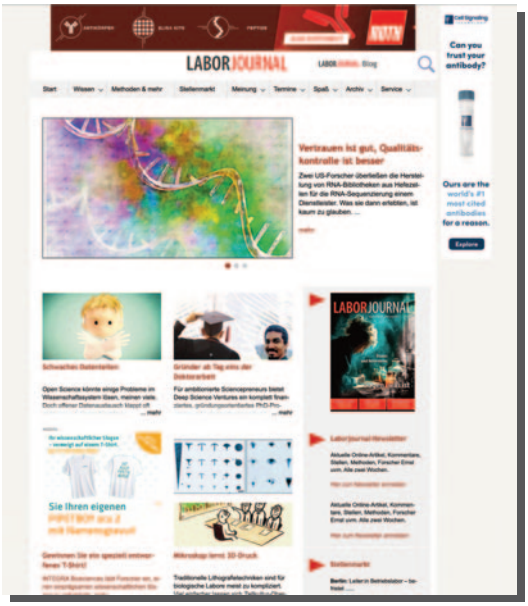
LABORJOURNAL
Gentner

media information 2026



LABORJOURNAL *online*



About us

» 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 Schwille, 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 Laborournal!"
Björn Brembs, Professor of Neurogenetics, Regensburg University

Dates and deadlines 2026

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

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
Rudolf Beck#
Phone: +49(0)711/ 6 36 72-861
E-Mail: beck@gentner.de

6 » 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.-

7 » Special positions

2., 3., 4. cover page	€ 5,680.-

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

8 » 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.-

9 » 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

10 » Discount
Within 12 months on b/w rates:

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

11 » 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.

12 » 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.

13 » 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.

14 » 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.-

Please also refer to our guidelines for artwork submission at our artwork submission page https://www.gentner.de/mediaservice/datenanlieferung

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:***
Alfons W. Gentner Verlag GmbH & Co. KG

3 » ***Editorial Staff:***
Dipl. Biol. Kai Herfort, Dr. Ralf Neumann, Dr. Harald Zähringer, Dr. Henrik Müller, Ulrich Sillmann (Service section)
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
Phone +49(0)6201/290 92-0, E-mail: info@top-ad-online.de,
Web: www.top-ad-online.de

Recruitment and event ads
Alfons W. Gentner Verlag GmbH & Co. KG,
P.O. Box 10 17 42, 70015 Stuttgart, Forststraße 131, 70193 Stuttgart,
Rudolf Beck, Telefon: +49(0)711/ 6 36 72-861, E-Mail: beck@gentner.de

5 » ***Volume:***
Volume 32, 2026, frequency: 10 issues/year

6 » ***Publisher:***
Alfons W. Gentner Verlag GmbH & Co. KG,
Postfach 10 17 42, 70015 Stuttgart, Forststraße 131, 70193 Stuttgart,
Tel. +49(0)711/636 72-0, www.gentner.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:***
2% cash discount for payments made within 8 days from the invoice date. No cash discount applies to occasional advertisements, postal charges, box number fees, or forwarding charges for offers.
Net payment due within 30 days from the invoice date. The right to issue invoices in advance is reserved.
VAT ID No.: DE147510257

The applicable statutory VAT will be added to all prices

Bank Accounts:
Baden-Württembergische Bank
IBAN: DE72 6005 0101 0002 8259 22 / BIC: SOLADEST600
Deutsche Bank AG Stuttgart
IBAN: DE33 6007 0070 0165 0100 00 / BIC: DEUTDESS
Postbank Stuttgart
IBAN: DE38 6001 0070 0031 9657 07 / BIC: PBNKDEFF

Circulation and spread analysis

1 » ***Circulation analysis:***

	copies
Print run (2nd 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:***

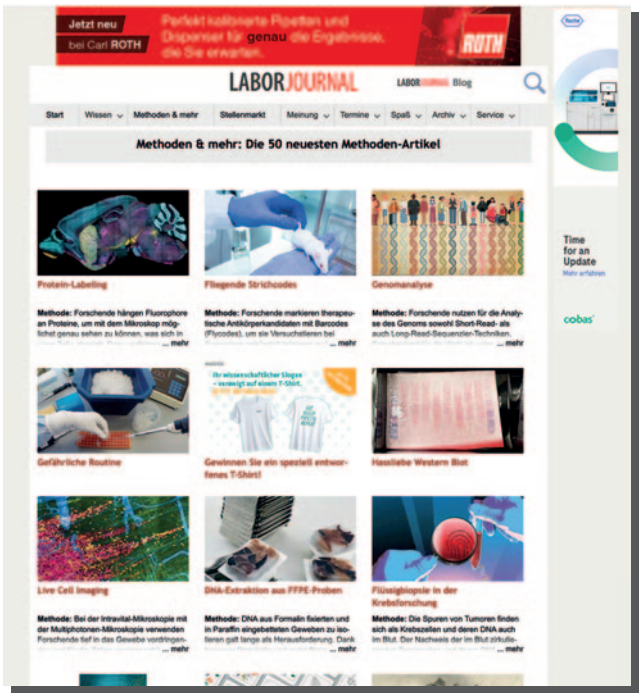
University institutions	30.8 %
Non-university institutions (Max Planck Institutes, Leibniz Society, research centres, national institutes,…)	14.7 %
University – clinical centres	16.0 %
Related fields (pharma, chemistry,…)	7.5 %
Industry (pharma, biotech,…)	30.6 %
Others (library, press,…)	0.4 %

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





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,
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
Phone +49(0)761/1563 461, E-mail: webmaster@laborjournal.de

6 » ***Terms of payment:***
Please refer to page 4 (Editorial / Publisher), section 8.

Please also refer to our General Terms and Conditions at:
https://www.gentner.de/mediaservice/agb-anzeigen

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

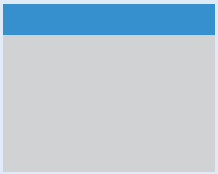
All pages in the following categories: Background, Methods & More, Careers, Opinion, Events, Humour, Archive.
Expectable page impressions per month: approx. 25,000 (IVW proofed)

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.-

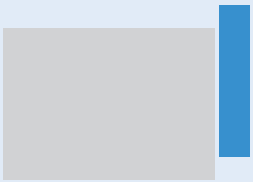
4 » Discount

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

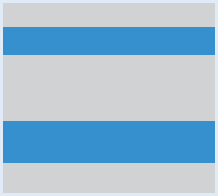
5 » Type of advertising:



» 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).

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.-

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.

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)711/ 6 36 72-861 (Rudolf Beck) or send an e-mail to *beck@gentner.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 Rudolf Beck, E-Mail: beck@gentner.de (Phone: +49(0)711/ 6 36 72-861). 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***

Please refer to page 4 (Editorial / Publisher), section 8.