

2021 media kit

Journals of the American Society for
Biochemistry and Molecular Biology

JBC

JOURNAL OF
BIOLOGICAL
CHEMISTRY

JLR

JOURNAL
OF LIPID
RESEARCH

MCP

MOLECULAR
& CELLULAR
PROTEOMICS

 **ASBMB**
PUBLICATIONS



ELSEVIER

About ASBMB journals

The American Society for Biochemistry and Molecular Biology (ASBMB) has supported the careers and research of biochemists and molecular biologists for over 100 years. Founded in 1906, the society publishes three prestigious research journals: **Journal of Biological Chemistry**, **Journal of Lipid Research** and **Molecular & Cellular Proteomics**.

The ASBMB journals consistently are some of the most-cited and respected journals in the field of experimental biology.

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About the Journal of Biological Chemistry

For over 116 years, JBC has been bringing high-quality, enduring research to the scientific community. JBC is a hub for scientists across all disciplines, publishing research articles as well as reviews and methods papers in all fields related to biochemistry and molecular biology.

When you advertise with JBC, you'll reach a broad audience of core researchers and translational investigators worldwide working on:

- bioenergetics
- cell biology
- developmental biology
- DNA and chromosomes
- enzymology
- gene regulation
- genomics and proteomics
- glycobiology
- immunology
- lipids
- membrane biology metabolism
- microbiology
- molecular bases of disease
- molecular biophysics
- neurobiology
- plant biology
- protein structure and folding
- protein synthesis and degradation
- RNA biology
- signal transduction

JBC monthly statistics

Users	324,587
New users	311,384
Sessions	651,976
Pageviews	1,090,542
Average session duration	2:06
PDF downloads	1,563,383*

*2019 statistic

Leadership

Lila M. Gierasch
Editor-in-Chief

F. Peter Guengerich
Deputy Editor

Journal highlights

Topics of recent JBC special issues include:

- Coronaviruses
- The microbiome
- Women in biological chemistry
- The eukaryotic cytoskeleton
- Antibody engineering

About the Journal of Lipid Research

As one of the most-cited journals devoted to lipids, the Journal of Lipid Research is a key resource for investigators in the field of biological lipids. Advertise in JLR and expand your reach to a broad reader base of researchers investigating the role of lipids in disease and their clinical and nutritional implications, mechanisms and genetics of lipid metabolism.

JLR is an ideal venue for advertising laboratory and clinical products.

JLR publishes a robust collection of primary research, methods papers, and patient oriented epidemiological research. Readers include primary and clinical research scientists worldwide who study aspects of:

- Alzheimer's disease
- atherosclerosis
- cholesterol
- diabetes
- fertility and reproduction
- hormone biology and cell signaling
- inflammation
- metabolism
- nutrition
- obesity

JLR monthly statistics

Users`	30,097
New users	29,717
Sessions	47,686
Pageviews	105,217
Time on site	1:02
PDF downloads	146,668*

*2019 statistic

Leadership

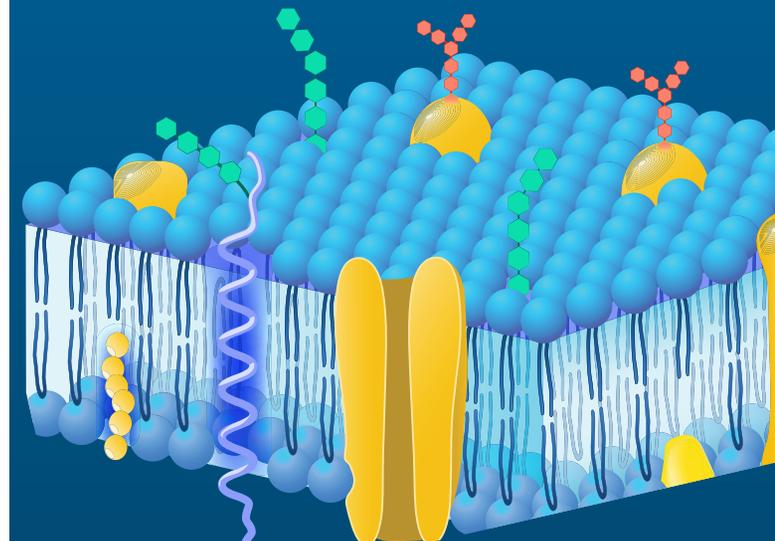
Nicholas O. Davidson
Co-editor

Kerry-Anne Rye
Co-editor

Journal highlights

Topics of recent JLR special issues include:

