



# MEDIA KIT 2020

## **Overview**



Bentham Science has established itself as a renowned publisher of scientific journals and books, attracting diversified audience of researchers, scientists, corporate heads, professionals, academicians and students from around the world to its website and publications.

Advertise with Bentham Science and explore opportunities of gaining vast exposure for your events & conferences, brands and organizations.

#### Do You Know?

- ▶ Bentham Science publishes more than 100 print & online journals related to science, technology and medicine
- It serves over one million readers every month
- ▶ 40 of Bentham Science journals have Impact Factors
- ➤ Covered by leading abstracting/indexing media including MEDLINE (PubMed), Scopus, Emerging Science Citation Index, Current Contents, BIOBASE/Current Awareness in Biological Sciences, Science Citation Index, BIOSIS, Chemical Abstracts, EMBASE, Research Alert, Science Citation Index Expanded, Journal Citation Reports/Science Edition, Index to Scientific Reviews etc.

#### **What We Offer**

- ▶ Accurate targeting & segmenting possibilities
- ➤ Outstanding visibility without clutter
- ▶ Flexible print & online advertising options
- ➤ Enticing rates & campaign discounts

## Major Publishing Disciplines

- ▶ Pharmacology
- ➤ Drug Design, Discovery & Therapy
- **▶** Chemistry
- ▶ Neuroscience
- ► Medical Sciences
- ▶ Life Sciences

- ➤ Engineering and Technology
- ➤ Food Science and Nutrition
- ▶ Material Sciences
- ▶ Computer and Information Science
- ▶ Earth, Space and Environmental Sciences
- ▶ Business Management

### **Journals by Subject Areas**

#### **Analytical Chemistry**

- ► Current Chromatography
- ► Current Analytical Chemistry
- ► Combinatorial Chemistry & High Throughput Screening

#### Pharmaceutical and Medicinal Chemistry

- ► Current Drug Research Reviews
- ► Current Bioactive Compounds
- ▶ Current Medicinal Chemistry
- ► Mini-Reviews in Medicinal Chemistry
- ► Anti-Infective Agents
- ► Anti-Inflammatory & Anti-Allergy Agents in Medicinal Chemistry
- ► Medicinal Chemistry
- ► Current Topics in Medicinal Chemistry
- ► Anti-Cancer Agents in Medicinal Chemistry
- ► Central Nervous System Agents in Medicinal Chemistry

#### **Organic Chemistry**

- ► Current Organic Chemistry
- ► Current Organocatalysis
- ► Mini-Reviews in Organic Chemistry
- ► Current Organic Synthesis
- ► The Natural Products Journal
- ► Letters in Organic Chemistry

#### **Physical Chemistry**

- ► Current Green Chemistry
- ► Current Microwave Chemistry
- ► Current Physical Chemistry

#### **Biochemical Engineering**

► Current Biochemical Engineering

#### **Chemical Engineering**

► Recent Innovations in Chemical Engineering

#### **Computational Chemistry**

► Current Computer-Aided Drug Design

#### **Business and Entrepreneurship**

▶ Technology Transfer and Entrepreneurship



#### **Computer and Information Science**

- ► Current Chinese Computer Science
- ► Journal of Fuzzy Logic and Modeling in Engineering
- ▶ International Journal of Sensors, Wireless Communications and Control
- ► Recent Advances in Computer Science and Communications
- ▶ Recent Patents on Computer Science

#### **Clinical Trials and Regulatory Affairs**

- ► Applied Clinical Research, Clinical Trials and Regulatory Affairs
- ► Current Drug Safety
- ▶ Reviews on Recent Clinical Trials

#### **Drug Delivery**

- ► Drug Delivery Letters
- ► Current Drug Delivery
- ► Recent Patents on Drug Delivery & Formulation

#### **Drug Design and Discovery**

- ► Current Drug Discovery Technologies
- ► Current Drug Targets
- ► Current Drug Safety
- ► Cardiovascular & Hematological Disorders-Drug Targets
- ► Letters in Drug Design & Discovery
- Recent Patents on Anti-Infective Drug Discovery

