



Welcome to *Nature Cell Biology*, which was launched in May 1999 along the lines that have made the other Nature monthly titles an acknowledged success. In the short time since its launch, *Nature Cell Biology* has quickly established itself as a leading journal in cell biology, a field that is witnessing rapid growth and extension.

Modern cell biology is a highly interdisciplinary subject that is having an increasing impact on other disciplines, such as developmental biology, neurobiology, genetics, and medicine. At the same time, cell biology itself is becoming more cohesive, as researchers cross traditional boundaries between subdisciplines as diverse as membrane traffic, protein sorting, cytoskeletal dynamics, molecular motor function, cell cycle and cell division, proteolysis, apoptosis, cellular aspects of development, nuclear organization and transport, adhesion, and signal transduction.

*Nature Cell Biology* reflects this diversity and publishes papers of the highest quality in all areas of cell biology. The original research in the journal is accompanied by a timely and informative editorial front half, with News & Views articles, Reviews, Technology Reviews, Commentaries, Historical Perspectives, and editorials, designed to foster the exchange of ideas among all areas of cell biology and to keep our readers abreast of important developments in their field and beyond. Like all *Nature* titles, we place a high priority on accessibility and breadth of interest, and we strive to communicate the most significant findings to a broad multidisciplinary readership. We are confident that this approach has and will continue to make *Nature Cell Biology* a "must-read" in this rapidly growing field.

Barbara Marte

Dr Barbara Marte  
Editor

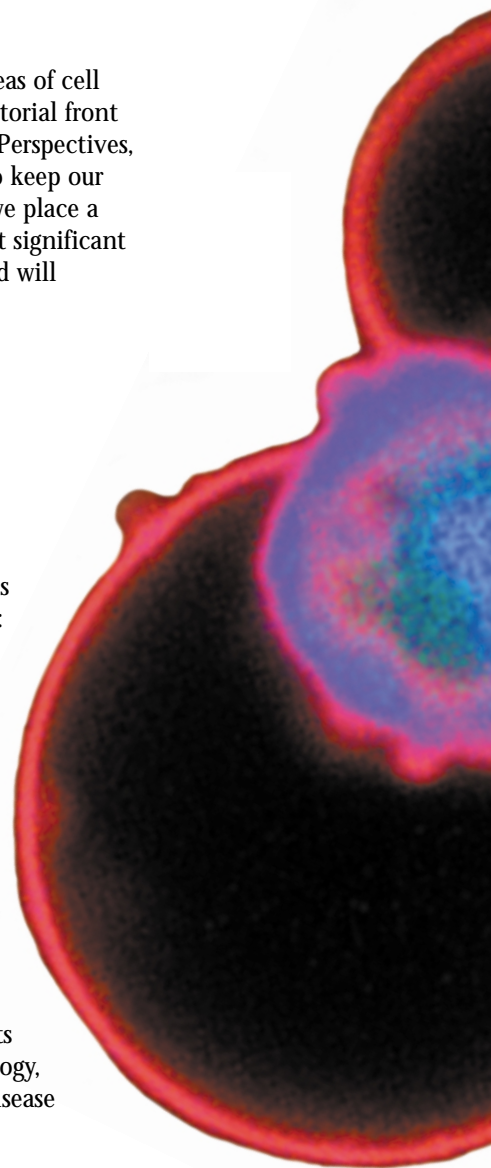
## EDITORIAL SCOPE

The primary purpose of *Nature Cell Biology* is to offer a high-profile, international journal that carries original research of the highest quality and of wide interest to the entire cell biology community.

*Nature Cell Biology* publishes original research, editorial, commentary, and news from, and of interest to, any area of cell biology, encouraging the submissions that shed light on the molecular mechanisms responsible for fundamental cell biological processes.

*Nature Cell Biology's*  
editorial scope encompasses:

- Molecular mechanisms involved in cell signalling and second messengers
- Cell cycle and cell division
  - Membrane traffic and protein sorting
- Adhesion and gap junctions
  - Proteolysis
  - Apoptosis
- Organization of the nucleus
  - Cytoskeletal dynamics
  - Motor function
- Cell biological aspects of developmental biology, immunology and disease



Cell biology is the study of how cells function and how they communicate with each other. Over the last decades, cell biology has matured into a vigorous, broad and rapidly expanding discipline making full usage of modern imaging and molecular technologies.

