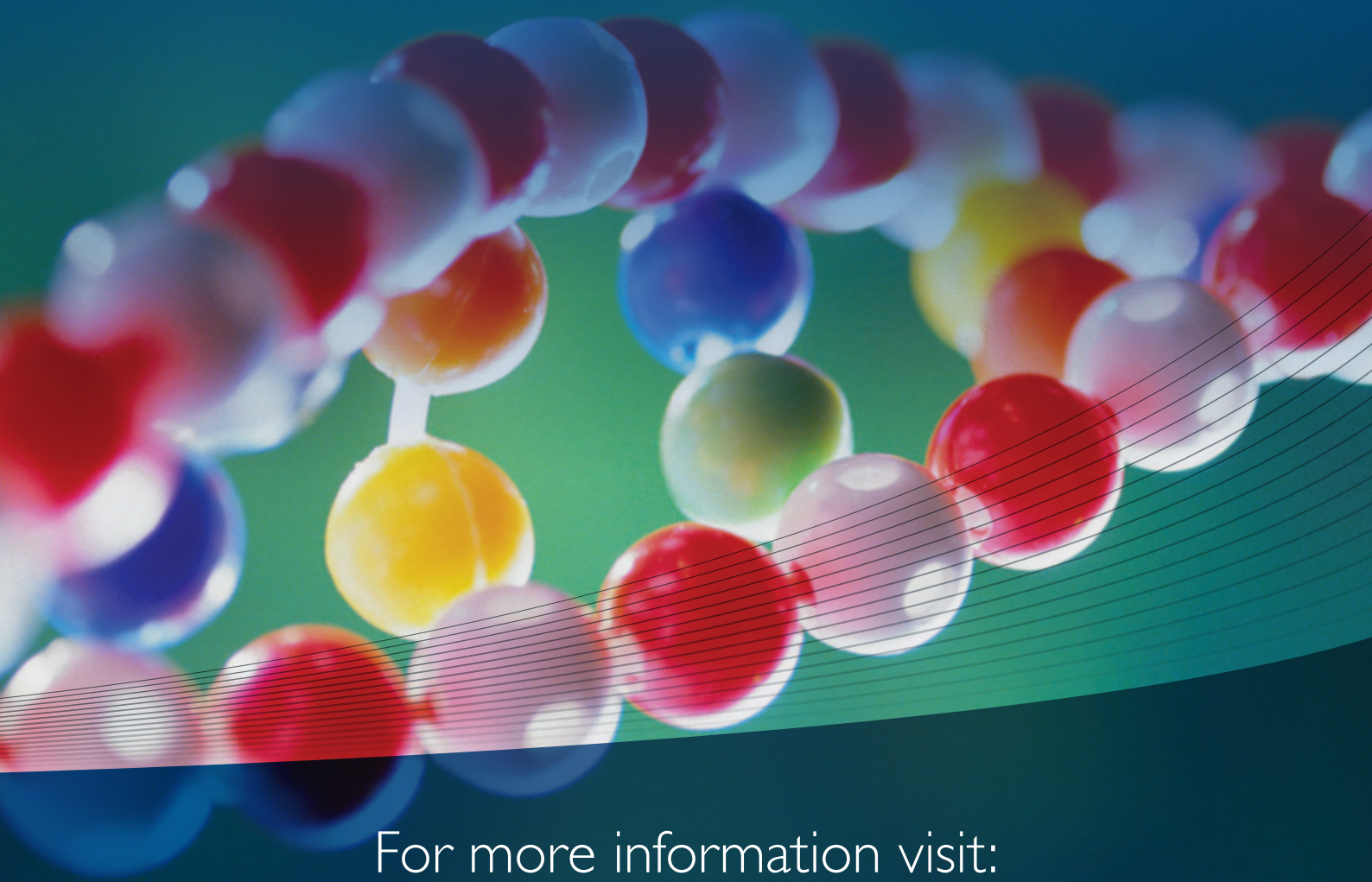


# DRUG DISCOVERY TODAY

MEDIA INFORMATION **2015**



For more information visit:  
[www.drugdiscoverytoday.com/mediakit](http://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 2015 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