#### **Drug Metabolism**

- ► Current Drug Metabolism
- ► Drug Metabolism Letters

#### **Drug Therapy**

- ► Current Drug Therapy
- ► Current Cancer Therapy Reviews

#### Toxicology

- ► Current Nanotoxicity and Prevention
- ► Venoms and Toxins

#### **Environmental Sciences**

► Current Environmental Management

#### **Energy**

► Current Alternative Energy



#### **Engineering**

- ► Recent Advances in Electrical & Electronic Engineering
- ► Recent Patents on Engineering
- ► Recent Patents on Mechanical Engineering
- ► Current Chinese Engineering Science

#### **Food Science and Nutrition**

- ► Current Nutrition & Food Science
- ▶ Recent Patents on Food, Nutrition & Agriculture
- ► Current Nutraceuticals

#### **Biochemistry**

- ► Current Chemical Biology
- ► Current Molecular Medicine
- Current Metabolomics and Systems Biology

#### **Biotechnology**

- ► Current Biotechnology
- ► Recent Patents on Biotechnology
- Current Pharmaceutical Biotechnology
- ► Current Proteomics

#### **Enzymology**

► Current Enzyme Inhibition

#### **Genetics & Genomics**

- ► Current Gene Therapy
- ► Current Genomics
- ► MicroRNA
- ► Current Pharmacogenomics and Personalized Medicine

#### **Protein and Peptide Sciences**

- ► Current Protein & Peptide Science
- Protein & Peptide Letters

#### **Signal Transduction**

► Current Signal Transduction Therapy

#### **Bioinformatics**

▶ Current Bioinformatics

#### **Materials Sciences**

- ► Current Applied Polymer Science
- ▶ Innovations in Corrosion and Materials Science
- ► Current Catalysis



#### **Medical Sciences**

- ► Recent Patents on Anti-Infective Drug Discovery
- ► Infectious Disorders Drug Targets
- ► Anti-Infective Agents
- ► Current Cardiology Reviews
- ► Cardiovascular & Hematological Agents in Medicinal Chemistry
- ▶ Current Dentistry
- ► Current Diabetes Reviews
- ► Endocrine, Metabolic & Immune Disorders Drug Targets
- ► Current Women's Health Reviews
- ► Cardiovascular & Hematological Agents in Medicinal Chemistry
- ► Cardiovascular & Hematological Disorders-Drug Targets
- ► Current Hypertension Reviews
- ► Current Medical Imaging
- ▶ Current HIV Research
- ► Current Immunology Reviews
- ► Endocrine, Metabolic & Immune Disorders Drug Targets
- ► Recent Patents on Inflammation & Allergy Drug Discovery
- ► Anti-Inflammatory & Anti-Allergy Agents in Medicinal Chemistry
- ► Recent Patents on Anti-Cancer Drug Discovery
- ► Clinical Cancer Drugs
- ► Anti-Cancer Agents in Medicinal Chemistry
- ► Current Cancer Therapy Reviews
- ► Current Cancer Drug Targets
- ► Current Pediatric Reviews
- ► Current Psychiatry Research and Reviews
- ► Adolescent Psychiatry
- Current Psychopharmacology
- ► Current Respiratory Medicine Reviews
- ► Current Stem Cell Research & Therapy
- ► Current Rheumatology Reviews
- ► Current Traditional Medicine
- ► Current Chinese Medical Science
- ► Current chinese chemistry
- ▶ New Emirates Medical Journal



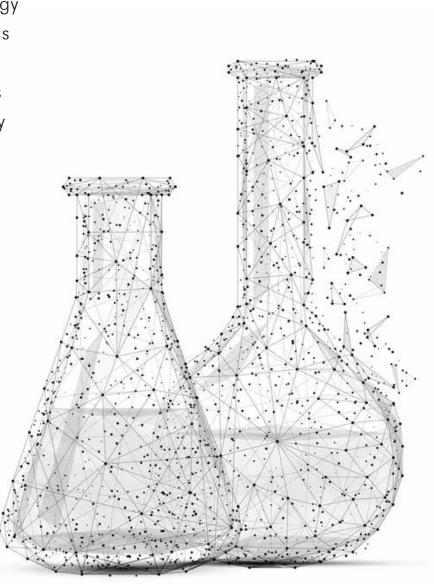
#### Nanoscience & Nanotechnology

- ► Current Nanoscience
- ► Current Nanomedicine
- ► Recent Patents on Nanotechnology
- ► Pharmaceutical Nanotechnology
- ► Nanoscience & Nanotechnology-Asia
- ► Micro and Nanosystems

