

The cover features a close-up of a man's face on the left, looking thoughtfully towards the right with his hand near his chin. The background is a blue-toned grid with a molecular structure of spheres and connecting lines on the right side. The overall color palette is dominated by blues and purples.

ehp

Journal of the National Institute of Environmental Health Sciences

Reaching and Influencing the Environmental Health Sciences Community

ehponline.org

Environmental Health
P E R S P E C T I V E S

From the Editor



Distinguished Leadership Guides an Outstanding Journal

The science editors at *Environmental Health Perspectives (EHP)* are prominent in the fields of environmental medicine, children's health, and toxicogenomics. As the science of environmental health broadens in scope, the leadership of *EHP* keeps the journal ahead of the curve. Every peer-reviewed issue is guided by the discerning eyes of our associate editors—some of the most respected leaders in a variety of scientific disciplines. Supporting the associate editors is a distinguished editorial review board comprising educators and prominent scientists well known for their contributions to environmental health.

EHP sets the standard for environmental health publications. We are proud to report an impact factor of 3.45, and an immediacy index of 0.569. That's one reason our dedicated readership ranks us their choice four-to-one over other publications. The high impact factor and immediacy index means *EHP* is read, trusted, and cited. *EHP* continues to deliver the most comprehensive, authoritative, and informative news and research in the diverse field of environmental health.

A handwritten signature in blue ink, which appears to read "T. Goehl". The signature is stylized and fluid.

Thomas J. Goehl, Ph.D.
Editor-in-Chief
Environmental Health Perspectives
DHHS, NIH, NIEHS

About EHP

30 years
news and research

Environmental Health Perspectives (EHP) is an international peer-reviewed publication of the Public Health Service, U.S. Department of Health and Human Services, National Institute of Environmental Health Sciences. The journal is a forum for the examination, discussion, and dissemination of the latest news, scientific research, and ideas relating to the effects of the environment on human health.

Environmental Health Perspectives is published 17 times annually with monthly research sections devoted to children's health, environmental medicine, mini-monographs, a toxicogenomics research section published in separate quarterly issues, and an annual review issue. *EHP* also publishes a quarterly Chinese-Language Edition and occasional special issues.

Respected for its comprehensive coverage, *EHP* provides readers indispensable environmental health information and research findings organized in print and online for easy access.

A Trusted Resource for More Than 30 Years

Close to 8,000 readers share their copy with an average of three colleagues, reaching at least 30,000 readers around the world. These readers rely on *EHP*'s content as a trusted resource because it is:

Comprehensive—30 years of news and research on the impact of the environment on human health

Credible—3.45 impact factor ranks it second out of 132 environmental sciences journals

Current—accepted research published online within 24 hours; immediacy index of 0.569

Convenient—provided in print and online

RANKS
2nd

In-depth Coverage of Multiple Disciplines

Environmental health research involves a wide variety of professional disciplines. While covering the latest news, each month's issue also focuses on a specific topic that receives in-depth research and review. Each issue of *EHP* addresses myriad topics, which may include:

- Toxicology
- Public Health
- Environmental Science
- Medicine/Health Care
- Epidemiology
- Children's Health
- Women's Health
- Policy/Regulation
- Biology
- Chemistry
- Pharmacology
- Genetic Research
- Reproductive Health
- Water and Air Quality
- Waste Disposal



print 17
issues

24/7
online

See our editorial calendar for upcoming focus issues and monthly topics related to your business.

EHP Readers

EHP Readers Are Your Buyers

There's no better way to reach today's leaders in environmental health than to advertise in *Environmental Health Perspectives (EHP)*. EHP readers are decision makers from a diverse array of backgrounds, all sharing an interest in the latest research and news on environmental health, and an interest in your products and services.

\$1.5 Billion in Purchasing Power

EHP readers have purchasing power for a variety of products, services, and technologies, including:

- Research Services
- Consulting Services
- Computer Hardware/Software
- Networking Systems/Internet/Intranet
- Publications/Training Materials
- Laboratory Equipment and Supplies
- Computer Peripherals
- Office Equipment
- Engineering Services
- Career Services

EHP Is Read in All the Best Places

Here's a sample of some specific places where EHP readers work:

Abbott Labs	L'ORÉAL
Allergan, Inc.	Lovelace Biomedical & Environmental Research Institute
American Cancer Society	Mayo Clinic
Amgen	Merck
ARCO	Monsanto
Argonne National Laboratory	Mt. Sinai Medical Center
BASF	National Cancer Institute
Battelle	National Institute of Environmental Health Sciences
Baxter	National Institute of Occupational Safety & Health
Baylor College of Medicine	Novartis
Boeing	NYU Medical Center
Biogen	Oak Ridge National Laboratory
British Petroleum	Olin
Caterpillar	OSHA
Centers for Disease Control and Prevention	Pfizer
Clorox	Procter & Gamble
Coca-Cola	Raytheon
Cornell University	Robert W. Johnson Medical School
Dow Chemical	Schering-Plough Research Institute
Duke University Medical Center	S.C. Johnson
Eastman Kodak	Scripps Research Institute
Eli Lilly	Shell Chemical
Emory University Rollins School of Public Health	Stanford University School of Medicine
Estee Lauder	Temple University School of Medicine
ExxonMobil	Texaco
GE Plastics	Toxicology Research Institute
Genentech	Tulane University Medical Center
Georgia-Pacific	UCLA
GlaxoSmithKline	Unilever
Harvard School of Public Health	U.S.EPA
Henry Ford Medical Center	Vanderbilt University
IBM	World Health Organization
Johnson & Johnson	Woods Hole Oceanographic Institute
Johns Hopkins Bloomberg School of Public Health	Yale University

purchasing **POWER**
\$1.5 billion

EHP 2003 Readership Survey Highlights*

EHP readers are YOUR market.

