2020 Advertising Media Kit

Elements available online at elementsmagazine.org and pubs.geoscienceworld.org/elements

Elements is jointly published by:
Advertising Policy

Elements offers print and digital advertising options.

Elements accepts paid advertisements related to mineralogy, crystallography, geochemistry, or petrology, and to the use of these disciplines in other sciences, industry, technology, or the arts.

Audience Profile

- Mineralogists, geochemists, and petrologists of participating societies
- Scientists in other disciplines (materials scientists, physicists, chemists, environmental geoscientists, biologists)
- Academic and industrial scientists
- Students in the geosciences
- Popular-science writers
- Funding agencies and policy makers

Readership: members of the 18 participating scientific societies (see below) and over 1,800 libraries and institutions worldwide.

Participating Societies:
- Mineralogical Society of America
- Geochemical Society
- Mineralogical Society of Great Britain and Ireland
- German Mineralogical Society
- The Meteoritical Society
- Mineralogical Association of Canada
- The Clay Minerals Society
- Association of Applied Geochemistry
- Italian Society of Mineralogy and Petrology
- International Association of GeoChemistry
- Société Française de Minéralogie et de Cristallographie
- Spanish Mineralogical Society
- Swiss Society of Mineralogy and Petrology
- European Association of Geochemistry
- Mineralogical Society of Poland
- International Association of Geoanalysts
- Japan Association of Mineral Sciences
- International Association on the Genesis of Ore Deposits

Circulation

Elements is distributed in print and digitally.

Print run: >16,000 copies shipped to 108 countries

Digital version: available at elementsmagazine.org and pubs.geoscienceworld.org/elements

Other: available in over 1,800 libraries and institutions worldwide

Extra Distribution

- v16n2 Materials Research Society, Phoenix, April 13–17, 5000+ attendees
- v16n3 EGU General Assembly, Vienna, May 3–8, 16,000+ attendees
- v16n4 Goldschmidt Conference, Honolulu, June 21–26, 4000+ attendees
- v16n5 Geological Society of America Meeting, Montreal, October 25–28, 5000+ attendees
- v16n6 Materials Research Society, Boston, November 29 – December 4, 6,000+ attendees
- v16n7 American Geophysical Union Meeting, San Francisco, December 7–11, 20,000+ attendees

2020 Thematic Topics

FEBRUARY
- Abiotic Hydrogen and Hydrocarbons in Planetary Lithospheres
  GUEST EDITORS: Laurent Truche, Thomas M. McCollom, and Isabelle Martinez

APRIL
- Raman Spectroscopy in the Earth and Planetary Sciences
  GUEST EDITORS: Jill D. Pasteris and Olivier Beyssac

JUNE
- The Redox Engine of Earth
  GUEST EDITORS: Roberto Moretti, M. Rita Cicconi, and Daniel R. Neuville

AUGUST
- Lithium: Less is More
  GUEST EDITORS: Robert J. Bowell, Philip A.E. Pogge von StrandMann, and Edward S. Grew

OCTOBER
- Noble Gas Thermochronology
  GUEST EDITORS: Marissa M. Tremblay, Emily H.G. Cooperdock, and Peter M. Zeitler

DECEMBER
- Hydrothermal Fluids
  GUEST EDITORS: Matthew Steele-MacInnis and Craig E. Manning
2020 Advertising Rates

<table>
<thead>
<tr>
<th>Advertising Rates (in US$)</th>
<th>Three times a year 10% discount</th>
<th>Six times a year 15% discount</th>
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</thead>
<tbody>
<tr>
<td>Full page – back cover*</td>
<td>$2,500</td>
<td>$2,250</td>
</tr>
<tr>
<td>Full page – inside covers*</td>
<td>$2,300</td>
<td>$2,070</td>
</tr>
<tr>
<td>Full page*</td>
<td>$2,050</td>
<td>$1,845</td>
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<tr>
<td>Half page</td>
<td>$1,420</td>
<td>$1,278</td>
</tr>
<tr>
<td>Third page</td>
<td>$1,025</td>
<td>$923</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$795</td>
<td>$715</td>
</tr>
<tr>
<td>Eighth page</td>
<td>$405</td>
<td>$365</td>
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</tbody>
</table>

* Includes a two-month online ad at elementsmagazine.org

Additional costs, based on typesetting and design time, will be charged if we design your ad.

2020 Deadlines

<table>
<thead>
<tr>
<th>Deadline to reserve advertising space in 2020</th>
<th>Artwork due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February issue</td>
<td>7 January</td>
</tr>
<tr>
<td>April issue</td>
<td>4 March</td>
</tr>
<tr>
<td>June issue</td>
<td>1 May</td>
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<tr>
<td>August issue</td>
<td>1 July</td>
</tr>
<tr>
<td>October issue</td>
<td>2 September</td>
</tr>
<tr>
<td>December issue</td>
<td>4 November</td>
</tr>
</tbody>
</table>

Online Advertisement Specifications

File formats: PNG, GIF, JPG (animated graphics are permitted)

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page</td>
<td>180 pixels</td>
<td>180 pixels</td>
</tr>
<tr>
<td>Job posting page</td>
<td>180 pixels</td>
<td>400 pixels</td>
</tr>
<tr>
<td>All other pages</td>
<td>400 pixels</td>
<td>180 pixels</td>
</tr>
</tbody>
</table>

Ask about our Online Advertising Options

Some facts about Elementsmagazine.org in 2019

- 37,525 unique visitors
- 131,987 page views (~11,000 per month)

Technical Specifications for Artwork

| 1 page                  | 194 mm × 257 mm |
| 1 page (bleed)          | 213 mm × 276 mm |
| (size after bleed zone of 5 mm added: 223 × 286 mm) |
| 1/2 page horizontal     | 194 mm × 124 mm |
| 1/2 page vertical       | 95 mm × 257 mm  |
| 1/3 page horizontal     | 194 mm × 82 mm  |
| 1/3 page vertical       | 62 mm × 257 mm  |
| 1/4 page horizontal     | 194 mm × 60 mm  |
| 1/4 page vertical       | 95 mm × 124 mm  |
| 1/8 page horizontal     | 95 mm × 60 mm   |
| 1/8 page vertical       | 48 mm × 124 mm  |

Elements specifications

Web printing on coated paper (Color CMYK – 300 dpi)
72 to 80 pages per issue • 4-color process
Print run: 16,000

What and where to submit

We accept files in the following formats: EPS, JPG, TIF, and high-resolution PDF [with settings U.S. Web coated (SWOP) v2]
CROP MARKS OUTSIDE BLEED ZONE. NO REGISTRATION MARKS.

Send to:
Jodi Rosso
E-mail: jroso.elements@gmail.com
or request information for transfer to Dropbox
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