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 (often) hot and critical Laborjournal news at Laborjournal online. We recommend the archive, which contains an abundance of useful articles.

The ever-increasing number of site clicks shows that this facility is frequently used by Laborjournal readers.

They’re obviously too impatient to wait for the next issue!
## Dates and deadlines 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLISHING DATE</th>
<th>AD-CLOSING</th>
<th>PRODUCT OVERVIEWS / SPECIALS</th>
<th>SHOWS / CONFERENCES</th>
</tr>
</thead>
</table>
| 1-2   | 07.02.          | 16.01.     | **Methods:** Alternative Expression Systems  
Product overview: Thermocyclers  
**Preview issue**  
analytica | DGPT Annual Meeting  
Leipzig, 2.3.-5.3.  
DGHM/VAAM Meeting  
Leipzig, 8.3.-11.3.  
**Bonus distribution** |
| 3     | 12.03.          | 20.02.     | **Methods:** RNA-Sequencing  
Product overview: Cell and Single Cell Isolation Kits  
**Show issue**  
analytica | **analytica**  
München, 31.3.-3.4.  
**Bonus distribution** |
| 4     | 06.04.          | 13.03.     | **Methods:** Enzymatic DNA Synthesis  
Product overview: Microplates | |
| 5     | 08.05.          | 15.04.     | **Special:** Organoids – How close to human physiology are these three dimensional organ models?  
(Cell Culture, Cell Culture Media, High Content Screening, Drug Screening, Stem Cells, Light Sheet Microscopy)  
Product overview: Shaking Block Heaters | |
| 6     | 09.06.          | 14.05.     | **Methods:** Liquid Handling and Sample Preparation  
Product overview: Equipment for 3D Cell Culture  
(Scaffolds, Hydrogels, Plates, Assays, etc.) | |
| 7-8   | 08.07.          | 16.06.     | **Special issue:** Players from research and bio industry present their own “hot” topics | |
| 9     | 01.09.          | 10.08.     | **Special:** Archaea – The Latest from our close relatives with a fondness for the extreme  
(Evolution & Phylogenetic Trees, Molecular Biology, Genomics, Sequencing, Culturing of Microorganisms, Biotechnological Applications)  
Product overview: Antibody Purification Kits | |
| 10    | 13.10.          | 21.09.     | **Methods:** Light Sheet Microscopy  
Product overview: Electronic Pipettes | | **Medica**  
Düsseldorf, 16.-19.11. |
| 11    | 11.11.          | 20.10.     | **Special:** Combined Forces – Protein Structure Analysis with X-ray Crystallography, NMR and cryo-EM  
(Protein Expression Systems, Protein Purification, Protein Crystallisation, Mutagenesis, Bioinformatics)  
Product overview: New Fluorescent Dyes for Cytometry, Microscopy, Nanoscopy, High Content Screening, etc. | |
| 12    | 10.12.          | 18.11.     | **Methods:** New Bioluminescence Systems for Cellular and Biochemical Assays  
Product overview: Bench Centrifuges | |

Special deadline (up to seven days later) offered for recruitment and congress ads. Please contact us by phone +49(0)761 292 5885 or by email stellen@laborjournal.de
Rate card # 26  valid from October 1st 2019

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

6. **Terms of payment**  
Net payment upon receipt of invoice. All prices are without VAT.

7. **Advertising rates in Euro**  

<table>
<thead>
<tr>
<th>size</th>
<th>width x height in mm</th>
<th>basic rate b/w</th>
<th>4 colour (cmyk)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page</td>
<td>90 x 65 or 180 x 33</td>
<td>€ 440. -</td>
<td>€ 640. -</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90 x 130 or 180 x 65</td>
<td>€ 910. -</td>
<td>€ 1,330. -</td>
</tr>
<tr>
<td>1/3 page</td>
<td>60 x 260 or 180 x 85</td>
<td>€ 1,150. -</td>
<td>€ 1,630. -</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 260 or 180 x 130</td>
<td>€ 1,690. -</td>
<td>€ 2,400. -</td>
</tr>
<tr>
<td>1 page</td>
<td>135 x 190</td>
<td>€ 2,550. -</td>
<td>€ 3,750. -</td>
</tr>
</tbody>
</table>

