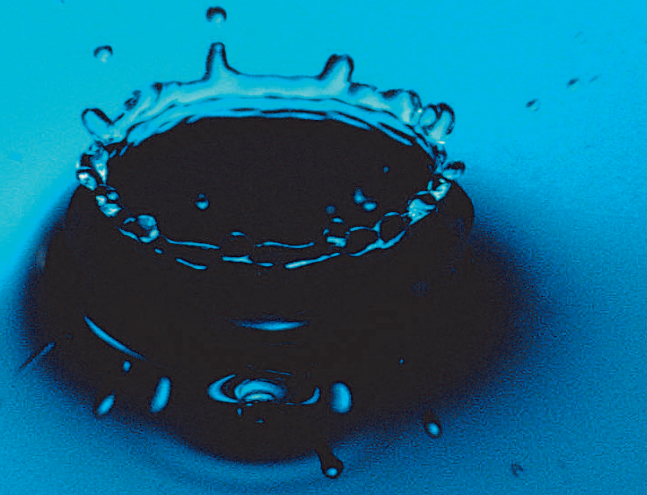
Applied Rheology

A COMPREHENSIVE JOURNAL FOR THE STUDY AND CHARACTERIZATION OF THE FLOW OF COMPLEX AND TECHNOLOGICALLY IMPORTANT MATERIALS



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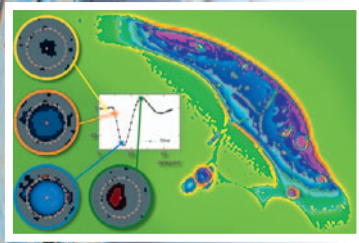
Dear Colleague,

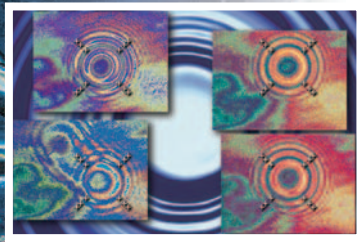
Applied Rheology is a peer-reviewed journal providing bimonthly articles and reviews covering complex and technologically important materials. The journal covers the science of soft matter deformation and flow, with a special interest in experimental or computational advances in the characterization of complex fluids.

Articles and reviews cover topics related to complex material structure and their dynamic or nonequilibrium character. Recent papers published in **Applied Rheology** have touched on a variety of topics, including phenomenological and molecular theories, instrumentation, surface chemistry, the study of diverse materials (such as polymers, rubber, paint, glass, foods, biological materials) — always with a view towards practical applications.

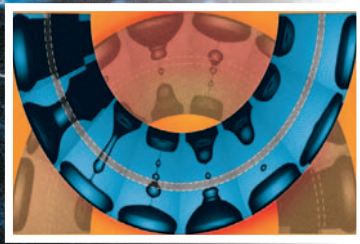


We aim to keep scientists in industry and academia up-to-date with the latest developments in applications in rheology. The articles and reviews are required reading for those working on state of the art material characterization.

In addition to scientific articles, **Applied Rheology** provides a platform for organizers of scientific meetings, companies and rheological societies. The journal is an excellent way to circulate details of conferences, new commercial products, services and updates in instrumentation and software. To enhance communication within our diverse community, we often publish Ph.D. thesis summaries and occasionally cover job markets; patent overviews, book reviews and conference reports are standard parts of each issue of **Applied Rheology**.



In keeping with our aim to bring industrial and academic interests together and to bridge the gap between science and application, our current readership is distributed evenly between universities and industry (industry 45%, university 28%, private 17%). We supply about 1000 regular issues and 1800 to 2500 Society Site issues on a bimonthly basis to scientists in all continents (Europe 50%, America 30%, Asia 10%, Africa 5% and Australia 5%).



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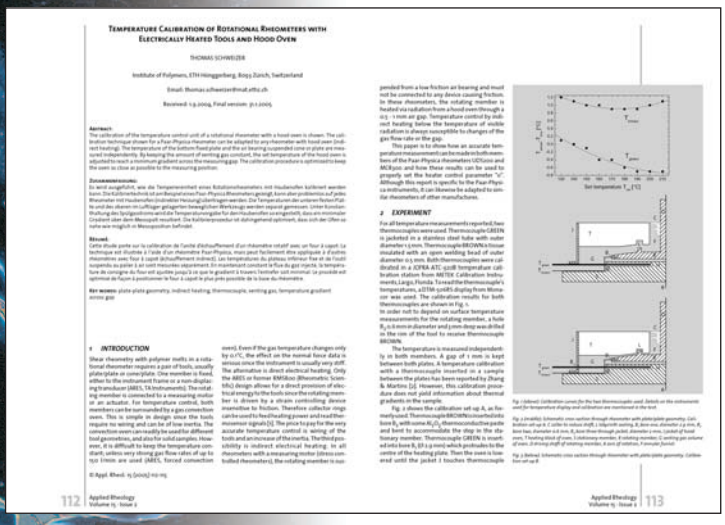
Best regards

Peter Fischer & Martin Kröger



Temperature Calibration of Rotational Rheometers with Electrically Heated Tools and Hood Oven

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