

media information 2012



Laborjournal online



media information 2012

Dates and deadlines 2012

issue	publishing date	ad closing	product overviews / specials	shows / conferences
1-2	15.02.	24.01.	<i>Product Overview</i> Cell Analytic Systems (Equipment): "Sounding out the Cells"	
3	13.03.	20.02.	<i>Product Overview</i> Transfection Reagents: "Hitching a Ride into the Cells" Special Microfluidics – Handling Small Amounts of Liquid with Next Generation Sequencing, Digital PCR Cell Analytics, Lab-on-a-Chip Systems etc. ■ <i>Preview issue Analytica</i>	VAAM Annual Meeting Tuebingen, 18.-21.3. DGZ Annual Meeting Dresden, 21.-24.3.
4	10.04.	15.03.	<i>Product Overview</i> Colony Counters: "Census with a Click" ■ <i>Exhibition issue Analytica</i>	■ <i>Analytica</i> Munich, 17.-20.4.
5	15.05.	24.04.	<i>Product Overview</i> Proteomics Equipment: "New Devices in the Machinery Pool"	
6	11.06.	15.05.	<i>Product Overview</i> Incubators: "Cosy and warm" ■ <i>Exhibition issue Achema</i>	■ <i>Achema</i> , Frankfurt, 18.-22.6.
7-8	17.07.	25.06.	<i>Product Overview</i> Thermal Cyclers: "Hot and Cold Baths for Polymerases"	
9	06.09.	15.08.	<i>Product Overview</i> Protein and Antibody Labeling Kits: "Hello, Here We Are" Special Antibodies in Research, Diagnostics and Therapy	MipTec Basel, 24.-27.9.
10	10.10.	17.09.	<i>Product Overview</i> ELISA Kits: "96 in One Go"	
11	14.11.	23.10.	<i>Product Overview</i> Next Generation Sequencing (Equipment & Service): "In Deep at Lightning Speed" Special New Technologies in Mouse Genomics (i.e. Optogenetics, RNAi Systems, In Vivo Imaging...)	
12	10.12.	16.11.	<i>Product Overview</i> Pipette Tips "Armament for Pipettes"	

* There is an extra deadline (up to seven days later) for recruitment and congress ads. Please contact us by phone +49-(0)761 292 5885 or email "stellen@laborjournal.de".

media information 2012

Rate card # 18 valid from October 1st 2011

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, webprinting, 3 mm trimming.
For detailed file requirements see page 7.

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
Fax: +49(0)6201 / 290 92-20
Email: info@top-ad-online.de
www.top-ad-online.de

Recruitment advertising: Phone: +49(0)761 / 292 5881
Fax: +49(0)761 / 357 38
Email: stellen@laborjournal.de

6 Terms of payment

Net payment upon receipt of invoice

7 Advertising rates in Euros

size	width x height in mm	basic rate b/w
1/1 page	180 x 260	€ 3.740,-
junior page	135 x 190	€ 2.290,-
1/2 page	90 x 260 <i>or</i> 180 x 130	€ 2.060,-
1/3 page	60 x 260 <i>or</i> 180 x 85	€ 1.440,-
1/4 page	90 x 130 <i>or</i> 180 x 65	€ 1.080,-
1/6 page	60 x 130 <i>or</i> 180 x 40	€ 750,-
1/8 page	90 x 65 <i>or</i> 180 x 32,5	€ 610,-

8 Special positions

2., 3., 4. cover page: € 4.140,-
other fixed positions:
10% surcharge on b/w rates

9 Colour surcharge (no discount possible)

each colour euro-scale	€ 390,-
4 colour (cmyk)	€ 1.100,-
special colour	€ 700,-

(A special colour which is printable with the 4 colour printing process will incur a surcharge of € 390,-)

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 measurements.

