

2024

Media Information



in cooperation
VBio
Verband Biologie, Biowissenschaften
& Biomedizin in Deutschland

MEDIA INFORMATION 2024 · TEAM



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Issue	Publication date	Deadline	Specials	Market Surveys	Conferences/Events
1	15.02.	17.01.	Special Genomics Special Genetic Engineering		DGPT 9. German Pharm-Tox Summit, 13.03.–15.03., Munich GBM – 75. Mosbacher Kolloquium, 21.03.–24.03., Mosbach
2 Show Issue Analytica	20.03.	22.02.	Special Liquid Handling Special Lab-on-a-Chip		Analytica, 09.04.–12.04., Munich Bonus distribution
3 Conference Issue Microbiology	15.05.	16.04.	Special RNA-Research Special PCR & qPCR	Market Survey: Nucleic Acid Extraction Kits in Automation	VAAM – 7 th common VAAM / DGHM Conference, 02.06.–05.06., Würzburg Achema, 10.06.–14.06, Frankfurt a.M. Bonus distributions
4	20.06.	22.05.	Special Cell Biology Special Single Cell Analysis		

Issue	Publication date	Deadline	Specials	Market Surveys	Conferences/Events
5	05.09.	06.08.	Special Next Generation Sequencing	Market Survey: RNA Sequencing Kits	ILMAC, Chemistry and Life Sciences Messe, 04.09.–05.09., Lausanne, CH GBM Compact 2024: Focus on Imaging, 26.09.–27.09, Frankfurt a. M. Bonus distributions
6	09.10.	10.09.	Special High Content Imaging Special High-Resolution Cell Imaging		Medica, 11.11.–14.11., Düsseldorf
7	20.11.	22.10.	Special Proteomics Special Protein Analytics		

Valid from October 1, 2023

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

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	€ 5,490.-
Junior page	135 x 190	€ 3,000.-
1/2 page	90 x 260 or 180 x 130	€ 2,900.-
1/3 page	60 x 260 or 180 x 85	€ 2,040.-
1/4 page	90 x 130 or 180 x 65	€ 1,690.-
1/6 page	60 x 130 or 180 x 40	€ 1,110.-
1/8 page	90 x 65 or 180 x 33	€ 870.-

8 Special Placement	
2 nd and 4 th cover page	€ 5,640.-
Banderole	€ 7,560.-
plus technical costs (no discount and no deduction of agency commission)	€ 2,180.-

9 Colour Surcharge (no discount)	
Charge per colour (Euro Scale)	€ 410.-
Charge per 4-colour advertisement	€ 1,200.-
Charge per 4-colour advertisement ¼ page	€ 860.-
Charge per 4-colour advertisement ⅙ page and smaller	€ 550.-
Special colour	€ 750.-
(A special colour that can be printed from a 4-colour print will be charged € 410.- according to the Euro Scale)	

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)</i>	<i>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.-

12 Discounts	
Within 12 months on b/w rates:	
Series Discount:	Quantity Discounts:
from 3 inserts onwards = 5%	from 2 pages onwards = 5%
from 6 inserts onwards = 10%	from 4 pages onwards = 10%
from 9 inserts onwards = 15%	from 6 pages onwards = 15%
from 12 inserts onwards = 20%	from 8 pages onwards = 20%

13 Bound Inserts	
2-page (DIN A4)	€ 5,300.-
4-page (2 x DIN A4)	€ 6,900.-
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)	€ 5,800.-
up to 50 g (incl. postal charges)	€ 6,600.-
Sending a sample is required before order acceptance.	

15 Postal Address 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.	

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.

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

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7 Advertising

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8 Volume

Volume 30 (2024)
 Frequency of publication: 7 issues/year

9 Publisher

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10 Phone

+49 (6221) 4870

11 Internet

www.biospektrum.de; www.springer.com

12 Dates and Topics

see publication schedule

13 Analysis of Volume

2022= 7 issues

Size: DIN A4
Complete Edition: 776 pages
Editorial Content: 702 pages = 90.5 %
Advertising: 74 pages = 9.5 %
 (thereof) recruitment ads: 1 page
 (thereof) publisher ads: 24 pages
Loose Inserts: 5 units

14 Analysis of Editorial Content

2022 = 7 issues

Category:
 Cover pages/Table of contents/Editorial 28 pages = 4.0 %
 News 28 pages = 4.0 %
 Science 221 pages = 31.5 %
 Specials 113 pages = 16.1 %
 Methods and Applications 32 pages = 4.6 %
 Biotechnology 79 pages = 11.2 %
 Society news 163 pages = 23.2 %
 Career Opportunities 38 pages = 5.4 %

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.

