



Structural biologists study individual biomolecules that are too small to be seen with the naked eye. Such molecules perform the cellular functions required for life. Just like an object that one can see—such as a cup, a knife, or a blender—the shapes and moving parts of biomolecules determine what functions they can perform. The goal of a structural biologist is to tease out the details of biological mechanisms—to discover what molecules are involved and how their atoms and parts move and interact to accomplish a particular process. *Nature Structural Biology* is the top journal in this important field of research.

The field of structural biology was once relatively specialized but has grown tremendously over the last five years. New technologies have made it much easier to determine molecular structures. In addition, throughout the world, many governments have allocated funding for the expensive equipment and facilities that are needed for structural research. The pharmaceutical and biotechnology industries have also recognized the usefulness of structural information for drug development.

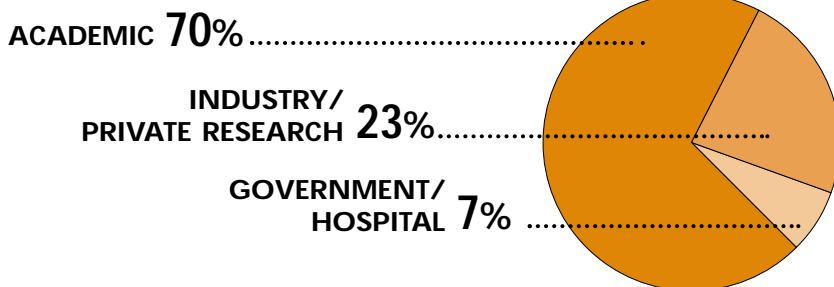
Structural biology will become even more important in the future. While the recent accomplishment of sequencing the human genome is important and impressive, it will not be sufficient for the development of effective therapies because genes are the storehouses of genetic information in cells, not the active participants in cellular processes. Genes encode the blueprints for making proteins, which are the molecules that perform most of the functions in living organisms. One of the next phases of research will be to determine the atomic resolution structure and the function of each protein encoded by each gene. This is a big challenge that will require the efforts of many scientists of diverse backgrounds. Structural biologists will undoubtedly play a key role in this 'post-genomic' era.

Nature Structural Biology's mix of top quality research, informative and timely news and views, comment, and editorial sections, and its exceptional presentation and international scope have made it the leading journal in its field. The journal is continuing to evolve to meet the needs of its rapidly growing community. More scientists—from disciplines as varied as molecular and cellular biology, biochemistry, and biophysics—are beginning to use structural tools in their own research, and in response to this change, a wider variety of research is included in the journal.

This is an exciting time for structural biology, and we hope you will join us in recognizing the growing relevance of this field to a broader audience.

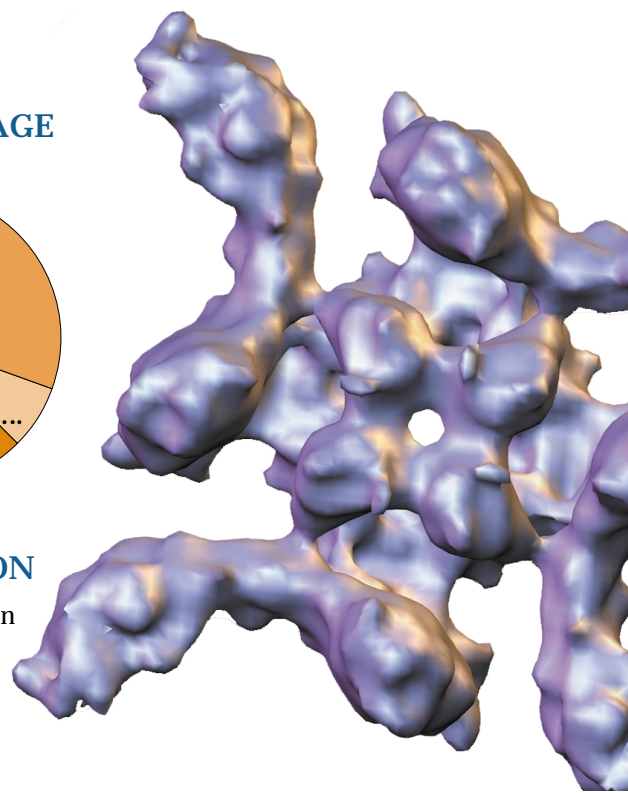
Tracy Smith
Editor

WIDE ESTABLISHMENT COVERAGE



CIRCULATION

Nature Structural Biology's top-quality circulation as of June 2000 consists of 2,306 subscribers.

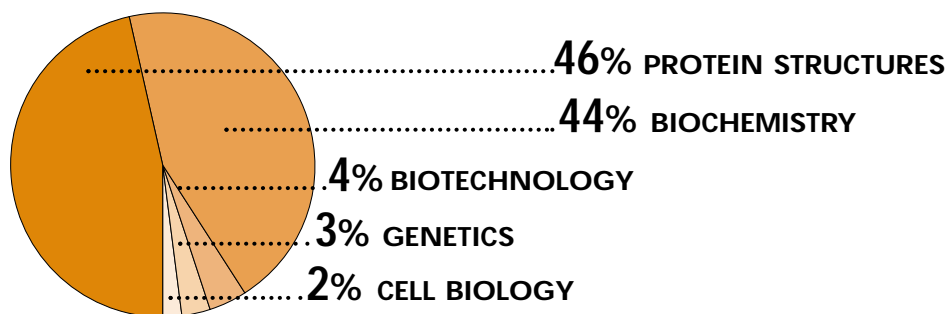




HIGHEST IMPACT FACTOR* 13.55

This makes *Nature Structural Biology* number one in the category of Biophysics and places the journal among the top 10 Cell Biology journals.*