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 Rates for recruitment and casual ads (no discount possible)

ads with frame and logo

size	width x height in mm	basic rate b/w
1/1 page b/w	185 x 260	€ 1.950,-
1/2 page b/w	90 x 260 <i>or</i> 185 x 130	€ 1.040,-
1/3 page b/w	90 x 195	€ 830,-
1/4 page b/w	90 x 130	€ 590,-
1/6 page b/w	90 x 100	€ 480,-
1/8 page b/w	90 x 65	€ 340,-
Rate per millimetre*	90 mm width	€ 5,30
	185 mm width	€ 10,60

* Valid only for recruitment ads; bookable from 75 mm height. Recruitment ads with fraem & logo will be published free of charge on our website the day of publication

text ads (no frame, no logo): € 12,- per line (1 line with app. 65 signs)

12 Discount

within 12 month on the b/w rates:

three insertions = 5 %	six insertions = 10 %
nine insertions = 15 %	twelve insertions = 20 %

No discount for recruitment and casual ads.

13 Bound insert

2 pages	€ 5.040,-
4 pages	€ 5.990,-

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

14 Loose inserts (no discount possible)

max. 6 inserts per issue, max. size: 205 mm width, 290 mm height

up to 25 g	€ 5.760,-
up to 50 g	€ 6.140,-

Please send a sample before order acceptance.

15 Address for inserts (bleed and loose)

Stürtz GmbH, to Frau Morgenstern, Lager, Einfahrt 1,
Alfred-Nobel-Str. 33, D-97080 Wuerzburg, Germany
(Consignment note: For Laborjournal, issue no.), Delivery date:
10 days before publishing date, business hours: Mo-Fr 6.30 – 19.30 h

media information 2012

Editorial Publisher

1 Short characterization

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. The readers of the widely circulated 28.800 copies 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 the biotechnology industry.

2 Distributed free to public and private research institutes.

3 *Laborjournal* is an independent journal.

4 Publisher

LJ-Verlag

5 Editorial Staff

Dipl. Biol. Kai Herfort, Dipl. Biol. Winfried Köppelle,
Dr. Ralf Neumann, Dipl. Biol. Lara Winckler, Dr. Harald Zähringer
LJ-Verlag, Alte Strasse 1, D-79249 Merzhausen, Germany
Phone +49(0)761 / 286 893, Fax +49(0)761 / 357 38,
email: redaktion@laborjournal.de

6 Advertising

Product and image ads

top-ad Bernd Beutel, Schlossergässchen 10, D-69469 Weinheim
Phone +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

Recruitment and event ads

LJ-Verlag, Alte Strasse 1, D-79249 Merzhausen, Fax +49(0)761 / 357 38,
Phone +49(0)761 / 292 5885, email: stellen@laborjournal.de

7 **Volume:** volume 18, 2012, frequency: 10 issues / year

8 Publisher

LJ-Verlag, Alte Strasse 1, D-79249 Merzhausen, Germany

9 **Phone/Fax:** Phone +49(0)761 / 286 869, Fax +49(0)761 / 357 38

10 **Internet:** www.laborjournal.de

11 **Publishing dates and deadlines:** see editorial schedule

12 Copy price

Free of charge for german non-profit institutions. Private subscribers:
€ 28 / year (Germany), € 33 / year (Europe) € 39 / year (Overseas)

6

media information 2012

Digital advertisement requirements

1 Printing material is required by the advertising closing date.

2 Delivery address for recruitment ads

LJ-Verlag, Alte Strasse 1, 79249 Merzhausen, Germany
Fax +49(0)761 / 357 38, email: stellen@laborjournal.de

3 Delivery address for product and image ads

top-ad Bernd Beutel, Schlossergässchen 10, 69469 Weinheim, Germany
email: info@top-ad-online.de,

CD-Rom: please send a CD with pre-press proof to **top-ad**

PDF: to **info@top-ad-online.de**

FTP: server: ftp.stuert.de / login: ljj / password: sFg045C

Stürtz GmbH, Contact: Sonja Gehrig, Phone +49-(0)931-385 356,
Fax +49-(0)931-385 11356

Please make a note under Ref: "Laborjournal, issue ..."

4 File formats

Apple Macintosh: Quark XPress 4.11 - 6.5, InDesign CS5,
Illustrator CS5,

Windows PC: Quark XPress 5.0, InDesign CS5, Illustrator CS5, Corel Draw X5

5 File requirements

- Please do not compress the file.

- The reproduction scale is 1:1.

- Keep in mind the 3 mm trimming zone.

Picture files: The colour spectrum is cmyk.

Picture resolution: Pictures require a minimum of 300 dpi.

Open file: All fonts in the file (print and screen) must either be available or be converted to vector paths. The ad has to contain all the elements necessary (cmyk mode) for the correct output.

