

media information 2018



LABORJOURNAL online



” January 2018: Relaunch!

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!

Dates and deadlines 2018

ISS.	PUBLISHING DATE	AD-CLOSING	PRODUCT OVERVIEWS / SPECIALS	SHOWS / CONFERENCES
1-2	05.02.	15.01.	<p>» Methods: High Content Screening and Analysis <i>Product overview</i> Cell Culture Flasks, Plates and Dishes</p>	<p>DGPT Annual Meeting Goettingen, 26.2.-1.3. Bonus distribution</p>
3	05.03.	09.02.	<p>» Methods: New Trends in PCR and qPCR <i>Product overview</i> Whole Genome Amplification (WGA) Kits ■ <i>Preview issue</i> analytica</p>	
4	03.04.	08.03.	<p>» Methods: New Nanoscopy Methods (DNA-PAINT, Minflux, etc.) <i>Product overview</i> Water Baths and Shaking Water Baths ■ <i>Exhibition issue</i> analytica</p>	<p>■ analytica Munich, 10.4.-13.4. Bonus distribution VAAM Annual Meeting Wolfsburg, 15.4.-18.4.</p>
5	09.05.	20.04.	<p>» Special: Bioactive (Nano-) Materials (Tissue Engineering, Gen and Drug Delivery, Cell Imaging, Stem Cell Culture, Spectroscopy) <i>Product overview</i> Enzymes, Kits & Reagents for Genome Editing</p>	
6	05.06.	14.05.	<p>» Methods: New Cloning Strategies <i>Product overview</i> Molecular Biology Services ■ <i>Exhibition issue</i> Achema</p>	<p>■ Achema Frankfurt/M., 11.6.-15.6. Bonus distribution</p>
7-8	10.07.	18.06.	<p>» Special issue: Players from research and bio industry present their own "hot" topics <i>Product overview</i> Live Cell Imaging Systems</p>	<p>Basel Life Basel, 12.9.-14.9.</p>
9	13.09.	22.08.	<p>» Special: Single Cell Genomics and Proteomics (Sequencing, Cell Isolation, PCR, Mass Spectrometry, Flow Cytometry) <i>Product overview</i> Sample Cooling (Cooling Boxes, Cooling Racks etc.)</p>	
10	12.10.	19.09.	<p>» Methods: Software Tools for Genome Editing <i>Product overview</i> Western Blot Devices</p>	
11	12.11.	18.10.	<p>» Special: Microorganisms – From Sequence to Culture (Microbiomic, Sequencing, Isolation, Cultivation, Typing) <i>Product overview</i> Incubators</p>	<p>Medica Duesseldorf, 12.-15.11.</p>
12	10.12.	16.11	<p>» Methods: Sample Preparation for Protein Analysis <i>Product overview</i> Affinity Purification Kits</p>	

Rate card # 24 *valid from October 1st 2017*

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.
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
Email: info@top-ad-online.de Fax: +49(0)6201/290 92-20
www.top-ad-online.de
Recruitment advertising Phone: +49(0)761/292 5885
Email: stellen@laborjournal.de Fax: +49(0)761/357 38

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	€ 4,160.-
Junior page	135 x 190	€ 2,430.-
1/2 page	90 x 260 or 180 x 130	€ 2,280.-
1/3 page	60 x 260 or 180 x 85	€ 1,600.-
1/4 page	90 x 130 or 180 x 65	€ 1,200.-
1/6 page	60 x 130 or 180 x 40	€ 830.-
1/8 page	90 x 65 or 180 x 33	€ 680.-

8 >> Special positions:

2., 3., 4. cover page	€ 4,600.-
Advertising lines, max. 2 per issue (no discount possible)	
4 x 1/1 page, 4 colour, consecutively	€ 12,000.-
6 x 1/1 page, 4 colour, consecutively	€ 16,000.-
Opened up cover page, 2/1 page, 4 colour; to open to the right (no discount possible)	€ 10,800.-
plus technical costs (no discount possible, no agency commission)	€ 2,400.-
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.-
Surcharge 4 colour advert (1/4 page and smaller)	€ 780.-
Special colour	€ 700.-

