

Chemistryviews.org

ChemistryViews.org is the ideal platform to address international scientists in the field of chemistry. As the scientific e-magazine of the ChemPubSoc Europe, which unites 16 European chemistry associations, ChemistryViews provides daily updated news from science industry, as well as exclusive specialist articles by well-known authors. In addition, with learning content and tips and tricks, ChemistryViews provides specific solutions for day-to-day laboratory work. Due to the close ties with the peer-reviewed journal "Angewandte Chemie", you benefit from interlinking the reader structure and the high impact factor of the journal. On average we register 65,300 visits and 110,000 page impressions per month on ChemistryViews.

Advertising options

Full Banner	468 x 60 Pixel	€ 930 / month, run of site
Skyscraper	120 x 600 Pixel	€ 1,360 / month, run of site
Button	120 x 60 Pixel	€ 290 / month, run of site

* "run of site" means that the ad placement may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

Featured Whitepaper

For 6 months incl. 1 month teaser on welcome page: € 1,050
Including: Teaser text, product photos, company contacts for leadgeneration, download of the PDF

Featured Webcast

For 6 months incl. 1 month teaser on welcome page: € 1,050
Including: Teaser text, product video, company contacts for leadgeneration

Full Banner

Skyscraper

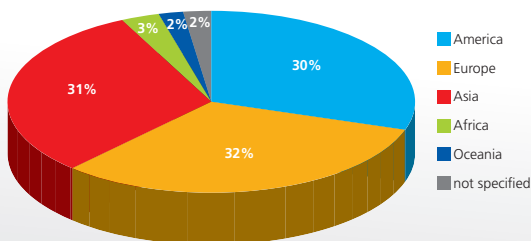
Button

Featured Whitepaper

Webcast

ChemistryViews.org

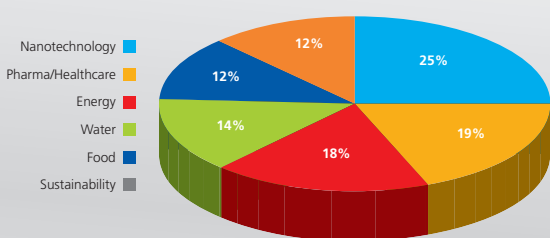
Geographical Split (November 2014)



Field of activity of the users of ChemistryViews.org:

Analytical Chemistry, Organic Chemistry, Inorganic chemistry, Physical Chemistry	68%
Biochemistry	17%
Chemical Engineering/ Biotechnology	15%

Field of interest of the users of ChemistryViews.org



e-newsletter

In our weekly and monthly e-newsletters we compile overviews of the most relevant developments for our readers. Users can decide whether they prefer themed newsletters with dedicated content from special fields such as Nanotechnology, Pharma/Healthcare or Organics, or a sector newsletter with content from all relevant disciplines. The average opening rate of 30% highlights the relevance of the content.

Please choose here the appropriate newsletter for your advertising

	Frequency	Recipients*	Full-Banner (468 x 60 px)	Advertorial
Themed e-Newsletter	monthly	17,200	–	€ 1,850
	weekly	11,700	€ 1,350	–
Organic	monthly	10,100	€ 1,350	–
Nanotechnology	monthly	9,400	€ 1,350	–
Pharma/Healthcare	monthly	8,000	€ 1,350	–

* July 2015

Dear Reader,

Professor Gerard Osterhoff of www.basf.com in the field of biotechnology and Professor Aron Garcia-Barral of www.chemviews.org on the first successful commercial scale manufacture of a peptide which shows great advantages as a fuel catalytic cracking (FCC) catalyst.

You've remembered the cartoon about Professor Spinoza, that he spends and how the best part from his diverse areas such as mathematics, philosophy, science and art, and his activation. And if you want to learn about [theoretical foundations of Spinoza's](#), recommend the Research Highlight based on a tutorial review by Professors Christoph R. Jacob and Markus Rehner.

In his famous series, Professor Roth in this month focuses on the [universal interface between chemistry and religion](#), drawing upon examples from Maimonides and Justice law.

And as always, there is much to observe in this newsletter and on ChemistryViews.org, e.g. in the [Wordwatch](#) the month laboratory equipment review! But most success lies.

Enjoy reading and have a great September,
Dr. Hans Neuner, Editor-in-Chief

Spotlight: 14th EuChemE Chemistry Congress in Prague
The congress was successful and lively event with chemistry fans and valuable words and insights.

Interview: BIOCORE – Speaking With Consortium Partners
Michael Günther (Duisburg, France) talks about what BIOCORE is doing to revolutionize the industrial supply chain.

Quiz/Games: Guess the Chemist (I)
Can you guess the famous scientist from the description?

Industry Roundup: Top Ten Chemical Companies in 2014
Multinational chemical companies saw strong growth in sales in 2014, with the top ten companies showing combined sales of \$447 billion.

Sci-DFT
Despite its importance, the theoretical foundations of Sci-DFT are not discussed clearly in the literature and textbooks.

Comic: Windshield Comic – Survive Second Life
Every object in the lab has a specific function. But in Windshield, when no one is looking, these objects can be a secret second life.

