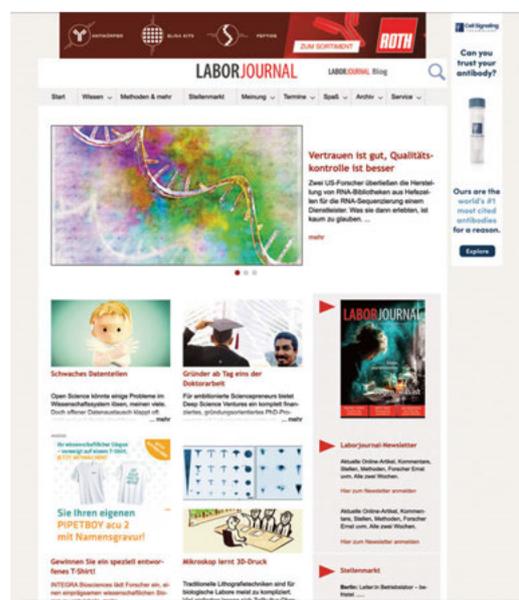


media information 2026



LABORJOURNAL online



The publishing house

» Let yourself be praised

Today we're not writing an advertising text here, but letting others advertise for us. We received such great congratulations for our 30th birthdays – they speak for themselves. And for us.

"The Laborjournal is probably the only magazine in our department that is regularly picked up and leafed through by all professional groups – from technicians to directors. There is simply something for everyone, and sometimes it is only through the well-written overview articles that you find access to the previously unknown "cutting-edge science" just around the corner. The Laborjournal magazine is on display in our departmental kitchen – because it usually gives you some leisure time and puts you in a good mood while reading. Congratulations on 30 successful years and I hope to be able to browse through the latest issues for a long time to come."

Petra Schwillie, Director, Max Planck Institute of Biochemistry, Martinsried

"Dear Laborjournal team, congratulations on 30 years of relevant, well-founded, independent and also amusing reporting on the ecosystem of the (molecular) laboratory. Three decades, that is really something to be proud of, and today it is anything but taken for granted. Laborjournal is not only an important source of information for researchers. As a representative of the biotechnology industry – and a biologist – I also find interesting reading material in every issue and therefore look forward to many more years of Laborjournal."

Viola Bronsema, Managing Director BIO Deutschland e. V

"Laborjournal? – I've been an avid reader and fan since the 1990s, when I was still a PhD student. For me, it is the number one journal for the life sciences: interesting articles, well researched and written – always up-to-date, relevant and important – independent and controversial with its own opinion without blinkers – instructive but not indoctrinating – an absolute must for everyone in the scene! I hope the Laborjournal will be around for at least another 30 years. Congratulations and keep it up!"

Carsten Lanwert, Managing Director of the German subsidiary of New England Biolabs

"Long before the word 'excellence' became a fetish in science, author Siegfried Bär introduced me to science policy when I was still a student with his book 'Forschen auf Deutsch: Der Machiavelli für Forscher – und eine die es noch werden' which won the 'Science Book of the Year' award in 1993. The following year, the first issues of Laborjournal were published – with the excellent Siegfried Bär, of course. Since then, the excellent Laborjournal has been a monthly (enjoyable!) compulsory reading for me, to which we, as a scientific family, have even subscribed privately at home. To remain at the cutting edge of science is a feat that has been denied to many universities! So nowadays, Laborjournal has become an indispensable part of the canon of German excellence. Perhaps we could even go so far as to call Laborjournal the only truly excellent scientific institution in Germany? Here's to 30 years of Laborjournal!"

