

media information 2017



Print issue incl. all ads in a clickable form available as e-paper (online or offline version) at www.labtimes.org



Lab Times

An English-language life science journal for the whole of Europe

These days, the pressure is greater than ever on European scientists to intensify collaboration across the whole of Europe, in order to remain competitive at a global level. For this reason, researchers increasingly need to know what's happening in European science and science policy. At the same time, they need a broadly-accepted platform to discuss the issues close to their hearts. Communication, therefore, is one of the most important prerequisites to creating a thriving European research spectrum.

Providing such a European communication platform was our mission when, in April 2006, we founded *Lab Times* as a free, life science journal for the whole of Europe. Today, *Lab Times* has firmly established itself as one of the most popular life science

journals in Europe and is recognised as a grassroots magazine, produced by scientists for scientists.

Readers appreciate its informal style combined with high-level journalism, marked by independent and investigative reporting as well as profound and critical analyses. Written in a lively and entertaining fashion, it possesses a human touch that is rounded off with a healthy injection of humour.

Correspondingly, our online presence at www.labtimes.org has developed into more than just a full-text digital archive for our print issues. Up-to-date editorials on current news as well as witty and subtle pieces about European life science topics contribute a significant, additional benefit to the webpage, and invite readers to "click by" regularly and frequently.

The mixture of content, spirit and language works well to make both *Lab Times* and www.labtimes.org a good read, as vividly demonstrated by the positive researcher feedback we continuously receive. This, in turn, is also appreciated by a growing number of companies, who, over the years, have trusted *Lab Times* as their reliable partner to bring their products to the specific attention of a wide range of potential customers.

Content

Lab Times will bring compelling print and online coverage of the latest developments in European life science, technology, business and policy to researchers at the bench across Europe.

» Editorial fields:

Current news and latest developments in European life science research, business and policy / Critical, in-depth coverage of current affairs in science / Views and opinions of leaders about trends, opportunities and problems in the European life sciences / Investigative reporting / Citation analyses of papers, people and nations in distinct research fields / Portraits of groups, researchers or companies / Interviews with life science insiders / Regional focus / Books / Product news / Lab methods / Careers / Conferences / Cartoons, humour, irony and quirky tales

» This is what our readers think of *Lab Times*

*"Since many years we – my colleagues and I – are reading your excellent magazine *Lab Times*."*

Dr. Zoltan Szigeti, University Budapest (Hungary)

"Thank you very much for the helpful information I get in each issue."

Dr. Michael Haase, Universitätsklinikum TU Dresden (Germany)

"Thank you for the informative and entertaining reads. Keep up the good work you do."

Peter Buzzacott, PhD, Université de Bretagne, Brest (France)

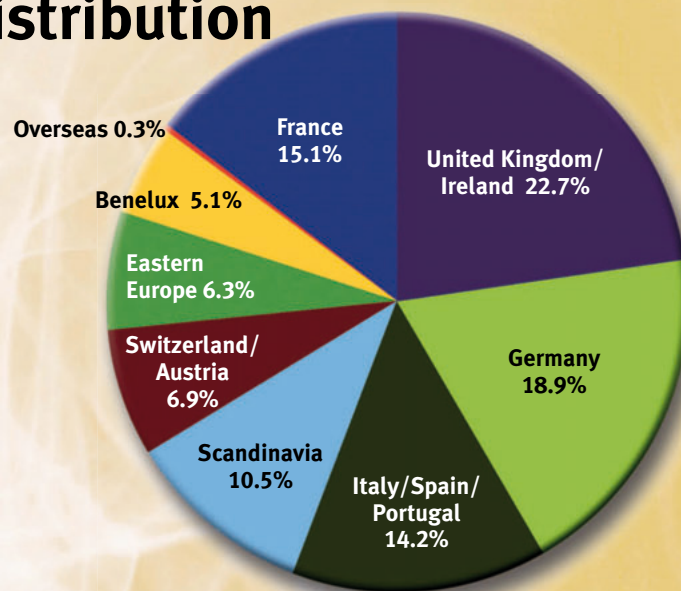
"I thank you for the fabulous magazine all these years and I enjoy reading it."