## INTERNATIONAL CIRCULATION

*Nature Cell Biology* reaches a worldwide paid circulation of 3,272.\*

In addition to paid personal and library subscriptions, *Nature Cell Biology* will be distributed free to all attendees at leading conferences and meetings throughout the year.

A number of Review articles, a Historical Perspective and a Commentary in the January 2001 issue of *Nature Cell Biology* will discuss recent advances in our understanding of cell division, highlight the history of this field, and point out future directions. This issue, which will also include primary research papers in this field accompanied by News & Views articles discussing them, will provide our readers with an up-to-date and authoritative overview of this important and fast developing field at the heart of cell biology. Contact your representative for more information on this special opportunity.

## ADVERTISING/MARKETING

*Nature Cell Biology* offers a complete range of advertising options that will maximize your expenditure.

### INSERTS

The flexible complement to page advertisements

- Extend your direct mail campaign.
- Pinpoint the specific country you want to reach.
- Tailor or translate your message to suit your market.
- Choose loose or bound-in inserts.
- Utilize surplus campaign leaflets.

### LIST RENTAL

Lists are provided from Nature's own database. Ask your representative for details.

### CONFERENCES

Exhibition displays and wallet insertions are available at Nature Publishing Group's own prestigious conferences. Ask your representative for details.

\*Publishers Data, July 2000



nature  
cell biology



## 2001 EDITORIAL CALENDAR

	BONUS DISTRIBUTION	CONFERENCE DATES	Display	AD CLOSE	Classified
JAN	Oncogenomics, Tucson, AZ, USA Lab Automation and Robotics, Palm Springs, CA, USA G2K, Marco Island, FL, USA Miami NBT Winter Symposium, Miami Beach, FL, USA 7th International Symposium on Hyphenated Techniques in Chromatography, Belgium Biovision, Lyon, France	Jan. 25-27 Jan. 27 Feb. 3-6 Feb. 3-8 Feb. 6-8  Feb. 8-11	Dec. 1	Dec. 1	
FEB	IPOT & MACHINE VISION, NEC, Birmingham AAAS - San Francisco, USA Bio Gen Tec Forum, Cologne, Germany PITTCON - New Orleans, USA	Feb. 14-15 Feb. 16-19 Feb. 28-Mar.1 Mar. 5-8	Jan. 10	Jan. 10	
MAR	APS - Seattle, USA AACR - New Orleans, USA JSBBA Meeting, Kyoto, Japan Society of Toxicology, San Francisco, CA, USA Engineering Tissue Growth, Pittsburgh, PA, USA Japan Physics Society Meeting, Tokyo, Japan FASEB - Experimental Biology, Orlando, FL, USA ACS (Spring), San Diego, CA, USA International Conference on Proteomics, York, UK 16th National Meeting of the British Neuroscience Association, Harrogate, UK	Mar. 12-16 Mar. 24-28 Mar. 25-27 Mar. 26-28 Mar. 27-29 Mar. 27-30 Mar. 31-Apr. 4 Apr. 2-4 Apr. 4-6 Apr. 8-11	Feb. 7	Feb. 7	
APR	The Biochemical Society, Bristol University, UK Materials Research Society Spring Meeting, San Francisco, CA, USA	Apr. 10-12 Apr. 16-20	Mar. 9	Mar. 9	
MAY	The Laboratory Show, Olympia, London, UK 10th International Congress of Human Genetics - ESHG, Vienna, Austria American Society for Microbiology, Orlando, FL, USA Antisense 2001, Tokyo, Japan 48th American Society for Mass Spectrometry, Chicago, IL, USA French Societe des Neurosciences, Toulouse, France American Society of Gene Therapy, Seattle, WA, USA Tribranch / AALAS, Philadelphia, PA, USA	May 15-17 May 15-19 May 20-24 May 25-26 May 27-31 May 28-31 May 30-June 3 June 4-6	Apr. 5	Apr. 5	
JUN	17th Meeting of the European Society for Animal Cell Technology, Tylosand/Halmstad, Sweden EVCA, Rome, Italy 4th International Conf. on Microplate Technology, Lab Automation and Robotics, Basel, Switzerland 6th Meeting of the European Haematology Association, Frankfurt, Germany Bio 2001, San Diego, CA, USA 27th Meeting of the Federation of European Biochemical Societies, Lisbon, Portugal	June 10-14  June 13-15 June 18-21  June 21-24  June 24-27 June 30-July 5	May 9	May 9	
JUL	11th International Congress of Immunology, Stockholm, Sweden	July 22-28	June 8	June 8	
AUG	Drug Discovery, Boston, MA, USA 6th International Conference of Neuroimmunology, Edinburgh, Scotland	Aug. 13-17 Sept. 3-7	July 10	July 10	
SEP	39th Congress of the European Societies of Toxicology, Istanbul, Turkey BioMedical Science Congress, ICC, Birmingham, UK Japan Cancer Society Meeting, Yokohama, Japan Bringing Life Science Community Together, Lyon, France BIOTECHNICA, Hanover, Germany	Sept. 13-16 Sept. 25-27 Sept. 26-28 Sept. 28-29 Oct. 9-11	Aug. 9	Aug. 9	
OCT	NIH Research Festival, Bethesda, MD, USA Am. Society for Human Genetics, San Diego, CA, USA The European Cancer Conference, Lisbon, Portugal The Institute of Genome Research TIGR, San Diego, CA, USA Japan Biochemistry Society Meeting, Kyoto, Japan	Oct. 11-12 Oct. 12-16 Oct. 21-25 Oct. 25-28 Oct. 25-28	Sep. 7	Sep. 7	
NOV	Society for Neuroscience, San Diego, CA, USA MEDICA, Dusseldorf, Germany	Nov. 10-15 Nov. 21-24	Oct. 10	Oct. 10	
DEC	American Society for Cell Biology, Washington DC, USA Japan Molecular Biology Society Meeting, Yokohama, Japan Japan Immunology Society Meeting, Osaka, Japan	Dec. 8-12 Dec. 9-12 Dec. 9-12	Nov. 9	Nov. 9	