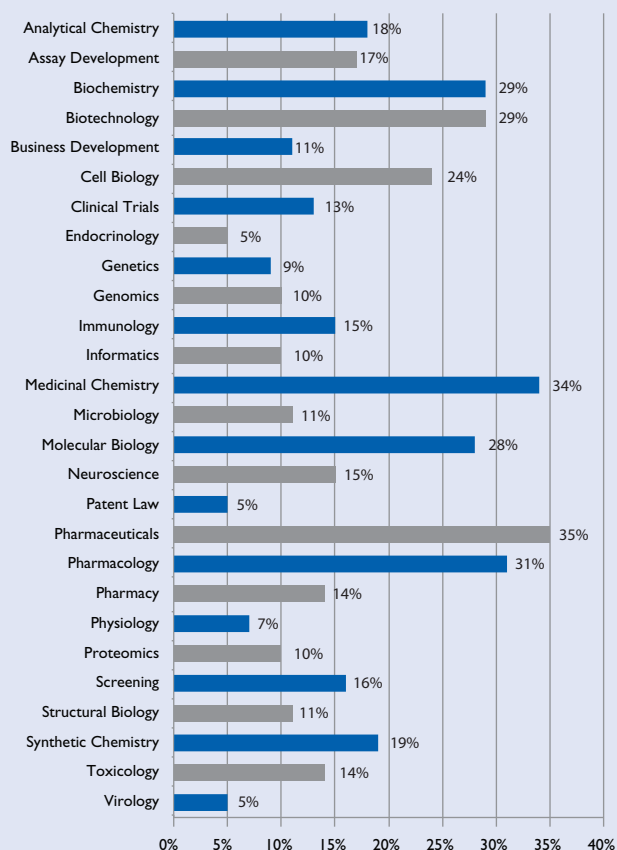
Elsevier circulates *Drug Discovery Today* to 8,494 qualified digital subscribers who requested the publication and met our strict circulation criteria.\* Utilizing *Drug Discovery Today* and the journal's associated products for your business objectives will ensure your message reaches our highly qualified 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](http://www.drugdiscoverytoday.com/mediakit).

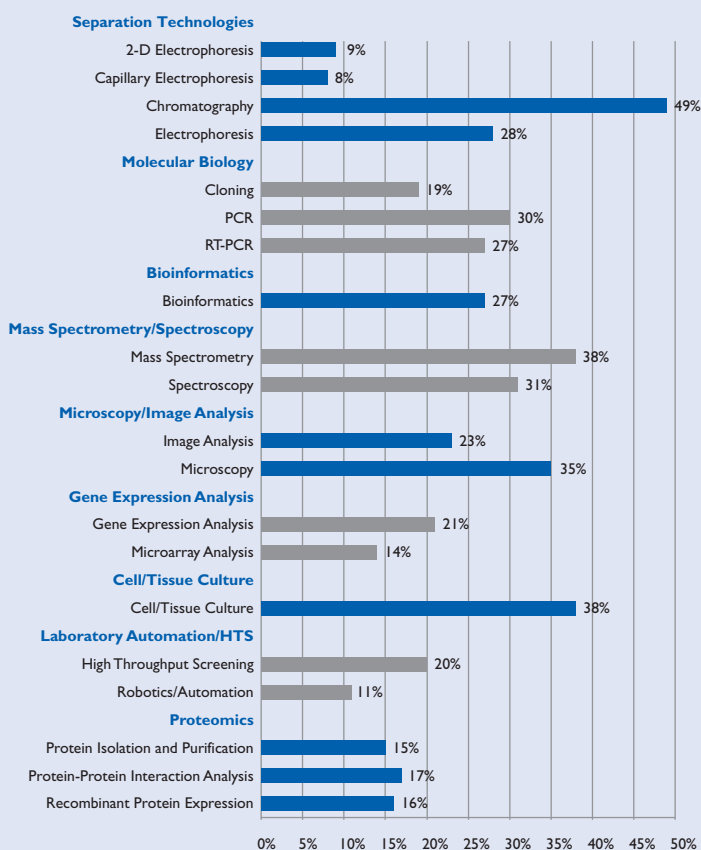
\* Based on January 2015 issue figures of 8,494 qualified subscribers. Publisher's own data.

