

www.biospektrum.de

2021

Media Information



in cooperation with



MEDIA INFORMATION 2021 · TEAM



The BIOSpektrum editorial office:

BIOSpektrum
Springer-Verlag GmbH/
Springer Spektrum
Tiergartenstraße 17
D-69121 Heidelberg
Phone: +49 (62 21) 4878043
Fax: +49 (62 21) 48768043
email: biospektrum@springer.com



f. l. t. r.:
Dr. Christine Schreiber
Dr. Brigitte Trageser
Dr. Claudia Ludy

The top-ad advertising team:

top-ad Bernd Beutel
Schlossergässchen 10
D-69469 Weinheim
Phone: +49 (62 01) 290 92-0
Fax: +49 (62 01) 290 92-20
email: info@top-ad-online.de
www.top-ad-online.de



f. l. t. r.:
Bernd Beutel
Susanne Beutel
Andrea Heidelmann

| Issue | Publication date | Deadline | Specials incl. list of producers | Market Surveys/Topics | Conferences/Events |
|--|------------------|------------|-------------------------------------|--|--|
| 1 | 12.02.2021 | 15.01.2021 | COVID-19 Research | Cell Engineering, bacterial Metabolism, Immunity, recombinant Proteines, Biomarkers, Biotechnology | VAAM annual meeting, virtuell, 18.03.-19.03.2021 DGPT annual meeting, Bonn, 01.03.-04.03.2021 |
| 2 Special Issue Labvolution | 24.03.2021 | 25.02.2021 | High Content Imaging | Non-coding RNAs, Organoid model systems, Cryo-Elektron-microscopy, Developmental biology, Microflora and health, Biotechnology | GBM Mosbacher Kolloquium, 25.-27.3.2021 Labvolution, Hannover, 04.05.-06.05.2021 |
| 3 Special Issue ACHEMA | 14.05.2021 | 15.04.2021 | Genomics today | Market Survey Automatic Pipetting Machines Aggregate & Phase Separation, unfolded- Protein Response, Imaging, Research on Infectious Diseases, Biotechnology | ACHEMA, Frankfurt a.M., 14.-20.06.2021 |

| Issue | Publication date | Deadline | Specials incl. list of producers | Market Surveys/Topics | Conferences/Events |
|---|------------------|------------|-------------------------------------|---|--|
| 4 | 22.06.2021 | 20.05.2021 | Molecular Cell Biology | Neuro-degenerative Diseases, Microscopy, Bioinformatics, Archaea Transcription, Biotechnology | |
| 5 Special Issue German Biotech Days | 06.09.2021 | 04.08.2021 | Antibody Technology | Market Survey PCR/qPCR Hardware Microbiom, PCR, posttranscriptional Regulation, Bioinformatics, Biotechnology | GBM Herbsttagung, Düsseldorf, 15.-17.9.2021 GfG annual meeting, Braunschweig, 20.-22.9.2021 German Biotech Days, Stuttgart, 20.-21.09.2021 Ilmac, Basel, 21.-23.09.2021 |
| 6 | 09.10.2021 | 09.09.2021 | Genome Editing | Analysesoftware, RNA-Protein-Interaction, Chemotaxis, Big Data, Biotechnology | |
| 7 | 19.11.2021 | 21.10.2021 | Protein Analytics | Market Survey Cell Culture Metabolic Netzwerke, microbial Plastikabbau, Cell Imaging, Biotechnology | |

Valid from October 1, 2020

| | |
|--|---|
| 1 Back Format | 210 mm (width) x 297 mm (height), DIN A4 |
| 2 Type Area | 180 mm x 260 mm Number of columns: 3 columns at 58 mm each or 4 columns at 42.5 mm each |
| 3 Print process, binding, mechanical data | Offset printing, adhesive binding, bleed 3 mm. Our printing office produces with Ctp (Computer to Plate). |
| 4 Publishing Dates | 7 issues/year Publishing dates and deadlines: please see publication schedule |
| 5 Advertising Department | Phone: +49 (6201) 2 90 92-0 Fax: +49 (6201) 2 90 92-20 email: info@top-ad-online.de www.top-ad-online.de |
| 6 Terms of Payment | 2% discount on payments made within 10 days net within 30 days from date of invoice USt.Ident.-No. (VAT-ID) DE 170 864 101 |