(A special colour, is printable with the 4 colour printing process, incurs 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 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	€ 5,760.-
4 pages	€ 6,990.-

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. 6 inserts per issue, max. size: 202 mm width, 290 mm height	
up to 25 g	€ 6,190.-
up to 50 g	€ 7,600.-

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 recruitment and casual ads:

ads with frame and logo			
size	width x height in mm	basic rate b/w	4 colour (cmyk)
1/1 page	185 x 260	€ 1,950.-	€ 2,950.-
1/2 page	90 x 260 or 185 x 130	€ 1,040.-	€ 1,750.-
1/3 page	90 x 195	€ 830.-	€ 1,390.-
1/4 page	90 x 130	€ 590.-	€ 990.-
1/6 page	90 x 100	€ 480.-	€ 780.-
1/8 page	90 x 65	€ 380.-	€ 630.-
millimetre rates*	90 mm wide	€ 4.80	€ 7.80
	185 mm wide	€ 9.60	€ 15.60

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

Recruitment ads with frame and logo will be published free of charge at our website for a period of 4 weeks. We offer free advert composition, just send a text file and the required photos or graphics.

For further information please send an email to stellen@laborjournal.de

*Valid only for recruitment ads; bookable from 100 mm height

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. 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:

LJ-Verlag GmbH & Co. KG

3 » Editorial Staff:

Dipl. Biol. Kai Herfort, Dipl. Biol. Winfried Köppelle,
Dr. Ralf Neumann, Dr. Harald Zähringer
LJ-Verlag GmbH & Co. KG
Merzhauser Strasse 177
79100 Freiburg, Germany
Phone +49(0)761/286 89
Fax +49(0)761/357 38
Email: redaktion@laborjournal.de
Internet: www.laborjournal.de

4 » Advertising:

Product and image ads

top-ad Bernd Beutel, Schlossergässchen 10, 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

Recruitment and event ads

LJ-Verlag GmbH & Co. KG, Merzhauser Str. 177, 79100 Freiburg, Germ., Phone
+49 (0)761/292 5885, Fax +49(0)761/357 38, Email: stellen@laborjournal.de

5 » Volume:

volume 24, 2018, frequency: 10 issues / year

6 » Publisher:

LJ-Verlag GmbH & Co. KG, Merzhauser Strasse 177, 79100 Freiburg,
Germany, Phone +49(0)761/286 869, Fax +49(0)761/357 38

7 » Copy price:

Free of charge for German non-profit institutions. Private subscribers:
€ 29 / year (Germany), € 35 / year (Europe), € 39 / 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.

6

Circulation and spread analysis

1 » Circulation analysis:

	<i>copies</i>
Printrun (2nd quarter 2017):	26,700
Total spread circulation:	26,546
Paid subscribers:	2,469
Free copies:	24,077
Rest / archive copies:	154

2 » E-paper:

Run (2nd quarter 2017): 1,518 per month

Laborjournal has been available as an e-paper since December 2013. 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	23,872
Switzerland	1,443
Austria	1,231

4 » Branches:

<i>University institutions</i>	29.8 %
<i>Non university institutions</i> (Max Planck Institute, Leibnitz Society, Research Centres, national institutes,...)	15.3 %
<i>University – clinical centre</i>	16.6 %
<i>Related fields</i> (pharma, chemistry, ...)	7.8 %
<i>Industry</i> (pharma, biotech,...)	29.5 %
<i>Others</i> (library, press,...)	1.0 %

5 » Target group:

Our readers are:

» graduates » doctorands » post doctorands » heads of laboratory
» heads of institutions » employees of clinical research departments
» medical directors » scientific employees in industry
» company founders » technical employees

Life scientists in:

» Universities » Free institutions » Bio-tech companies
» University clinical centres » Research departments