Andrew Lee, Karolinska University Hospital, Stockholm (Sweden)

"I have to say I am really impressed with the quality of writing in your publication. The articles are incredible enjoyable to read and relevant to scientists and researchers of all disciplines beyond the life sciences."

Robert Dahlgren, PhD, California State University, (USA)

Distribution



Print run: 25,200

Lab Times is distributed free to scientists and lab staff wherever they work: in universities, research units, private and public research institutes, industry, etc. *Lab Times* target audience is the active European life science community in academia and industry.

E-paper run: 1,350 per issue

In addition to the e-paper version on our website www.labtimes.org, a newsletter with an e-paper preview is mailed to more than 4,000 subscribers. The e-paper can be read on- and offline (incl. all ads) and feedback shows that it is read by 1,350 scientists.

High quality distribution:

Lab Times is distributed based upon a particular database. The first-class address material is completely personalised and constantly updated.

Our readers are:

Technicians, science administrators, lab managers, PhD students, postdocs, research assistants, group leaders, institution directors, clinical researchers, industrial researchers, biobusiness managers.

Dates and Deadlines

	<i>Publishing date</i>	<i>Ad closing</i>	<i>Method specials / Product surveys</i>	
Issue 1	15 February	19 January	<i>Method special: What's new in PCR and qPCR?</i> <i>Product survey: Manual Pipettes</i>	<i>Show issue Forum Labo Biotech, Paris (F), March 28–30 (bonus distribution)</i>
Issue 2	27 April	28 March	<i>Method special: Assay Automation</i> <i>Product survey: Benchtop Block Heater and Cooler</i>	<i>Show issue Labvolution / Biotechnica, Hannover (D), May 16–18 (bonus distribution)</i>
Issue 3	29 June	1 June	<i>Method special: Gene Editing Tools</i> <i>Product survey: High Content Screening Systems</i>	
Issue 4	1 September	18 July	<i>Method special: Single Cell Analysis</i> <i>Product survey: Plasmid Extraction Kits</i>	<i>Show issue Miptec, Basel (CH), September 11–15 (bonus distribution)</i>
Issue 5	2 October	5 September	<i>Method special: Cellular Imaging</i> <i>Product survey: Gel Documentation Systems</i>	
Issue 6	29 November	2 November	<i>Method special: 3D Bioprinting and Biomaterials</i> <i>Product survey: Automated Liquid Handlers and Dispensers</i>	

Advertising Rates

Back format

210 mm (width) x 297 mm (height)

Type area

184 mm (width) x 243 mm (height)

Advertising rates in Euros

<i>size</i>	<i>width x height in mm</i>	<i>basic rate b/w</i>
1/1 page	180 x 260	€ 5,290.-
1/2 page	90 x 260 or 180 x 130	€ 2,860.-
1/3 page	60 x 260 or 180 x 85	€ 2,020.-
1/4 page	90 x 130 or 180 x 65	€ 1,500.-
1/6 page	60 x 130 or 180 x 40	€ 1,060.-
1/8 page	90 x 65 or 180 x 32.5	€ 830.-

Special positions

Inside cover, back cover € 5,720.-

Colour surcharge

each colour euro-scale	€ 390.-
4 colour (cmyk)	€ 1,100.-
special colour	€ 700.-

Discount

within 12 month on the b/w rates:

two insertions = 5 %	six insertions = 15 %
four insertions = 10 %	eight insertions = 20 %

Book-through discount

All advertisers who decide to **book through all six issues** in 2017 receive **a discount of 25%** on b/w rates. Please ask for your individual offer.

Bleed advertisements

Bleed advertisements € 200.-

Visible print format is DIN A4 (210 mm width x 297 mm height).