PDF files:

- Create the pdf file in composite mode (colour).

- Preferred software: Acrobat Distiller.

- Disable colour management in Distiller with InDesign CS2 and higher.

- With InDesign CS2 and CS3 please create a pdf file (Adobe PDF settings).

- Please ask for our Distiller and Adobe settings by email
"Lj-Verlag@stuert.de"

7

media information 2012

Circulation and spread analysis

1 Circulation analysis

Prinrun (July 2011):	28.800
Total spread circulation:	28.650
Subscribers:	3.071
Free copies:	25.579
Rest / archive copies:	150

2 Geographic spread / distribution

Germany	25.779
Switzerland	1.518
Austria	1.353

3 Branches

University institutions	29,1 %
Non university institutions (Max Planck Institute, Leibnitz Society, Research Centres, national institutes,...)	15,1 %
University – clinical centre	17,9 %
Related fields (pharma, chemistry, ...)	8,2 %
Industry (pharma, biotech,...)	28,0 %
Others (library, press, ...)	1,7 %

4 Target group

Our readers are:

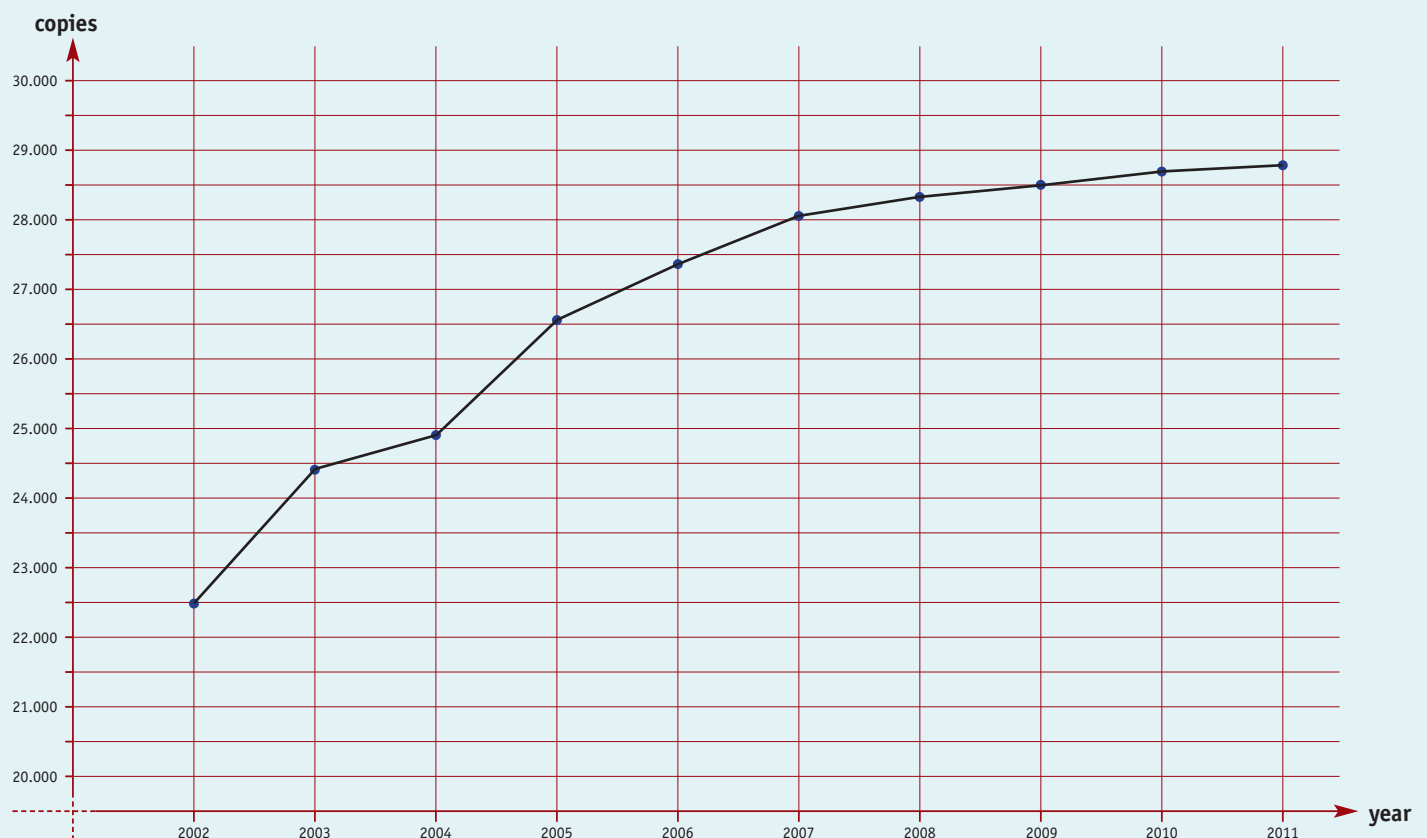
- graduate
- doctorand
- post doctorand
- head of laboratory
- head of institutions
- medical director
- employee of clinical research department
- scientific employee in industry
- company founder
- technical employee