\*\* Subscribers can choose multiple responses. Based on January 2015 issue figures of 8,494 qualified subscribers. Publisher's own data.

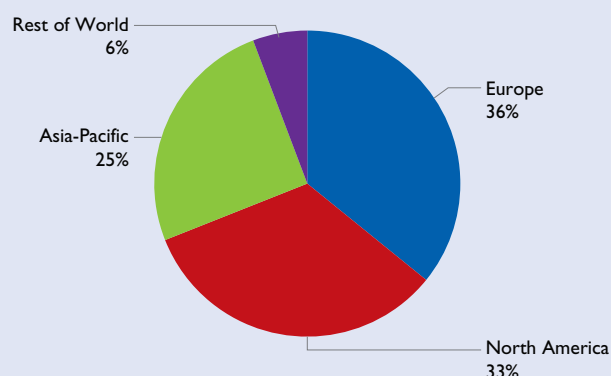
### Research Areas



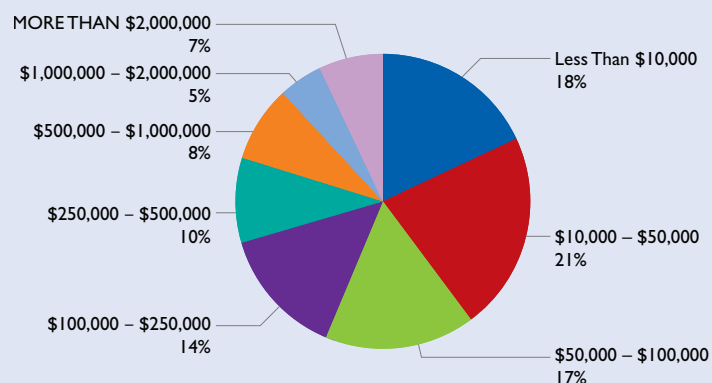
### Research Techniques



### Geographical Coverage



### Purchasing Budget





## 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 2015.

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

Please visit: [www.drugdiscoverytoday.com](http://www.drugdiscoverytoday.com)

