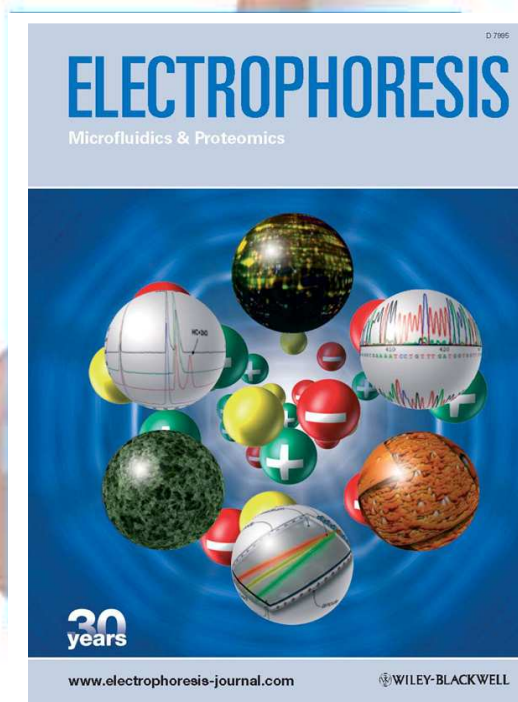


ELECTROPHORESIS

Media-Data 2010

Rate card effective
October 1, 2009



Profile

Attracting high-quality papers from the world's leading laboratories, ELECTROPHORESIS has proved itself indispensable in the life sciences, where electrophoresis is the most widely used method. ELECTROPHORESIS is the foremost journal for new analytical and preparative methods and for innovative applications on all aspects of electrophoresis. It has an international scope and publishes original papers, short communications and review articles in the following areas: biochemistry, molecular and cell biochemistry, genetics, immunology, microbiology, clinical chemistry, forensics, food science and many more.

Contact

Publishers:

Wiley-VCH Verlag GmbH & Co. KGaA
Boschstrasse 12
D-69469 Weinheim, Germany

Home Page:

<http://www.electrophoresis-journal.de>

Journal Management and Advertising:

Dr. Hans-Joachim Kraus
STM-Life & Analytical Sciences
Wiley-VCH Verlag GmbH & Co. KGaA
Boschstraße 12
D-69469 Weinheim, Germany

Tel.: +49(0)6201-606 311
Fax: +49(0)6201-606 172
E-Mail: hkraus@wiley.com

Publishing Schedule

<i>Issue</i>	<i>Advert Deadline</i>	<i>Pub Date</i>
01/2009	30 November 09	11 January
02/2009	14 December 09	26 January
03/2009	4 January	5 February
04/2009	20 January	23 February
05/2009	28 January	5 March
06/2009	19 February	26 March
07/2009	2 March	7 April
08/2009	23 March	27 April
09/2009	29 March	4 May
10/2009	21 April	26 May
11/2009	29 April	9 June
12/2009	19 May	25 June
13/2009	2 June	7 July
14/2009	24 June	28 July
15/2009	2 July	4 August
16/2009	23 July	26 August
17/2009	5 August	3 September
18/2009	25 August	27 September
19/2009	1 September	4 October
20/2009	24 September	26 October
21/2009	1 October	4 November
22/2009	25 October	26 November
23/2009	29 October	2 December
24/2009	17 November	20 December

Circulation

Print Run / Distribution:

1,200 copies

Geographical Area:

Europe	36.0%
USA/Canada	37.7%
Asia	16.8%
Rest of world	2.5%

Advertising Rates

Size / Format

1/1 page	= 170 mm W x 230 mm H
1/2 page	= 170 mm W x 128 mm H
	= 80 mm W x 230 mm H

Rates per black/white Advertisement

1/1 page € 950.-

1/2 page € 520.-

Color (no discount):

Standard € 330.-

Full color (4c) € 980.-

Loose Inserts (no discount):

Max. 25 g / per 1.000 € 340,-

Bound Inserts (no discount):

2-sheet € 950.-

4-sheet € 1,900.-

Discounts:

3 x 5%, 6 x 10%, 9 x 15%,
12 x 20%, 18 x 25%

all prices are net prices

Technical Details

Trim Size:

210 mm W x 279 mm H

Bleed Ads:

Please allow 3 mm on each edge that bleeds

Material required:

eithera high resolution PDF file
(b/w: min. 1,200 dpi,
halftone or color: min. 300 dpi)ora graphic file produced by QuarkXPress, Free
Hand or Corel Draw.Postscript files should have 2032 dpi and 150
lpi. Color in CMYK composite coding, non-
standard color given separately. Fonts and
figures have to be embedded.Please submit your file(s) on a CD and include
a proof in duplicate.

Frequency of Publication

24 issues per year