Biological scientists and medical staff in:

- University
- University clinical centre
- Free institutions
- Research department
- Bio-tech companies

8

5 Print run (development)



9

media information 2012 online

Rate card # 9 valid from October 1st 2011

1 Head banner

page	position	size	rate/month
homepage, Lj blog	left, middle, right	300 x 100 pixel	€ 1.190,-
other pages	left, middle, right	300 x 100 pixel	€ 750,-

2 Premium button:

page	position	size	rate/month
homepage, Lj blog	left, middle, right	200 x 150 Pixel	€ 1.190,-
other pages	left, middle, right	200 x 150 Pixel	€ 750,-

3 Recruitment ads (no discount)

format	rate/month
text ads (up to 4000 characters):	€ 9,- (per 65 characters)
pdf file (ads with frame and logo):	€ 350,-

4 Premium job

LJ Premium jobs (4 positions at most) are given prestige attention at the head of the Job Section for the entire period of placement.

ad with frame and logo or text ad € 480,- / month

5 Statistics

New: User IDs and passwords enable customers to call up Page Impressions and Click-through Rates (CtR) online, at any time.

6 Click-through-rate

In June 2011 the banners achieved an average click-through-rate (CtR) of 0,9%. This means an exceptionally high banner awareness. With annual contracts we recommend a frequent banner update to increase the click-through-rate.

7 Utilisation development

From January to June 2011 **Laborjournal online** had had an average total of 359.488 page impressions and 85.363 visits per month. This is an increase over the previous year of 15,8% in terms of page impressions.

8 Discount

annual sales > € 2.000:	5 %	annual sales > € 5.000:	10 %
annual sales > € 10.000:	15 %	annual sales > € 15.000:	20 %

All prices are without VAT.

10

media information 2012 online

Technical details

1 Deadlines and file delivery (banner, button)

Product and image ads at least one week before appearance per CD-Rom or email to info@top-ad-online.de.

The customer is responsible for contents, production and timely delivery.

2 File format (banner, button)

jpg, gif
maximum file size: 120 KB

Banner: 300 x 100 pixel
Button: 200 x 150 pixel

3 Delivery address (banner, button)

top-ad Bernd Beutel
Schlossergässchen 10
D-69469 Weinheim, Germany
Phone +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

4 Recruitment ads: text file

Recruitment ads without frame and logo can be entered directly on our homepage "www.laborjournal.de".

5 Recruitment ads: pdf file

We will be glad to publish your recruitment ads with frame and logo as a pdf file. The pdf should be on one page with a maximum page size of DIN A4 (210 mm width, 297 mm height) and maximum file capacity of 120 kB. If you would like to place such a pdf ad, please call +49 (0)761-2925885 or send an email to stellen@laborjournal.de. Please state the required online period (in months, minimum duration is 1 month) and your billing address.

6 Terms of payment

Valid are the terms of business of the and the LJ-Verlag (<http://www.laborjournal.de/ljagb.html>). Payable immediately after rendering of account without reductions.

11

media information 2012 online

Editorial Office / Webmaster

1 Short characterization

Laborjournal online presents stories, reports and commentaries relevant to the life sciences which 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 extensive range of services: The job market, the lecture and conference calendar, Laborjournal online ordering, LJ-shop and many other conveniences.

