

IUCr Advertising and Partnership Kit



IUCr
International Union
of Crystallography

www.iucr.org

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IUCr Newsletter

The IUCr is an International Scientific Union. Its objectives are to promote international cooperation in crystallography and to contribute to all aspects of crystallography, to promote international publication of crystallographic research, to facilitate standardization of methods, units, nomenclatures and symbols, and to form a focus for the relations of crystallography to other sciences.

The IUCr Newsletter relaunched in summer 2018 in a new digital web format. It has an accompanying email edition, and provides multiple options for reaching the crystallographic and structural science communities.

The Newsletter also has a renewed Editorial Board, and reports regional and international news stories, longer feature-style articles, and general information of interest to the readers. Two issues were published in 2018; since then, the Newsletter has reverted to quarterly publication. Beginning 2025 the Newsletter has responded to interest by creating bi-monthly issues.

Email Circulation: 11,500

Pricing

By advertising in the IUCr Newsletter, you're reaching a community of professionals who trust our platform for valuable industry insights. Your brand gets exposure within a scientific community that values quality, relevance, and precision. Whether you're promoting a new product, a groundbreaking technology, or an important scientific discovery, our dedicated readership provides a receptive and engaged audience for your message.

With **targeted campaigns**, detailed demographic data and a dedicated, **engaged readership**, the IUCr Newsletter is the perfect partner for businesses looking to expand their reach in the structural science community. Advertise with us and take advantage of our strong readership base to elevate your brand and connect with those who matter most in the world of crystallography and structural research.

Details

- Full-Page Ad:
Price: 2,500 (x1) / 2,250 (x6) USD
Ideal for advertisers seeking maximum exposure within the newsletter, the full-page ad gives your brand dedicated space to highlight products, services, or announcements to our dedicated scientific community. Readers will be engaged through the newsletter as well as on our website.
- Banner Ads:
Top Banner: 725 (x1) / 625 (x6) USD
Mid Banner: 600 (x1) / 500 (x6) USD
Bottom Banner: 400 (x1) / 350 (x6) USD
Banner ads offer a flexible and impactful way to capture attention. Choose the placement that best suits your marketing strategy, whether at the top, middle, or bottom of the newsletter.
- New product/Press release: 400 USD
- Article sponsorship 2,500 USD
- Advertising feature 2,500 USD

Discounts Available:

Full-year purchases: Commit to a year of advertising with us and receive special pricing to maximize your budget.

Corporate associates: Category 1 and 2 corporate associates are eligible for a 20% and 10% discount respectively.

Deadlines

To ensure your advertisement is included in the upcoming issues of the IUCr Newsletter, please be mindful of the following submission deadlines for the year 2025:

1 February 2025

1 April 2025

1 June 2025

1 August 2025

1 October 2025

1 December 2025

Please note that these deadlines are essential to guarantee your ad is featured in the respective issue. We encourage early submissions to allow ample time for ad placement and production.

If you're planning a full-year campaign, early planning will help ensure your ads are included in each newsletter issue as per your desired schedule.

How to submit your ad:

To submit your ad, please send your artwork and ad details to our [Marketing Team](#) prior to the deadline. If you require any assistance with designing your ad or have specific questions regarding submission, feel free to reach out.

We look forward to partnering with you to deliver impactful, engaging advertisements to our dedicated community of crystallographers and structural scientists.

Associates Programme

The IUCr Associates Programme launched at the 24th IUCr Congress and General Assembly in Hyderabad in 2017. It continues to support the not-for-profit status of the IUCr, all resources are invested straight back into the structural science community. Cost is calculated based on a three year associateship.

Category 1:

- Company logo and short description in dedicated section on IUCr website in prominent position
- Company logo on IUCr homepage
- 20% discount on all items in the IUCr Advertising and Partnership Kit
- Three IUCr Associate individual memberships for company employees (worth USD600)
- One opportunity to sponsor an article in the IUCr Newsletter (issue to be agreed with the IUCr Newsletter Editor) or publish an advertising feature (worth USD2500)
- IUCr Corporate Associate logo for inclusion in company website and promotional material
- **7,000 USD**

Category 2:

- Company logo and short description in dedicated section on IUCr website (2nd level position)
- Company logo on IUCr homepage
- 10% discount on all items in the IUCr Advertising and Partnership Kit
- Two IUCr Associate individual memberships for company employees (worth USD400)
- IUCr Corporate Associate logo for inclusion in company website and promotional material
- **3,500 USD**

Category 3:

- Company logo and short description in dedicated section on IUCr website (3rd level position)
- Company logo on IUCr homepage
- One IUCr Associate individual membership for a company employee (worth USD200)
- IUCr Corporate Associate logo for inclusion in company website and promotional material
- **1,750 USD**

'This Newsletter is a great tool to bring our community together, being a meeting point for philosophical discussions, not only on scientific issues but also on issues that affect our societies and the planet, contributing effectively to the discovery of our disciplines by the global society and giving us the possibility to disseminate our activities worldwide... We must be able to maintain the bonds of scientific collaboration above conflicts and align ourselves with the progress of global society in terms of peace, justice and equity, diversity and sustainability'.

-Santiago García-Granda
IUCr President (2023–)



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