8. **Special positions**  

| 2, 3, 4, cover page | € 4,790. - |

Opened up cover page, 2/1 page, 4 colour, to open to the right (no discount possible)  
additional technical costs  
(no discount possible, no agency commission)  
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 ( ¼ page and smaller) | € 780.- |
| Special colour         | € 700.- |

(A special colour, 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:

<table>
<thead>
<tr>
<th>Printing size (width x height)</th>
<th>3 mm trim</th>
<th>file size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page: 210 x 297</td>
<td>top, bottom, right &amp; left</td>
<td>216 x 303</td>
</tr>
<tr>
<td>1/2 page vertical: 102 x 297</td>
<td>top, bottom &amp; right</td>
<td>105 x 303</td>
</tr>
<tr>
<td>1/2 page horizontal: 210 x 148</td>
<td>bottom, right &amp; left</td>
<td>216 x 151</td>
</tr>
<tr>
<td>1/3 page vertical: 70 x 297</td>
<td>top, bottom &amp; right</td>
<td>73 x 303</td>
</tr>
<tr>
<td>1/3 page horizontal: 210 x 99</td>
<td>bottom, right &amp; left</td>
<td>216 x 102</td>
</tr>
</tbody>
</table>

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 € 6,050.-  
- 4 pages € 7,180.-

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 € 6,480.-  
- up to 50 g € 7,980.-

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 (event calendar)**  

<table>
<thead>
<tr>
<th>size</th>
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<th>4 colour (cmyk)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>185 x 260</td>
<td>€ 2,150.-</td>
<td>€ 2,890.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 260 or 185 x 130</td>
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<td>€ 650.-</td>
<td>€ 970.-</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90 x 65</td>
<td>€ 440.-</td>
<td>€ 640.-</td>
</tr>
</tbody>
</table>
### 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, Dr. Ralf Neumann, Dr. Harald Zähringer, Juliet Merz M.Sc.
   LJ-Verlag GmbH & Co. KG
   Merzhauser Strasse 177
   79100 Freiburg, Germany
   Phone +49(0)761/286 869
   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 (GER), Phone +49 (0)761/292 5885, Fax +49(0)761/357 38, Email: stellen@laborjournal.de

5. **Volume:**
   Volume 26, 2020, frequency: 10 issues / year

6. **Publisher:**
   LJ-Verlag GmbH & Co. KG, Merzhauser Straße 177, D-79100 Freiburg,
   Germany, Phone +49 (0)761/292 5885, Fax +49(0)761/357 38,
   Email: verlag@laborjournal.de

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.

### Circulation and spread analysis

1. **Circulation analysis:**
   copies

   Print run (2nd quarter 2019): 25,200
   Total spread circulation: 25,042
   Paid subscribers: 2,389
   Free copies: 22,653
   Rest / archive copies: 158

2. **E-paper Run (2nd quarter 2019):** 1,075 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 22,547
   Switzerland 1,381
   Austria 1,114

4. **Branches:**
   University institutions 29.9 %
   Non-university institutions 15.4 %
   (Max Planck Institute, Leibnitz Society, Research Centres, national institutes, …)
   University – clinical centre 16.4 %
   Related fields (pharma, chemistry, …) 7.6 %
   Industry (pharma, biotech, …) 29.7 %
   Others (library, press, …) 1.0 %

5. **Target group:**
   Our readers are:
   » post doctorands  » heads of laboratory  » heads of institutions
   » master students  » graduates  » doctorands
   » 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
**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.

**Digital Advertising**

top-ad Bernd Beutel
Schlossegrächen 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

**Internet:**

www.laborjournal.de

**Webmaster:**

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

**Terms of payment:**

Valid are the terms of business set out by the LJ-Verlag (www.laborjournal.de/llagb.html). Net payment upon receipt of invoice. Accounting in the middle of the posting month.
1. **Complete Package:**
   - All pages.
   - Expectable page impressions per month: approx. 34,000