Björn Brembs, Professor of Neurogenetics, Regensburg University

Dates and deadlines 2026

IS-SUE	PUBLISHING DATE	AD-CLOSING	PRODUCT OVERVIEWS / SPECIALS	SHOWS / CONFERENCES
1-2	13.02.	22.01.	<p>» Methods: Protein Crystallization in the Age of AI</p> <p><i>Product overview</i> Next-generation sequencing kits (Library preparation, amplification, purification, quantification)</p> <p>■ <i>Preview issue</i> analytica</p>	<p>GfV Annual Meeting Heidelberg, 17.3.-20.3. Bonus distribution</p> <p>DGPT – 11th German Pharm-Tox Summit Düsseldorf, 17.3.-20.3. Bonus distribution</p>
3	17.03.	23.02.	<p>» Methods: Vectors for cloning, gene editing, and gene therapy</p> <p><i>Product overview</i> Electronic pipettes</p> <p>■ <i>Show issue</i> analytica</p>	<p>VAAM Meeting Berlin, 22.3.-25.3. Bonus distribution</p>
4	28.04.	07.04.	<p>» Methods: Design of virtual cells using AI</p> <p><i>Product overview</i> rRNA depletion kits</p>	<p>analytica Munich, 24.3.-27.3. Bonus distribution</p>
5	26.05.	04.05.	<p>» Special: Microbiomics</p> <p>Focus: Sample preparation, Nucleic acid purification, Library preparation, NGS, qPCR, dPCR</p> <p><i>Product overview</i> Gene editing kits</p>	<p>German Biotechnology Days Leipzig, 21.4.-22.4. Bonus distribution</p>
6	26.06.	05.06.	<p>» Methods: Sanger Sequencing – Less can sometimes be more</p> <p><i>Product overview</i> Flow cytometry and cell sorter</p>	
7-8	21.07.	01.07.	<p>» Special issue:</p> <p><i>Players from research and bio industry present their own "hot" topics</i></p>	
9	15.09.	24.08.	<p>» Special: Is AI the new game-changer in drug discovery?</p> <p>Focus: 2D- and 3D cell culture, drug screening and drug design, data analysis</p> <p><i>Product overview</i> Micro and mini centrifuges</p>	<p>Ilmac Lausanne, 23.9.-24.9. Bonus distribution</p>
10	13.10.	21.09.	<p>» Methods: Spatial multi-omics</p> <p><i>Product overview</i> Automated nucleic acid extraction</p>	
11	10.11.	19.10.	<p>» Special: Gene and RNA therapy</p> <p>Focus: RNA-based therapeutics, gene silencing, replacement, addition, and editing, viral and non-viral delivery systems, antisense oligonucleotides</p> <p><i>Product overview</i> Protein purification kits</p>	<p>Medica Düsseldorf, 16.11.-19.11.</p>
12	10.12.	18.11.	<p>» Methods: Bioinformatics tools</p> <p><i>Product overview</i> qPCR kits</p>	

Rate card # 32 *valid from October 1st 2025*

1 >> Back format

210 mm (width) x 297 mm (height)

2 >> Type area

180 mm (width) x 260 mm (height)

3 >> Print process, binding, mechanical data

Adhesive binding, web printing, 3 mm trimming.
Please send pdf files with a minimum resolution of 300 dpi.

4 >> Dates

Publishing: 10 times/year
Publishing dates and deadlines: see editorial schedule

5 >> Advertising department

Product and image advertising
Phone: +49(0)6201/290 92-0
E-mail: info@top-ad-online.de
www.top-ad-online.de

Recruitment advertising
Phone: +49(0)761/292 5885
E-mail: stellen@laborjournal.de

6 >> Terms of payment

Net payment upon receipt of invoice. All prices are without VAT.

7 >> Advertising rates in Euro

size	width x height in mm	basic rate b/w
1/1 page	180 x 260	€ 5,240.-
Junior page	135 x 190	€ 3,100.-
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	€ 1,520.-
1/6 page	60 x 130 or 180 x 40	€ 1,060.-
1/8 page	90 x 65 or 180 x 33	€ 850.-

8 >> Special positions

2., 3., 4. cover page € 5,680.-

Other fixed positions:
10 % surcharge on b/w rates

9 >> Colour surcharge (no discount possible)

Each colour euro-scale	€ 410.-
4 colour (cmyk)	€ 1,200.-
Surcharge 4 colour advert (1/4 page)	€ 860.-
Surcharge 4 colour advert (1/6 page)	€ 550.-
Surcharge 4 colour advert (1/8 page)	€ 300.-

10 >> Surcharge for special sizes

Bleed advertisements (no discount possible) € 150.-
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:

Printing size (width x height)	3 mm trim	file size
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 >> Discount

Within 12 months on b/w rates:

3 insertions = 5 %	6 insertions = 10 %
9 insertions = 15 %	12 insertions = 20 %

12 >> Bound insert

2 pages	€ 6,980.-
4 pages	€ 7,990.-

Bound inserts are to be delivered uncut. Paper weight must not exceed 135 g. Technical details by receipt upon order.
Regardless of the scope 1 insert will count as 1 advert.

13 >> Loose inserts (no discount possible)

Max. 6 inserts per issue, max. size: 202 mm width, 290 mm height

up to 25 g	€ 7,250.-
up to 50 g	€ 8,760.-

Please send a sample before order acceptance.

14 >> Address for inserts (bound and loose)

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.