## UK 2001 DISPLAY ADVERTISING SPECIFICATIONS

Please send all display advertisement materials, **in a digital format only**, to Sarah Hilton in London.

### Digital copy

We can accept the following Macintosh programs: QuarkXPress 4; Adobe Illustrator 7; Freehand 7; Adobe Photoshop 4. Files may be supplied either on Zip disk, CD or via ISDN.

### ISDN

Your files may be submitted via ISDN using 4Sight ISDN Manager. Our ISDN number is +44 (0) 20 7833 0623. It is important that submissions are followed up with a phone call or email notifying us of the file name, and a faxed proof. A colour proof or PDF should accompany all colour advertisements.

## UK 2001 CLASSIFIED ADVERTISING SPECIFICATIONS

Please send all classified advertisement materials to Laura Pearson in London. You can supply your materials in the following formats:

### Text only (copy)

If you would like us to typeset your advertisement, please send us your text via E-mail to [classified@nature.com](mailto:classified@nature.com) or by fax to: + 44 (0) 20 7843 4996.

### Final Film

#### Colour advertisements

Positive film, right reading, emulsion side down.

Screen: 54 lines/cm or 133 lines/inch, Proofs: A cromalin proof is essential.

#### Black & White advertisements

Positive film, right reading, emulsion side down, Screen: 48 lines/cm or 120 lines/inch, Proofs: 1 black & white laser proof is required.

### Digital copy

You may wish to supply your advertisement digitally and we can accept the following Macintosh programs: QuarkXPress 4; Adobe Illustrator 7; Freehand 7; Adobe Photoshop 4. Files may be supplied either on Zip disk, CD or via ISDN.

### ISDN

Your files may also be submitted via ISDN using 4Sight ISDN Manager. Our ISDN number is +44 (0) 20 7833 0623. It is important that submissions are followed up with a phone call or E-mail notifying us of the file name, and a faxed proof. A colour proof or PDF should accompany all colour advertisements.