1 Circulation inspection	
2 Circulation analysis	
<i>Copies per issue: 3rd quarter 2023</i>	
Printed copies	14,800
Distributed copies	14,794
Copies sold	9,558
Copies for society members	9,547
Other sales	3
Complimentary copies	5,233
(thereof) laid out on display	1,350
Number of display locations	5
Surplus/archive copies	6
<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	93.4 %	13,844
Other countries	6.5 %	950
Distributed copies		14,794
<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</i>	
	%	Projection (ca.)
Pharmaceutical/Chemical Industry	19 %	2,811
Biotech/Life Science Industry	19 %	2,811
Research Laboratories/Institutes, Universities and Large Research Facilities	48 %	7,101
University Hospitals	6 %	888
Private service providers/Consulting	6 %	888
Other	2 %	295
Distributed copies	100 %	14,794
<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 #17 valid from October 1, 2023

1 Brief characteristic

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. 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.

2 Digital Advertising

top-ad Bernd Beutel
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email: info@top-ad-online.de
www.top-ad-online.de

3 Internet

www.biospektrum.de

4 Placement of advertising

The advertising spaces can be seen on all pages and can be booked monthly.

5 Formats and prices in € (net)

	Leaderboard Format: 860 x 110 pixels, for mobile 320 x 150 pixels Price per month: € 1,730.-
	Skyscraper Format: 120 x 600 pixels, for mobile 320 x 150 pixels Price per month: € 1,510.-
	Billboard Format: 860 x 110 pixels, for mobile 320 x 150 pixels Price per month: Placement below the cover picture: € 1,300.- Placement at the bottom of the page: € 1,080.-
	Promotion Ad Format: 280 x 280 pixels, for mobile 320 x 150 pixels Price per month: € 1,080.-

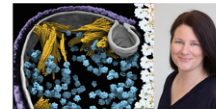


Zelldifferenzierung bei Stammzellen



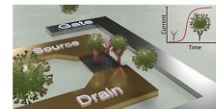
Dortmunder Max-Planck-Forschende zeigen, wie die Signalmoleküle BMP und FGF während der Embryonalentwicklung als Gegenspieler agieren und so die Zelldifferenzierung lenken. Lesen Sie weiter...

Nachgefragt: Dr. Claudia Lehmann im Interview



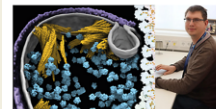
Claudia Lehmann ist Autorin des Artikels „Immunogenetik beeinflusst Infektion und Verlauf von COVID-19“ in der BIOSpektrum-Ausgabe 05/23. Sie rät angehenden Wissenschaftlerinnen: „Wählt ein Forschungsgebiet, das Euch brennend interessiert und behaltet Eure Begeisterungsfähigkeit.“ Lesen Sie das Interview...

Neuer Ansatz zum Nachweis viraler Antigene



Wissenschaftler:innen der Professur für Materialwissenschaft und Nanotechnik der TU Dresden (TUD) konnten im Rahmen zweier Studien Fortschritte in der Entwicklung von innovativen Lösungen zur Erkennung von viralen Erregern erzielen. Lesen Sie weiter...

Nachgefragt: Dr. Jan Schuller im Interview



Jan Schuller ist Autor des Artikels „Strukturelle und mechanistische Grundlagen der Acetogenese“ in der BIOSpektrum-Ausgabe 05/23. Er rät angehenden Wissenschaftlerinnen: „Behaltet Eure Neugierde bei und lasst Euch nicht davon abhalten, die großen Fragen zu stellen.“ Lesen Sie das Interview...

Fichten nutzen bei der Fotosynthese alternative Proteine



Ein Team der Martin-Luther-Universität Halle-Wittenberg (MLU) und der Palacký-Universität in der Tschechischen Republik fand heraus, dass die Fotosynthese bei der Fichte etwas anders abläuft als bei anderen Landpflanzen, und versucht diesen ungewöhnlichen Fund zu erklären. Lesen Sie weiter...

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.

Termine

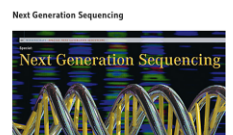
- 11.10.2023 - 13.10.2023
3rd Int. CMFI Conference: Controlling microbes to fight infections
Tübingen
- 18.10.2023 - 21.10.2023
EMBL Symposium: Organoids – Modelling Organ Development and Disease in 3D Culture
Heidelberg/ONLINE
- 25.10.2023 - 29.10.2023
Internationales Wissenschafts- und Medienfestival Silbersatz
Halle/Saale

Zur Terminübersicht →

Stellenmarkt

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Mitglieder der Gesellschaften können eine kostenfreie Fließtext-Anzeige im Heft oder eine Online-Anzeige schalten. Oder buchen Sie kostengünstig ein größeres Format (info@top-ad-online.de). Fragen Sie nach: biospektrum@springer.com

Special



Lesen Sie hier unsere interessanten Artikel zu dem Special Thema

Neue Produkte



Weitere Informationen hierzu finden Sie unter