#### **Neuroscience**

- ► CNS & Neurological Disorders Drug Targets
- ► Central Nervous System Agents in Medicinal Chemistry
- ► Current Neuropharmacology
- ► Current Alzheimer Research
- ► Current Neurovascular Research
- ► Current Aging Science
- ► Pharmacology
- ► Current Clinical Pharmacology
- ► Current Molecular Pharmacology
- ► Current Pharmaceutical Analysis
- Current Pharmaceutical DesignCurrent Drug Research Reviews
- ► Current Vascular Pharmacology





## Readers Demographics

United States60.7Asia20.3Europe14.0Canada2.2Middle East, Africa2.6Rest of the world0.2

Geographical
Breakdown (%)

## Job Title (%)

- Staff Scientist / Senior Researcher30.6
- Laboratory Director
- Department Head
- Post-doctoral Fellow
- Graduate/Medical Student
- Corporate Management
- Other







## Fields of Work (%)

➤ Biochemistry	27.2
➤ Bioinformatics/Computational Biology	11.4
➤ Biotechnology	19.5
➤ Biophysics/Bioengineering	15.9
➤ Cancer/Oncology	12.6
➤ Cell Biology	23.4
➤ Chemistry	24.6
➤ Clinical Research	14.8
➤ Drug Discovery/Development	14.5
➤ Genetics	21.1
▶ Genomics	11.9
▶ Immunology	18.4
➤ Microbiology	24.0
➤ Molecular Biology	39.4
▶ Neuroscience	13.9
➤ Pathology/Molecular Diagnostics	14.0
Pharmacology	10 5



<ul> <li>Physiology</li> <li>Plant Science</li> <li>Preclinical/Translational Research</li> <li>Proteomics</li> <li>Stem Cell Research</li> <li>Toxicology</li> <li>Other</li> </ul>	13.4 7.3 10.2 10.7 10.4 11.4 18.1	
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## Institution Type (%)

Academic Institution	53.0
<ul><li>Commercial/Industrial Organization</li></ul>	16.2
➤ Private Institution	10.3
➤ Government Laboratory	9.6
➤ Medical Center or Clinical Lab	10.0
<b>▶</b> Other	0.9



## Readers Demographics and Circulations

We have over one million visitors from around the world visiting our publication webpages to view the research contents, make purchases and order print copies. Researchers and corporate heads are the major part of the readers for our journals and books.

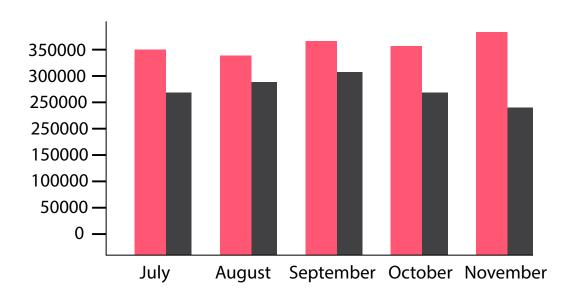
## **Distribution**of Subscribers

➤ Academic Institutions	<b>73</b> %
➤ Corporate Institutions / Consortia	27%
<b>▶</b> Europe	40.4%
▶ North America	45.6%
<b>▶</b> Asia	13%
➤ Rest of the world	2%



