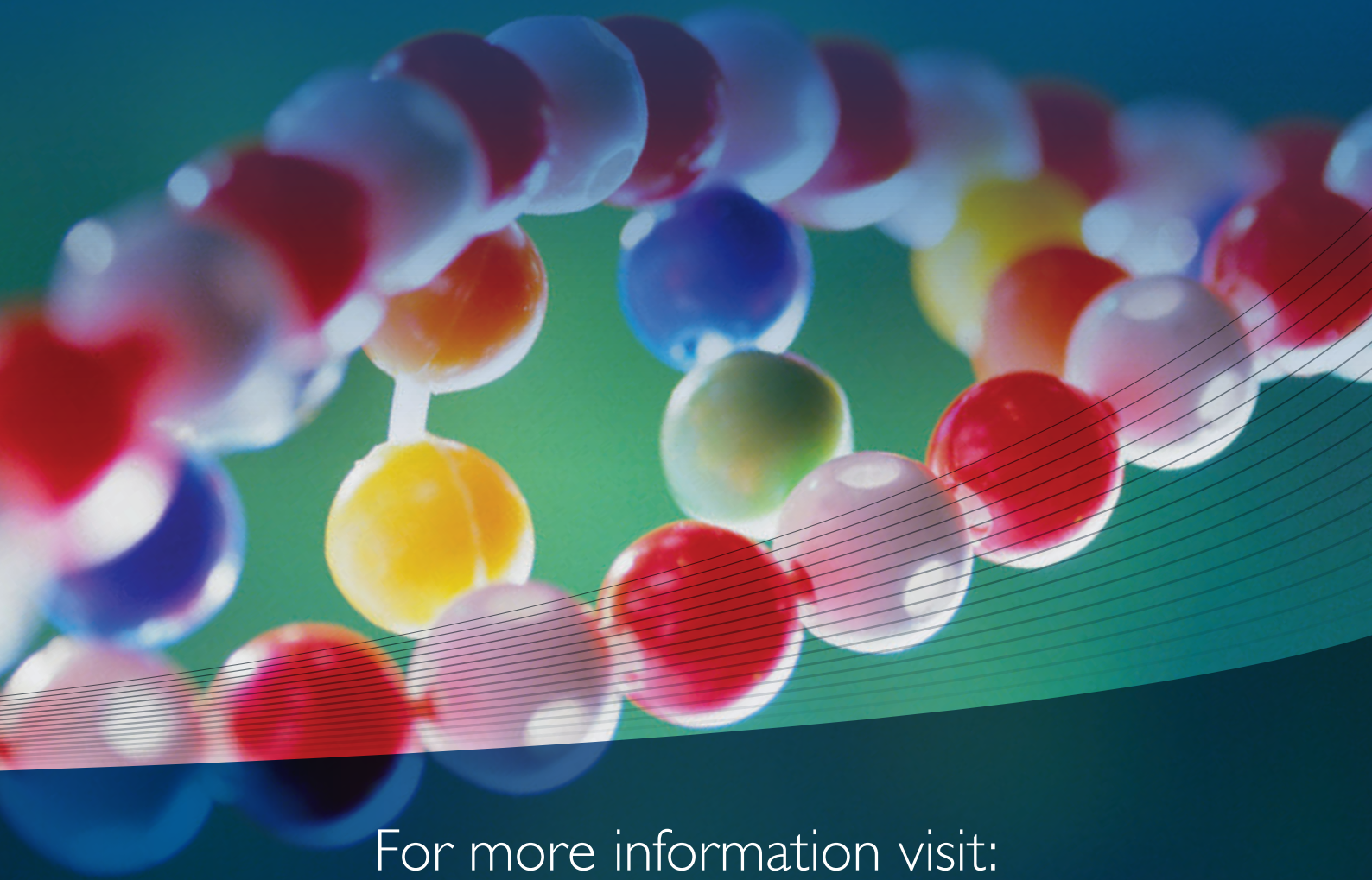




DRUG DISCOVERY TODAY

MEDIA INFORMATION **2014**



For more information visit:
www.drugdiscoverytoday.com/mediakit



Why choose *Drug Discovery Today*?