| | |
|--|---|
| 10 Surcharge for Special Formats | For Bleed Formats (no discount) € 220.- Visible print format is DIN A4 (210 mm width, 297 mm height). All pages are trimmed (3 mm) mechanically to avoid white edges. Please set your files corresponding to the following dimensions. <i>Printing size (width x height) 3 mm trim file size</i> 1/1 page: 210 x 297 top, bottom, right & left 216 x 303 1/2 page vertical: 102 x 297 top, bottom & right 105 x 303 1/2 page horizontal: 210 x 148 bottom, right & left 216 x 151 1/3 page vertical: 70 x 297 top, bottom & right 73 x 303 1/3 page horizontal: 210 x 99 bottom, right & left 216 x 102 |
| 11 Rates for Recruitment and Congress Ads | Vacancies per mm (per column 45 mm) € 3.- Positions wanted per mm (per column 45 mm) € 1.50 Box number charge € 7.- Special sizes and rates (width x height in mm): 1/1 page b/w vertical 180 x 260 € 2,500.- 1/2 page b/w vertical 90 x 260 or € 1,250.- 1/2 page b/w horizontal 180 x 130 1/4 page b/w vertical 90 x 130 € 625.- Recruitment ads will be published free of charge on our website www.biospektrum.de on the publication date of our print issue. The following special rates apply for individual members of the scientific societies GBM, GfG, DGPT and VAAM: Vacancies € 55.- Positions wanted € 10.- |

4

| | | |
|--|-----------------------------|-----------------------|
| 7 Advertising Formats and Rates in € | | |
| <i>Format</i> | <i>Width x Height in mm</i> | <i>Basic rate b/w</i> |
| 1/1 page | 180 x 260 | € 5,020.- |
| Junior page | 135 x 190 | € 2,740.- |
| 1/2 page | 90 x 260 or 180 x 130 | € 2,650.- |
| 1/3 page | 60 x 260 or 180 x 85 | € 1,870.- |
| 1/4 page | 90 x 130 or 180 x 65 | € 1,550.- |
| 1/6 page | 60 x 130 or 180 x 40 | € 1,020.- |
| 1/8 page | 90 x 65 or 180 x 33 | € 790.- |
| Millimeter price for 1 column (58 mm) for recommendation ads | | € 5.50 |
| 8 Special Placement | | |
| 2 nd and 4 th cover page | | € 5,170.- |
| Banderole | | € 7,060.- |
| plus technical costs (no discount and no deduction of agency commission) | | € 2,100.- |
| 9 Colour Surcharge (no discount) | | |
| Charge per colour (Euro Scale) | | € 390.- |
| Charge per 4-colour advertisement | | € 1,100.- |
| Charge per 4-colour advertisement 1/4 page and smaller | | € 780.- |
| Special colour | | € 700.- |
| (A special colour that can be printed from a 4-colour print will be charged € 390.- according to the Euro Scale) | | |

| | |
|---|---|
| 12 Discounts | Within 12 months on b/w rates: Series Discount: from 3 inserts onwards = 5% from 6 inserts onwards = 10% from 9 inserts onwards = 15% from 12 inserts onwards = 20% Quantity Discounts: from 2 pages onwards = 5% from 4 pages onwards = 10% from 6 pages onwards = 15% from 8 pages onwards = 20% |
| 13 Bound Inserts | 2-page (DIN A4) € 4,880.- 4-page (2 x DIN A4) € 6,400.- 2-page inserts should be delivered untrimmed, 4-page inserts folded and untrimmed. Paper weight must not exceed 135 g. Technical details will be disclosed when placing the order. Regardless of the length, one insert will count as one ad. Quantity discounts are available. |
| 14 Loose Inserts (no discount) | up to 25 g (incl. postal charges) € 5,540.- up to 50 g (incl. postal charges) € 6,350.- Sending a sample is required before order acceptance. |
| 15 Postal Adress for Bound and Loose Inserts | Please send bound and loose inserts to our printer. After placing your order we will let you know the delivery period and the address for shipment. |

5

1 Short Profile

BIOspektrum is the leading journal of the publisher Springer Spektrum, a part of Springer Verlag Heidelberg.

