

FOCUS: Covering materials research, the engineering of new materials, and the increasing impact that these materials are having on other disciplines. *Nature Materials* is dedicated to research on existing materials and the engineering of new materials. However, the focus of materials research is moving to its increasing impact on other classical disciplines such as physics, chemistry and biology. Embracing this shift in focus, the research in *Nature Materials* now appeals to a broader audience of scientists and decision makers interested in areas such as biomolecular materials, photonic materials, nanoscale materials, and catalytic materials.



"It is the best source of up-to date research/scientific information regarding current research on the materials world."

Post-Doctoral Researcher, College/University, Singapore

"Nature Materials are first to publish scientific discoveries in all fields around the world."

Research Scientist, Industry/Corporation, India



AT A GLANCE

Launched	2002
Frequency	Monthly
Impact Factor	19.782*

PRINT DATA

Print circulation	1,700
Estimated readership	10,700

GEOGRAPHIC BREAKDOWN

Americas	36%
UK/EUR/ROW	47%
Japan/Asia	17%

ONLINE DATA

Monthly unique users	75,500
Monthly page views	602,700
Monthly e-toc recipients	97,000

*2007 Journal Citation Report. (Thomson Reuters, 2008)

SUBJECTS COVERED

Bio-inspired, biomedical and biomolecular materials, catalytic and separation materials, computation, modeling, and materials theory, design, synthesis, processing and characterization techniques, electronic materials and molecular electronics, engineering and structural materials, magnetic materials, materials for energy, nanoscale materials and processes, optical, photonic and optoelectronic materials, organic and soft materials, surfaces and thin films, and superconducting materials.

ONLINE USER SURVEY DATA

GEOGRAPHIC BREAKDOWN

Europe	35%
US	25%
Asia Pacific	32%
ROW	8%

JOB TITLE

Senior Scientist	45%
Scientist	43%
Senior Business Manager	6%
Other	8%

PLACE OF WORK

College/University	56%
Industry/Corporation	13%
Governmental	9%
Publicly Funded Research Institute	8%
Other	14%

TOP PRODUCTS PURCHASED

Computer Software	
Materials and Chemicals	
Databases & Information Systems	
Imaging and Microscopy	

72% of print readers read the journal both in print and online.

30% of total readers work in departments with purchasing budgets of over \$500,000.

64% of total readers involved in the product purchasing process.

Techniques commonly used in labs

Microscopic techniques	77%
Spectroscopic techniques	64%
Diffraction techniques	50%