

2023 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

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 respected and cited journals in the field of experimental biology.

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About the Journal of Biological Chemistry

For over 117 years, the Journal of Biological Chemistry (JBC) has delivered enduring, high-quality research to the scientific community. JBC is a hub for scientists across multiple 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 focused 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 annual readership statistics*

Unique visitors	2,467,270
Total visitors (sessions)	3,603,029
Page views	15,289,556
PDF downloads	14,131,769

*Sep 2021 – Sep 2022 statistic

Leadership

Alex Toker
Editor-in-Chief

Henrik Dohlman
Deputy Editor

Journal Highlights

Topics of recent JBC special issues include:

- RNA polymerase II and transcriptional regulation
- Epigenetic regulation
- ESCRT biology
- Focus on Europe
- Focus on China
- 100 years since the discovery of insulin

About the Journal of Lipid Research

As one of the most cited journals devoted to lipids, the Journal of Lipid Research (JLR) is a key resource for investigators in this field. Advertise in JLR to 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.

The journal publishes Images in Lipid Research, which includes peer-reviewed, one-page articles containing a single horizontal image with a caption and information on the equipment and reagents used. This new article format enables JLR to celebrate scientists and the images they create.

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 annual readership statistics*

Unique visitors	231,154
Total visitors (sessions)	271,147
Page views	1,328,558
PDF downloads	1,022,476

*Sep 2021 – Sep 2022 statistic

Leadership

Nicholas O. Davidson
Co-Editor-in-Chief

Kerry-Anne Rye
Co-Editor-in-Chief

Journal Highlights

Topics of recent JLR special issues include:

- 100 years since the discovery of insulin
- JLR Focus on China
- Lipids and Lipid-Soluble Molecules in the Eye
- Adipose Biology
- Lipids in transcription and chromatin biology
- Exploring the nuances and complexity of lipoprotein clearance

About Molecular & Cellular Proteomics

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

MCP readers are a target audience for computational analysis tools and proteomics research equipment and reagents advertisements.

Readers include researchers and clinical investigators worldwide in:

- Bioinformatics
- Computational Biology
- Drug Discovery
- Molecular and Cellular Biology
- Protein Chemistry
- Protein Synthesis
- “-omics” research

MCP annual readership statistics*

Unique visitors	216,619
Total visitors (sessions)	298,324
Page views	1,218,321
PDF downloads	436,363

*Sep 2021 – Sep 2022 statistic

Leadership

Alma L. Burlingame
Editor-in-Chief

Steven Carr
Deputy Editor

Anne-Claude Gingras
Deputy Editor

Journal Highlights

Topics of recent MCP
special issues include:

- Immunopeptidomics
- Glycoproteomics
- Multi-Omics Data Integration
- Reproductive Proteomics
- Technological Innovations

Bringing valuable content to molecular life scientists

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

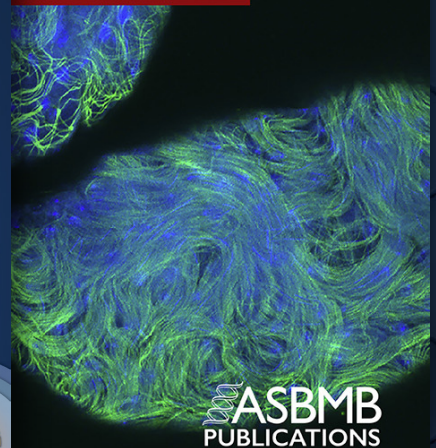
Put your advertising in front of hundreds of thousands of biochemists and molecular biologists who attend our meetings, visit our websites and follow us on social media.

Special Collections

Sponsor ASBMB journal collections, which include virtual issues, thematic review series and special issues, that resonate with your target audiences. 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.



