R&D Magazine and *www.rdmag.com* informs and educates research scientists, engineers, and technical staff members at laboratories around the world with timely, informative news—and useful technical articles that broaden our readers' knowledge of the research and development industry and improve the quality of their work.

The readers are managers; they run projects, laboratories, research divisions, or entire companies. Often multidisciplinary in nature, their work focuses on physics, chemistry, materials science, biology, and engineering as well as informatics, environment issues, nanotechnology, and other emerging technologies.

Most articles are technical. Due to the multidisciplinary nature of the magazine's readership, however, articles are written to be readable and useful to all readers, regardless of their scientific specialty. News stories and technical articles in *R&D Magazine* and on *www.rdmag.com* address state-of-the-art scientific and technical advances; how the latest R&D instruments and techniques help researchers work more productively; and important trends in research management, funding, and policy.

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Contributed Feature Articles
In addition to feature articles written by the staff of editors for *R&D Magazine* the publication is always looking for good story ideas and articles, and welcome outside contributions. These contributed technical articles may be published in print, online, or both.

Contributed articles should emphasize technical applications and are written from

the user's point of view. Examples include how-to articles on techniques, procedures related to specific instruments, processes, or technologies, and reports explaining how significant new products are being used in the laboratory. All articles must tell our readers how the instrument or new product being described has helped researchers save time, money, and effort; how it has improved their research results; or how it has allowed them to perform activities that previously were not possible.

R&D Magazine accepts articles from research scientists, university and government lab researchers, and technical experts at vendors or industry suppliers.

Articles should be engaging, technically rigorous and professionally useful through concise, crisp writing, and helpful, eye-catching graphics. All articles are reviewed and editing by the editors prior to publication.

Prospective authors should contact the editors prior to writing the article. Send an email outlining:
• A suggested title or topic heading for your article.
• A 200-word synopsis or outline of the story idea, indicating its significance and why it should be published in *R&D Magazine*.
• A sentence or two about the author (and any co-authors) indicating why they are qualified to write the article.
• The graphics, images, or illustrations available to support the article.

The editors review all submissions within one week and may invite the author to prepare a full-length article. This invitation to write is not agreement to publish. Articles are not accepted for publication until a final draft has been edited and approved by the editors. The style, length, format, and technical content of the final article is determined by the editors.

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Authors must obtain all necessary approvals and releases from their organization and affiliated partners prior to submission. If images or illustrations were published previously, the author must obtain written permission for re-publication prior to submission.

Provide a brief (35 words) biographical sketch for each author, describing their training and expertise in the subject area. Include the correct name, title, affiliation, and location. Contact information: Always include a phone number and email address in correspondence. Provide a secondary contact name if the author will not be available during the editing process.

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If you have an article inquiry, please contact *R&D Magazine's* Editor, lindsay.hock@advantagemedia.com [3].

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New Products/Literature
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The events calendar on our website lists upcoming technical meetings, seminars, conferences, symposia, and expositions. To add your event to our listing, send an email to RDeditors@advantagemedia.com [4]. Include the exact name of the conference, the date, sponsoring organization, brief description, location and a contact name and phone number.

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R&D Magazine covers a broad range of topics related to industrial research. Subject areas include:
• Aerospace Research
• Analytical Instrumentation
• Automotive Research
• Analytical Chemistry
• Biosciences/Biotechnology
• Chemicals
• Chromatography/Separation Sciences
• Computers/LIMS/Image Analysis/Software
• Data Acquisition
• Electronic Instrumentation
• Energy Research
• Environmental Research and Instrumentation
• Food & Beverage Technology
• General Science Research
• Laboratory Design
• Lab Equipment and Supplies
• Lab Safety and Standards
• Lasers/Optics/Electro-optics
• Materials Research

• Micro-machined Devices
• Microscopy
• Nanotechnology
• Pharmaceuticals Research
• Process Technology
• Sample Preparation
• Semiconductor Research
• Spectroscopy
• Surface Analysis
• Test and Measurement Equipment
• Vacuum Technology

Photos and Illustrations
Good photos and illustrations are crucial to the success of an article to attract readers and supply additional information to enhance the text.

All photos and illustrations should be of high quality, with good contrast and sharpness. Electronic images are required and must be saved as separate files in TIF or EPS format, with 300 dpi or higher resolution and a minimum of four inches wide.

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