We believe that we are unique from any other drug discovery periodical in that we have a blend of print and electronic products that give us the ability to provide a service to our readers and commercial customers that is unrivalled.

Drug Discovery Today, a peer-reviewed journal with reach

Drug Discovery Today is a fully peer-reviewed journal, well-respected in both industry and academia. It has been published since 1996 and contains high-quality review articles and editorials. All published reviews have been individually invited by the Editor, sometimes guided by suggestions from our excellent Editorial Board. The authors chosen to write articles are recognised experts in industry and academia. Our content has a broad and deep impact on the industry that is continuing to grow. The peer review process ensures consistent quality of our articles due to assessment by at least two external experts in addition to in-house review.

As a result of the quality content provided by *Drug Discovery Today*, we ensure a high quality readership from key individuals and decision-makers in drug discovery and development. This can be seen from the circulation breakdown provided in this media pack.

Drug Discovery Today, a unique innovative brand of products tailored to meet your needs

We have adapted: The Editorial team at *Drug Discovery Today*, in my opinion, is unlike any other catering for the drug discovery professional. First of all, we are responsive and flexible; we will work with you in a number of ways best to address your needs. We have shown our responsiveness in the ways we have reacted to industry changes over the last few years. A few years ago, we were effectively a print-based product, but since then we have combined with some of our other titles, to provide better coverage and have transitioned to become a digital publication. This allows greater functionality than we previously were able to offer.

With flexibility comes innovation: We now have a portfolio of integrated approaches, described in the pages of this media kit. Because we are flexible, we can discuss with you which combination of products would meet your objectives. We are introducing still more new products during 2014 for both the journal and website in response to comments from our readers, following our history of success from other such introductions.

We're approachable: The *Drug Discovery Today* team is more than willing to talk and develop a turnkey solution to highlight your campaign.

However you decide to benefit from *Drug Discovery Today*, we are here to listen to what is driving your business.

