



Nature Genetics is the world's leading genetics journal, as indicated by its impact factor* of 30.693. Quite simply, *Nature Genetics* is an indispensable forum to those at the forefront of genetic and genomic research.

It publishes groundbreaking papers describing research into the role of genes and molecular pathways in genetic disorders. It publishes the first descriptions of analyses that equip geneticists in their quest to identify genes that are relevant to their areas of study, and to figure out how those genes work. It publishes discoveries in chromosome biology and genetic therapies. It pushes the envelope on high-throughput technologies.

But *Nature Genetics* is more than a research journal. It is about style, concept, and humor. It is about insightful Commentaries, Reviews and editorials from leaders in the community. It is about delivery of essential information in concise, palatable form. It is about reflection, dissection, and prediction.

Never has the community enjoyed such an explosive, kaleidoscopic phase of discovery. *Nature Genetics* is at the eye of the storm, as indicated by its impact factor and ever-soaring rates of subscription and submission. The future is now—and unfolding in our pages. We invite you to be a part of it.

Dr Bette Phimister
Editor

EDITORIAL PERSPECTIVE

Nature Genetics covers important advances, publishing papers on...

- Studies addressing genetic mechanism in humans and model organisms
- Links between genetic variation and common diseases
- Functional analysis of key human gene products
 - Molecular pathology of human disease
 - Advances in cancer genetics
 - Strategies and techniques for analyzing the human genome
- Comprehensive genome analysis
 - Imprinting and the regulation of gene expression
- Advances in gene therapy
 - Plus much more

NUMBER 1 IMPACT FACTOR OF ALL JOURNALS IN THE GENETICS CATEGORY!*

Nature Genetics is the leading journal of genetic and genomic research. With the highest impact factor (30.693) of all genetics journals that publish primary research, it is indispensable to human geneticists and those with an interest in the molecular mechanisms that govern disease.

30.693

PROVIDING EXCELLENCE

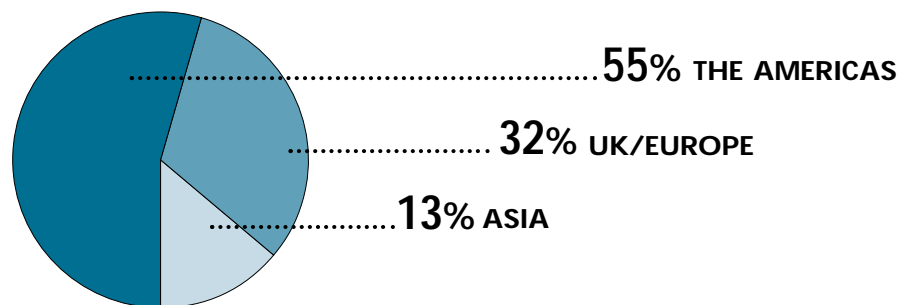
Nature Genetics focuses on advances relevant to human genetics. The range and scope of the material published offers readers a broad spectrum of the latest research findings and discoveries.

CIRCULATION

Nature Genetics continues to enjoy a rapid growth in circulation and has dramatically surpassed initial forecasts.

- Paid circulation is 7,755.
- Active subscription promotion coupled with acceptance by the influential international scientific community assures continued growth throughout the year.
72% of *Nature Genetics* subscribers renew their subscription each year!

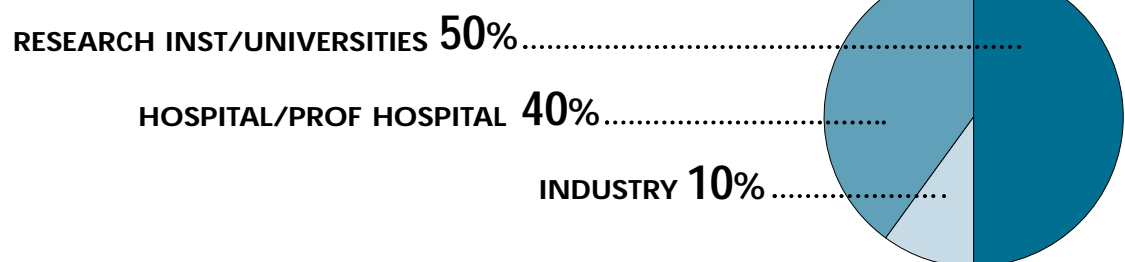
WORLDWIDE DISTRIBUTION



Nature Genetics' outstanding circulation continues to grow and is up by 18% from 1999.

