

# Media Data

# 2010

# ADVANCED MATERIALS

## Scope

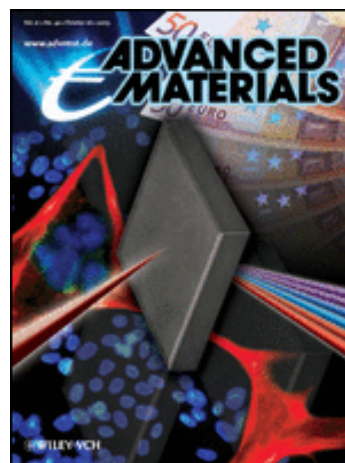
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Enquiries and further information can be obtained from the Advanced Materials team by e-mail: [advmat@wiley-vch.de](mailto:advmat@wiley-vch.de)

## Readership

Materials scientists, chemists, physicists, ceramicists,  
Engineers metallurgists



## Circulation

Total print run: 1.000

Industry	49 %
Universities	36 %
Miscellaneous	15 %

Geographical breakdown:

32 %	Asia/China
36 %	Europe/Miscellaneous
32 %	North America

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## ADVANCED MATERIALS

### Publication Schedule

Issue	Ad Copy	Publication	Issue	Ad Copy	Publication	Issue	Ad Copy	Publication
1	30 Nov	5 Jan	17	31 Mar	4 May	33	2 Aug	1 Sep
2	3 Dec	12 Jan	18	9 Apr	11 May	34	9 Aug	8 Sep
3	14 Dec	19 Jan	19	15 Apr	18 May	35	16 Aug	15 Sep
4	21 Dec	26 Jan	20	21 Apr	25 May	36	23 Aug	22 Sep
5	4 Jan	2 Feb	21	30 Apr	4 Jun	37	1 Sep	1 Oct
6	8 Jan	9 Feb	22	7 May	11 Jun	38	8 Sep	8 Oct
7	15 Jan	16 Feb	23	17 May	18 Jun	39	15 Sep	15 Oct
8	25 Jan	23 Feb	24	25 May	25 Jun	40	23 Sep	25 Oct
9	3 Feb	5 Mar	25	4 Jun	6 Jul	41	30 Sep	2 Nov
10	10 Feb	12 Mar	26	11 Jun	13 Jul	42	7 Oct	9 Nov
11	17 Feb	19 Mar	27	18 Jun	20 Jul	43	14 Oct	16 Nov
12	24 Feb	26 Mar	28	25 Jun	27 Jul	44	22 Oct	24 Nov
13	3 Mar	6 Apr	29	2 Jul	3 Aug	45	1 Nov	1 Dec
14	10 Mar	12 Apr	30	9 Jul	10 Aug	46	5 Nov	7 Dec
15	16 Mar	18 Apr	31	16 Jul	17 Aug	47	12 Nov	14 Dec
16	19 Mar	22 Apr	32	23 Jul	24 Aug	48	19 Nov	21 Dec

### Advertising Rates

1/1 page bw = 260 mm H x 180 mm W Euro 2,300.-

1/2 page bw = 128 mm H x 180 mm W or x 260 mm H x 90 mm W Euro 1,200.-

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Cover page 4 bw Euro 2,800.-

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