With best regards,

Dr. Steve Carney
Editor, *Drug Discovery Today*
s.carney@elsevier.com



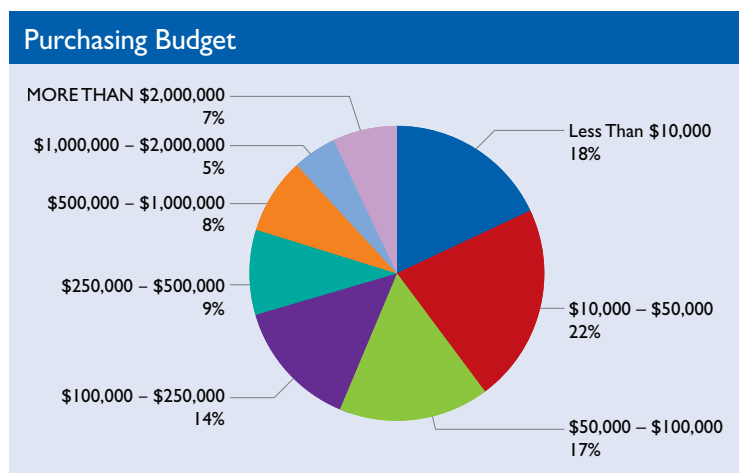
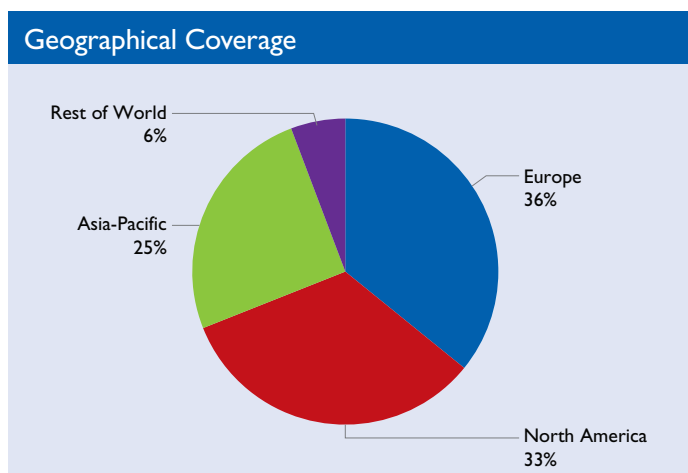
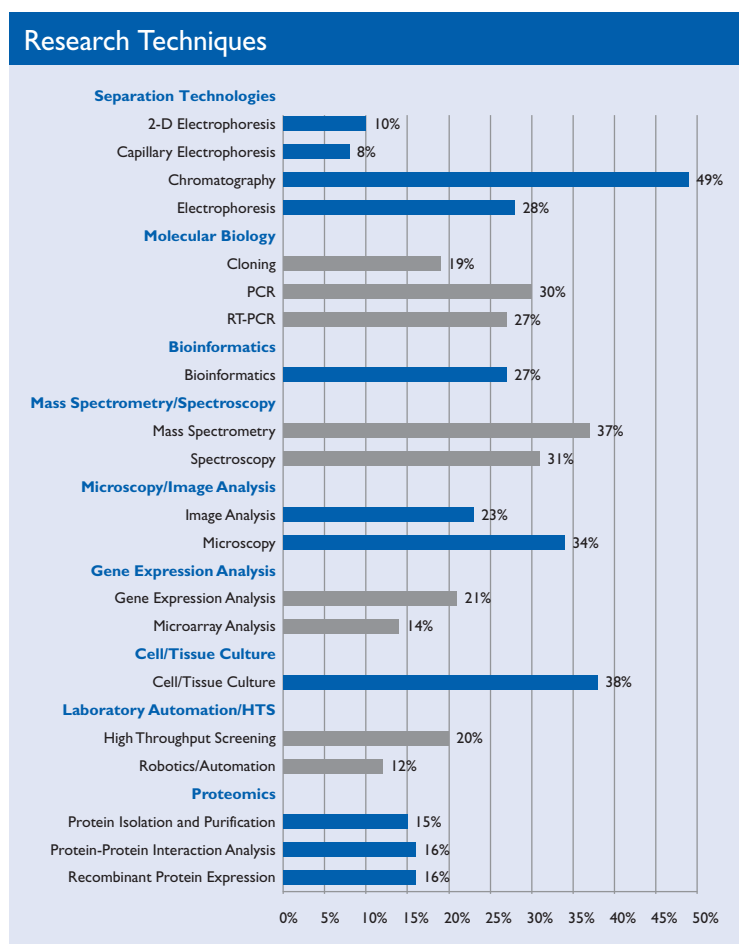
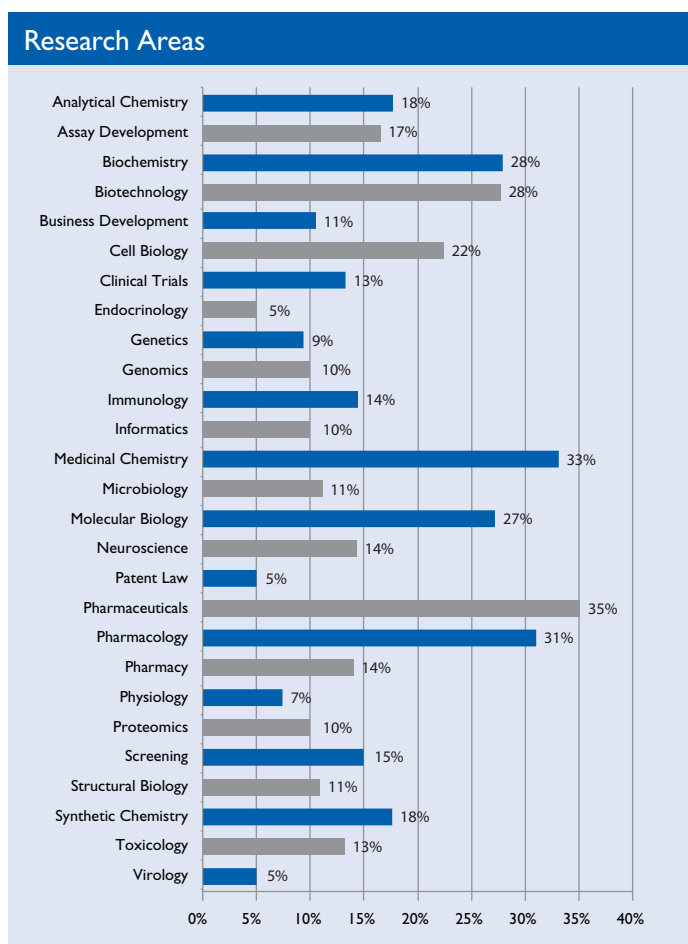
Our Subscribers

