2024 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 the UK 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:** 15,500 copies shipped to 102 countries

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

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

2024 Thematic Topics

**FEBRUARY**  Extraterrestrial Organic Matter  
**GUEST EDITORS:** Mehmet Yesiltas and Yoko Kebukawa

**APRIL**  Paired Metamorphic Belts of SW Japan: Metamorphic Records of a Subduction System  
**GUEST EDITORS:** Simon R. Wallis, Kazu Miyazaki, and Ulrich Knittel

**JUNE**  Cratons Receive the Highest Grades  
**GUEST EDITORS:** Paul Mueller and Carol Frost

**AUGUST**  The Invisible Ocean: Hydrogen in the Deep Earth  
**GUEST EDITORS:** Sylvie Demouchy, Hélène Bureau, and Hans Kepler

**OCTOBER**  Behind and Beyond Luminescence Imaging  
**GUEST EDITORS:** Lutz Nasdala, Emmanuel Fritsch, and Jens Götze

**DECEMBER**  Himalayan Leucogranites  
**GUEST EDITORS:** Fang-Zhen Tang and Fu-Yuan Wu

Some facts about elementsmagazine.org in 2023

- 62,509 unique visitors
- 185,210 page views (~15,000 per month)
### 2024 Print Advertising Rates

<table>
<thead>
<tr>
<th>Advertising Rates (in US$)</th>
<th>Three times per year</th>
<th>Six times per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page – back cover*</td>
<td>$2,500</td>
<td>$2,125</td>
</tr>
<tr>
<td>Full page – inside covers*</td>
<td>$2,300</td>
<td>$1,956</td>
</tr>
<tr>
<td>Full page*</td>
<td>$2,050</td>
<td>$1,743</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,420</td>
<td>$1,207</td>
</tr>
<tr>
<td>Third page</td>
<td>$1,025</td>
<td>$871</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$795</td>
<td>$676</td>
</tr>
<tr>
<td>Eighth page</td>
<td>$405</td>
<td>$344</td>
</tr>
</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.

### 2024 Online Advertising Rates

<table>
<thead>
<tr>
<th>Advertising Rates (in US$)</th>
<th>1 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>$100</td>
<td>$1000</td>
</tr>
<tr>
<td>All other pages</td>
<td>$80</td>
<td>$800</td>
</tr>
</tbody>
</table>

### 2024 Deadlines

<table>
<thead>
<tr>
<th>Deadline to reserve advertising space in 2024</th>
<th>Artwork due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February issue</td>
<td>1 January</td>
</tr>
<tr>
<td>April issue</td>
<td>15 February</td>
</tr>
<tr>
<td>June issue</td>
<td>15 April</td>
</tr>
<tr>
<td>August issue</td>
<td>15 June</td>
</tr>
<tr>
<td>October issue</td>
<td>15 August</td>
</tr>
<tr>
<td>December issue</td>
<td>15 October</td>
</tr>
</tbody>
</table>

### 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

### Online Advertisement Specifications

- File formats: PNG, GIF, JPG (animated graphics are permitted)
- Sizes:
  - Home page: 180 pixels × 180 pixels
  - All other pages: 400 pixels × 180 pixels

### 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:

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