DISCIPLINES



GEOGRAPHICAL AND DISCIPLINE CHARACTER OF PAPERS PUBLISHED

Nature Structural Biology is a journal with a clear international scope. Approximately 50% of papers are from laboratories in the USA, and about 13% come from the UK. The rest come from numerous countries, including Germany, Australia, Canada, France, Israel, China, Denmark, India, Japan, The Netherlands, South Korea, Spain, Sweden, and Switzerland.

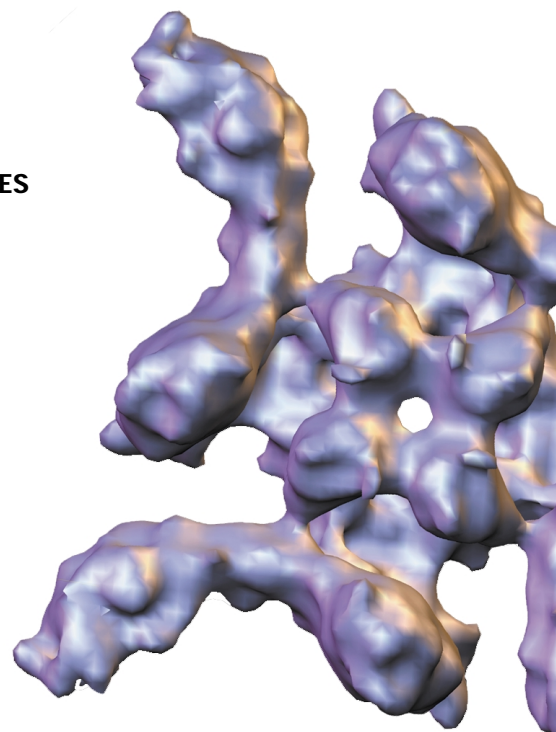
The journal publishes a wide variety of research.

Approximately 50% of the papers cover high-resolution structural determinations by X-ray crystallography and NMR spectroscopy.

Another 25% of the papers published focus on understanding the process of protein folding.

The remaining content of the journal is primarily biochemical and molecular biological research that has a direct impact on understanding how the functions of molecules are determined by their structures.

We publish approximately 20% of the papers that are submitted to *Nature Structural Biology*.



TESTIMONIAL

"It is my opinion that *Nature Structural Biology* provides a timely publication of structural papers that are relevant in all areas of molecular and cell biology. We can find state of the art papers to explain structural mechanisms of various types of biological processes involving macromolecular assemblies and recognition, signal transduction, protein folding, and immuno-responses, just to name a few."

Wah Chiu,
Baylor College of Medicine,
Houston, Texas

"*Nature Structural Biology* has admirably filled a real void in the literature and does a superb job of bringing the highlights of the structural biology world to a wide international audience."

Walter J. Chazin,
Vanderbilt University
Medical Center,
Nashville, Tennessee

"*Nature Structural Biology* is not only an essential item on my reading list, but also an enjoyable one."

Emil Pai,
University of Toronto,
Ontario, Canada

* Journal Citation Reports (Institute for Scientific Information, Inc., Philadelphia, PA; 1999). All figures courtesy of the independent ISI. The more often a journal's articles are cited, the more the world's scientific community perceives the journal to be a carrier of useful information.

2001 EDITORIAL CALENDAR

	BONUS DISTRIBUTION	CONFERENCE DATES	AD CLOSE Display	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	IPOP & MACHINE VISION, NEC, Birmingham AAAS - San Francisco, USA Bio Gen Tec Forum, Cologne, Germany PITTCO - 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	Sep. 5	Sep. 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 to Sarah Hilton in London. You can supply your materials in the following formats:

Final Film

Negative film, right reading, emulsion side down.

Screen: 54 lines/cm or 133 lines/inch

Proofs: For colour advertisements a cromalin proof is essential.

For black & white advertisements please include a black & white laser proof.

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 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 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

US 2001 Advertising Specifications

MECHANICAL

Advertisements must be supplied as right-reading, emulsion-side-down negatives at a maximum of 133 lines per inch (52 lines per centimeter), with registration and crop marks included. Film should conform to SWOP standards. Two-, three-, and four-color advertisements must be accompanied by a film-based proof (we cannot guarantee accurate color reproduction from other types of proofs). Black-and-white advertisements must be accompanied by a contact or film-based proof. Because of quality concerns, we cannot accept camera-ready material except for unscreened text- or line-only advertisements. NOTE: Advertisers inserting process two-color advertisements should supply film as follows: Yellow - black & 100% yellow; Blue - black & 100% cyan; Red - black, 100% magenta, & 100% yellow; Green - black, 100% yellow, & 100% cyan.

DIGITAL

Contact production department regarding requirements.

All ad materials will be destroyed after one year unless otherwise requested in writing.

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 Structural Biology* classifieds section for opportunities and events! For the maximum targeted exposure and response, advertise your meetings, courses, grants and other announcements in *Nature Structural 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**
nature.com



nature
Structural
biology
molecular form & function