Elsevier circulates *Drug Discovery Today* to 10,899 qualified digital subscribers who requested the publication and met our strict circulation criteria.* Utilizing *Drug Discovery Today* and the journal's associated products for your business objectives will ensure your message reaches our highly qualified global audience.

We plan on increasing the number of qualified digital subscribers and consequently *Drug Discovery Today's* market penetration across all regions throughout the next year. We require our subscribers renew their subscriptions regularly, which means you will reach a current and responsive audience that is interested in your products and services. We update our circulation figures regularly on our online media kit: www.drugdiscoverytoday.com/mediakit.

* Based on May 2013 issue figures of 10,899 qualified subscribers. Publisher's own data.

** Subscribers can choose multiple responses. Based on May 2013 issue figures of 10,899 qualified subscribers. Publisher's own data.



Editorial Highlights

Drug Discovery Today is a fully peer reviewed and well-respected digital journal. Each issue will have its own focus section, comprising several articles on a specific theme.

We deliver highly current reviews to our readers from independent experts, not only addressing the rapid scientific developments in drug discovery associated technologies, but also the management, commercial and regulatory issues that increasingly play a part in how R&D is managed.



Bonus Distribution

Bonus distribution means your advertisement will have greater visibility at key meetings and conferences during 2014.

Our online bonus distribution calendar contains up-to-date listings of conferences and events where *Drug Discovery Today* will be distributed.

Please visit:

<http://advertising.drugdiscoverytoday.com/index.asp>.

