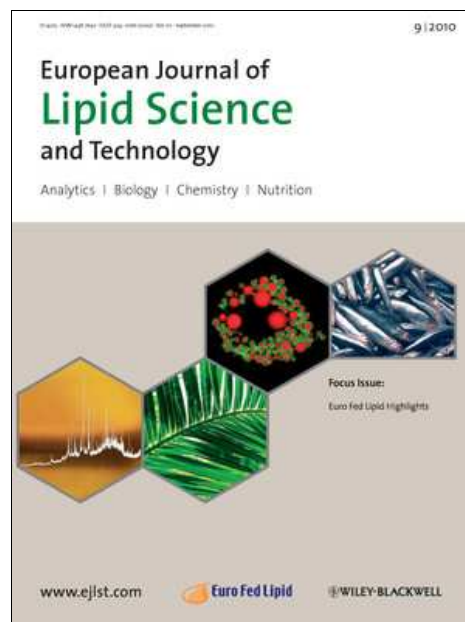


effective October 1, 2010

European Journal of Lipid Science and Technology



Profile:

Description:

The European Journal of Lipid Science and Technology is a print and electronic journal publishing articles in the field of lipid science and technology.

The journal will consider articles with respect to scientific and geographical integration of the multifaceted European lipid science and technology spectrum. The journal is supported by the European Federation for the Science and Technology of Lipids (Euro Fed Lipid). With the growing relevance of renewable resources, lipids, fats and oils will play an increasingly important role in many aspects of science and technology. Topics covered:

- Biotechnology and Genetic Engineering
- Process Engineering in the Field of Oil Technology
- Nutrition and Food
- Analytical Chemistry and Instrumentation
- Chemistry and Physical Chemistry

Readership

Food chemists, health care specialists, life scientists, medical scientists, producers of detergents and cosmetics, process engineers, biotechnologists, cell biologists, food chemists.

www.ejlst.com

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effective October 1, 2010

Issue	Publication date	Ad copy date
01/2011	January 17, 2011	December 15, 2010
02/2011	February 17, 2011	January 26, 2011
03/2011	March 17, 2011	February 22, 2011
04/2011	April 18, 2011	March 23, 2011
05/2011	May 17, 2011	April 20, 2011
06/2011	June 17, 2011	May 23, 2011
07/2011	July 18, 2011	June 24, 2011
08/2011	August 17, 2011	July 25, 2011
09/2011	September 16, 2011	August 24, 2011
10/2011	October 17, 2011	September 21, 2011
11/2011	November 17, 2011	October 24, 2011
12/2011	December 16, 2011	November 23, 2011

Technical details:

Printing Material:

Digital transmission
PDF or TIF or EPS at a resolution of at least 300 dpi.
ISDN Leonardo +49 (0)6151 933366 (Betz-Druck)
Tel.: +49(0)6151-37 11 51, Fax: +49(0)6151-37 19 00
E-Mail: betz-druck@t-online.de / pfiller@wiley.com

Address for loose and bound inserts:

Betz-Druck GmbH
Röntgenstr. 30, 64291 Darmstadt, Germany
Tel.: +49(0)6151-37 11 51, Fax: +49(0)6151-37 19 00

Size:

Trim size: 210 mm x 280 mm
Type area: 180 mm x 260 mm

Advertising Rates:

Size	Width x Height	Rates b/w
1/1 page	180 mm x 260 mm	€ 1.300,-
1/2 page	180 mm x 130 mm	
	88 mm x 260 mm	€ 700,-
1/3 page	60 mm x 260 mm	
	180 mm x 84 mm	€ 480,-
1/4 page	88 mm x 130 mm	
	180 mm x 63 mm	€ 370,-
1/8 page	88 mm x 63 mm	€ 200,-

Special positions:

Cover (2 and 4) € 1.500,-
Other guaranteed positions: + 15 % on the b/w rate

Colour (no discount):

Standard (each colour) € 420,-

Bleed ads (no discount):

Extra charge € 160,-
Please allow 3 mm on each edge that bleeds

Bound inserts:

1 sheet (2 pages): € 1.600,-
2 sheets (4 pages): € 3.200,-

Loose inserts (no discount):

Max 25g, Size 200 x 270 mm € 650,-
Total distribution

Discount:

3 Ads / 2 pages = 5%
6 Ads / 4 pages = 10%
9 Ads / 6 pages = 15%
12 Ads / 8 pages = 20%