## US 2001 Advertising Specifications

### DIGITAL

All display advertisement materials must be supplied in digital format only. We can accept the following Macintosh programs: Quark Xpress 4; Adobe Illustrator 7; Freehand 7; Adobe Photoshop 4. Files may be supplied either on Zip disk, CD or via ISDN. A color proof or pdf is required to accompany all color advertisements. All materials will be destroyed after one year unless otherwise requested in writing.

### ISDN

Your files may be submitted via ISDN using 4Sight ISDN Manager. Send files to 212-726-0925 or 212-726-0926. It is important that submissions are followed up with a phone call or email notifying us of the file name and a faxed proof.

Production Department  
Nature America, Inc.  
345 Park Avenue South, 6th Floor  
New York, New York 10010-1707  
Tel: 1.212.726.9307  
Fax: 1.212.545.9540  
E-mail: [ad\\_traffic@natureny.com](mailto:ad_traffic@natureny.com)  
ISDN: (2 lines) 1.212.726.0925 or 1.212.726.0926  
Wam!net is also available for transmitting your files - please call for details.

Classified Department  
Nature America, Inc.  
345 Park Avenue South, 6th Floor  
New York, New York 10010-1707  
Tel: 1.212.726.9254 / 1.800.989.7718  
Fax: 1.212.696.9482 / 1.800.989.7103  
E-mail: [classified@natureny.com](mailto:classified@natureny.com)

If using ISDN or Wam!net please follow with fax and e-mail notification to: [ad\\_traffic@natureny.com](mailto:ad_traffic@natureny.com)

### INSERTS

Advertisers can supply preprinted inserts for binding or tip-gluing, and they should discuss specifications and rates with their representatives. Three sample copies of an insert must be sent to the production department for inspection and approval one month prior to the issue date of insertion. Approved inserts must arrive at the printer two weeks prior to the issue date to guarantee insertion. We are not responsible for shipments that are delayed for any reason. Please check with publisher for details on international shipments.

### WEB ADVERTISING

Advertisers who wish to advertise on the web should discuss availability and specifications with their representatives, listed in this media kit. **Deadline:** Electronically supplied materials are due 7 business days before the scheduled start date. Conventionally supplied materials are due 14 business days prior. **Material Specifications:** Banners must be 155 x 40 pixels, in .gif format via disk, email, ISDN or Wam!net. Color gamut of a banner should be restricted to the 216 color Netscape Color Cube. Additional details on the color palette of Netscape Navigator and Microsoft Internet Explorer can be obtained from <http://www.lynda.com/hex.html>. Optimize banners by making the final file size as small as possible, no larger than 10K. Incorrectly sized banners will be proportionately scaled to fit on a neutral background. Conventionally supplied banners will be assessed a one time fee of \$250. Please specify the URL to which the banner ad is to link.

### GENERAL CONTRACTS & REGULATIONS

#### PUBLISHER'S PROTECTIVE CLAUSE

Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit. No conditions, printed or otherwise, appearing on space order billing copy instructions which conflict with the publisher's policies will be binding on the publisher. The publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear on any specified date. Conditions applying to an order should be incorporated in the order. Printed conditions on orders will not be accepted as binding. Copy matter must conform to publisher's published requirements; any additional work involved will be charged back to the client. Orders subject to contract discount must be completed within 12 months, (Jan-Dec). Credit accounts are strictly net and must be settled within 30 days of receipt. If an account is overdue, the publisher reserves the right to suspend insertions.

#### AGENCY COMMISSION

Agency commission 15% to recognized agencies on space, color, and position, if paid within 30 days. Insert back-up and tip-in not commissionable.

#### SHORT RATES AND REBATES

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

## NATUREJOBS & CLASSIFIED ADVERTISING

More and more readers rely on the *Nature Cell Biology* classifieds section for opportunities and events! For the maximum targeted exposure and response, advertise your meetings, courses, grants and other announcements in *Nature Cell Biology* classifieds. Advertisements may be placed in additional *Nature* Monthlies, *Naturejobs* and *Nature Reviews* for unique rates. Contact your representative for details at (800) 989-7718. **naturejobs**

To advertise call: 800-989-1112 Fax: 212-696-9481 E-mail: [display@natureny.com](mailto:display@natureny.com) E-mail: [classified@natureny.com](mailto:classified@natureny.com)



nature  
cell biology





Dear Colleague:

October 2000 saw the launch of Nature Reviews series - the latest members of the dynamic Nature family. Our three new titles - *Nature Reviews Genetics*, *Nature Reviews Molecular Cell Biology* and *Nature Reviews Neuroscience* - contain all the top science and high-

quality reporting that researchers have come to expect from the Nature group. But these are journals with a difference.