Thousands of copies are distributed each month at the major conferences listed on the editorial calendar page.

PLACE OF WORK



nature
genetics



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	Nov. 29	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. 8	Jan. 10	
MAR	APS - Seattle, WA, 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. 5	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. 7	Mar. 9	
MAY	The Laboratory Show, Olympia, London, UK 10th International Congress of Human Genetics - ESHG, Vienna, Austria American Society for Microbiology, Orlando, Florida, USA 48th American Society for Mass Spectrometry, Chicago, IL, USA French Societe des Neurosciences, Toulouse, France American Society of Gene Therapy, Seattle, WA, USA Tribbranch / AALAS, Philadelphia, PA, USA	May 15-17 May 15-19 May 20-24 May 27-31 May 28-31 May 30-June 3 June 4-6	Apr. 3	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 4	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, Hannover, 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. 8	Nov. 8	



2001 MECHANICAL REQUIREMENTS

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

Classified Department

Tel: 1.212.726.9254 / 1.800.989.7718
Fax: 1.212.696.9482 / 1.800.989.7103
E-mail: classified@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

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.

UK 2001 CLASSIFIED ADVERTISING SPECIFICATIONS

CLASSIFIED 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 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.

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.

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NATUREJOBS & CLASSIFIED ADVERTISING

More and more readers rely on the *Nature Genetics* classifieds section for opportunities and events!

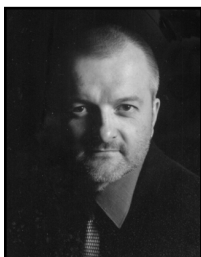
For the maximum targeted exposure and response, advertise your meetings, courses, grants and other announcements in *Nature Genetics* classifieds. Advertisements may be placed in additional *Nature* Monthlies, *Naturejobs* and *Nature Reviews* for unique rates.

Contact your representative for details at (800) 989-7718. **naturejobs**
nature.com

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



nature
genetics



October 2000 sees the launch of the 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 come to expect from the Nature group. But these are journals with a difference.

In a break with Nature tradition, the *Nature Reviews* journals are dedicated to reviews and comment. Given the increasing amount of information 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 Genetics* is quite unlike any journal currently available. Its broad scope - covering the spectrum from evolutionary genetics to functional genomics - will attract all those interested in how genetic material is inherited, how organisms develop, the causes of genetic disease, as well as the new technologies associated with the study of genomics. And the literature and web updates, reviews and special features it publishes are a natural complement to the primary research to be found in our sister title, *Nature Genetics*.

We believe that the *Nature Reviews Genetics* will continue the *Nature* tradition of excellence, filling the unmet needs of the genetics community. *Nature Reviews Genetics* aims to be the "must-read" review journal for every geneticist, and we hope that by adding your support you will give us the opportunity to put you in direct contact with this exciting field.

Mark Patterson
Editor



PAID WORLDWIDE CIRCULATION FORECAST BY END OF 2001:

2,361

Nature Reviews Genetics

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

- Genomics
- Functional Genomics
- Evolutionary Genomics
- Technology
- Multifactorial Genetics
- Disease
- Chromosome Biology
- Epigenetics
- Developmental Biology
- Gene Expression

2001 Advertising Specifications

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New York, New York 10010-1707

Tel: 1.212.726.9307 Fax: 1.212.545.9540 E-mail: ad_traffic@natureny.com

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