



A message from the editor:

Nature Neuroscience is still young, but its reputation is already firmly established. Its circulation overtook that of its main competitor within less than one year of its launch. Many of its papers have received prominent coverage in the national and international press. Recently, we received our first impact factor (8.863) from the Institute of Scientific Information, placing us eighth out of more than three hundred neuroscience journals; given that this figure reflects citations to papers appearing within our first few issues, it demonstrates that from the beginning, *Nature Neuroscience* had established itself as one of the most influential journals in its field.

What makes *Nature Neuroscience* different? Although it publishes many of the most important discoveries, it is much more than a collection of articles. By publishing reviews, News and Views, commentaries, book reviews, readers' letters and editorials, it aims to be the voice of the neuroscience community. Unlike most scholarly journals, the great majority of its circulation represents personal subscriptions; thousands of scientists worldwide turn to their own copy of *Nature Neuroscience* each month, to read about the most important advances in their field and to gain a perspective that cannot be found anywhere else.

Nature Neuroscience continues to evolve, building on its early success; one indicator of its reputation within the community is that it now receives about ten submissions for every paper that is published. *Nature Neuroscience* is fast becoming the leading journal in its field, and an indispensable source for all scientists interested in the brain and nervous system. We believe that neuroscience is poised to make some spectacular advances in the years ahead, and we intend to be there to cover them.

C Jennings

Charles Jennings, Ph.D.
Editor

EDITORIAL

Nature Neuroscience is fast becoming the premier peer-reviewed monthly neuroscience journal. *Nature Neuroscience* has achieved this status by publishing independent, peer-reviewed original research of the highest quality and significance. All areas of neuroscience are covered, with a main focus on the basic science of how nervous systems work.

Unlike many journals in this field, *Nature Neuroscience* emphasizes its accessibility to a broad readership. The original research papers are accompanied by a lively and diverse 'front end', including News and Views, book reviews, editorial, and correspondence items. In this way, we believe that *Nature Neuroscience* will rapidly establish itself as a 'must-read' for the entire neuroscience community.

TESTIMONIALS

"I like the mix of hard science and opinions."

Prof. Wolf Singer,
Max-Planck Institute,
Frankfurt, Germany.

"Truly, I think it is fantastic. The coverage is broad, with most issues taking in not only the breadth of neuroscience but also a range of policy and ethical issues as well."

Prof. Richard Morris,
University of Edinburgh, UK.

"This was a very successful high level subscriptions product which has been well promoted into a tightly defined market."

Miller Freeman Direct

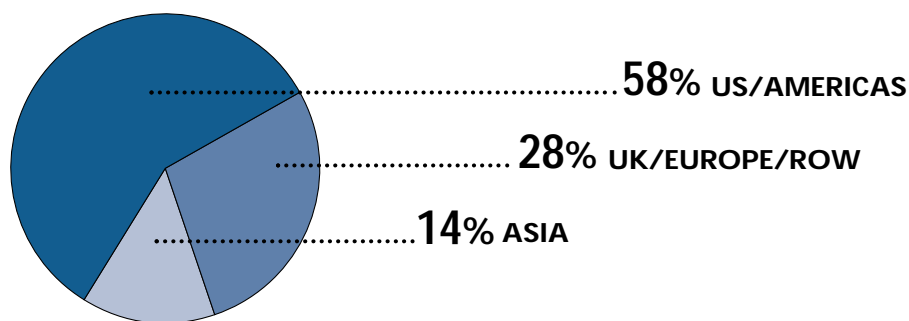


NOBEL PRIZES

Nature Neuroscience publishes the best work from the leading researchers in the field, and past authors include Nobel laureates David Hubel (Harvard), Bert Sakmann (Heidelberg) and Erwin Neher (Goettingen).

TARGETED READERSHIP

Nature Neuroscience delivers a truly global audience with over 4,273 subscribers.*



Modern neuroscience is a highly interdisciplinary subject and is witnessing rapid progress in such diverse areas as molecular neurobiology, functional brain imaging and computational neuroscience.