7

Laborjournal digital

The screenshot shows the Laborjournal website interface. At the top, there's a navigation bar with the logo and search options. Below, several article teasers are visible:

- Nuklease-Skalpell statt Axt:** (15.3.17) Die Chromatin-Immunopräzipitation (ChIP) ist noch immer der Klassiker für die Untersuchung von Protein-DNA-Interaktionen. Mit der neu entwickelten CUT&RUN-Methode erhält sie jedoch ernsthafte Konkurrenz...
- Syndrome des Scheiterns:** Nur selten liest man etwas darüber, nach welchem Muster Doktoranden und Postdocs mit ihren Forschungsprojekten scheitern können. Wie weit geht der Text? mehr
- Gregor Mendel - Wissenschaftsgeschichte?** Kann man aus der Wissenschaftsgeschichte überhaupt etwas Brauchbares lernen? Sicher, werden viele sagen. Und hier kommt noch mehr Text, der unten rausläuft. mehr
- Stellenmarkt:**
 - Klagenfurt am Wörthersee (Österreich):** Hochschullehrer/in Biomedizinisch/ Analytikerin...
 - Hamburg:** Wissenschaftlicher Mitarbeiter / Biotechniker / BTA (m/w)...
 - Zug (Schweiz):** Redaktor/in für Chemixtra (Fachzeitschrift und Internetportal)...
- Methoden & mehr:**
 - LowCross-Buffer® - Der Probenpuffer zur Reduktion von Matrix-, Streurefekten und Interferenzen in Immunoassays:** LowCross-Buffer® verbessert ELISA und Immunoassays, indem unerwünschte Störeffekte wie Kreuzreaktivitäten, unspezifische Bindungen und Matrixeffekte vermindert bzw. verhindert werden... mehr
 - Argonaut Protein NgAgo: Zweifelhafte RNA-Schere:** Eines muss man NgAgo lassen: Es lässt sich nicht so leicht unterkriegen. Und hier kommt noch mehr Text, der unten rausläuft. Dies ist natürlich nur ein Test-Text. mehr
 - Viele Farbstoffe auf einem Antikörper:** Antikörper mit zu viel Fluoreszenz-Trägern verändern ihre Eigenschaften. Trotzdem kann man 500 Chromophore auf einen Antikörper packen, ohne ihn zu behindern... mehr
 - Wie Pflanzen auf Klimaerwärmung reagieren:** Ein Gespräch mit Thomas Hickler. Und hier kommt noch mehr Text, der unten rausläuft. Dies ist natürlich nur ein Test-Text. mehr
 - Transposons springen in fremde Genome:** Die Enden des Transposons bilden zwei kurze Sequenzen (inverted Repeat, IR), zwischen die beliebige Gene. Und hier kommt noch mehr Text, der unten rausläuft. mehr
 - Fluorescent Multiplex Immunohistochemistry with Tyramide Signal Amplification:** Multiplexdetektion mit Tyramide ermöglicht bessere Signalamplifikation & Detektion schwach exprimierter Proteine, ein einfacheres Assaydesign und geringeren Einsatz limitierter Materials... mehr
 - Antikörperexpressionsysteme:** Die International Working Group for Antibody Validation (IWGAV) hat Kriterien zur Antikörpervalidierung erstellt. Hier werden sie vorgestellt und diskutiert... mehr
- Aktuell im LJ-Blog:**
 - Spitzenmediziner schaffen ein Paper pro Woche IT?
 - Teste Deine Fußball-Gen! Oder auch nicht!
 - Das Recht am Peer Review
 - Stellen-Schnappen mit Mauscheit-Publikationen
- Neu in Methode & mehr:**
 - Bildgebende Durchflusszytometrie:** Noch sind bildgebende Durchflusszytometer ein seltener Anblick in biowissenschaftlichen Standardlaboren. Forscher am Leibniz-Institut für Photonische Technologien in Jena wollen dies ändern. mehr
- Neu in Stichwort des Monats:**
 - Lebende Antibiotika:** Der Feind meines Feindes ist mein Freund: dieser These hat eine Gruppe der New Jersey Medical School unlängst auf den Zahn geföhnt. Der Freund war in diesem Fall ein räuberisches Bakterium, auf dessen Speiseplan andere Bakterien stehen... mehr

At the bottom, there's a banner for "Lighting the way" and a "Meinung" section.