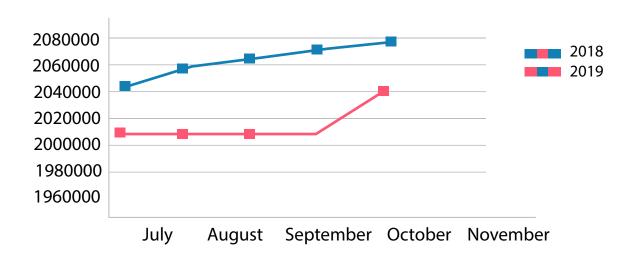
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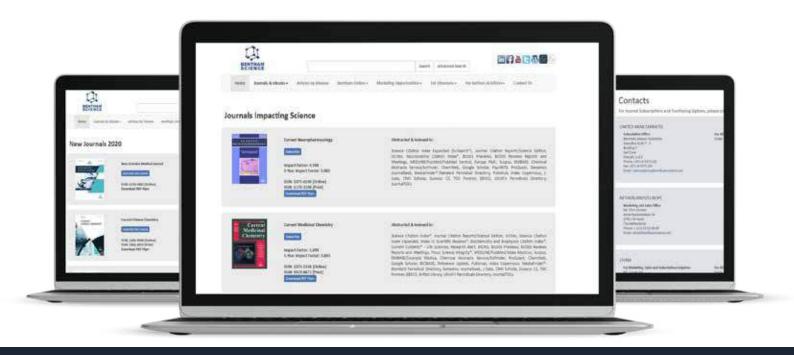




## **By Position / Profession**

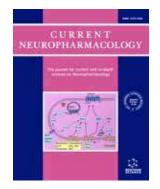
➤ Post-Doctoral Researchers	13%
➤ Research Students	17%
➤ Research Director-Institute Head	2%
➤ Principle Investigator/Senior Researchers	9%
➤ Research Laboratory Scientist	35%
➤ Researcher University Instructor	24%



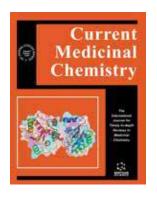


## **Print Advertising**

## Journals Impacting Science



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**IMPACT FACTOR: 3.89** 



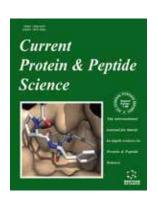
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**IMPACT FACTOR: 3.21** 



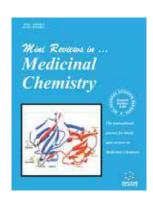
**IMPACT FACTOR: 2.64** 



**IMPACT FACTOR: 1.88** 



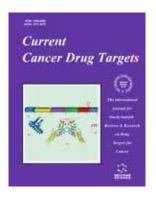
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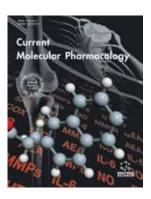
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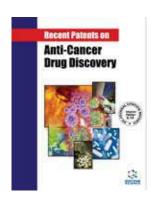
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**IMPACT FACTOR: 2.72** 



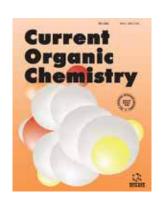
**IMPACT FACTOR: 1.59** 



**IMPACT FACTOR: 2.12** 



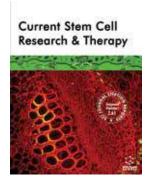
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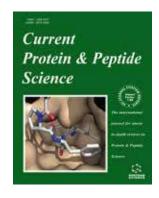
**IMPACT FACTOR: 2.02** 



**IMPACT FACTOR: 2.17** 



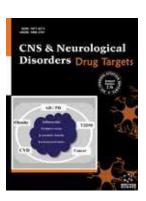
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**IMPACT FACTOR: 1.88** 