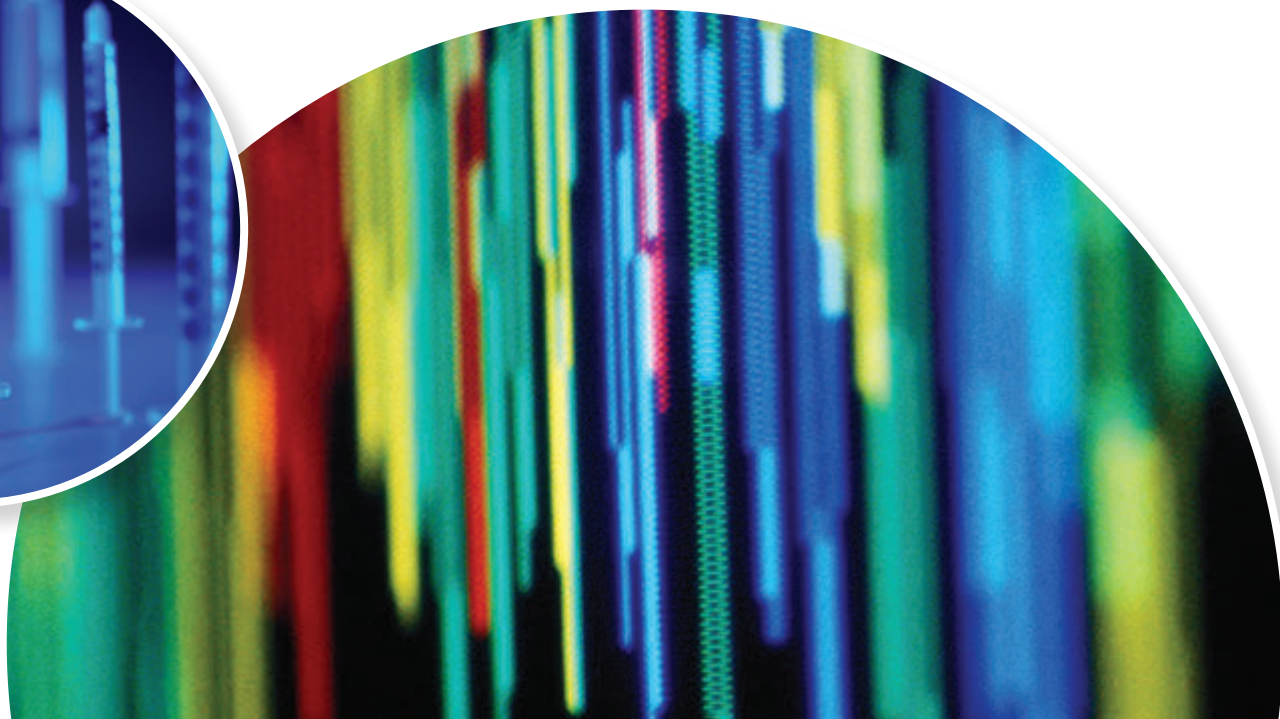
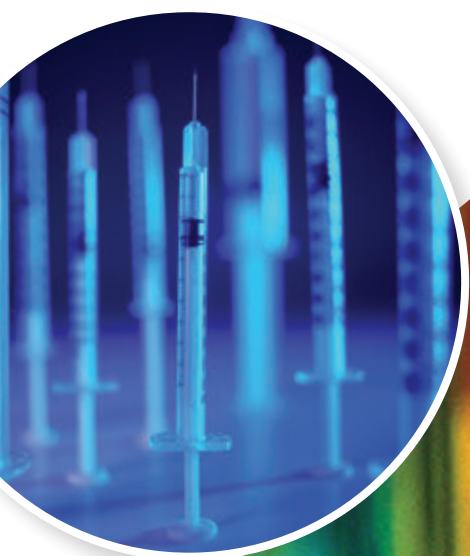
Special issues

In 2014, there are *Drug Discovery Today* special issues planned on:

- Tissue engineering

Work with us to reach your target audience by sponsoring or advertising in a special issue.

This direct, high impact advertising opportunity will deliver your message and increase brand awareness.





2014 Editorial Calendar

	Theme 1	Theme 2	Theme 3
January	Allosterism	Animal models of disease	Biologics
February	Adipokines	Computational proteomics	Skeletal therapies
March	Pain in the elderly	Fragment based screening	Mass Spectrometry
April	Drug dissolution	Big data	Diabetes
May	Ophthalmics	Amyotrophic Lateral Sclerosis	Medicinal Chemistry
June	Cancer drug discovery	Toxicology	Sleep
July	Recombinant protein production	Molecular imaging	Inhaler formulations
August	Antibody-drug conjugates	Virtual companies	Circulating tumor cells
September	Special issue: Tissue engineering		
October	Formulation	Bioinformatics	Medicinal Chemistry
November	Cancer drug discovery	Anticoagulants	Reducing attrition
December	Obesity	Medicinal chemistry	Immunosuppressive peptides

Editor's Choice E-Newsletter

Drug Discovery Today Editor's Choice E-Newsletter delivers highly current reviews to 32,316* readers worldwide every month, addressing the rapid scientific developments in drug discovery. Each issue has a specific theme, keeping our readers fully abreast of the latest trends and developments in drug discovery.

Delivered to
32,316* drug
discovery
professionals
worldwide

2013 Editor's Choice Topics**

Month	Topic
January	Biologics
February	Skeletal
March	Cancer
April	Phenotypic screening
May	Peptides
June	Drug Repositioning
July	Medicinal Chemistry
August	Social Networks in Pharma
September	3D Cell culture
October	Allotermism in drug discovery
November	Translational research
December	Best of 2014

* Publisher's own data, October 2012.