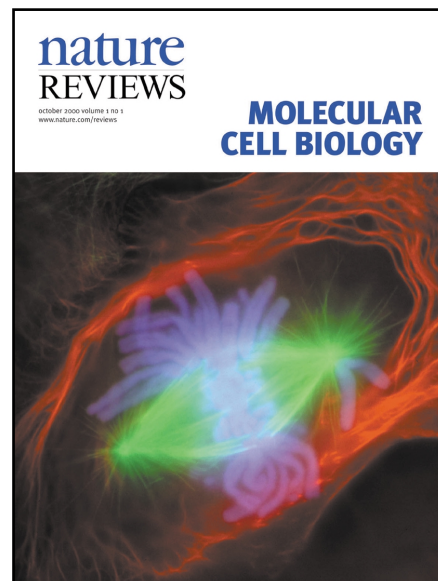
In a break with tradition, the Nature Reviews journals are dedicated to news, reviews and comment. Given the increasing amount of information available today, both in print and online, scientists, decision-makers and educators are demanding just one reliable source of information. With a bright and innovative design, imaginative scope and dedicated editorial input, the Nature Reviews series will meet this need. We are confident that these journals will soon become the first port of call for scientists seeking a comprehensive overview of the best and most relevant primary literature.

Add to all this the fact that *Nature Reviews Molecular Cell Biology* is quite unlike any journal currently available, and you'll see why we feel that we've found a recipe for success. Its broad scope - encompassing the distinct yet complementary areas of molecular and cell biology - allows us to paint the whole picture of essential biological processes such as how cells divide, grow, communicate and die. And the news, reviews and special features beautifully complement the primary research to be found in our sister title, *Nature Cell Biology*.

We are confident that the *Nature Reviews Molecular Cell Biology* will continue the Nature tradition of excellence, filling the unmet needs of this extremely diverse group of investigators. *Nature Reviews Molecular Cell Biology* aims to be the "must-read" review journal for them all and we hope that by adding your support you will give us the opportunity to put you in direct contact with this exciting field.

*Alison Mitchell.*

Alison Mitchell  
Editor



**PAID WORLDWIDE CIRCULATION  
FORECAST BY END OF 2001:**

**2,207**

The scope of this journal includes (but is not limited to) the following areas:

- Chromosome Biology
- Nucleic-acid Metabolism
- Gene Expression
- Nuclear Transport
- Protein Structure and Metabolism
- Membrane Dynamics
- Bioenergetics
- Cell Signalling
- Cell Growth and Division
- Cytoskeletal Dynamics
- Cell Adhesion
- Developmental Cell Biology
- Cell Death
- Cellular Microbiology

## UK 2001 Advertising Specifications

### DISPLAY SPECIFICATIONS

Please send all display advertisement materials, **in a digital format only**, to George Lowe in London.

#### Digital copy

We can accept the following Macintosh programs: QuarkXPress 4; Adobe Illustrator 7; Freehand 7; Adobe Photoshop 4. Files may be supplied either on Zip disk, CD or via ISDN.

#### ISDN

Your files may be submitted via ISDN using 4Sight ISDN Manager. Our ISDN number is +44 (0) 20 7833 0623. It is important that submissions are followed up with a phone call or email notifying us of the file name, and a faxed proof. A colour proof or PDF should accompany all colour advertisements.

### CLASSIFIED SPECIFICATIONS

Please send all classified advertisement materials to Laura Pearson in London. You can supply your materials in the following way: Text only (copy)  
If you would like us to typeset your advertisement, please send us your text via E-mail to [classified@nature.com](mailto:classified@nature.com) or by fax to: + 44 (0) 20 7843 4996

#### Final copy

If your advertisement is already designed and laid out, please supply it to us in a digital format only. We can accept the following Macintosh programs: QuarkXPress 4; Adobe Illustrator 7; Freehand 7; Adobe Photoshop 4. Files may be supplied either on Zip disk, CD or via ISDN.