MCP | MOLECULAR & CELLULAR PROTEOMICS



ASBMB JOURNALS MEDIA KIT 2023

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:

- RNA polymerase II and transcriptional regulation
- Epigenetic regulation in JBC
- Focus on Europe
- Focus on China
- ESCRT biology in JBC
- 100 years since the discovery of insulin
- Lipids in transcription and chromatin biology
- Technological Innovations



Thematic Review Series

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

Recent thematic series include:

- Proteostasis
- How the Protein Data Bank changed biology
- Lipids and lipid-soluble molecules in the eye
- Adipose Biology
- Immunopectidomics
- Glycoproteomics



Special Issues

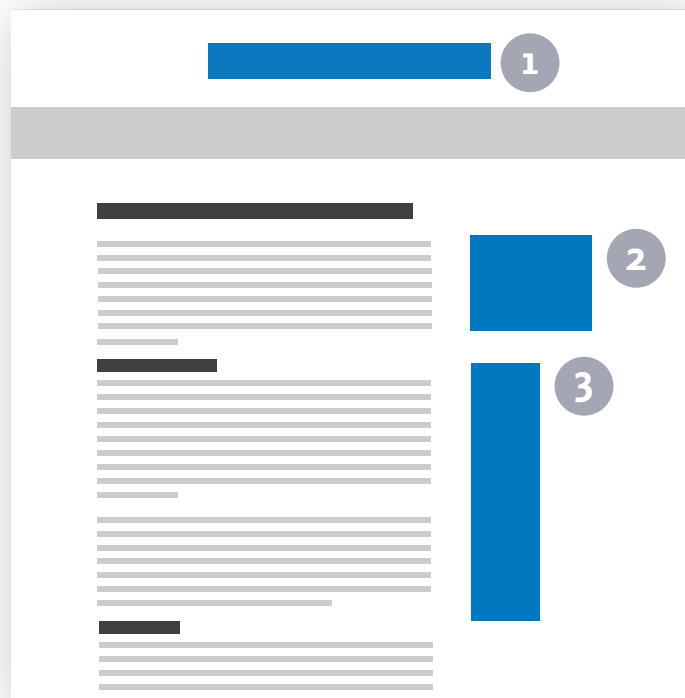
ASBMB special issues are booklets of recent journal content that are distributed at meetings. Special issues feature reviews, research articles and/or methods papers.

Recent special issues include:

- Immunopectidomics
- Glycoproteomics
- Multi-Omics Data Integration

Digital Advertising

Website Banners



Sizes

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

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

Pricing†

\$50 CPM for each journal

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	Supplied as 3rd party tags only
Target URL	Required

Rich Media Expanding & HTML In-page Ads*



Additional Notes:

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

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

Sizes

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

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

Pricing†

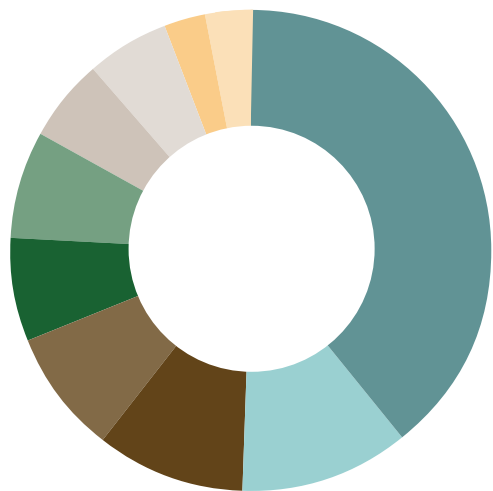
\$50 CPM for each journal

Specifications

Desktop/tablet	HTML5, 150kB
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)

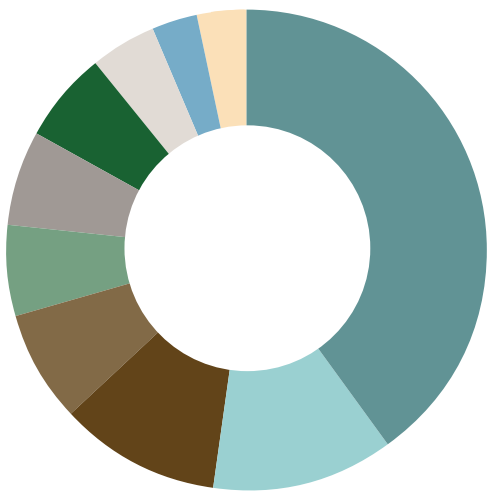
Readership by Country*

When you advertise with the JBC, JLR or MCP, you'll be reaching decision makers in laboratories across the globe.