All pages are trimmed (3 mm) mechanically to avoid white edges.

Please set your files corresponding to the following measurements.

<i>Printing size (width x height)</i>	<i>3 mm trim</i>	<i>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

Bound inserts

2 pages A4	€ 6,140.-
4 pages A4	€ 6,980.-

Paperweight: maximum 135 g. Technical details after ordering.

Loose insert

up to 25 g € 6,120.-

Maximum size: 202 mm width x 290 mm height

Rates for recruitment ads

text ads (no frame, no logo):

€ 9.50 per line (one line with approx. 70 characters)

Rates for recruitment or calendar ads with frames and logo

<i>size</i>	<i>width x height in mm</i>	<i>basic rate b/w</i>
1/1 page	185 x 260	€ 1,950.-
1/2 page	90 x 260 or 185 x 130	€ 1,040.-
1/3 page	90 x 195	€ 830.-
1/4 page	90 x 130	€ 590.-
1/6 page	90 x 100	€ 480.-
1/8 page	90 x 65	€ 380.-

For recruitment or calendar ads please phone +49-(0)761/292 5885, fax to +49-(0)761/357 38 or send an email to "jobs@labtimes.org"

Payment

All prices are without VAT. Payment is due within 30 days of invoice. Discount of 2% on payment within 14 days.

Copy price

Free-of-charge for non-profit institutions. Private subscribers: € 27/year

Please note: Each Lab Times issue is featured as a complete e-paper including all ads in a clickable form (online or offline version)

Online Advertising

At our website "www.labtimes.org" *Lab Times* writers regularly provide online-only news and comments that keeps you up-to-date in between print issues.

Rates

Premium Package, Headbanner or Button

Homepage and Online Editorials

page	position	size	rate/month
Headbanner	left, middle, right	300 x 100 pixel	€ 1,490.-
Banner	right	200 x 150 pixel	€ 1,490.-

Super Premium Package, Headbanner or Button

Homepage, Online Editorials, Funding, Methods, Products, Back Issues, Congresses, Current Issue, Rankings, Lab Tricks, Book Reviews, Cartoons, Careers

page	position	size	rate/month
Headbanner	left, middle, right	300 x 100 pixel	€ 2,020.-
Banner	right	200 x 150 pixel	€ 2,020.-

Video

You can book a video embedded on our homepage. The video will be placed on the homepage under section "Online Editorials" – position 3. Every video will be marked with "advertisement".

rate/month	€ 1,300.-
------------	-----------

Statistics

From January to June 2016 "www.labtimes.org" reached an average of 26,256 visitors monthly – of these were 21,549 unique visitors. 82.1 % unique visitors is an exceptionally high quota. In August 2016 banners on Super Premium Package reached 17,975 page impressions monthly.

Discount

annual sales more than	€ 2,000.-	5%
annual sales more than	€ 5,000.-	10%
annual sales more than	€ 10,000.-	15%
annual sales more than	€ 15,000.-	20%

Advertising Contact

Bernd Beutel

top-ad

Schlossergässchen 10

D-69469 Weinheim, Germany

Tel. +49-(0)6201/290 92-0

Fax +49-(0)6201/290 92-20

Email: info@top-ad-online.de

Web: www.top-ad-online.de

Editorial Contact

Dr. Ralf Neumann

Lj-Verlag

Merzhauser Strasse 177

D-79100 Freiburg, Germany

Tel. +49-(0)761/292 58 84

Fax +49-(0)761/357 38

Email: editors@labtimes.org

Web: www.labtimes.org

Distribution Contact

Dipl. Biol. Kai Herfort

Lj-Verlag

Merzhauser Strasse 177

D-79100 Freiburg, Germany

Tel. +49-(0)761/286 869

Fax +49-(0)761/357 38

Email: subscription@labtimes.org

Web: www.labtimes.org