15 >> Rates for casual ads (jobs and event calendar)

size	width x height in mm	basic rate b/w	4 colour (cmyk)
1/1 page	185 x 260	€ 2,450.-	€ 2,990.-
1/2 page	90 x 260 or 185 x 130	€ 1,290.-	€ 1,690.-
1/3 page	90 x 195	€ 1,030.-	€ 1,390.-
1/4 page	90 x 130	€ 799.-	€ 899.-
1/8 page	90 x 65	€ 549.-	€ 649.-

Editorial Publisher

1 » Short characterisation:

Laborjournal informs in a critical but refreshing tone about life science business topics. Background information, research results, company portraits, commentaries, product summaries, publication statistics, comics and cartoons with an underlying element of wit are the reason for *Laborjournal's* sweeping success. Readers are scientists and laboratory technicians in industry and universities. *Laborjournal* is published 10 times a year and boasts one of the largest recruitment markets in this area of business.

2 » Publisher:

LJ-Verlag GmbH & Co. KG

3 » Editorial Staff:

Dipl. Biol. Kai Herfort, Dr. Ralf Neumann,
Dr. Harald Zähringer, Dr. Henrik Müller,
Ulrich Sillmann (Service section)
LJ-Verlag GmbH & Co. KG
Seitzstrasse 8
79115 Freiburg, Germany
Phone +49(0)761/286 869
E-mail: redaktion@laborjournal.de
Internet: www.laborjournal.de

4 » Advertising:

Product and image ads

top-ad Bernd Beutel, Schlossergässchen 10, 69469 Weinheim, Germany
Phone +49(0)6201/290 92-0, E-mail: info@top-ad-online.de,
Web: www.top-ad-online.de

Recruitment and event ads

LJ-Verlag GmbH & Co. KG, Seitzstrasse 8, 79115 Freiburg,
Germany, Phone +49 (0)761/292 5885, E-mail: stellen@laborjournal.de

5 » Volume:

Volume 32, 2026, frequency: 10 issues/year

6 » Publisher:

LJ-Verlag GmbH & Co. KG,
Seitzstrasse 8, 79115 Freiburg, Germany,
Phone +49(0)761/286 869, E-mail: verlag@laborjournal.de

7 » Copy price:

Free of charge for German non-profit institutions. Private subscribers:
€ 39/year (Germany), € 45/year (Europe), € 49/year (Overseas)

8 » Terms of payment:

Valid are the terms of business set out by the LJ-Verlag
(www.laborjournal.de/ljagb.html). Net payment upon receipt of invoice.

Circulation and spread analysis

1 » Circulation analysis:

	<i>copies</i>
Print run (2 nd quarter 2024):	18,250
Total spread circulation:	18,127
Paid subscribers:	1,552
Free copies:	16,575
Rest/archive copies:	123

2 » E-paper

Run/Visits (Period: June 2025): 315

Laborjournal is available as an e-paper. Each issue is featured as a complete e-paper including all ads in a clickable form (online or offline version), so the reader is just one click away from your website. By linking your advert you will increase the range and the attention value of your website.

3 » Geographic spread / distribution

Germany	16,274
Switzerland	1,009
Austria	844

4 » Branches:

University institutions	30.8 %
Non-university institutions (Max Planck Institutes, Leibniz Society, research centres, national institutes,...)	14.7 %
University – clinical centres	16.0 %
Related fields (pharma, chemistry,...)	7.5 %
Industry (pharma, biotech,...)	30.6 %
Others (library, press,...)	0.4 %

5 » Target group:

Our readers are:

- » postdocs » heads of laboratory » heads of institutions
- » master students » graduates » PhD students
- » employees of clinical research departments
- » medical directors » scientific employees in industry
- » company founders » technical employees

Life scientists in:

- » Universities » Public and private institutions » Biotech companies
- » University clinical centres » Research departments



Editorial Publisher

The screenshot shows the LaborJournal website homepage. At the top, there are navigation menus for 'Start', 'Wissen', 'Methoden & mehr', 'Stellenmarkt', 'Meinung', 'Termine', 'Spaß', 'Archiv', and 'Service'. A main article titled 'Vertrauen ist gut, Qualitätskontrolle ist besser' is featured prominently. Below it, there are several smaller article teasers with images and titles like 'Schwachere Datenteile', 'Gründer ab Tag eins der Doktorarbeit', 'Ihr wissenschaftlicher Slog - verweigert auf einem T-Shirt', 'Sie Ihren eigenen PIPETBOY acu 2 mit Namensgravur!', 'Gewinnen Sie ein speziell entworfenes T-Shirt!', 'Mikroskop lernt 3D-Druck', 'Wissenschaftsfreiheit, die ich meine', 'Kulturwandel im Wissenschaftssystem', 'In den Sand berlindert', 'Sägen am Finanzsockel', 'Proteinfallen mit Protease-Schlüssel', 'Zu Beginn gab es Zweifel', 'Wiedergeborenes Wissen', and 'Fehlverhalten? Biebl lieber still!'. On the right side, there is a sidebar with 'Cell Signaling' and 'Can you trust your antibody?' sections. The bottom of the page features a 'Neu in Essays' section with the title 'Die Wissenschaft in den Zeiten der künstlichen Intelligenz'.