- Lipoprotein clearance
- Lipids in transcription and chromatin biology
- Lipoprotein (a)
- Sphingolipids



About Molecular & Cellular Proteomics

Molecular & Cellular Proteomics (MCP) is the preeminent online journal in proteomics and is at the forefront of proteomics, protein synthesis and bioinformatics publishing. MCP features a robust collection of methods and technology papers.

MCP readers are an ideal target for advertising computational analysis tools as well as proteomics research equipment and reagents.

Readers include researchers and clinical investigators worldwide in:

- bioinformatics
- computational biology
- drug discovery
- molecular and cellular biology
- protein chemistry
- protein synthesis
- “-omics” research

MCP monthly statistics

Users	34,316
New users	33,943
Sessions	57,535
Pageviews	93,915
Time on site	1:55
PDF downloads	63,775*

*2019 statistic

Leadership

Alma L. Burlingame
Editor

Steven Carr
Deputy Editor

Anne-Claude Gingras
Deputy Editor

Journal highlights

Topics of recent MCP special issues include:

- Multiomics data integration
- Reproductive proteomics
- Proteomics in infectious disease
- Neuroproteomics

Bringing valuable content to molecular life scientists

The ASBMB provides its members, authors, customers and readers with resources and content, distributed virtually and in person.

Put your advertising in front of hundreds of thousands of biochemists and molecular biologists who attend meetings, visit our websites and follow us on social media.

Special collections

Sponsor ASBMB journals' collections that will resonate with your target audience. The ASBMB produces collections of journal articles including minicollections, virtual issues and thematic review series. Printed materials receive bonus distribution at meetings sponsored by the ASBMB or any of its journals as well as through social media posts and house advertisements in society emails.



Types of special collections



Virtual Issues

Virtual issues are collections of recently published papers in a particular field. These issues are created by the editorial teams of our journals to highlight a topic that has attracted significant publications.

Recent virtual issues include:

- Exploring the nuances and complexity of lipoprotein clearance
- Lipids in transcription and chromatin biology
- Coronaviruses
- The microbiome
- Women in biological chemistry

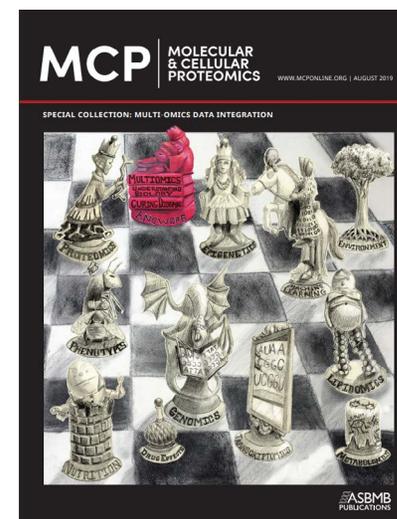


Thematic review series

These special collections of invited reviews bring together scientists with diverse interests and expertise to comprehensively cover recent advances in one of the topics that defines, expands or inspires the scientific community.

Recent thematic series include:

- Natural product biosynthesis
- Phase separation of RNA-binding proteins in physiology and disease
- Molecular chaperones and protein quality control
- Plants in the real world



Minicollections

ASBMB minicollections are booklets of recent journal content that are available online and/or distributed at meetings. Minicollections feature reviews, research articles and/or methods papers.

