



The publishers of *Nature* and I are very pleased to introduce you to our latest title, *Nature Immunology*.

Immunology is a branch of science that touches on almost all areas of life science and medicine. Whether you are interested in molecules, cells, organs, or whole organisms, basic immunology research is never far away. Indeed immunology is now a cornerstone of modern biomedicine—arthritis, diabetes, multiple sclerosis, lupus, atherosclerosis, AIDS, and cancer all have an immunologic component. And funding for immunology research continues to grow: pharmaceutical and biotech startups are heavily invested in the field, as are the major national and international funding organizations.

As a result, the immunology community is big, international, and very active, and whereas there are a number of journals that serve this community, none do so comprehensively and with the characteristics that make the other *Nature* journals stand out above the crowd. It was this realization that led us to launch *Nature Immunology*.

Nature Immunology is the eighth title to be launched by the *Nature* group, and like its seven predecessors, it stakes its reputation on quality. This idea of quality permeates everything we do at *Nature Immunology*. The research we publish is not only the most important and most exciting, but is professionally presented, covers all areas of immunology, and is presented to the reader in record time. And this research is complemented by the most timely discussion, review, and analysis, written by the world's leading immunologists and science commentators.

We are confident that *Nature Immunology* will continue the *Nature* tradition of excellence, filling the as yet unmet needs of this extremely diverse group of investigators. *Nature Immunology* aims to be the “must-read” 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.

Dr. Linda J. Miller, Ph.D.
Editor

IMMUNOLOGY. ALL OF IT.

Starting with the first issue in July 2000, *Nature Immunology* brings together leading immunologists of every discipline. An international, monthly peer-reviewed journal publishing original research of the highest quality, *Nature Immunology* will be of interest to the entire immunology community.

- Premier research
- News & Views
- Timely reviews
- Cutting-edge commentary
- Global coverage
- Free full-text online access

Think of it as your “all-in-one” monthly read.
Subscribe online at <http://immunol.nature.com>





GLOBAL CIRCULATION

2,632

Circulation of *Nature Immunology* is forecast to reach 2,632 paid worldwide by the end of the year 2000. *Nature Immunology* is a subscription-only journal, meaning every issue is fully paid for and therefore read from cover to cover.

EDITORIAL SCOPE

Whereas no areas of immunology research will be excluded from the pages of *Nature Immunology*, priority will be given to work that provides fundamental insight into the working of the immune system. Areas to be covered include

- Transplantation
- Tumor immunology
- Immunogenetics
 - Autoimmunity
- Microbial and viral immunology
 - Immunopathology
- Clinical immunology
 - Immunochemistry
- Molecular, cellular, and system immunology
- Experimental immunobiology

Nature Immunology will be one of the leading journals in scientific publishing. It will set the standard for excellence in publishing, with fast delivery, worldwide distribution, and timely presentation of results.

The combination of significant original research, international and national content, plus commentary, analysis, and historical perspectives and opinions from the research community will make *Nature Immunology* an international brand leader for the immunology community—unrivaled in quality, timeliness, and authority.

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. 5	Dec. 6	
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. 9	
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. 5	Feb. 6	
APR	The Biochemical Society, Bristol University, UK Materials Research Society Spring Meeting, San Francisco, CA, USA	Apr. 10-12 Apr. 16-20	Mar. 8	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. 6	Apr. 9	
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 7	May 8	
JUL	11th International Congress of Immunology, Stockholm, Sweden	July 22-28	June 7	June 8	
AUG	Drug Discovery, Boston, MA, USA 6th International Conference of Neuroimmunology, Edinburgh, Scotland	Aug. 13-17 Sept. 3-7	July 9	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. 8	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	Sept. 6	Sept. 7	
NOV	Society for Neuroscience, San Diego, CA, USA MEDICA, Dusseldorf, Germany	Nov. 10-15 Nov. 21-24	Oct. 9	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. 6	Nov. 7	

UK 2001 DISPLAY 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 e-mail notifying us of the file name, and a faxed proof. A colour proof or PDF should accompany all colour advertisements.

UK 2001 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 7833 0623

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 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

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

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

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

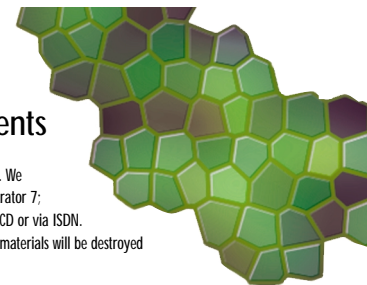
Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys' fees, sustained 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 Immunology* Classifieds section for opportunities and events! For the maximum targeted exposure and response, Advertise your Meetings, Courses, Grants and other Announcements in *Nature Immunology* 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
immunology