This screenshot shows a different view of the Laborjournal website, featuring a grid of articles and product advertisements:

- +++ Methoden & mehr +++ Methoden & mehr +++**
- reiche**
- Neueste Beiträge:**
 - LowCross-Buffer® - Der Probenpuffer zur Reduktion von Matrix-, Streurefekten und Interferenzen in Immunoassays:** LowCross-Buffer® verbessert ELISA und Immunoassays, indem unerwünschte Störeffekte wie Kreuzreaktivitäten, unspezifische Bindungen und Matrixeffekte vermindert bzw. verhindert werden... mehr
 - Automation Hardware, ...**
 - Viele Farbstoffe auf einem Antikörper:** Antikörper mit zu viel Fluoreszenz-Trägern verändern ihre Eigenschaften. Trotzdem kann man 500 Chromophore auf einen Antikörper packen, ohne ihn zu behindern... mehr
 - Chromatographie Affinität, HPLC, Säulen, ...**
 - FITC-markierte Antikörper:** Wie viele FITC-Moleküle man an einen Antikörper hängen kann, ohne dass dies seinen Charakter ändert... mehr
- Product Ads:**
 - Metabolismenalyzer Digital 1 und 13
 - Partikelzähler Serie Aurora 9300
 - Tester Kits PH 1, PH 5 und PH 3 Food

1 » Short characterization:

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, Laborjournal online ordering, LJ-shop and many other conveniences.

2 » Webmaster:

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

3 » Internet:

www.laborjournal.de

4 » 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 # 15 valid from January 1st 2018

1 » Complete Package:

All pages

Expectable page impressions per month: approx. 45,000

type of advertising	rate per month
Leaderboard	€ 6,000.-
Wallpaper	€ 10,000.-
Skyscraper	€ 4,000.-
Billboard	€ 3,800.-
Content Ad	€ 3,800.-
Promotion Ad	€ 3,400.-

2 » Premium Package:

Starting page, editorials and Lj blog

Expectable page impressions per month: approx. 20,000

type of advertising	rate per month
Leaderboard	€ 3,000.-
Wallpaper	€ 5,000.-
Skyscraper	€ 2,000.-
Billboard	€ 1,900.-
Content Ad	€ 1,900.-
Promotion Ad	€ 1,700.-

3 » Special Package:

All pages in the following categories: knowledge, methods & more, careers, opinion, events and humour

Please note: on the methods & more pages (white paper, products, courses/training programs and catalogs/brochures) only leaderboard, wallpaper and skyscraper available.

On the editorial pages all formats are available.

Expectable page impressions per month: approx. 25,000

format	rate per month
Leaderboard	€ 3,500.-
Wallpaper	€ 5,500.-
Skyscraper	€ 2,500.-
Billboard	€ 1,900.-
Content Ad	€ 1,900.-
Promotion Ad	€ 1,700.-

4 » Discount:

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

All prices are without VAT.

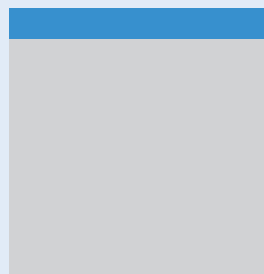
5 » File format / tracking:

jpg or gif format, max. ad file: 150 KB

External trackings can be integrated.

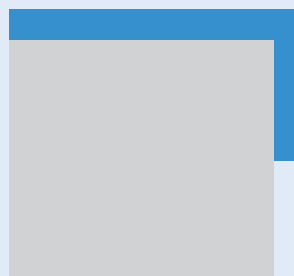
We are generating monthly statistics based on Google Analytics.