This screenshot shows the 'Methoden & mehr' section of the LaborJournal website. It features a grid of 12 article teasers, each with a small image and a title. The titles include 'Protein-Labeling', 'Fliegende Strichcodes', 'Genomanalyse', 'Gefährliche Routine', 'Gewinnen Sie ein speziell entworfenes T-Shirt!', 'Hassliebe Western Blut', 'Live Cell imaging', 'DNA-Extraktion aus FFPE-Proben', and 'Flüssigbiopsie in der Krebsforschung'. Each teaser includes a brief description of the method and a 'mehr' link. The layout is clean and organized, with a clear focus on the latest methodological articles.

1 **Short characterisation:**
Laborjournal online presents stories, reports and commentaries relevant to the life sciences that flow directly from the *Laborjournal* editorial office. In addition, the platform offers a diverse selection of *Laborjournal* contents from previous issues: methods, tips and tricks, rankings, product overviews and other popular series. It also provides an extensive range of services: the job market, the lecture and conference calendar, the LJ-shop and many other conveniences.

2 **User Control / Distribution**
 Since 1 April 2025 member of the IVW group "Online-Medien", the German organization for auditing the circulation of advertising media (IVW).
 In September 2025 *www.laborjournal.de* reached a total of 59,612 page impressions.

3 **Digital Advertising**
 top-ad Bernd Beutel
 Schlossergässchen 10, 69469 Weinheim, Germany
 Phone +49(0)6201/290 92-0 – E-mail: info@top-ad-online.de
 Web: *www.top-ad-online.de*

4 **Internet:**
www.laborjournal.de

5 **Webmaster:**
 Dr. Carsten T. Rees, F & R Internet-Agentur,
 Zikadenweg 4, 79110 Freiburg, Germany
 Phone +49(0)761/1563 461, E-mail: webmaster@laborjournal.de

6 **Terms of payment:**
 Valid are the terms of business set out by the LJ-Verlag (*www.laborjournal.de/ljagb.html*). Net payment upon receipt of invoice. Accounting in the middle of the posting month.

Rate card # 23 valid from October 1st 2025

1 » Complete Package

All pages
Expectable page impressions per month: approx. 50,000 (IVW proofed)

type of advertising	rate per month
Leaderboard	€ 7,900.-
Skyscraper	€ 5,910.-
Billboard	€ 5,180.-
Billboard XL	€ 5,570.-
Content ad	€ 4,750.-
Promotion ad	€ 4,750.-

2 » Premium Package

Starting page, online articles and LJ blog
Expectable page impressions per month: approx. 25,000 (IVW proofed)

type of advertising	rate per month
Leaderboard	€ 4,350.-
Skyscraper	€ 3,240.-
Billboard	€ 2,820.-
Billboard XL	€ 3,240.-
Content ad	€ 2,820.-
Promotion ad	€ 2,820.-

3 » Special Package

All pages in the following categories: Background, Methods & More, Careers, Opinion, Events, Humour, Archive.
Expectable page impressions per month: approx. 25,000 (IVW proofed)

type of advertising	rate per month
Leaderboard	€ 4,350.-
Skyscraper	€ 3,240.-
Billboard	€ 2,820.-
Billboard XL	€ 3,240.-
Content ad	€ 2,820.-
Promotion ad	€ 2,820.-

4 » Discount

from 3 months = 5 %	from 6 months = 10 %
from 9 months = 15 %	from 12 months = 20 %

7 » Laborjournal newsletter (not discountable)

Twice a month we are sending a newsletter to a total of 20,000 recipients. In June 2025, it achieved an average opening rate of 27.5 per cent, that's more than 5,500 per newsletter. The banners achieved an average click-through rate of 1.7 over this period. The exact publication dates are available on request.

type of advertising	rate per newsletter
Billboard	€ 1,400.-
Content ad	€ 1,400.-

All prices exclude VAT.