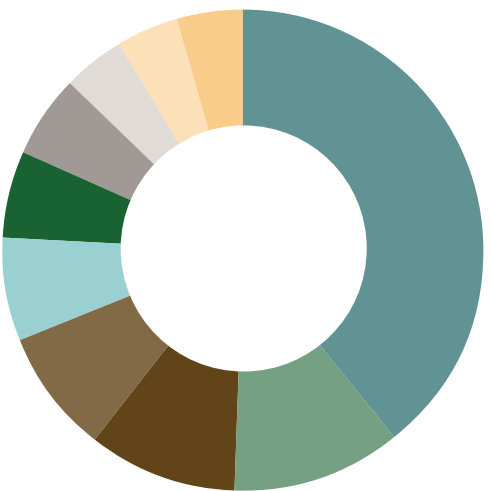
JBC Readers

United States	28%
Japan	8%
China	7%
United Kingdom	6%
India	5%
Germany	5%
Republic of Korea	4%
Canada	4%
France	2%
Australia	2%



JLR Readers

United States	26%
Japan	8%
China	7%
United Kingdom	5%
Germany	4%
Republic of Korea	4%
India	4%
Canada	3%
Italy	2%
Australia	2%



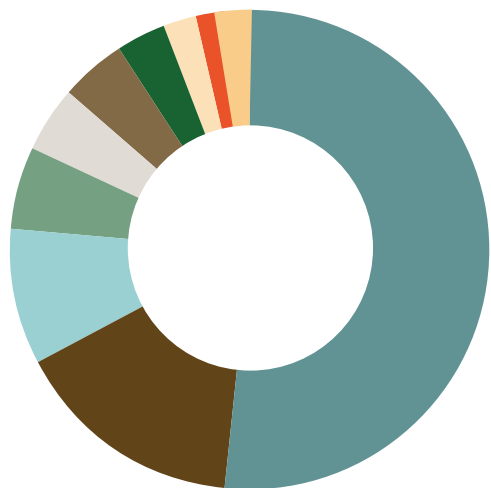
MCP Readers

United States	28%
Germany	8%
China	7%
United Kingdom	6%
Japan	5%
India	4%
Republic of Korea	4%
Canada	3%
Australia	3%
France	3%

*Top ten countries by readership 2022. More detailed demographics are available upon request.

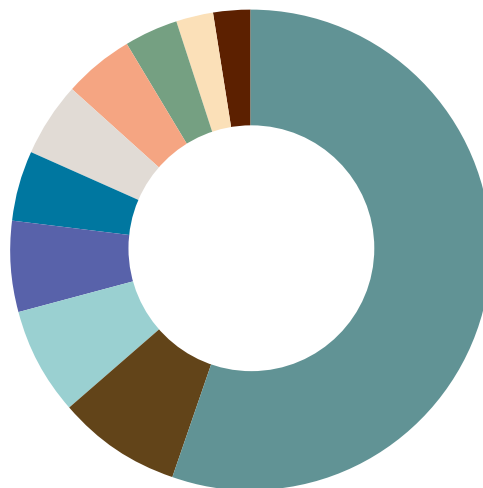
Authorship by Country*

When you advertise with the JBC, JLR or MCP, you'll be reaching decision makers in laboratories across the globe.



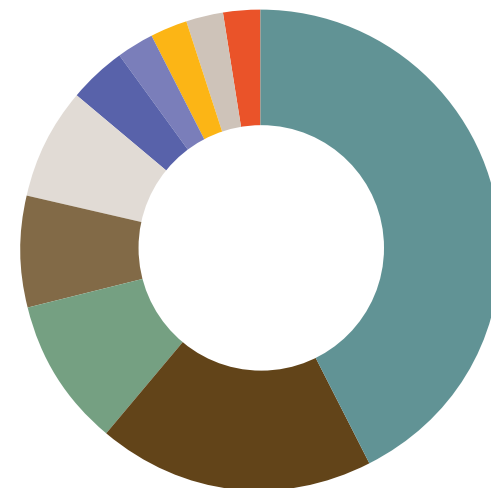
JBC Authors

United States	46%
China	14%
Japan	8%
Germany	5%
Canada	4%
United Kingdom	4%
India	3%
Australia	2%
France	2%
Denmark	1%



JLR Authors

United States	46%
China	7%
Japan	6%
Netherlands	5%
Sweden	4%
Canada	4%
Austria	4%
Germany	3%
Australia	2%
Singapore	2%



MCP Authors

United States	34%
China	15%
Germany	8%
United Kingdom	6%
Canada	6%
Netherlands	3%
Switzerland	2%
Spain	2%
Republic of Korea	2%
Denmark	2%

*Top ten countries by authorship 2022. More detailed demographics are available upon request.

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