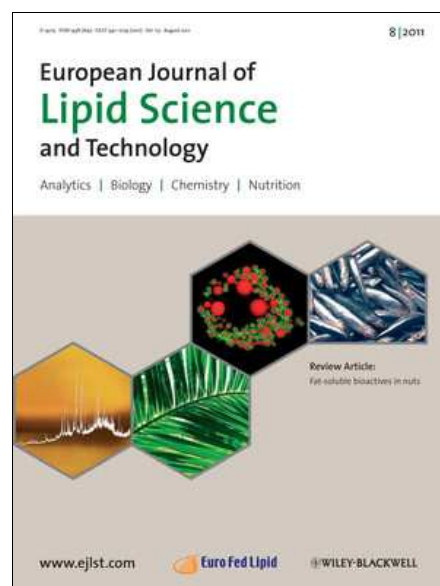


effective October 1, 2011

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 the official organ of 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
- Biomedical science

Readership

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

www.ejlst.com

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effective October 1, 2011

Issue	Publication date	Ad copy date
01/2012	January 17, 2012	December 21, 2011
02/2012	February 17, 2012	January 25, 2012
03/2012	March 16, 2012	February 22, 2012
04/2012	April 18, 2012	March 22, 2012
05/2012	May 15, 2012	April 23, 2012
06/2012	June 18, 2012	May 22, 2012
07/2012	July 18, 2012	June 25, 2012
08/2012	August 17, 2012	July 25, 2012
09/2012	September 17, 2012	August 23, 2012
10/2012	October 17, 2012	September 21, 2012
11/2012	November 16, 2012	October 23, 2012
12/2012	December 17, 2012	November 22, 2012

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
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1/2 page	180 mm x 130 mm	
	88 mm x 260 mm	€ 800,-

Special positions:

Cover (2 and 4) € 1.600,-

Other guaranteed positions: + 15 % on the b/w rate

Colour (no discount):

Standard (each colour) € 200,-

Bleed ads (no discount):

Extra charge € 200,-

Please allow 3 mm on each edge that bleeds

Bound inserts:

1 sheet (2 pages): € 1.500,-

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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%

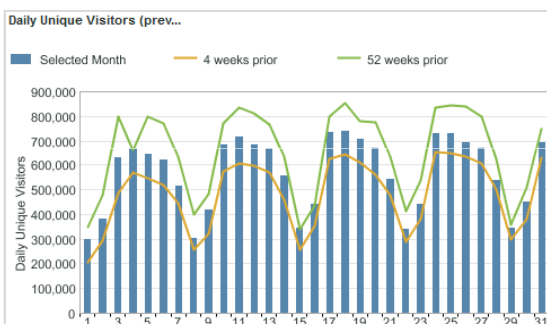
12 Ads / 8 pages = 20%

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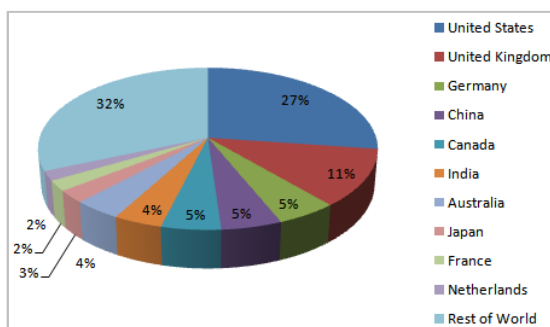
Overall usage, October 2011 (in million):

Unique Users	17,60
Visits	20,50
Page Views	74,20
Ad Impressions	122,16



The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

Top 10 regional breakdown, October 2011:



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* Valid from November 1, 2011
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BioEssays
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