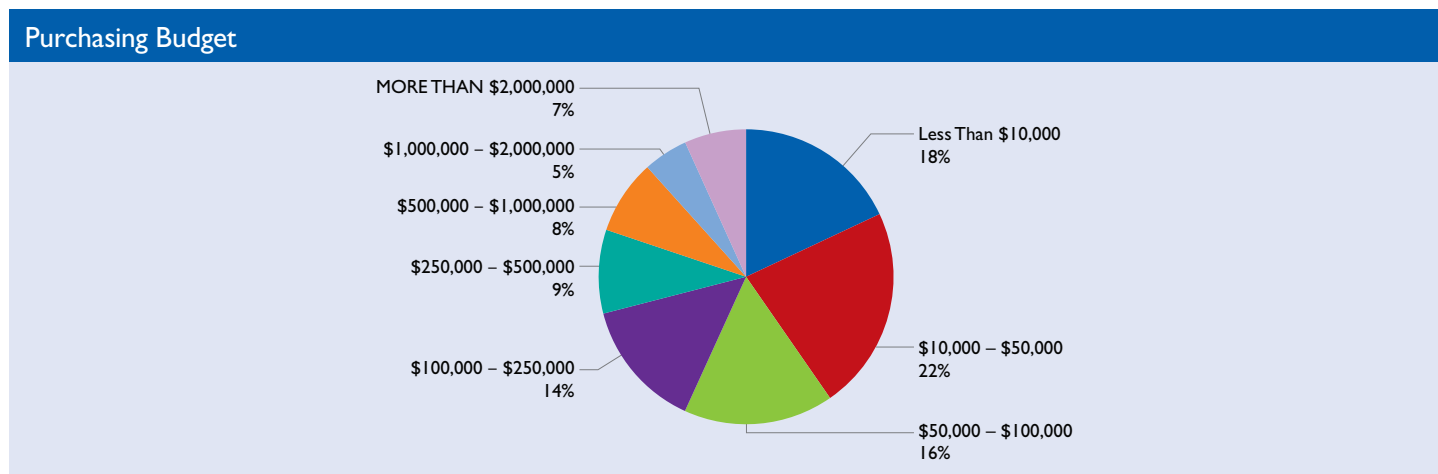
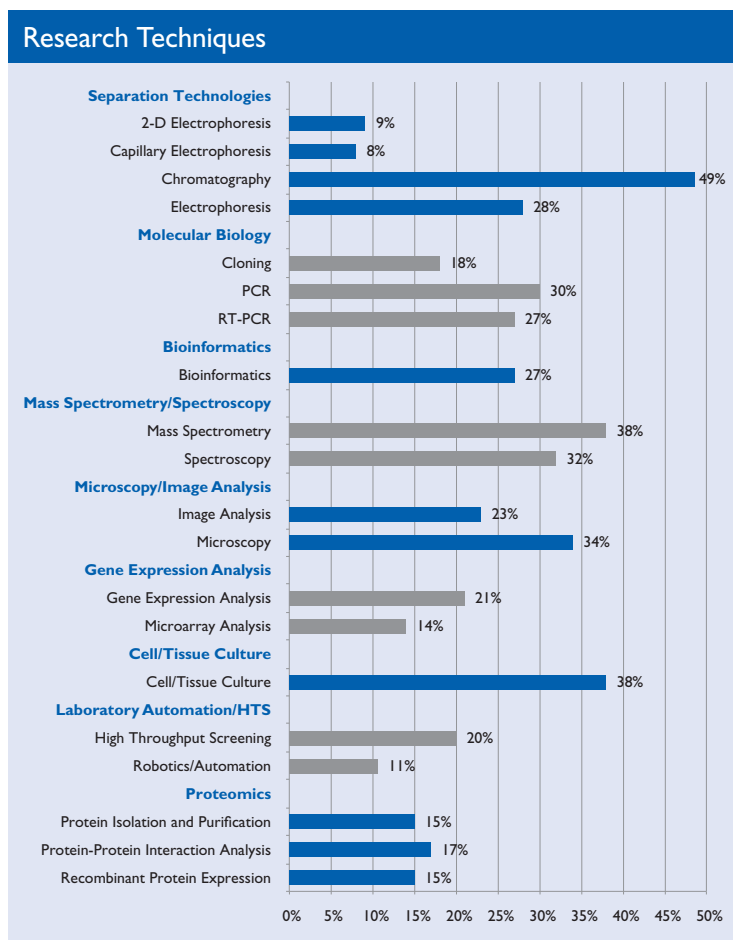
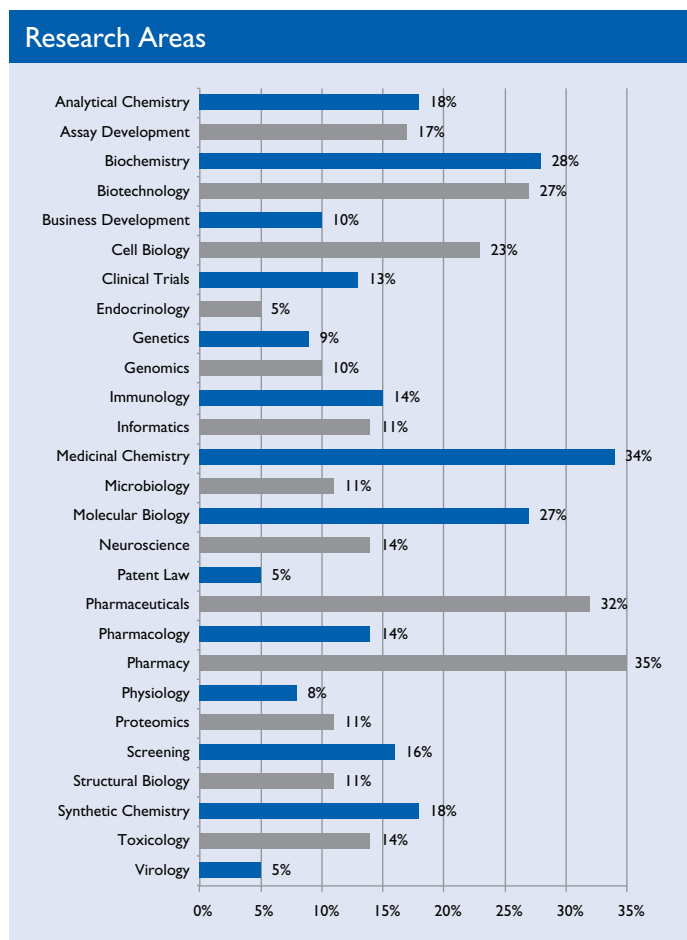
** Topics may change.