2 Responsible Webmaster

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

3 Editorial staff

Dipl. Biol. Winfried Köppelle, Dr. Ralf Neumann
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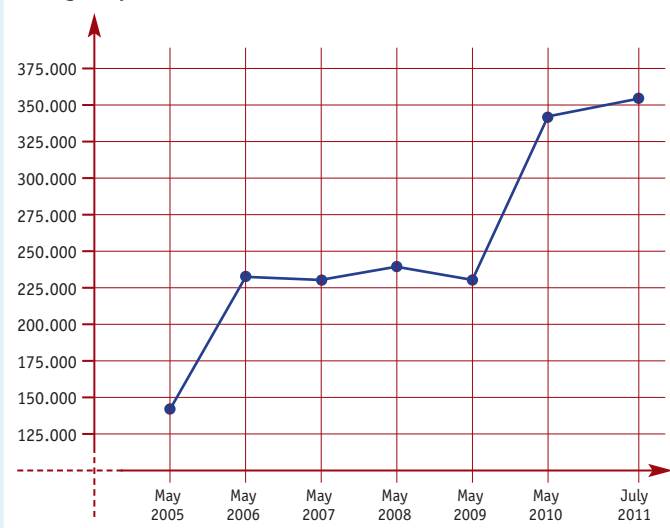
5 Internet: www.laborjournal.de

12

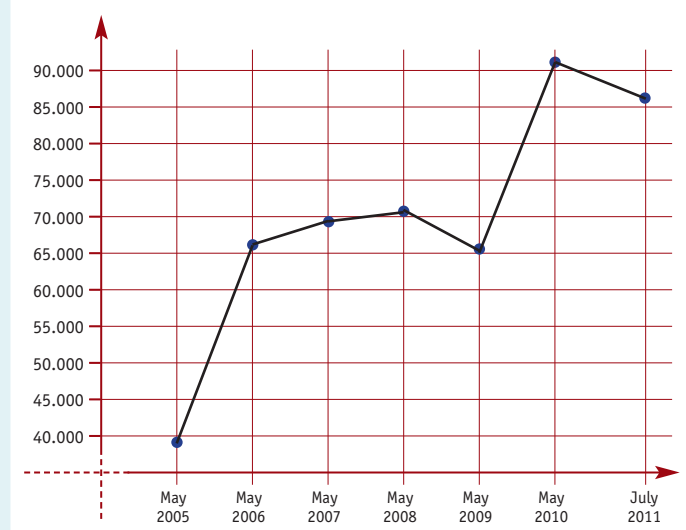
media information 2012 online

Access rates

1 Page impressions:



2 Visits:



13

media information 2012

The publishing house

Good “old-fashioned” journalism

What started out as a small but feisty local venture has evolved into a mature and strong global publishing enterprise, which is read in all German speaking countries and beyond. More than 30 freelance journalists write for *Laborjournal* and the number of life science researchers who admit to not knowing this magazine, is fast approaching zero.

What is the reason for this success?

Perhaps this is the wrong question. Instead we should be asking what distinguishes *Laborjournal* from other Life Science magazines? The answer is that *Laborjournal* makes journalism, *real* journalism, magazine style. This means well investigated articles, background stories, interviews, portraits and all written in plain German.

Johannes Doehmer, former Professor of Toxicology and founder of the biotechnology company GenPharmTox wrote: “Despite solid editorial work, *Laborjournal* has established an image as the ‘Simplicissimus’ of science and research and continues to present itself as fresh, free and

merry, whilst helping the underdogs and kicking the domineering! These are the ingredients to *Labjournal*’s success.”

Researchers are appreciative. Wherever *Laborjournalists* call or appear they receive approval, consent and encouragement. The researchers at the bench know that *Laborjournal* is on their side. Proof of this statement is exhibited by the abundant information on scientific misconduct or mismanagement which reaches our editorial office on a confidential basis.

“To grasp hot potatoes in research and to present critical news to the public – this has been the core of *Laborjournal*’s business over the last ten years.” Peter Gruss, President of the Max Planck Society.

In addition, we invite you to read the (sometimes) hot and critical news of *Laborjournal* at *Laborjournal online*. We recommend the archive which contains a multitude of useful articles. The ever increasing number of site clicks shows that this facility is frequently used by *Laborjournal* readers. Obviously they can’t wait the next issue!

14



15