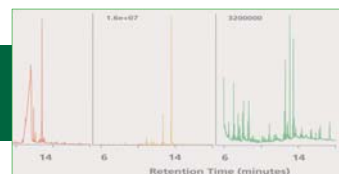


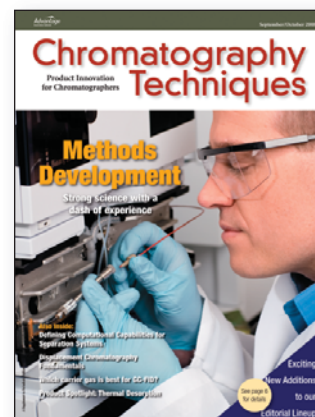
# Editorial Mission



## Readers Ask, We Deliver

Since our inception in 2007, our promise at CHROMATOGRAPHY TECHNIQUES has been to bring the latest product innovations and applications to our valued readers. Having a fresh, strong product-focused approach allows chromatographers to learn what's new, when it's new, thus accelerating purchasing decisions.

We constantly listen to our readers to make sure that we are providing the best information in the most convenient way. As a result of our flexibility, **90% read our issues on a very regular basis** to stay current with ever-changing industry trends, learn about new approaches used by other organizations and to help in the buying process.



### Editorial Mission

To keep chromatographers informed of product innovations and applications that will help them excel with today's separation advancements.

## Readers Use CHROMATOGRAPHY TECHNIQUES Regularly in Their Research to:

Stay current with industry trends

**79.8%**

Learn about approaches used by other organizations

**59.2%**

Help make buying decision

**42.2%**

Help form opinions

**37.0%**

Consult for future reference

**41.9%**

Include in a report or formal presentation

**13.6%**

Discuss with colleagues

**31.2%**

Other

**2.3%**

Source: June 2008 CHROMATOGRAPHY TECHNIQUES Reader Survey.

**Chromatography  
Techniques**  
Product Innovation for Chromatographers