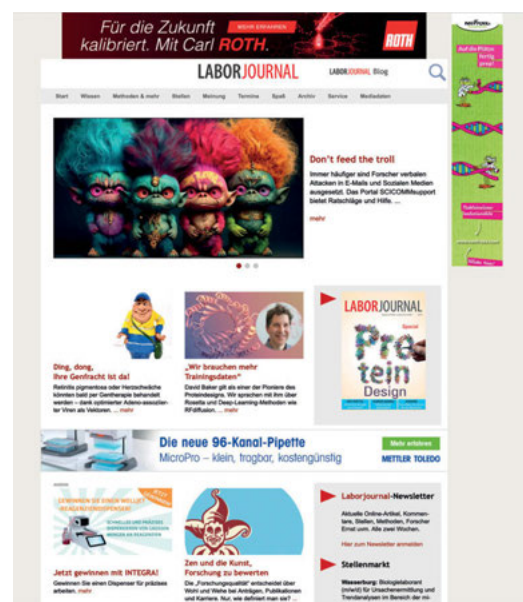


media information 2024



LABORJOURNAL online



The publishing house

» 30 Years of Laborjournal

When we started in 1994, we were inexperienced in journalism. And we knew little about publishing and distribution strategies, taxes and finances. But we had a great desire to start a magazine. And we were brave enough to do it. We left our previously chosen, fledgling career paths behind – and turned towards adventure. Financial help came from our partners and actually from the employment office. That was enough for living and eating. We were modest and got along with it.

In the beginning, we did almost everything ourselves: we researched, wrote, did the layout, helped with printing, collating and stitching – and finally delivered the booklets to the laboratories. But this also included the daily struggle with a 386 PC and the hard disks which were always far too small. The first removable hard drives that we used to transport our files to the prepress studio (on the bike) were able to store 20 Mb. There was no Internet and no ISDN yet (remember?). In order to establish a Germany-wide distribution, we obtained the course catalogues of all universities and contacted all institutes on the phone. Later, we set up our first computer network with Windows 3.0, and even later we created our first pioneering Internet presence.

Our most important achievement, however, is that we have established a high-quality and independent editorial team. Along the way, we created a common spirit that keeps the whole thing together to this day and shapes it stylistically. To this end, we have always found great authors and trained them ourselves. Many of them are still doing their own research in the laboratory and are therefore very close to our readers. In addition, year after year we are able to attract renowned authors for our summer edition – packed with essays, from the young avant-garde of the hottest research fields to the top of the major research organisations.

Today everything has become more routine. Many services have been handed over to professional hands. This enabled us to focus on the essentials. And indeed on further development. Over the years, **Laborjournal** has had two offshoots: **Laborjournal online** has become an independent medium. And the **Laborjournal newsletter** is just setting out to becoming a real success story.

As you can see: There is no resting. Not even after 30 years.

Over the years, our advertising clients have helped us to achieve this sustainable success. And they continue to help us maintain it. Because they're financing the whole thing. In return, they get regular and very direct contact with their customers, accompanied by competence and reading pleasure.

Here's to the next years!

Dates and deadlines 2024

IS-SUE	PUBLISH-ING DATE	AD-CLOSING	PRODUCT OVERVIEWS / SPECIALS	SHOWS / CONFERENCES
1-2	15.02.	24.01.	» Methods: Synthetic Embryo Models <i>Product overview</i> Manual Nucleic Acid Extraction Kits  <i>Preview issue</i> analytica	DGPT Annual Meeting Munich, 13.3.-15.3.
3	21.03.	28.02.	» Methods: DIY Lab Equipment <i>Product overview</i> Liquid Chromatography Systems  <i>Show issue</i> analytica	GfV Annual Meeting Vienna, 25.3.-28.3. analytica Munich, 9.4.-12.4. Bonus distribution
4	24.04.	02.04.	» Special: AI in biomedical research Single cell sequencing, spatial transcriptomics or other omics – machine learning is revolutionizing the analysis of molecular biology data in the life sciences <i>Product overview</i> 3D Cell Culture Systems (Plates, Scaffolds, etc.)	Deutsche Biotechnologietage Berlin, 16.4.-17.4.
5	27.05.	30.04.	» Methods: Long Read Sequencing <i>Product overview</i> Lab Shakers  <i>Show issue</i> Achema	VAAM/DGHM Meeting Wuerzburg, 2.6.-5.6. Achema
6	24.06.	31.05.	ANNIVERSARY ISSUE 30 YEARS of LABORJOURNAL » Methods: Bioorthogonal Labeling Technologies <i>Product overview</i> Reporter Gene Assays	
7-8	22.07.	28.06.	» Special issue: <i>Women from research and bio industry present their own "hot" topics</i>	
9	10.09.	19.08.	» Special: Microbial Biotechnology Construction of tailor-made cell factories by applying genetic engineering and synthetic biology techniques to microorganisms <i>Product overview</i> Single-Cell Sequencing Kits	
10	09.10.	16.09.	» Methods: Human Cell Atlas – A Guidebook for Organs <i>Product overview</i> High Content Screening Systems	Medica Duesseldorf, 11.-14.11.
11	12.11.	21.10.	» Special: Stem Cells and Regenerative Medicine <i>Product overview</i> Microplate Readers	
12	10.12.	18.11.	» Methods: Liquid Biopsy Technologies in Cancer Research <i>Product overview</i> Cell Labeling and Tracking Kits	

Rate card # 30

*valid from October 1st 2023***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