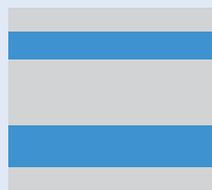
5 » Type of advertising:



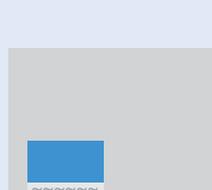
» **Leaderboard**
Size: 860 x 110 pixel,
(mobile and LJ blog: 280 x 280 pixel).
Fixed position, always visible



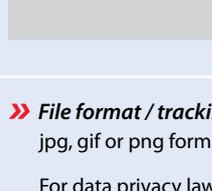
» **Skyscraper**
Size: 120 x 600 pixel, sidelong,
(mobile and LJ blog: 280 x 280 pixel).
Fixed position, always visible



» **Billboard**
Size: 960 x 100 pixel,
(mobile and LJ blog: 280 x 280 pixel)



» **Billboard XL**
Size: 960 x 150 pixel,
(mobile and LJ blog: 280 x 280 pixel)



» **Content ad**
Size: 280 x 280 pixel, consisting of:
1 photo (280 x 158 pixel), headline up
to 55 characters, lead text up to 110
characters (each incl. blank characters)

» **Promotion ad**
Size: 280 x 280 pixel

6 » File format / tracking

jpg, gif or png format, max. ad file: 250 KB

For data privacy law reasons: no cookies or trackings (pixel, jpg, code) allowed. You're free to integrate tracking information in your banner links (HTML, no javascript).

We are generating monthly statistics based on Google Analytics and INFOnline (INFOnline is a spin-off of the German Audit Bureau of Circulation (IVW)).

8 » Type of advertising:



» **Billboards**
Size: 600 x 250 pixel



» **Content Ad**
Size: 600 x 250 pixel; 1 photo (280 x 158 pixel),
headline up to 48 characters, lead text up to
200 characters (each incl. blanks)

Methods & More

1 >> Short characterisation:

"Methods & More" under *Laborjournal online* offers a broad range of new content on methods, such as: method reviews, tips and tricks, problem solving strategies, product overviews, etc. Our "Methods & More" platform is also open to all suppliers, as a perfect medium to present their:

- >> **Products** >> **White Paper** >> **Virtual Seminars**
- >> **Catalogues** >> **Training Programmes**

All this information will be carefully bundled, clustered by topics and oriented, to provide our online readers with an effective search and a focussed web visit. Together, we will turn this platform into a "must experience" for laboratory researchers.

2 >> Rates for "Products"

1 product	€ 360.-
up to 2 products	€ 680.-
up to 4 products	€ 1,230.-
up to 6 products	€ 1,730.-
up to 8 products	€ 2,160.-

More rates on request

3 >> Rate for "Product Videos"

each video € 630.-

4 >> Rates for "White Papers"

1 white paper	€ 620.-
2 white papers	€ 1,190.-
3 white papers	€ 1,680.-
4 white papers	€ 2,000.-

More rates on request

5 >> Rate for "Virtual Seminars"

each virtual seminar € 370.-

6 >> Rate for "Virtual Seminar Videos"

each video € 630.-

7 >> Rate for "Training Programmes"

each training € 370.-

8 >> Rate for "Catalogues"

each catalogue € 370.-

Period: 12 months. All prices exclude VAT.

Recruitment adverts

Print

1 >> Recruitment ads print issue

size	width x height in mm	basic rate b/w	4-colour (cmyk)
1/1 page	185 x 260	€ 2,450.-	€ 2,990.-
1/2 page	90 x 260 or 185 x 130	€ 1,290.-	€ 1,690.-
1/3 page	90 x 195	€ 1,030.-	€ 1,390.-
1/4 page	90 x 130	€ 799.-	€ 899.-
1/8 page	90 x 65	€ 549.-	€ 649.-

millimetre rates	basic rate b/w	4-colour (cmyk)
90 mm wide	€ 8.50	€ 10.00
185 mm wide	€ 17.00	€ 20.00

* Valid only for recruitment ads; bookable from 65 mm height

Recruitment ads will be published free of charge on our website for a period of one month. We offer free advert composition; simply send a text file and the required photos or graphics. For further information please call +49(0)761 292 5885 or send an e-mail to stellen@laborjournal.de

Digital

2 >> Recruitment ads digital Premium

LJ premium recruitment ads (6 circulating positions at most) are given prestige attention at the head of the job market section for the entire period of placement. PDF or HTML: € 799.-/month

3 >> Recruitment ads digital Classic

PDF or HTML: € 549.-/month

4 >> Recruitment ads – PDF file

The PDF should have a maximum file capacity of 250 KB.

5 >> If you would like to place a PDF or an HTML ad, please send the files by e-mail to stellen@laborjournal.de or call +49(0)761 292 5885. Please state the required online period (in months; minimum 1 month) and your billing address. We offer free advert composition, please send a text file and the required photos or graphics.

6 >> Terms of payment

Net payment upon receipt of invoice. All prices exclude VAT.