Recent minicollections include:

- Cryo-EM
- RNA and gene expression
- Multiomics data integration
- Reproductive proteomics

Digital advertising

Website banners



Sizes

- 1 **Leader board**
728x90 px
- 2 **Large rectangle**
300x250 px
- 3 **Skyscraper***
160x600 px

*Not available on homepage. All sizes are available on rest of site

Pricing*

JBC	\$1,750
JLR	\$1,000
MCP	\$1,000

*Same price applies for all ad sizes

Specifications

Desktop/tablet

HTML5, 150kB

Mobile (mWeb or in-app)

HTML5, 150kB

Size

200KB max

Rotation

Accepted

Animated GIF

Max 3 loops of animation, up to 15 seconds per loop

File format

.gif, .jpg or .swf [rich media]

Required resolution

72 dpi

Rich media and HTML5

Yes. Supplied as 3rd party tags only

Target URL

Required

Digital advertising

Rich media expanding & HTML in-page ads*



* Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch

Additional Notes:

- Third party tags accepted, must be SSL compliant
- Ads served via DFP by Google

Sizes

- 1 Leaderboard**
728x90 px
Expands down
(maximum size) 728x315 px
- 2 Large rectangle**
300x250 px
Expands right
(maximum size) 600x250 px
- 3 Skyscraper***
160x600 px
Expands left
(maximum size) 300x600 px

Pricing*

JBC	\$1,750
JLR	\$1,000
MCP	\$1,000

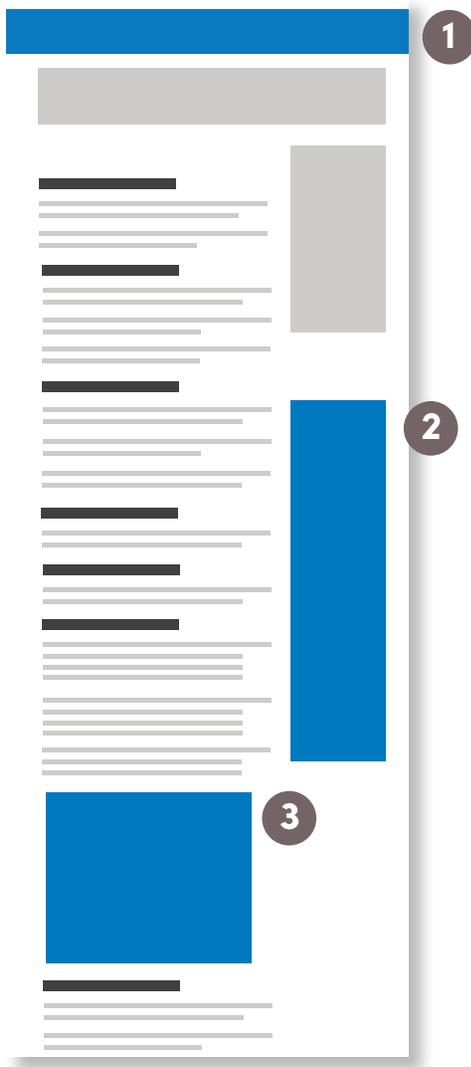
*Same price applies for all ad sizes

Specifications

Desktop/tablet	HTML5, 150 kB
Mobile (mWeb or in-app)	HTML5, 40 kB
Initial size	150 kB
Subsequent size	2.2 MB
Back-up .gif	200 kB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max video file size	N/A
Expansion method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close button requirements	8 pt - 16 pt (11 px - 21 px)

Digital advertising

Content alert (eTOC) banners



Sizes

- 1 **Leaderboard**
728x90 px
- 2 **Skyscraper**
160x600 px
- 3 **Large rectangle**
300x250 px

Specifications

Size	40 kB (200 kB max)
Rotation	No
Required resolution	72 dpi
Acceptable file format	.gif or .jpg
Rich media	No
Animation	No
Target URL	Required
3rd party tags	No

Pricing*

JBC	\$600
JLR	\$600
MCP	\$400

*Same price applies for all ad sizes

Digital advertising

Curated email newsletter banners



1

Curated newsletters feature short summaries written by staff scientists of featured papers from the ASBMB journals.