**IMPACT FACTOR: 2.58** 

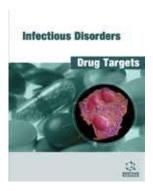


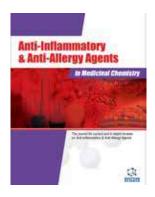
**IMPACT FACTOR: 2.76** 

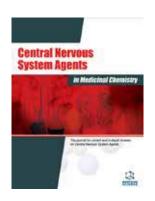


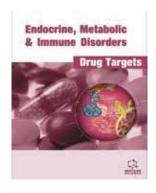
## High Focus Journals

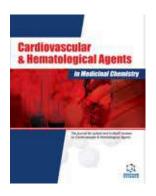


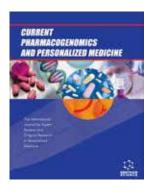






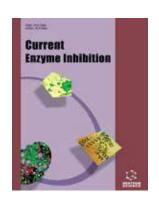


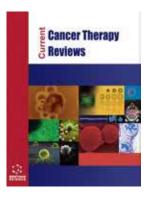






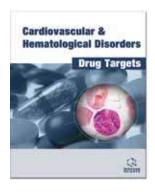










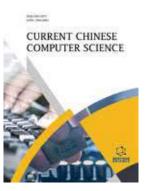




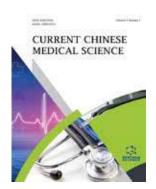
## New Journals 2020



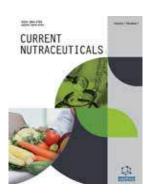


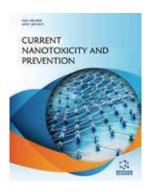




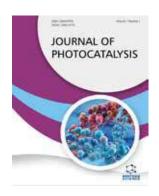


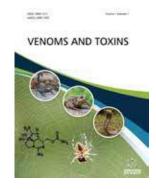














## Print Advertising









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For more than one Ad, we offer campaign discounts off the gross Ad rates mentioned in the chart.

## High Impact Journals

Journals	Volume	No. of Issues 2020	Impact Factor	<b>Print Circulation</b>
► Current Neuropharmacology	18	12	4.56	2000
► Current Medicinal Chemistry	27	42	3.89	3500
► Current Topics in Medicinal Chemistry	20	32	3.44	3000
Current Alzheimer Research	17	14	3.21	2500
► Current Drug Targets	21	16	2.64	2700
► Current Pharmaceutical Design	26	46	2.41	3500
► Current Protein & Peptide Science	21	12	1.88	2200
Current Drug Metabolism	21	14	2.77	1200
► Mini-Reviews in Medicinal Chemistry	20	20	2.84	2000
<ul> <li>Medicinal Chemistry</li> </ul>	16	8	2.53	1200
► Current Cancer Drug Targets	20	11	2.72	1000
► Anti-Cancer Agents in Medicinal Chemistry	20	18	2.18	1000
► Recent Patents on Anti-Cancer Drug Discovery	15	4	2.12	900
Current Molecular Pharmacology	13	4	1.59	1000
► Current Molecular Medicine	20	10	2.19	1000
► Current Organic Chemistry	24	24	2.02	2000
► Current Genomics	21	8	2.17	1000
► Current Stem Cell Research & Therapy	15	8	2.61	2200
► Current Vascular Pharmacology	18	6	2.58	1000
<ul><li>CNS &amp; Neurological Disorders - Drug Targets</li></ul>	19	10	2.76	1000
► Current Drug Delivery	17	10	1.64	1200
► Endocrine, Metabolic & Immune Disorders - Drug Targets	20	10	1.10	800
► Current Gene Therapy	20	5	2.21	1000
► Current Pharmaceutical Biotechnology	21	15	1.51	900
Current Neurovascular Research	17	5	1.81	500
► Current Organic Synthesis	17	8	1.84	1200
► Current HIV Research	18	6	1.15	1200
► Recent Patents on Nanotechnology	14	4	1.75	800
► Current Nanoscience	16	6	1.58	800
► Combinatorial Chemistry & High Throughput Screening	23	10	1.50	800
<ul><li>Protein &amp; Peptide Letters</li></ul>	27	12	1.16	1200
► Current Analytical Chemistry	16	8	1.24	1000
► Letters in Drug Design & Discovery	17	12	0.95	1000
<ul> <li>Current Computer-Aided Drug Design</li> </ul>	16	6	1.2	800
<ul> <li>Mini-Reviews in Organic Chemistry</li> </ul>	17	8	1.12	900
► Current Proteomics	17	5	0.76	800
► Current Bioinformatics	15	10	1.18	1000
► Letters in Organic Chemistry	17	12	0.73	1000
<ul> <li>Current Medical Imaging Reviews</li> </ul>	16	10	0.53	1000
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## High Focus Journals

