



# 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 prominent article features a DNA double helix with the headline 'Vertrauen ist gut, Qualitätskontrolle ist besser'. Below this, there are several smaller article thumbnails with titles like 'Schwachere Datenreihen', 'Gründer ab Tag eins der Doktorarbeit', 'Ihr wissenschaftlicher Stoff - bewegt auf einem T-Shirt', 'Sie Ihren eigenen PIPETBOY aus 2 mit Namensgravur!', 'Gewinnen Sie ein speziell entworfenes T-Shirt!', 'Mikroskop lernt 3D-Druck', 'Wissenschaftsfreiheit, die ich meine', 'Kulturwandel im Wissenschaftssystem', 'In den Sand berlinert', 'Sägen am Finanzsackel', 'Proteinfallen mit Protease-Schlüssel', 'Zu Beginn gab es Zweifel', 'Wiedergeborenes Wissen', and 'Fehlverhalten? Bleib lieber still!'. On the right side, there is a sidebar with 'LaborJournal Newsletter' and 'Stellenmarkt' sections. A vertical banner on the right edge says 'Can you trust your antibody? Ours are the world's #1 most cited antibodies for a reason. Explore'.

This screenshot displays the 'Methoden & mehr' section of the LaborJournal website, titled 'Die 50 neuesten Methoden-Artikel'. It features a grid of 12 article thumbnails, each with a title and a brief description. The titles include 'Protein-Labeling', 'Fliegende Strichcodes', 'Genomanalyse', 'Gefährliche Routine', 'Gewinnen Sie ein speziell entworfenes T-Shirt!', 'Haarliebe Western Blot', 'Live Cell Imaging', 'DNA-Extraktion aus FFPE-Proben', and 'Fluoreszenz in der Krebsforschung'. Each thumbnail includes a small image and a 'mehr' link. On the right side, there is a vertical banner for 'Time for an Update' and a 'cobas' logo.

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 %

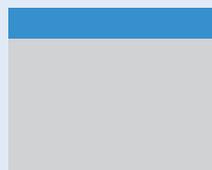
## 7 » Laborjournal newsletter (not discountable)

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.

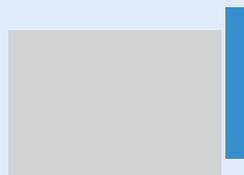
type of advertising	rate per newsletter
Billboard	€ 1,400.-
Content ad	€ 1,400.-

All prices exclude VAT.

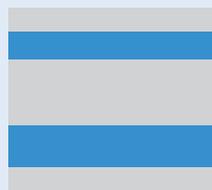
## 5 » Type of advertising:



» **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.-
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**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.-
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**6 >> Rate for "Virtual Seminar Videos"**

each video	€ 630.-
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**7 >> Rate for "Training Programmes"**

each training	€ 370.-
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**8 >> Rate for "Catalogues"**

each catalogue	€ 370.-
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Period: 12 months. All prices exclude VAT.

# Recruitment adverts

## 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
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**3 >> Recruitment ads digital Classic**

PDF or HTML:	€ 549.-/month
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**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](mailto: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.