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

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	€ 5,080.-
Junior page	135 x 190	€ 3,000.-
1/2 page	90 x 260 or 180 x 130	€ 2,800.-
1/3 page	60 x 260 or 180 x 85	€ 1,980.-
1/4 page	90 x 130 or 180 x 65	€ 1,480.-
1/6 page	60 x 130 or 180 x 40	€ 1,020.-
1/8 page	90 x 65 or 180 x 33	€ 825.-

8 » Special positions

2., 3., 4. cover page € 5,590.-

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

up to 25 g € 7,180.-

up to 50 g € 8,680.-

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: <i>Laborjournal</i> 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 <i>Laborjournal's</i> sweeping success. Readers are scientists and laboratory technicians in industry and universities. <i>Laborjournal</i> is published 10 times a year and boasts one of the largest recruitment markets in this area of business.	4 >> Advertising: <i>Product and image ads</i> top-ad Bernd Beutel, Schlossergässchen 10, 69469 Weinheim, Germany Phone +49(0)6201/290 92-0, Fax +49(0)6201/290 92-20, E-mail: info@top-ad-online.de, Web: www.top-ad-online.de <i>Recruitment and event ads</i> LJ-Verlag GmbH & Co. KG, Seitzstrasse 8, 79115 Freiburg, Germany, Phone +49 (0)761/292 5885, E-mail: stellen@laborjournal.de
2 >> Publisher: LJ-Verlag GmbH & Co. KG	5 >> Volume: Volume 30, 2024, frequency: 10 issues/year
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	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: Print run (2 nd quarter 2023): Total spread circulation: Paid subscribers: Free copies: Rest/archive copies:	<i>copies</i> 20,500 20,372 1,774 18,598 128	4 >> Branches: <i>University institutions</i> <i>Non-university institutions</i> (Max Planck Institutes, Leibniz Society, research centres, national institutes,...) <i>University – clinical centres</i> <i>Related fields</i> (pharma, chemistry,...) <i>Industry</i> (pharma, biotech,...) <i>Others</i> (library, press,...)	 30.6 % 14.7 % 16.2 % 7.5 % 30.5 % 0.5 %
2 >> E-paper Run/Visits (Period: May to July 2023): <i>Laborjournal</i> 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.	333 per month	5 >> Target group: <i>Our readers are:</i> » 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 <i>Life scientists in:</i> » Universities » Public and private institutions » Biotech companies » University clinical centres » Research departments	
3 >> Geographic spread / distribution Germany Switzerland Austria	 18,278 1,153 941		

Rate card # 21 *valid from October 1st 2023*

1 » **Complete Package** – All pages

Expectable page impressions per month:
Google Analytics approx. 30,000, INFOOnline approx. 65,000

<i>type of advertising</i>	<i>rate per month</i>
Leaderboard	€ 7,790.-
Skyscraper	€ 5,820.-
Billboard	€ 5,100.-
Billboard XL	€ 5,490.-
Content ad	€ 4,990.-
Promotion ad	€ 4,890.-

2 » **Premium Package** – Starting page, online articles and LJ blog.

Expectable page impressions per month:
Google Analytics approx. 15,000, INFOOnline approx. 32,500

<i>type of advertising</i>	<i>rate per month</i>
Leaderboard	€ 4,290.-
Skyscraper	€ 3,190.-
Billboard	€ 2,780.-
Billboard XL	€ 3,190.-
Content ad	€ 2,780.-
Promotion ad	€ 2,500.-

3 » **Special Package** – All pages in the following categories: Back-

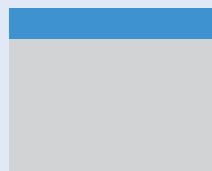
ground, Methods & More, Careers, Opinion, Events, Humour, Archive.
Expectable page impressions/month:
Google Analytics approx. 15,000, INFOOnline approx. 32,500

<i>type of advertising</i>	<i>rate per month</i>
Leaderboard	€ 4,290.-
Skyscraper	€ 3,190.-
Billboard	€ 2,780.-
Billboard XL	€ 3,190.-
Content ad	€ 2,780.-
Promotion ad	€ 2,500.-

4 » **Discount**

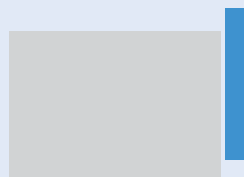
from 3 months = 5 %	from 6 months = 10 %
from 9 months = 15 %	from 12 months = 20 %

5 » **Type of advertising:**



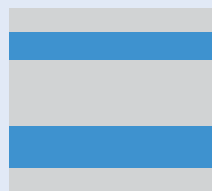
» **Leaderboard**

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

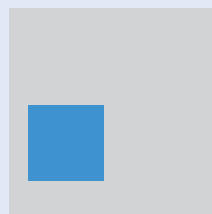


» **Billboard**

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
INFOOnline (INFOOnline is a spin-off of the German Audit Bureau of
Circulation (IVW)).

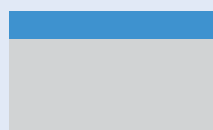
7 » **Newsletter advertising**

Twice a month we are sending a newsletter to a total of 20,000
subscribers. An average of 17 % of the subscribers open the newsletters
(2nd quarter 2023), that's approximately 3,400 per newsletter.
The average click through rate of the advertising banners is 1.3.
Only two banners per newsletter available.

<i>type of advertising</i>	<i>rate per newsletter</i>
Billboard	€ 1,300.-
Content ad	€ 1,100.-

All prices exclude VAT.

8 » **Type of advertising Newsletter:**



» **Billboard**

Size: 600 x 250 pixel



» **Content Ad**

Size: 280 x 280 pixel; 1 photo (280 x 158
pixel), headline up to 55 characters, lead
text up to 110 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 » Rates 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 » Rates for "Virtual Seminars"

each virtual seminar € 370.-

6 » Rates 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.