Journals	Volume	No. of Issues 2020	<b>Print Circulation</b>
April Infactive Agents	]	] , ]	/00
► Anti-Infective Agents	18	4	600
Infectious Disorder- Drug Targets	20	6	700
Anti-Inflammatory & Anti-Allergy Agents in Medicinal Chemistry	19	4	400
► Central Nervous System Agents in Medicinal Chemistry	20	3	400
► Cardiovascular & Hematological Disorders- Drug Targets	20	4	400
► Endocrine, Metabolic & Immune Disorder- Drug Targets	20	10	400
<ul> <li>Cardiovascular &amp; Hematological Agents in Medicinal Chemistry</li> </ul>	18	2	500
<ul><li>Current Pharmacogenomics &amp; Personalised Medicine</li></ul>	17	3	500
<ul> <li>Current Drug Discovery Technologies</li> </ul>	17	5	500
► Current Bioactive Compound	16	9	400
► Current Enzyme Inhibition	16	3	400
<ul><li>Current Cancer Therapy Reviews</li></ul>	16	4	400
► Current Immunology Reviews	16	2	400
► Current Pediatric Reviews	16	4	400
► Current Rheumatology Reviews	16	4	400
Current Diabetes Reviews	16	9	400
► Current Psychiatry Research and Reviews	16	4	400
Current Nutrition & Food Science	16	9	400
► Current Hypertention Reviews	16	3	400
► Current Cardiology Reviews	16	,	400
Current Women Health Reviews		4	400
Current Medical Imaging Reviews	16	4	
Recent Patents on Anti-Infective Drug Discovery	16	10	400
Current Stem Cells Research & Therapy	15	3	400
Reviews on Recent Clinical Trials	15	8	400
Current Clinical Pharmacology	15	4	400
Current Drug Therapy	15	3	400
Current Drug Safety	15	5	400
Current Chemical Biology	15	3	400
o,	14	4	400
► Drug Metabolism Letters	14	3	400
Recent Patents on Inflammation & Allergy Drug Discovery	14	2	400
Recent Patent on Engineering	14	4	400
Recent Patent on Drug Delivery & Formulation	14	4	400
Recent Patents on Nanotechnology	14	4	400
Recent Patents on Biotechnology	14	4	400
<ul> <li>Recent Patents on Electrical &amp; Electronic Engineering</li> </ul>	13	8	400
<ul> <li>Recent Patents on Mechanical Engineering</li> </ul>	13	4	400
<ul> <li>Recent Innovations in Chemical Engineering</li> </ul>	13	5	400
► Recent Patents on Computer Science	13	6	400
<ul> <li>Recent Patents on Material Sciences</li> </ul>	13	2	400
► Current Radiopharmaceuticals	13	3	400
► Current Aging Science	13	2	400
<ul><li>Recent Patents on Food, Nutrition &amp; Agriculture</li></ul>	11	3	400
► Micro & Nano Systems	12	3	400
► Current Physical Chemistry	10	3	400



Bentham Science offers different advertising campaign options designed to drive relevant traffic to your online channels and improve your prospects of generating marketing leads.

#### **Page Impressions**

Over 2 million per month

#### **Targeting**

Over 2 million per month

Bentham publications target Researchers from **Academia and Industry**Worldwide to around the world.

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▶ Level 1: Targeting based on Subject Area

▶ Level 2: Targeting based on Journal

▶ Level 3: Targeting based on Geographic Region



#### Our publications cover the following subjects:

- ▶ Agriculture Sciences
- Astronomy
- ▶ Biochemistry
- Biological Sciences
- Biotechnology
- Cell and Structural Biology
- ► Chemistry
- ► Computer Science
- Dentistry
- ► Earth Science
- Energy and Fuels
- Engineering
- ► Environmental Science
- ► Ethics
- ► Food and Nutrition
- ▶ Forest Science



- Imaging
- ▶ Informatics
- ▶ Marine Science
- ▶ Materials Science
- Mathematics
- Medicine and Health
- Microbiology
- Nanoscience
- ► Pharmaceutical Sciences
- Physics
- Plant Science
- Proteomics
- Psychiatry
- Social Sciences
- Toxicology
- ▶ Transportation
- Veterinary Sciences