Feature: Chemical Production in Compliance with Tonnal and the Karan: Part I
Universal interface between chemistry and religion, drawing upon examples from Maimonides and Justice law.

Interview: Are Microbes the Future of Biorefinery? – Interview with Bernhard Gottschalk
Professor Gerhard Gottschalk, Germany, discusses his views on bacteria's role in the future of biorefinery.

Noteworthy: Sensitive and Mercuric
The classic Mercuric anion is improved by iminodiacetate with visible light (journal article).

Noteworthy: Carelessly Simple
Organocatalytic reagents help to transform unreactive amides into reactive ketones in one step.

News

Heterocyclic Zwitterions Make It to Refinery
First successful commercial scale manufacture of mesostructured zeolite Y promoting as fuel catalytic cracking (FCC) catalyst.

Unmodified Extracts Give New Natural Products
New natural products from the bark of the tree *Clitocarpus anaphrodisiacus* isolated and characterized.

Lanthanoid Single-Ion Magnets
Polymetalate-based mononuclear lanthanoid complexes provide new examples of single-ion magnets.

Videos

Simon Shaik on the Motivation Behind his Research

Newsletter

IN DIALOGUE WITH YOUR TARGET GROUP

Enter into dialogue with your target group, generate leads and use the diverse possibilities for interaction with your clients (e.g. via the Chat function). Whether in real time or on demand you are offering your clients or co-workers valuable educational content and information independent of place, time or travel budget.

You can fully rely on our experts to assist you in the implementation. Experienced project managers look after all the technical and organizational details. The editorial department will advise and support you in questions about content and concept and a communications plan for the promotion of the webinar is, of course, also part of our concept.

Webinar "BASIC"	Conception, Promotion	Tariff
Media Service Hosting, Project Management, Live-Streaming, Delivery of all Leads, Editorial Announcements Online Banner und Product Feature provided by the client **		
Promotion 1 x Wide Skyscraper Banner on Portal for 2 months; 1 x Product Feature in e-Newsletter; Reminder email to participants 24 hours and 1 hour before begin.		
Tariff Webinar "BASIC" *	10 weeks	€ 8,500

Webinar "PREMIUM"	Conception, Promotion	Tariff
Media Service Hosting, Project Management, Live-Streaming, Delivery of all Leads. Editorial Announcements Online Banner und Product Feature provided by the client **		
Promotion 1 x Wide Skyscraper Banner on Portal for 2 months; 2 x Product Feature in e-Newsletter, 1 x Wide Skyscraper Banner in e-Newsletter, Reminder email to participants 24 hours and 1 hour before begin.		
Tariff Webinar "PREMIUM" *	10 weeks	€ 11,000

* Discount not available

** If desired the publishing house will create the printing material for an additional fee.

CONNECT

THROUGH CONTENT

Regardless of what type of marketing tactics and channels you use – from powerful traditional print advertising to engaging digital content marketing – quality content is always an essential part of it. Wiley's content solutions offer you access to highly respected publications and learning tools. Benefit from 200 years of publishing experience, a trusted brand, authoritative content and incomparable scientific and professional communities. **Get connected through Wiley content!**

Content Solutions powering your Business!

Mix and match content campaigns to suit your marketing goals: Choose from tailored combinations of advertising, reprints, supplements and other traditional strategies, as well as powerful microsites, mobile apps, email campaigns, and interactive online learning environments.

Contact us to find out how Wiley content solutions could help drive your marketing strategy.

Advertising

Reaching the minds that matter most: Whether print or online, Wiley advertising offers access to highly targeted, influential audiences of decision makers and opinion leaders in key markets around the world. 19.5 million experts read Wiley journals in print or on WileyOnlineLibrary 100,000 decision makers in industry read our b2b publications (GIT VERLAG brand)

Webinar

Interact with your target group: Our free-to-attend online seminars engage targeted audiences in real time as well as on-demand – offering a wealth of opportunities to showcase your brand, build thought leadership, deliver training and more.

Microsite

Connect through content: Engage with your target group and position your company as thought leader or technology expert in a certain field. Whether you choose the stand-alone version or a microsite integrated in our b2b portals, you will benefit from promotion campaigns and best technical service.

Essential Knowledge Briefings (EKB)

Exclusivity: Spread your knowledge of a hot topic via the latest channel. Essentialknowledgebriefings.com represents the ideal platform for your digital publications. You will not only benefit from the strong image of the Wiley brands, but also from exclusivity – no other competitor can publish an EKB on your subject.

Reprints & Sponsorship

Influence through education: Whether you choose a flyer, single article, collection of articles or abstracts with a cover, reprints and ePrints deliver the right content and right brand messages to your target audience. Or raise your profile in a special target group by sponsoring a complementary subscription to respected Wiley online journals.

Custom Publishing & Supplements

Position your brand: Grow brand awareness with a supplement – an extra issue of a peer-reviewed Wiley journal – or a corporate publishing project like customer or company magazines or corporate books. Rely on our editorial expertise and independence as well as our experienced layout team.