- Readers include scientists, medical professionals, research administrators, industrial managers, public health professionals, and educators working in the areas of toxicology, epidemiology, pharmacology, chemistry, molecular biology, bioremediation, environmental policy and regulations, and other related fields.
- They work in organizations with annual operating budgets exceeding \$140 million and close to 500 employees.

EHP readers decide. And buy.

- EHP readers are purchasing decision makers involved in \$1.5 billion in purchases.
- More than 70% play a role in purchasing decisions, with 29% making independent decisions.
- EHP's readers have an average annual budget of close to \$300,000 for products, services, and technologies.

EHP is credible, trusted, and valued.

- EHP is preferred four-to-one over the next leading environmental health publication.
- 40% of readers trust companies MORE because of their advertising in EHP.

EHP is read. And widely shared.

- Almost 8,000 readers share their copy with an average of three colleagues, reaching at least 30,000 readers in 191 countries.
- 71% say EHP is their primary source for keeping up-to-date in their work.

preferred
4 TO 1

purchasing
ROLE 70%

worldwide
READERSHIP
30,000



* See the Reader Profile Survey for more details.

Advertising Opportunities

Getting your message to the right targeted audience is the smartest form of advertising. Every day, to reach our knowledgeable, diverse, and global readership are placing their advertising messages in Increase your company's **Exposure**, **Reach**, and **Frequency** with our valuable readership through

1. Exposure

The audience and the buying power are on the mark with *EHP*.

Advertising space in each monthly issue is very cost-competitive. 94% of our readers read all or most of *EHP* every month.

Make a display ad in *EHP* an integral part of your marketing plan, and *EHP* will help you:

- Reach your experienced decision makers
- Build brand and product service awareness
- Promote your corporate image
- Introduce new products and services
- Encourage customer preference and loyalty
- Recruit the best-qualified candidates for career openings
- Announce new publications
- Profile conferences and exhibitions
- Exceed your marketing objectives

In addition to your display advertising, you can present your open career opportunities in our classified advertising section, or your upcoming conference in our calendar of events section.

INCREASE YOUR EXPOSURE

EHP Toxicogenomics

In today's marketplace, we understand you need to make every advertising dollar count. *EHP* can make it go further. In addition to display advertising in the monthly *EHP*, consider the additional exposure and added reach you'll get when you also place your ad in a special *EHP* section.

EHP Toxicogenomics is a separate quarterly section devoted to publishing news and research articles in toxicogenomics and the related disciplines of pharmacogenomics, proteomics, metabonomics, molecular epidemiology, translational aspects of genomic research, and molecular medicine.

EHP Toxicogenomics is distributed to all those receiving the regular monthly issue of *EHP*. So an ad in *EHP* Toxicogenomics and *EHP* increases your exposure!

2. Reach

The total number of readers with the knowledge and capability to buy increases with each *EHP* opportunity, while your costs remain low.

EHP Chinese-Language Edition

The *EHP* Chinese-Language Edition is a separate quarterly edition of selected previously published news articles, original editorials, and supplemental information translated into Chinese and distributed to over 33,000 readers in the People's Republic of China and other Chinese-language countries. *EHP* Chinese-Language Edition is also published online and is widely accessed. Call for more information on how a print and online ad in the *EHP* Chinese-Language Edition can extend your reach to this rapidly growing market.

INCREASE YOUR REACH

ehponline.org

Our readers ranked ehponline.org as the most used and most useful environmental health website by a two-to-one margin over all others. And it is accessed often: 64% of our readers typically access the *EHP* website at least monthly.

Get your message noticed by over 85,000 visitors to the *EHP* website every month with a cost-effective banner ad in addition to your print presence. You'll get noticed 24/7. And your online ad will reinforce your print message that's seen by over 30,000 purchasing decision makers who read *EHP* every month. $85,000 + 30,000 = 115,000$ impressions of your products and services in one month.

exposure + reach +

more forward-thinking companies wishing *Environmental Health Perspectives* (EHP). multiple advertising opportunities.

3. Frequency

The more times your target audience sees your message, the more likely they will recognize your company and purchase your product. So combine your display insertions in multiple EHP publications and ehponline.org every month, and your message will really resonate.

INCREASE YOUR FREQUENCY AND LOWER YOUR RATES

To earn lower rates based on frequency, advertisers may combine their display insertions in the regular EHP monthly issues, the quarterly toxicogenomics sections, EHP Chinese-Language Edition, and any additional special issues—plus ehponline.org. Just ask us about the discounts available for combination buys.

banner ads
85,000

+

print ads
30,000

=

EXPOSURE + REACH
115,000
impressions



frequency = combination rate plan

Environmental Health Perspectives
c/o Brogan & Partners
1001 Winstead Drive, Suite 355
Cary, NC 27513
USA
1-919-653-2587
ehpads@niehs.nih.gov
www.ehponline.org



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