Nature Neuroscience is targeted to researchers in all area of neuroscience, including the following disciplines:

- Molecular and cellular neuroscience
- Systems neuroscience
- Behavioral and cognitive neuroscience
- Neuropsychology and Psychophysics
- Computational neuroscience
- Diseases of the nervous system

NIH FUNDING IN 2000**

National Institute of Neurological Disorders & Stroke	\$1029
National Institute of Mental Health	\$973
National Institute of Child Health & Human Development	\$858
National Institute of Drug Abuse	\$687
National Institute on Aging	\$686
National Eye Institute	\$450
National Institute of Alcohol Abuse & Alcoholism	\$292
National Institute of Deafness	\$264

A FOCUSED & LUCRATIVE MARKETPLACE

By advertising in *Nature Neuroscience* you will be reaching a lucrative and focused readership. The US neuroscience community received over \$5.2 Billion dollars of funding in 2000 from the NIH alone. Around the world, this field is experiencing rapid growth in both government and private funding, making this a market you cannot afford to ignore.

* 18% increase in subscribers from 1999
Publisher's data, 6/00

**Amount in Millions

Source: Budget of the United States Government
Fiscal Year 2000 United States Printing Office



nature
neuroscience



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. 4		Dec. 5
FEB	IPOT & MACHINE VISION, NEC, Birmingham AAAS - San Francisco, USA Bio Gen Tec Forum, Cologne, Germany PITTCOON - New Orleans, USA	Feb. 14-15 Feb. 16-19 Feb. 28-Mar.1 Mar. 5-8	Jan. 5		Jan. 8
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. 2		Feb. 5
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. 8
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 Tribbranch / 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. 6
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 7
JUL	11th International Congress of Immunology, Stockholm, Sweden	July 22-28	June 6		June 7
AUG	Drug Discovery, Boston, MA, USA 6th International Conference of Neuroimmunology, Edinburgh, Scotland	Aug. 13-17 Sept. 3-7	July 6		July 9
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. 7		Aug. 8
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. 5		Sept. 6
NOV	Society for Neuroscience, San Diego, CA, USA MEDICA, Dusseldorf, Germany	Nov. 10-15 Nov. 21-24	Oct. 5		Oct. 9
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. 2		Nov. 6

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 email 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 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.

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US 2001 Advertising Specifications

DIGITAL

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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

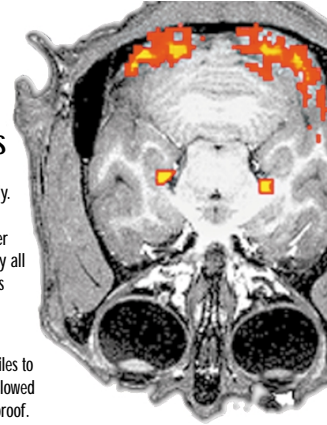
Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys' fees, sustained 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.

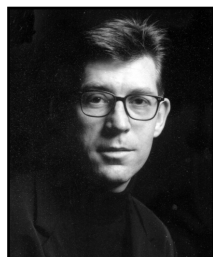


NATUREJOBS & CLASSIFIED ADVERTISING

More and more readers rely on the *Nature Neuroscience* classifieds section for opportunities and events! For the maximum targeted exposure and response, advertise your meetings, courses, grants and other announcements in *Nature Neuroscience* 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



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neuroscience



Dear Colleague:

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

science and high-quality reporting that researchers have come to expect from the Nature group. But these are *Nature* 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 a single 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.

Nature Reviews Neuroscience is unlike any journal currently available. Its broad scope - all branches of neuroscience, from molecules to the mind - will cover the breadth and depth of modern neuroscience. *Nature Reviews Neuroscience* will provide an authoritative, accessible, topical, and engaging first port of call for scientists who are interested in any aspect of the structure and function of the nervous system. The news, reviews and special features of *Nature Reviews Neuroscience* are a natural complement to the primary research to be found in our sister title, *Nature Neuroscience*.

We are confident that *Nature Reviews Neuroscience* will continue the Nature tradition of excellence, filling the unmet needs of the neuroscience community. *Nature Reviews Neuroscience* aims to be the 'must-read' review journal for every neuroscientist, helping you to keep in touch with the cutting edge of this ever-growing field.

P Collins

Peter Collins, Ph.D.
Editor



PAID WORLDWIDE CIRCULATION
FORECAST BY END OF 2001:

2,306

NATURE REVIEWS NEUROSCIENCE

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

- Cellular and Molecular Neuroscience
- Development of the Nervous System
- Sensory, Motor Systems and Behavior
- Regulatory Systems
- Higher Cognition and Language
- Computational Neuroscience
- Disorders of the Brain

<http://www.nature.com/reviews>

UK 2001 DISPLAY SPECIFICATIONS

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

Digital copy

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ISDN

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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.

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If using ISDN or Wam!net please follow with fax and e-mail notification to: ad_traffic@natureny.com

Classified Department
Nature America, Inc.
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New York, New York 10010-1707
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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.

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