Visit www.drugdiscoverytoday.com
to review the latest issue of Editor's Choice

Work with us to reach your target audience by sponsoring *Drug Discovery Today's* Editor's Choice E-Newsletter

This is an ideal way to promote a new product or service to drug discovery professionals worldwide as the demographics below show.



Benefits of partnering with *Drug Discovery Today* for webinars



- **Position your company as a thought leader**

Engage with researchers and scientific communities through compelling content around a relevant topic facing your audience.

- **Capture qualified leads**

Benefit from our extensive experience to attract your target audience through a dedicated marketing campaign. Every registered delegate becomes a self qualified sales lead. *Drug Discovery Today* readers are highly qualified and have purchasing authority.

- **Create significant brand awareness**

Webinars are highly effective in reaching a large scientific audience through sponsorship. The *Drug Discovery Today* brand is trusted for its editorial integrity; the webinars will be moderated by the journal's editor and co-branded by the journal.

- **Truly engage and interact with your audience**

Receive immediate feedback via live Q&A and polls. Follow up on unanswered questions and generate dialogue post-event.

- **Receive tracking and reporting details within 48 hours**

Our comprehensive lead reports show all viewer profiles and usage statistics, allowing your sales team to follow up with leads after the event.

- **Benefit from extended archiving**

The webinar will be available on-demand following the live broadcast on both *Drug Discovery Today* and Elsevier websites, thus continuing to generate sales leads and delivering extended ROI.

Contact your sales representative to learn more about how *Drug Discovery's Today's* webinar program will help achieve your marketing goals.

Advertising Rates and Specifications

Dates and Deadlines

Issue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ad Close	18 Dec 2013	15 Jan 2014	12 Feb 2014	19 Mar 2014	16 Apr 2014	14 May 2014	18 Jun 2014	16 Jul 2014	20 Aug 2014	17 Sep 2014	22 Oct 2014	13 Nov 2014

Print advertising rates

Position	US \$	EUR €	GBP £
Double Page Spread	\$5,605	€3,995	£3,210
Full Page	\$3,035	€2,060	£1,655
Half Page	\$2,725	€1,160	£940
Quarter Page	\$1,095	€750	£600
Special Positions	US \$	EUR €	GBP £
Covers and opposite contents	\$770	€525	£420
Facing editorial	\$435	€295	£235

Online advertising

Website	Dimensions	Cost per month		
		US \$	EUR €	GBP £
Leaderboard	728 x 90 pixels	\$1,500	€1,050	£975
Skyscraper	120 x 600 pixels	\$1,500	€1,050	£975
Large rectangle	336 x 280 pixels	\$1,500	€1,050	£975
Button	150 x 100 pixels	\$750	€525	£495
E-choice Alert	Dimensions	Cost per month		
		US \$	EUR €	GBP £
Leaderboard	468 x 60 pixels	\$1,743	€1,181	£950
Button	150 x 100 pixels	\$872	€593	£478

Advert PDF specifications

Format – website and E-Choice advertising

- File formats: GIF, JPG and Flash.
- 40kb Max. file size. If animated, it must stop after three full revolutions.
- Flash files should not have a hard coded URL, but use a clickTag variable.

Advertising Rates and Specifications

Print Advert Specifications

Position	width x height (mm)	width x height (inches)
Double Page Spread Trim Size	432mm x 280mm	17.007" x 11.023"
Double Page Spread Bleed	438mm x 286mm	17.244" x 11.259"
Full Page Trim Size	216mm x 280mm	8.503" x 11.023"
Full Page Bleed	222mm x 286mm	8.740" x 11.259"
Live/type area within Full Page (also applicable to DPS)	186mm x 250mm	7.323" x 9.842"
Half Page Horizontal	186mm x 120mm	7.323" x 4.724"
Half Page Vertical	88mm x 250mm	3.465" x 9.842"
Quarter Page Standard	88mm x 120mm	3.465" x 4.724"

Advert copy requirements

PDF

Adverts should be supplied as Composite PDF version 1.3, Please ensure that:

- Artwork is within CMYK colour space
- Image resolution is at least 300dpi
- Total ink coverage does not exceed 300%
- Fonts are embedded and subsetted
- Transparencies are flattened
- No colour management profiles should be included ie ICC profiles
- There should be no Multiple-Master fonts

Please note that:

- We cannot accept artwork in Microsoft product formats.
- Overprint and knockout is the responsibility of the originator. If your requirements are outside of typical printer default settings (100% black set to overprint and 100% white set to knockout) you must inform us.
- We cannot accept responsibility for colour without a contract proof

Digital Edition enhanced advertising

Rich media - Files must be in 'shockwave flash' format - SWF or FLV. FLV files must have supporting content in a publicly accessible location. Max file size is 2MB, and cannot run for more than 30 seconds.

For technical requirements for embedded audio or video files, please contact us.

Method of supply

FTP ftp://stsales@ftp.elsevier.com • Username: stsales • Password: 5a135_ftp

E-mail E-mail files to adcopy@elsevier.com

Contacts

Contact your local sales representative and find out how *Drug Discovery Today* will help achieve your company's promotional goals.

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