From its creation in 1995, **BIOspektrum** has expanded increasingly. This positive evolution was further fueled by its relaunch in 2006.

BIOspektrum is a scientific journal published in close cooperation with a number of German scientific societies in the molecular biology field (GBM, VAAM, GfG and DGPT), and also partners with biotechnological research organizations (BIO Deutschland) and the biological umbrella organization VBIO.

As a members' journal, **BIOspektrum** has immensely benefited from these partnerships, and as a result, enjoys high acceptance among readers and a loyal target audience. Our authors are all outstanding scientists in their field.

Honored twice with the prize Professional journal of the year

From the jury statement:

"BIOspektrum combines high-level content and aesthetics. It is clearly structured and arouses the reader's curiosity. Every section contains detailed scientific articles with excellent illustrations, shorter essays and news. The appealing layout and the typography are exemplary.

This is scientific content, written by scientists and for scientists, their institutions and companies, and feels enjoyable even to the non-scientist."



2 Memberships

-

3 Organ

GBM – German Society for Biochemistry and Molecular Biology, Frankfurt a. M.
 VAAM – Association for General and Applied Microbiology, Lieskau
 GfG – German Genetics Society, Konstanz
 DGPT – German Society for experimental and clinical Pharmacology and Toxicology, Mainz

4 Partners

VBIO – Association for Biology, Biological Sciences & Biomedicine in Germany

5 Published by

Springer Verlag GmbH

6 Editorial

BIOspektrum
 Springer Verlag GmbH/Springer Spektrum
 Tiergartenstraße 17
 D-69121 Heidelberg
 Phone: +49 (6221) 4878043
 Fax: +49 (6221) 48768043
 email: biospektrum@springer.com
 www.biospektrum.de

7 Advertising

top-ad Bernd Beutel
 Schlossergässchen 10
 D-69469 Weinheim
 Phone: +49 (6201) 290 92-0
 Fax: +49 (6201) 290 92-20
 email: info@top-ad-online.de
 www.top-ad-online.de

8 Volume

Volume 27 (2021)
 Frequency of publication: 7 issues/year

9 Publisher

Springer Verlag GmbH
 Tiergartenstraße 17, D-69121 Heidelberg

10 Phone

+49 (6221) 4870

11 Internet

www.biospektrum.de; www.springer.com

12 Dates and Topics

see publication schedule

6

13 Analysis of Volume

2019 = 7 issues

| | |
|----------------------------|--------------------|
| Size: | DIN A4 |
| Complete Edition: | 808 pages |
| Editorial Content: | 726 pages = 89.9 % |
| Advertising: | 82 pages = 10.1 % |
| (thereof) recruitment ads: | 1 pages |
| (thereof) publisher ads: | 20 pages |
| Loose Inserts: | 18 units |

14 Analysis of Editorial Content

2019 = 7 issues

| | |
|---|--------------------|
| Category: | |
| Cover pages/Table of contents/Editorial | 30 pages = 4.2 % |
| News | 52 pages = 7.2 % |
| Science | 280 pages = 38.5 % |
| Specials | 69 pages = 9.5 % |
| Methods and Applications | 64 pages = 8.8 % |
| Biotechnology | 62 pages = 8.5 % |
| Society news | 141 pages = 19.5 % |
| Career Opportunities | 28 pages = 3.8 % |

BIOspektrum is structured by the five categories Science, Methods and Applications, Society news, Biotechnology and Career Opportunities – each of these equipped with a broad variety of highly relevant content. From the first to the last page an informative and delightful overview of scientific topics throughout each issue. Ads will have optimum impact wherever placed.