#### ISDN

Your files may also be submitted via ISDN using 4Sight ISDN Manager. Our ISDN numbers are +44 (0) 20 7833 0623. It is important that submissions are followed up with a phone call or E-mail notifying us of the file name, and a faxed proof. A colour proof or PDF should accompany all colour advertisements.

## US 2001 Advertising Specifications

### DIGITAL

All display advertisement materials must be supplied in digital format only. We can accept the following Macintosh programs: Quark Xpress 4; Adobe Illustrator 7; Freehand 7; Adobe Photoshop 4. Files may be supplied either on Zip disk, CD or via ISDN. A color proof or pdf is required to accompany all color advertisements. All materials will be destroyed after one year unless otherwise requested in writing.

### ISDN

Your files may be submitted via ISDN using 4Sight ISDN Manager. Send files to 212-726-0925 or 212-726-0926. It is important that submissions are followed up with a phone call or email notifying us of the file name and a faxed proof.

Production Department  
Nature America, Inc.  
345 Park Avenue South, 6th Floor  
New York, New York 10010-1707  
Tel: 1.212.726.9307  
Fax: 1.212.545.9540  
E-mail: [ad\\_traffic@natureny.com](mailto:ad_traffic@natureny.com)  
ISDN: (2 lines) 1.212.726.0925 or 1.212.726.0926  
Wam!net is also available for transmitting your files - please call for details.  
If using ISDN or Wam!net please follow with fax and e-mail notification to: [ad\\_traffic@natureny.com](mailto:ad_traffic@natureny.com)

Classified Department  
Nature America, Inc.  
345 Park Avenue South, 6th Floor  
New York, New York 10010-1707  
Tel: 1.212.726.9254 / 1.800.989.7718  
Fax: 1.212.696.9482 / 1.800.989.7103  
E-mail: [classified@natureny.com](mailto:classified@natureny.com)

### INSERTS

Advertisers can supply preprinted inserts for binding or tip-gluing, and they should discuss specifications and rates with their representatives. Three sample copies of an insert must be sent to the production department for inspection and approval one month prior to the issue date of insertion. Approved inserts must arrive at the printer two weeks prior to the issue date to guarantee insertion. We are not responsible for shipments that are delayed for any reason. Please check with publisher for details on international shipments.

### WEB ADVERTISING

Advertisers who wish to advertise on the web should discuss availability and specifications with their representatives, listed in this media kit. **Deadline:** Electronically supplied materials are due 7 business days before the scheduled start date. Conventionally supplied materials are due 14 business days prior. **Material Specifications:** Banners must be 155 x 40 pixels, in .gif format via disk, email, ISDN or Wam!net. Color gamut of a banner should be restricted to the 216 color Netscape Color Cube. Additional details on the color palette of Netscape Navigator and Microsoft Internet Explorer can be obtained from <http://www.lynda.com/hex.html>. Optimize banners by making the final file size as small as possible, no larger than 10k. Incorrectly sized banners will be proportionately scaled to fit on a neutral background.

### GENERAL CONTRACTS & REGULATIONS

#### PUBLISHER'S PROTECTIVE CLAUSE

Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit. No conditions, printed or otherwise, appearing on space order billing copy instructions which conflict with the publisher's policies will be binding on the publisher. The publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear on any specified date. Conditions applying to an order should be incorporated in the order. Printed conditions on orders will not be accepted as binding. Copy matter must conform to publisher's published requirements: any additional work involved will be charged back to the client. Orders subject to contract discount must be completed within 12 months, (Jan-Dec). Credit accounts are strictly net and must be settled within 30 days of receipt. If an account is overdue, the publisher reserves the right to suspend insertions.

#### AGENCY COMMISSION

Agency commission 15% to recognized agencies on space, color, and position, if paid within 30 days. Insert back-up and tip-in not commissionable.

#### SHORT RATES AND REBATES

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.