

# Powder Diffraction

*An International Journal of Materials Characterization*

Media Information  
in Print and Digital

# 2025

[cambridge.org/pdj](http://cambridge.org/pdj)



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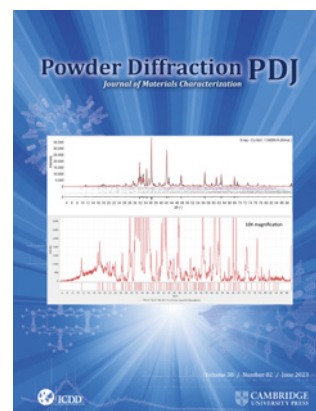
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## Editorial Coverage

*Powder Diffraction (PDJ)* is an international journal published quarterly (four issues and one supplement) by the International Centre for Diffraction Data (ICDD). *Powder Diffraction (PDJ)* is a journal dedicated to publishing articles of materials characterization employing X-ray powder diffraction and related techniques. ***Powder Diffraction Journal is now Open Access – Hybrid and published Online Only.***

*Powder Diffraction (PDJ)* articles cover a wide range of applications, from crystal structure determination of polycrystalline materials to epitaxial growth of thin films to advances in application software and hardware, the journal offers a diverse selection of practical applications.

The editorial focus is of practical applications of powder diffraction methods analysis, standard reference materials, search/match methods utilizing powder data coupled with computer procedures, the indexing of powder data, and structure solutions from powders. Also included are book reviews, meeting announcements, and coverage of new instrumentation and accessories for use in X-ray powder diffraction.

## Powder Diffraction

**Total online circulation: 8,150**

\*incl. institutions with online access via consortia

## Special Supplements

*Powder Diffraction (PDJ)* includes a supplement issue each year with papers chosen from a recent conference/workshop. The supplement issues not only represent the commitment to bring the very best in materials characterization and techniques, but also emphasize the international scope of *Powder Diffraction (PDJ)*.

## Conferences

- Denver X-Ray Conference (DXC)
- Spring and Fall Materials Research Society Meetings (MRS)
- Microscopy & Microanalysis Annual Conference (M&M)
- American Physical Society (APS) March Meeting (APS)
- American Physical Society (APS) April Meeting (APS)
- European Mineralogical Conference (EMC)
- European Microscopy Congress (EMS)
- American Institute of Chemical Engineers (AIChE)

## Increased Subscriber Services

ICDD, in collaboration with the Denver X-ray Conference Organizing Committee, has increased services for the subscribers of *Powder Diffraction (PDJ)* and authors of *Advances in X-ray Analysis*. *Powder Diffraction (PDJ)* institutional subscribers who receive online versions will receive the latest volume of *Advances in X-ray Analysis*. This effectively doubles the number of articles annually available to *Powder Diffraction (PDJ)* subscribers.

*Powder Diffraction* is now available online-only since 2022. Cambridge University Press offers several online slots for banners, as well as other online advertising opportunities.

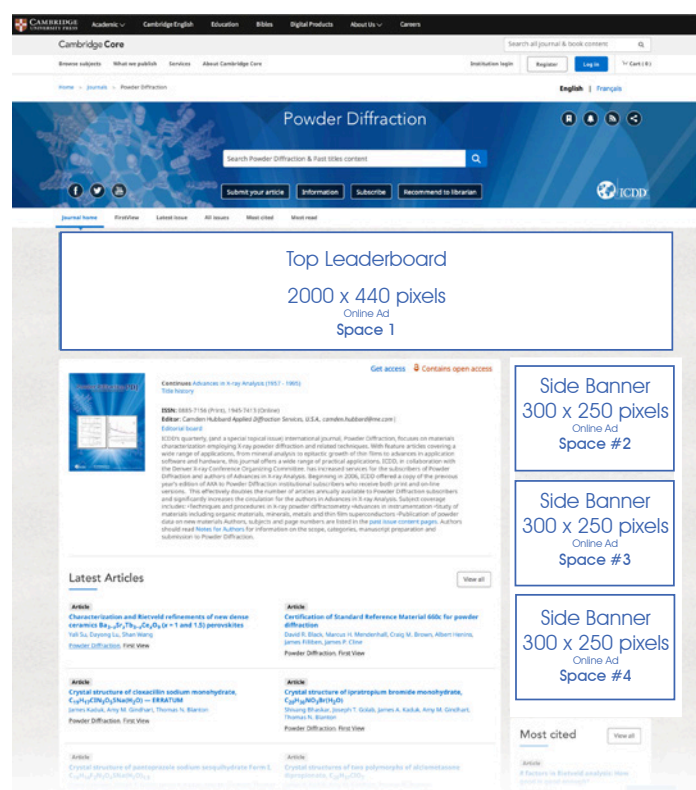
Since initial implementation there has been a steady increase in online subscription readership, due to the participation of *Powder Diffraction* in a number of large publishing consortia that provide access to a large number of users solely by online access. The *Powder Diffraction* homepage on Cambridge Core is also visited hundreds of times per month by non-subscribers who view the articles and abstracts.