7

| 1 Circulation inspection | |
|--|---------------|
| | |
| 2 Circulation analysis | |
| <i>Copies per issue: 3rd quarter 2020</i> | |
| Printed copies | 14,199 |
| Distributed copies | 14,177 |
| Copies sold | 9,944 |
| Copies for society members | 9,932 |
| Other sales | 5 |
| Complimentary copies | 4,228 |
| (thereof) laid out on display | 150 |
| Number of display locations | 1 |
| Surplus/archive copies | 22 |
| <p>BIOspektrum has the highest number of subscribed copies of all Life Science and biotechnology journals in Germany.</p> <p>BIOspektrum is IVW inspected – a seal of quality for circulation control.</p> | |

| 3 Geographical Distribution | | |
|--|--|--------|
| Federal Republic of Germany | 93.2 % | 13,217 |
| Other countries | 6.8 % | 960 |
| Distributed copies | | 14,177 |
| <p>The core readership of BIOspektrum is located in Germany. The copies distributed abroad are predominantly sold in Switzerland and Austria.</p> | | |
| 4 Industry Sectors | | |
| | <i>Fraction of distributed copies % Projection (ca.)</i> | |
| Pharmaceutical/Chemical Industry | 19 % | 2,694 |
| Biotech/Life Science Industry | 19 % | 2,694 |
| Research Laboratories/Institutes, Universities and Large Research Facilities | 48 % | 6,804 |
| University Hospitals | 6 % | 851 |
| Private service providers/Consulting | 6 % | 851 |
| Other | 2 % | 283 |
| Distributed copies | 100 % | 14,177 |
| <p>The typical core readers of BIOspektrum are life scientists and biotechnologists, among them approx. 40 % working in industry and approx. 60 % working in academic research.</p> | | |

About the **BIOspektrum** readers

- 60 % work in universities and research institutions and 40 % in the relevant economic sectors
- 90 % can recommend **BIOspektrum** to others
- 96 % say that **BIOspektrum** reports objectively and factually
- 57 % find product information in **BIOspektrum** important
- Each reader shares his copy with to 2 more readers
- Above-average reading duration of 51 minutes per issue
- The investment budget available annually, which is allocated to the individual on average is for laboratory equipment at 81,000 Euro and for consumables at an additional 55,000 Euro.
- With 90 %, scientific journals are 2nd best used information sources, after search engines



Source: Reader structure analysis by oral (telephonic) sample survey of 250 interviews, carried out in 2018 by Kantar TNS, Media Research Bielefeld.

Advertising Rates #14 valid from October 1, 2020

| |
|---|
| 1 Brief characteristic |
| <p>Relaunch 2020: by January 1, 2020 the website www.biospektrum.de was relaunched in a new design. With a variety of up-to-date content: Special articles, Application reports, new products, methods and Biotechnology articles, an extensive Job market and the latest scientific news.</p> <p>In cooperation with "Spektrum der Wissenschaft" (the German Scientific American Company), the site is created with a flexible and modern front end in a new layout. For all devices. With a number of new advertising formats. BIOSpektrum online became an even more attractive information platform for a broad specialist and scientific community.</p> |
| 2 Digital Advertising |
| <p>top-ad Bernd Beutel Schlossergässchen 10, D-69469 Weinheim Phone: +49 (62 01) 290 92-0, Fax: +49 (62 01) 290 92-20 email: info@top-ad-online.de www.top-ad-online.de</p> |
| 3 Internet |
| www.biospektrum.de |
| 4 Placement of advertising |
| The advertising spaces can be seen on all pages and can be booked monthly. The evaluation of the advertising takes place monthly with google adsverer. |

| |
|--|
| 5 Formats and prices in € (net) |
| <p>Leaderboard Format: 860 x 110 pixels, for mobile 320 x 150 pixels Price per month: € 1,600.-</p> |
| <p>Skyscraper Format: 120 x 600 pixels, for mobile 320 x 150 pixels Price per month: € 1,400.-</p> |
| <p>Billboard Format: 860 x 110 pixels, for mobile 320 x 150 pixels Price per month: Placement below the cover picture: € 1,200.- Placement at the bottom of the page: € 1,000.-</p> |
| <p>Promotion Ad Format: 280 x 280 pixels, for mobile 320 x 150 pixels Price per month: € 1,000.-</p> |

| |
|--|
| 6 Job advertisements |
| Format: Display with logo and frame (PDF format), max. DIN A 4, plus a logo as a separate file Placement in the job market - Price per month: € 300.- |

| |
|--|
| 7 Discounts |
| from 3 months = 5% from 6 months = 10% from 9 months = 15% from 12 months = 20% |

| |
|--|
| 8 File formats/tracking |
| jpg, png or gif formats, max. data size 250 KB. External trackings and rotations possible on request. |