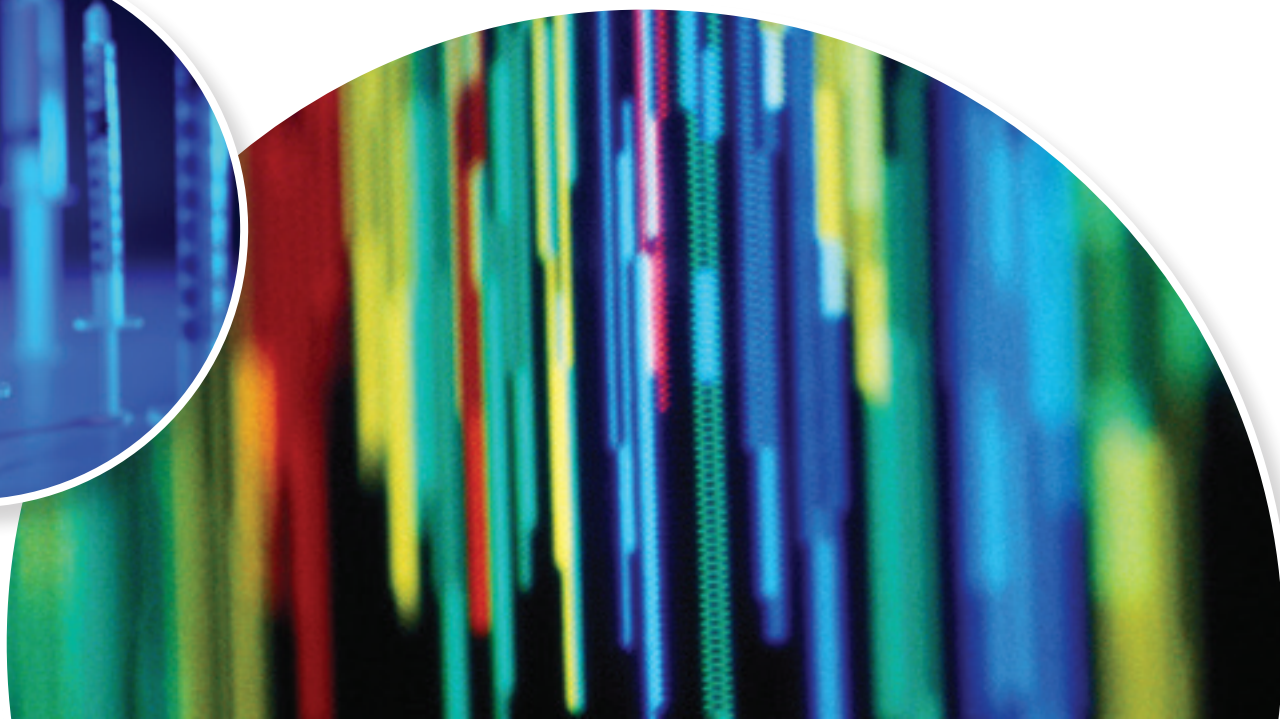
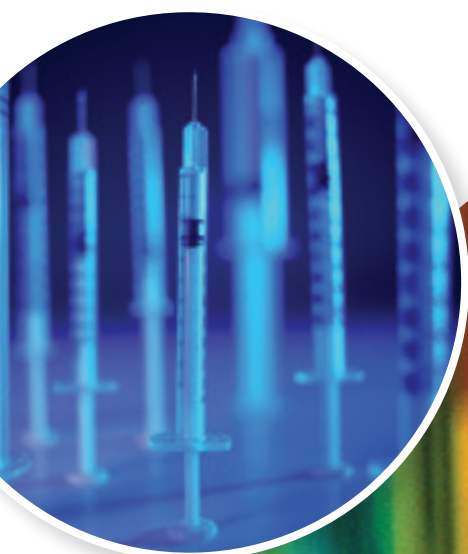
## Special issues

In 2015, there are *Drug Discovery Today* special issues planned on:

- CRUK on Stratified Medicine

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.



## Editor's Choice E-Newsletter

*Drug Discovery Today* Editor's Choice E-Newsletter delivers highly current reviews to 38,097 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  
38,097\* drug  
discovery  
professionals  
worldwide

## 2015 Editor's Choice Topics\*\*

Month	Topic
January	Medicinal Chemistry
February	Mitochondrial disorders
March	Therapeutics
April	Cancer
May	Biotherapeutics
June	Computational Chemistry
July	Drug Delivery
August	Stem Cells
September	Epigenetics
October	Industry/Academic models
November	Imaging
December	Best of 2015

\* Publisher's own data, January 2015.

\*\* Topics may change.



Visit [www.drugdiscoverytoday.com](http://www.drugdiscoverytoday.com)  
to review the latest issue of Editor's Choice



## 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 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	11 Dec 2014	15 Jan 2015	12 Feb 2015	17 Mar 2015	16 Apr 2015	21 May 2015	23 Jun 2015	23 Jul 2015	24 Aug 2015	24 Sep 2015	26 Oct 2015	25 Nov 2015

## 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 subsetting
- 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

Please email your advertisement to Eileen McNulty, Ad Sales Coordinator at: [e.mculty@elsevier.com](mailto:e.mculty@elsevier.com)