## Online Advertising

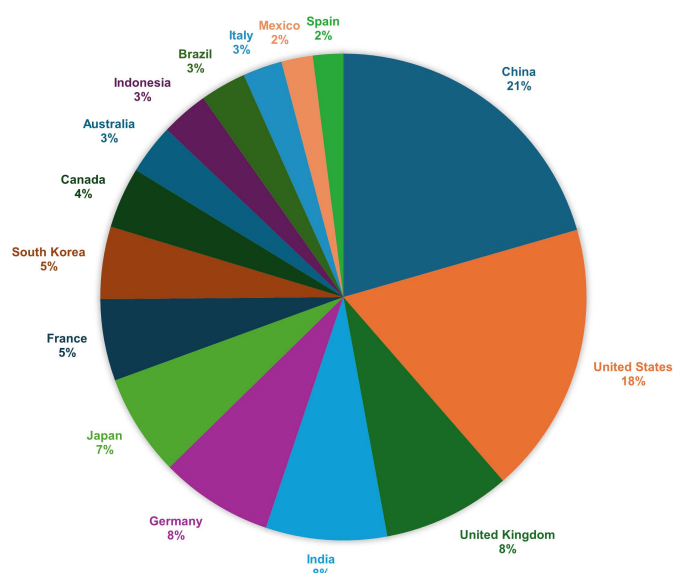
Our partnership with Cambridge University Press has already provided unprecedented access to *Powder Diffraction* (PDJ). With their proprietary online platform, **Cambridge Core**, relevant books and journals content are brought together on one site for the first time, offering visitors myriad opportunities to view your banner advertisement. Its responsive design automatically configures to handheld devices, making sure your message remains unchanged.

Most of Core's visitors are a direct result of Cambridge's robust consortia program which provides access to hundreds of thousands of tech savvy end-users who log-on each day to access research from Cambridge's roster of journals that includes, *Powder Diffraction* (PDJ).

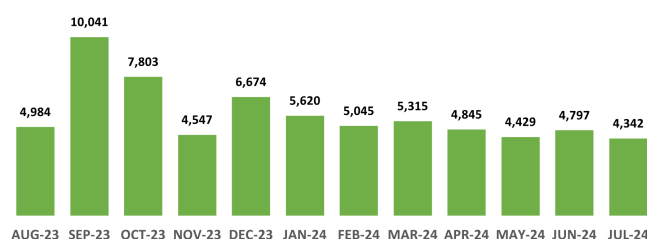
Online advertising expands the reach of your message and is cost effective. Please contact **Michael Mrvica at M.J. Mrvica Associates** (mjmrsvica@mrsvica.com) for more information on how advertising in *Powder Diffraction* (PDJ), can expand your audience and help drive sales.



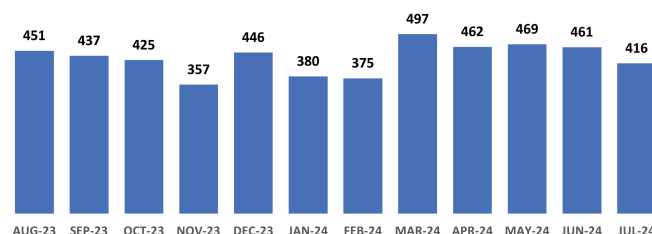
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## FULLTEXT VIEWS



## PAGE VIEWS





## Advertising Rates

Effective 1 January 2025

### Online Ads on [cambridge.org/PDJ](http://cambridge.org/PDJ)

#### Online Rates per Quarter

	Side Banner	Leaderboard
1 Quarter	\$1,210	\$2,140
2 Quarters	\$1,150	\$2,025
3 Quarters	\$1,120	\$1,980
4 Quarters	\$1,060	\$1,870

#### Online Rates per Month

	Side Banner	Leaderboard
1 Month	\$425	\$750

## Issuance Dates

March - June - September - December

## Requirements for Online Banner Ads

- Online ad files should be sized  
300 x 250 pixels (w x h) - Side Banner Ads  
2000 x 440 pixels (w x h) - Top Leaderboard Ads
- Files accepted: .gif or .jpeg
- An URL must be provided with the file.
- Can accept files with multiple frames.
- Email to Michael Mrvica at **M.J. Mrvica Associates**  
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## Mailing Instructions

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