<table>
<thead>
<tr>
<th>type of advertising</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>€ 6,380.-</td>
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<tr>
<td>Skyscraper</td>
<td>€ 4,480.-</td>
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<tr>
<td>Billboard</td>
<td>€ 4,080.-</td>
</tr>
<tr>
<td>Billboard XL</td>
<td>€ 4,980.-</td>
</tr>
<tr>
<td>Content ad</td>
<td>€ 4,080.-</td>
</tr>
<tr>
<td>Promotion ad</td>
<td>€ 3,490.-</td>
</tr>
</tbody>
</table>

2. **Premium Package:**
   - Starting page, articles and Lj blog.
   - Expectable page impressions per month: approx. 17,000

<table>
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<tr>
<th>type of advertising</th>
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</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Skyscraper</td>
<td>€ 2,480.-</td>
</tr>
<tr>
<td>Billboard</td>
<td>€ 2,280.-</td>
</tr>
<tr>
<td>Billboard XL</td>
<td>€ 2,980.-</td>
</tr>
<tr>
<td>Content ad</td>
<td>€ 2,280.-</td>
</tr>
<tr>
<td>Promotion ad</td>
<td>€ 1,980.-</td>
</tr>
</tbody>
</table>

3. **Special Package:**
   - All pages in the following categories: knowledge, methods & more, careers, opinion, events and humour.
   - Expectable page impressions per month: approx. 17,000

<table>
<thead>
<tr>
<th>format</th>
<th>rate per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
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<td>Promotion ad</td>
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</tr>
</tbody>
</table>

4. **Discount:**
   - 3 months = 5%
   - 6 months = 10%
   - 9 months = 15%
   - 12 months = 20%

All prices exclude VAT.

5. **File format / tracking:**
   - jpg or gif format, max. ad file: 200 KB.
   - External trackings can be integrated.
   - Rotation on request.
   - We are generating monthly statistics based on Google Analytics.

6. **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 (incl. blank characters)

   - **Promotion ad**
     - Size: 280 x 280 pixel
Methods & more

1. **Short characterization:**
   “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**
   - **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”**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Basic Rate b/w</th>
<th>4-colour (cmyk)</th>
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<td>€ 870.-</td>
<td></td>
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<tr>
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<td>€ 1,840.-</td>
<td></td>
</tr>
<tr>
<td>up to 12</td>
<td>€ 2,070.-</td>
<td></td>
</tr>
</tbody>
</table>

   More rates on request

3. **Rates for “White Papers”**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Basic Rate</th>
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<tbody>
<tr>
<td>1 white paper</td>
<td>€ 480.-</td>
</tr>
<tr>
<td>2 white paper</td>
<td>€ 870.-</td>
</tr>
<tr>
<td>3 white paper</td>
<td>€ 1,240.-</td>
</tr>
<tr>
<td>4 white paper</td>
<td>€ 1,560.-</td>
</tr>
<tr>
<td>5 white paper</td>
<td>€ 1,840.-</td>
</tr>
<tr>
<td>6 white paper</td>
<td>€ 2,070.-</td>
</tr>
</tbody>
</table>

   More rates on request

4. **Rate for “Training Programmes”**

   - Each training: € 240.-

5. **Rate for “Catalogues”**

   - Each catalogue: € 240.-

6. **Period:** 12 months

   All prices exclude VAT.

Recruitment adverts

**Print**

1. **Recruitment ads print issue**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height in mm</th>
<th>Basic Rate b/w</th>
<th>4-colour (cmyk)</th>
</tr>
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<tr>
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<td>90 x 65</td>
<td>€ 440.-</td>
<td>€ 640.-</td>
</tr>
</tbody>
</table>

   Millimeter rates

<table>
<thead>
<tr>
<th>Width</th>
<th>Basic Rate</th>
<th>4-colour (cmyk)</th>
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</thead>
<tbody>
<tr>
<td>90 mm</td>
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</tr>
<tr>
<td>185 mm</td>
<td>€ 13.60</td>
<td>€ 18.80</td>
</tr>
</tbody>
</table>

   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 2925885 or send an email to stellen@laborjournal.de

**Digital**

2. **Recruitment ads digital Premium**

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

   PDF or HTML: € 600.-/ month

3. **Recruitment ads digital Classic**

   PDF (with logo and frame) or HTML: € 430.-/ month

4. **Recruitment ads – PDF file**

   The PDF should have maximum file capacity of 400 kB.

5. **Recruitment ads digital**

   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(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.