Newsletters include:

- **JBC Recommended Reads:** summaries of recent JBC Editors' Picks and other featured papers

Sizes

- 1 **Leaderboard**
728x90 px (JBC Recommended Reads and JLR Highlights)
650x80 px (MCP Highlights and JBC Reviews)

Specifications

Size	40 kB (200 kB max)
Rotation	No
Required resolution	72 dpi
Acceptable file format	.gif or .jpg
Rich media	No
Animation	No
Target URL	Required
3rd party tags	No

- **JBC Reviews:** summaries of recent review articles in JBC
- **JLR Highlights:** summaries of featured JLR papers
- **MCP Highlights:** summaries of featured MCP papers

Pricing*

JBC	\$1,000
JLR	\$1,000
MCP	\$1,000

*Same price applies for all ad sizes

Curated email newsletter statistics

Curated journal newsletters are sent to previous authors from our journals, readers who have opted in and ASBMB members who have indicated

an interest in fields covered by the journal. ASBMB Today emails are sent to all ASBMB members as well as readers who have opted in.

Email	Open rate	Click-through rate	List size
JBC Recommended Reads (sent twice a month)	30%	2%	64,134
JBC Reviews (sent once a month)	31.3%	2.4%	65,304
JLR Highlights (sent once a month)	27%	2.2%	16,549
MCP Highlights (sent once a month)	28%	2%	11,085

Key word advertising

Use keyword advertising to support readers with targeted offers as they browse journal articles

ASBMB is pleased to now offer keyword advertising programs across its premier journals. Using a combination of keywords and contextual concepts, individual journal articles can now be targeted with an exclusive banner unit that best matches article content. This provides readers with highly relevant and timely messaging about your service, tool or applications.

With only a single banner unit per article, closely matched to the readers' interests, click rates on keyword advertising units are high. Geo targeting by country eliminates waste and allows you to focus your budget on reaching your key markets across biochemistry, lipid research and proteomics.

In addition, keyword programs come with highly detailed performance metrics, allowing you to track and optimise the performance of campaigns both during and after completion. Basic reporting includes impressions and clicks by day, region, organisation type and banner unit; enhanced reports track clicks and impressions by keyword.

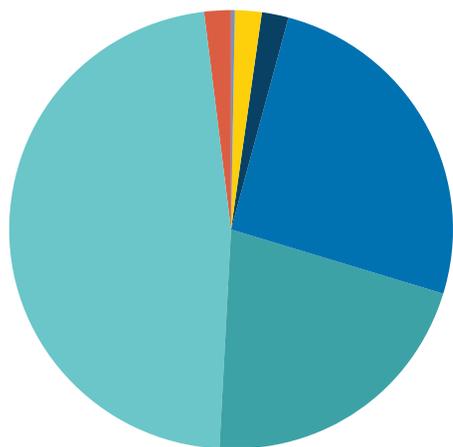
Whether you are looking to maintain a steady flow of traffic to your website, or are planning specific offers around new products or educational materials, keyword advertising can enhance your regular web and email banner campaigns with next level targeting.

For this and all advertising programs, please contact your regional sales representative.

Author and reader demographics

When you advertise with the Journal of Biological Chemistry, the Journal of Lipid Research and Molecular & Cellular Proteomics, you'll be reaching decision makers in laboratories across the globe.

Authors by location



47.37%	Asia
25.45%	United States
21.23%	Europe
2.04%	Australia, New Zealand and Pacific Islands
1.85%	Latin America
1.67%	Middle East
0.39%	Africa

Readership by country*

JBC readers

United States	31.99%
China	11.42%
United Kingdom	7.81%
Japan	5.71%
Germany	4.11%
Canada	3.59%
India	3.32%
France	2.53%
South Korea	2.21%
Australia	1.88%

JLR readers

United States	31.28%
China	8.09%
Japan	6.06%
United Kingdom	4.66%
France	3.73%
Germany	3.61%
Canada	3.32%
India	2.93%
South Korea	2.64%
Australia	2.06%

MCP readers

United States	31.96%
China	10.83%
United Kingdom	5.46%
Germany	5.45%
India	4.64%
Japan	3.76%
Canada	3.10%
South Korea	2.68%
France	2.36%
Australia	2.32%

*Top ten countries by readership. More detailed demographics are available upon request.

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