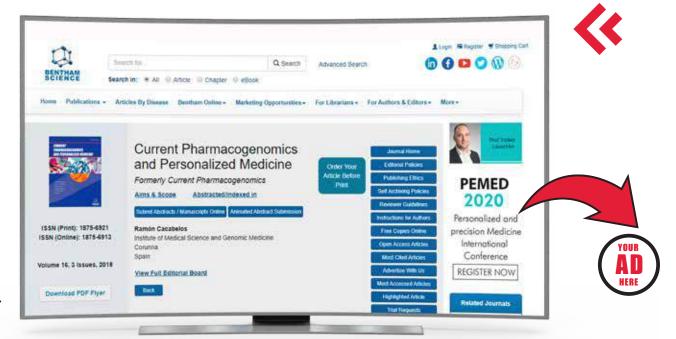
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# Online Advertising Rate Card





**>>** 

Position: Vertical banner on Journal Home pages

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FORMAT: JPEG, GIF



Position: Above the abstract of the article

SIZE: VERTICAL (115 x 420 PIXELS) & HORIZONTAL (605 X 88 PIXELS) BANNER

FORMAT: JPEG, GIF

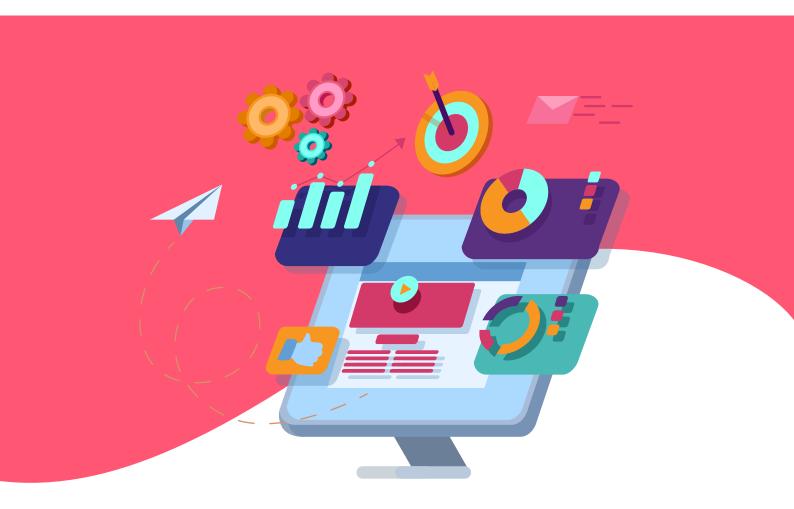


POSITION: BELOW THE ABSTRACT PAG OF THE ARTICLE

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HORIZONTAL BANNER #2 (728 x 90 PIXELS)

FORMAT: JPEG, GIF



## TOC Alert Advertising



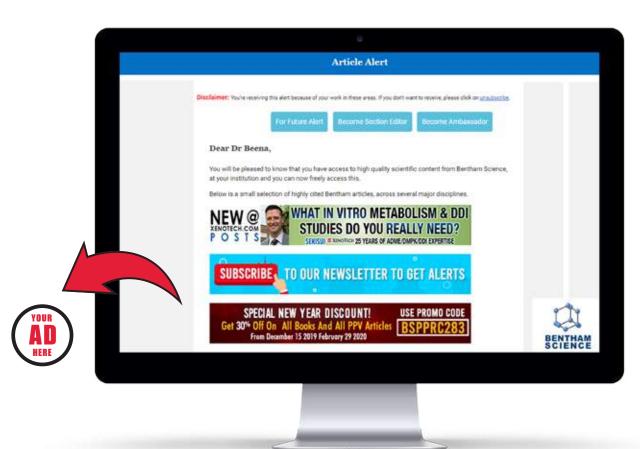
TOC Alerts are Tables of Contents of each journal emailed to registered/opt-in users

- ► Sponsor TOC alerts and the corresponding TOC page on the journal site and print version of the journal.
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	Standard Rate	Premium Package Only
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High Focus Journals	\$500	\$700
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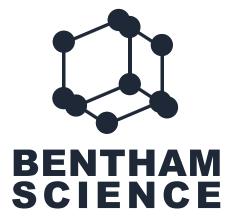
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