

www.biospektrum.de

2025

Media Information



in cooperation with
VBIO
Verband Biologie, Biowissenschaften
& Biomedizin in Deutschland

1

MEDIA INFORMATION 2025 · TEAM



The BIOspektrum editorial office:

BIOspektrum
Springer-Verlag GmbH
Part of Springer Nature
Tiergartenstraße 17
D-69121 Heidelberg
Phone: +49 (62 21) 4878043
biospektrum@springer.com
www.biospektrum.de
www.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
info@top-ad-online.de
www.top-ad-online.de



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

Issue	Deadline	Publication date	Specials	Market Surveys	Conferences/Events
1	14.02.	17.01.	Special: DNA/RNA-Sequencing		Annual Meeting of the Society for Virology Bonus distributions
2	19.03.	21.02.	Special: Genomics Special: Epigenetics		GBM – 76. Mosbacher Kolloquium, 20.03.–22.03., Mosbach VAAM Annual Meeting, 23.3.–26.3., Bochum DGPT – 10 th German Pharm-Tox Summit, 25.03.–28.03., Hannover DBT /German Biotechnology Days, 09.–10.04., Heidelberg Bonus distributions
3	15.05.	16.04.	Special: Gene Therapy Special: Cell Therapy	Market Survey: Life Cell Imaging Systems	
4	20.06.	22.05.	Special: Cell Biology Special: Single Cell Analysis		

Issue	Publication date	Deadline	Specials	Market Survey	Conferences/Events
5	05.09.	06.08.	Special: Next Generation Sequencing		ILMAC , 16.–18.09., Basel, CH GBM Compact: Focus on Condensate Biology , 18.09.–19.09., Frankfurt a.M. Bonus distributions
6	09.10.	10.09.	Special: High Content Imaging Special: High Resolution Cell Imaging		
7	20.11.	22.10.	Special: Proteomics Special: Protein Analytics		

Valid from October 1, 2024

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 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	€ 5,500.-
Junior page	135 x 190	€ 3,030.-
1/2 page	90 x 260 or 180 x 130	€ 2,930.-
1/3 page	60 x 260 or 180 x 85	€ 2,060.-
1/4 page	90 x 130 or 180 x 65	€ 1,700.-
1/6 page	60 x 130 or 180 x 40	€ 1,120.-
1/8 page	90 x 65 or 180 x 33	€ 880.-

8 Special Placement	
2 nd and 4 th cover page	€ 5,700.-
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)	€ 5,350.-
4-page (2 x DIN A4)	€ 6,970.-
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)	€ 5,860.-
up to 50 g (incl. postal charges)	€ 6,670.-
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 and GfG), 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, Göttingen
 GfG – German Genetics Society, Gießen
 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
 Part of Springer Nature
 Tiergartenstraße 17
 D-69121 Heidelberg
 Phone: +49 (6221) 4878043
 Fax: +49 (6221) 48768043
 email: biospektrum@springer.com
 www.biospektrum.de
 www.springer.com

7 Advertising

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

8 Volume

Volume 31 (2025)
 Frequency of publication: 7 issues/year

9 Publisher

Springer-Verlag GmbH
 Europaplatz 3, 69115 Heidelberg

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 2024</i>	
Printed copies	13,200
Distributed copies	13,182
Copies sold	9,514
Copies for society members	9,504
Other sales	2
Complimentary copies	3,666
(thereof) laid out on display	300
Number of display locations	1
Surplus/archive copies	18
<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	92.3 %	12,172
Other countries	7.7 %	1,010
Distributed copies		13,182
<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>	<i>Projection (ca.)</i>
	%	
Pharmaceutical/Chemical Industry	19 %	2,505
Biotech/Life Science Industry	19 %	2,505
Research Laboratories/Institutes, Universities and Large Research Facilities	48 %	6,325
University Hospitals	6 %	791
Private service providers/Consulting	6 %	791
Other	2 %	265
Distributed copies	100 %	13,182
<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 #18 valid from October 1, 2024

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
Schlossergässchen 10, D-69469 Weinheim
Phone: +49 (62 01) 290 92-0
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.-

The screenshot shows the BIOSpektrum website interface. At the top, there are banners for 'Pharmazeutische Hilfsstoffe' (ROTH) and 'Lyophilized Janus Kinase Inhibitor Ligands' (Promega). The main navigation bar includes 'Suchbegriff', 'Suchen', and 'LOGIN'. Below the navigation, there's a large graphic of a protein structure with the text 'Das Magazin für Biowissenschaften' and 'Das Organ der unten genannten Fachgesellschaften'. A sidebar on the right lists features like 'FlagCL single epitope labeling', 'Enhanced brightness', 'Soluble in cell media', 'Cell-permeable and permeable options', and 'High SNR and specificity'. Below the main content, there are several article teasers and advertisements, including 'Nachgefragt: Prof. Dr. Bruno Bühler im Interview', 'Symbiotische Interaktionen in Meeresalgen entschlüsselt', 'Nachgefragt: Prof. Dr. Oliver Schmidt im Interview', 'Visuelles System im Gehirn der Fruchtfliege mit KI simuliert', and 'Nachgefragt: Prof. Dr. Markus Schwarzländer im Interview'. There are also sections for 'Terminie' (conferences) and 'Stellenmarkt' (job market).

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.