## Contacts

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

### Commercial Director

Jonathan Christison  
jchristison@cell.com  
Tel: +1 (617) 397 2893

### USA

#### USA – East Coast

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g.sheffield@elsevier.com  
Tel: +1 (617) 386 2189

#### USA – Midwest and Canada

James Secretario  
j.secretario@elsevier.com  
Tel: + 212 633 3976

#### USA – West Coast

Jonathan Sismey  
jonathan@rwwcompany.com  
Tel: +1 (845) 987 8128

### Europe

#### EU-Rest of World

Kevin Partridge  
k.partridge@elsevier.com  
Tel: +44 1865 84 3717

## For reprint opportunities:

### Director of Classifieds

Lynda Esposito  
+1 917 370 3218  
l.esposito@elsevier.com

## Sales support addresses:

### USA

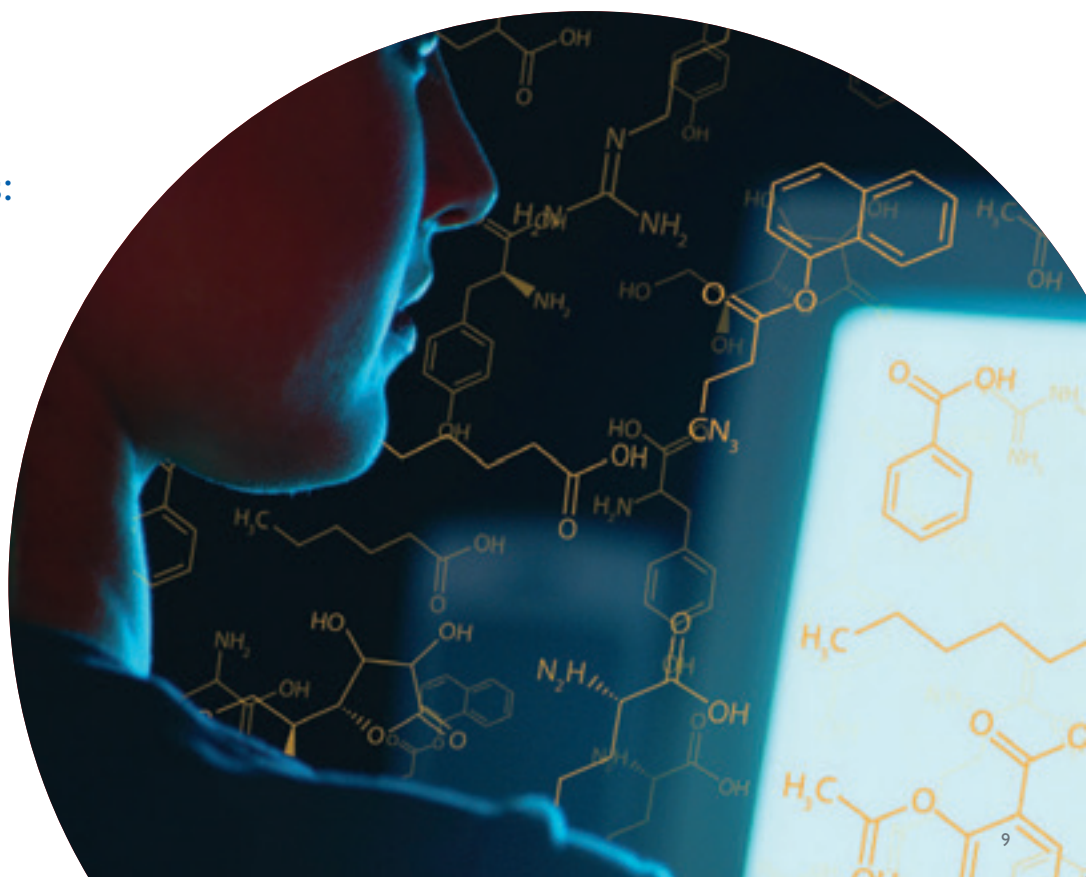
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