6 » Type of advertising:



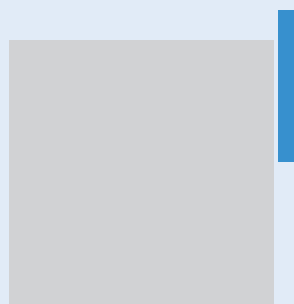
» Leaderboard

Size: 960 x 110 pixel and Lj blog: 280 x 280 pixel.
Fixed position, always visible



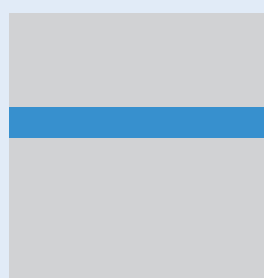
» Wallpaper

Size: top 1,080 x 110 pixel and sidelong 120 x 490, Lj blog: 280 x 280 pixel.
Fixed position, always visible



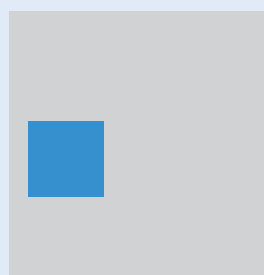
» Skyscraper

Size: 120 x 600 pixel sidelong and Lj blog: 280 x 280 pixel.
Fixed position, always visible



» Billboard

Size: 960 x 110 pixel 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 70 characters, lead text up to 110 characters

» Promotion ad

Size: 280 x 280 pixel

Methods & more

1 >> Short characterization:

Since February 2017, we are offering on *Laborjournal online*, under "Methods & more", a broad range of new content on methods. And we have quite a lot to offer in this area: method reviews, tips and tricks, problem solving strategies, product overviews, etc.

At the same time, we have opened our platform "Methods & more" to all suppliers, as a perfect medium to present their:

- >> Products
- >> White Papers
- >> Catalogs and Brochures
- >> Courses and Training Programs

All this information will be carefully bundled, clustered by topics and oriented, to provide our online readers with an effective search and a focused web visit. Together, we will turn this platform into a "must experience" for laboratory researchers and the praxis-oriented scientific community.

2 >> Improved performance:

But what is the use of good information, if it is hard – sometimes even not – to be found? With that in mind, we have optimized our method content for all search engines.

3 >> Rates for "Products"

up to 2 products	€ 400.-
up to 4 products	€ 760.-
up to 6 products	€ 1,080.-
up to 8 products	€ 1,360.-
up to 10 products	€ 1,600.-
up to 12 products	€ 1,800.-

More rates on request

4 >> Rates for "White Papers"

1 white paper	€ 400.-
2 white paper	€ 760.-
3 white paper	€ 1,080.-
4 white paper	€ 1,360.-
5 white paper	€ 1,600.-
6 white paper	€ 1,800.-

More rates on request

5 >> Rate for "Courses / Training Programs"

each training / course	€ 200.-
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6 >> Rate for "Catalogs / Brochures"

each Catalog / Brochure	€ 200.-
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7 >> Period: 12 months

All prices are without VAT.

Recruitment adverts

1 >> Recruitment ads:

PDF (with logo and frame) or HTML:	€ 370.-/month
Text ads per line (80 characters per line):	€ 9.-/month

2 >> 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. PDF-, HTML or text ads: € 490.-/month

3 >> Recruitment ads – 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 160 kB.

4 >> Recruitment ads – text file:

Recruitment ads without frame and logo can be entered directly on our homepage. Maximum 4,000 characters. Minimum rate: € 80.-, maximum rate € 250.-. Blank lines will be charged with 80 characters each.

5 >> If you would like to place a pdf or an HTML ad, please send the files by email to stellen@laborjournal.de or call +49-761-2925885. Please state the required online period (in months, minimum 1 month) and your billing address. We offer free advert composition, just send a text file and the required photos or graphics. Composed print ads are published additionally 4 weeks on our website without extra charge (see page 5).

