

## Aims and Scope

The Organic Chemistry Portal ([www.organic-chemistry.org](http://www.organic-chemistry.org)) is a unique collection of resources intended to serve experienced organic chemists at grad schools or younger to seasoned veterans in the chemical industry.

The website, which has been online for more than 20 years, offers an overview of recent topics, interesting reactions, and information on important chemicals.


## Audience

We target a global, english speaking audience interested in organic chemistry:




## Job Function

Research · 957 (33.1%)



Education · 319 (11%)



Business Development · 127 (4.4%)




Operations · 121 (4.2%)



Quality Assurance · 81 (2.8%)



Engineering · 77 (2.7%)



## Industry

Pharmaceutical Manufacturing · 490 (16.9%)



Industry	Count	Percentage
Pharmaceutical Manufacturing	490	16.9%
Higher Education	395	13.7%
Chemical Manufacturing	335	11.6%
Biotechnology Research	277	9.6%
Research Services	265	9.2%
Education Administration Programs	69	2.4%

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## Reviews

*The portal organic-chemistry.org is for all those interested in modern synthetic chemistry. You may wonder if it is even possible to cover such a broad field within a single internet portal: In fact an excellent mixture of basic knowledge and up-to-date topics can be found on the site.*

Kilian Muñiz, *Angew. Chem. Int. Ed.* **2004**, 43, 2468. DOI:  
<https://dx.doi.org/10.1002/anie.200483068>

*Transport yourself to a world of organic chemistry knowledge through the Organic Chemistry Portal. The site's content is varied, ranging from detailed educational information, to abstracts of recently published papers, to job postings, to even...*

Taralyn Tan, <https://www.genengnews.com/resources/organic-chemistry-portal/>

## External Links

In addition to the homepage, which is linked thousands of times from university libraries, research groups and other science sites, hundreds of thousands of links point to numerous sub-pages that are difficult to list here. But this shows that we also present content that can be recommended on small subpages.

Total external links ⓘ

277,843

## Top target pages

Target page	Incoming links	↓ Linking sites
<a href="https://www.organic-chemistry.org/">https://www.organic-chemistry.org/</a>	6,693	1,111
<a href="https://www.organic-chemistry.org/namedreactions/">https://www.organic-chemistry.org/namedreactions/</a>	1,890	650
<a href="https://www.organic-chemistry.org/prog/peo/">https://www.organic-chemistry.org/prog/peo/</a>	2,093	390

## Advertisement

Advertising on [www.organic-chemistry.org](https://www.organic-chemistry.org) allows you to reach decision makers in research and development. Our focused topic format guarantees that your advertisement is read mainly by your desired target group, i.e. the organic chemists with a current or future interest in your product or service.

### Standard Advertisement Opportunities

Our *standard advertisement* units (728\*90px, 300\*250px, gif, jpg, png, 40 KByte) can be put online anytime and are online until a contracted amount of users are referred to your landing page (according to Google Analytics 4) :



We do not charge per view, because multiple factors, such as the interest in your product or banner blindness ([https://en.wikipedia.org/wiki/Banner\\_blindness](https://en.wikipedia.org/wiki/Banner_blindness)) can limit the success of your ads. And we also show ads in areas that can only be viewed, if users scroll down. Anyway, it would not be fair to charge for ads, that are ignored. We do not even charge per click, as this would include undesired accidental clicks and fraudulent multiple clicks – instead we filter accidental clicks right before statistics run. Double clicks that happen weeks or even months later are determined by Google Analytics 4. If you run that analytics solution at your own website, you can easily compare the values that we report to the values that you measure by yourself – for example using the google analytics campaign builder

## Media Kit

(<https://ga-dev-tools.web.app/ga4/campaign-url-builder/>), a specific landing page URL or bit.ly for counting the clicks. There will for sure be a slight difference, because a few people close the browser window while waiting for your website to respond, but we are sure, that we have found a fair and practical solution, that delivers a measurable impact.

You will receive monthly statistics for the amount of impressions via Email:

Page title and screen class ▾ +			↓ Views *****	Users *****
			190,497 15.22% of total	78,676 50.63% of total
1	Views	Banner	95,865	51,994
2	Views	Rectangle	94,632	51,729

For this company running two ads (we accept single ads or a combination of 728\*90 + 300\*250px in parallel), you can easily see, that each ad reaches 52k people in one month, both ads reach 79k people and these 79k people are 51% of the total amount of users.

The same ads generated 492 clicks (please ignore the title „views“ here), but as you can see, for the single rectangle ads as well as for the single banner ad, 5 to 6 clicks are filtered. And the amount of 472 users showed at the top (that is finally paid) is again filtered, because 472 does not equal 189+292 = 481.

Page title and screen class ▾ +			↓ Views *****	Users *****
			492 0.04% of total	472 0.3% of total
1	Clicks	Rectangle	297	292
2	Clicks	Banner	195	189

These filters also work in subsequent months (up to 14 months), so your results, that you receive at the end of your campaigns, are again corrected.

Minimum booking volume: 500 referred users

per user : 1.00 EUR (USD, CHF, GBP, AUD, NZD on request)  
 (incl. 10% volume discount) 0.90 EUR (e.g. 2000 referred users with two ads in parallel)



## Media Kit

For the current specs and the pricing, please check out:

<https://www.organic-chemistry.org/info/imprint/ads/banner.htm>

<https://www.organic-chemistry.org/info/imprint/ads/square.htm>

## Discounts

We both offer first time (20%) as well as volume discounts (10 – 20%), please check out the discount schedule here : <https://www.organic-chemistry.org/info/imprint/ads/discount.htm>

## Testimonials

*We showcase our products on the organic chemistry portal regularly and have generated a significant number of high-quality leads through [www.organic-chemistry.org](http://www.organic-chemistry.org). Besides the high success rate, the service in terms of campaign monitoring and optimization by the portal owner Reto Müller is excellent. I highly recommend advertising here to anyone who aims to reach organic chemists.*

*We find the service a very effective method of advertising, enabling us to reach many people in our specific target market around the world. Each campaign we run receives a high number of click-through web traffic, and we receive excellent support and customer service from Organic Chemistry Portal. I would recommend creating campaigns using this service.*