

Nanotechnology online is the electronic version of the print journal and the sister website of *nanotechweb.org*. The site provides easy access to the full content of the journal for subscribers. It offers advertisers a range of benefits.

● Engaged audience

With more than 78 000 papers being downloaded each month, *Nanotechnology* online is a valuable resource for top academics, and industrial and government institutions from around the world.

● Large audience

Nanotechnology online receives some 280 000 page views each month from more than 60 countries around the world, including US, China, Japan and Germany.

● Free content available

It is the only nanotechnology journal that offers free access to all of its papers for the first 30 days that they are online. This allows non-subscribers to access important content and makes it easier for advertisers to reach a larger share of their audience.

● Close links to the community

Nanotechnology online is closely linked to the nanotechnology community. *Nanotechnology* is featured prominently on *nanotechweb.org*, and acts as a valuable resource for the community by providing the latest research.

The leaderboard is available on the journal homepage, the table of contents and the article abstract page.

78 000*
papers downloaded
each month.

*Publisher's own data, October 2008.

280 000*
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each month.

*Publisher's own data, October 2008.

Read in more than
60*
countries every day

*Publisher's own data, October 2008.

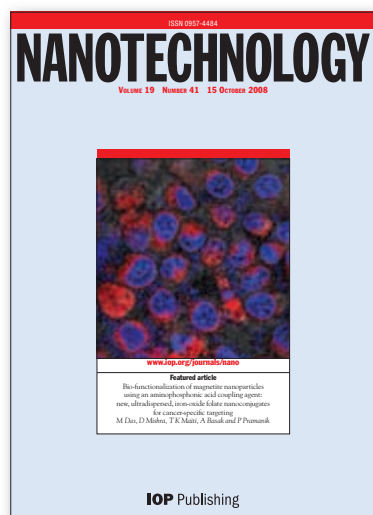
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Read in more than

100*
countries

*Publisher's own data, October 2008.

Reach the leading nanotechnology experts in industry, research and academia using the *Nanotechnology* journal, a broad scope journal encompassing the understanding of fundamental physics, chemistry, biology and technology of nanometre-scale objects.

This wide ranging publication appeals to physicists, academic and industrial researchers, engineers, biologists, chemists and researchers working in medical science, as well as researchers new to the area and postgraduate students.

● Targeted content

The journal appeals to a wide audience to whom structure, properties or observation on the nanometre scale are critical. Special issues are published regularly that focus on a particular area of the industry, which allows advertisers to target their campaigns.

● Worldwide visibility

Nanotechnology is read in key sectors and institutions in more than 100 countries and can be seen at over 40 conferences and events every year.

● Lasting exposure

The *Nanotechnology* journal is a valuable archive tool. Advertising in the journal isn't just for that week – it's forever.

Print advertising rates

	period	\$	£	€
Cover page, full colour	xxxx	2550	900	1800
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Full page, mono	xxxx	1275	750	900
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8⁵/₈ × 11¹/₂ inches

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Print adverts

- Adverts should be supplied as high-resolution PDF files.
- All files must be 300 dpi and CMYK with fonts embedded.
- Files can be e-mailed to us or, if they are very large, uploaded via our FTP site (<ftp://ftp.iop.org/incoming/dtp>).
- Responsibility for supplying the correct file size and type rests with the advertiser.