

media information 2021



LABORJOURNAL online



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."

(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 2021

IS-SUE	PUBLISHING DATE	AD-CLOSING	PRODUCT OVERVIEWS / SPECIALS	SHOWS / CONFERENCES
1-2	08.02.	15.01.	<p>» Methods: High-Precision Genome Editing with Base Editors – CRISPR 2.0 <i>Product overview</i> Corona Research Products</p>	DGPT Annual Meeting Bonn, 1.3.-4.3.
3	09.03.	15.02.	<p>» Special: Virology <i>Product overview</i> Live Cell Imaging Equipment</p>	
4	08.04.	15.03.	<p>» Methods: Single Cell Techniques (Genome and Transcriptome Analysis, Cell Mechanics, Proteomics) <i>Product overview</i> Gel Documentation Systems</p> <p>■ <i>Show issue</i> Labvolution</p>	<p>■ Labvolution Hannover, 4.5.-6.5. Bonus distribution</p>
5	10.05.	16.04.	<p>» Special: Cellular Immunology (Molecular Immunology, Immune-Cell Function, Immune Responses to SARS-CoV-2, Genetic Modification of Immune Cells, etc.) <i>Product overview</i> PCR Consumables (Adhesive Foils, Tubes, Stripes, Plates, etc.)</p>	
6	09.06.	17.05.	<p>» Methods: Current Cell Sorting Techniques (FACS, Microfluidics, Cell Sorting Chips) <i>Product overview</i> RT-qPCR kits</p> <p>■ <i>Show issue</i> Achema</p>	<p>■ Achema Frankfurt, 14.6.-18.6.</p>
7-8	16.07.	23.06.	<p>» Special issue: Players from Research and Bio Industry present their own "hot" Topics</p>	
9	13.09.	20.08.	<p>» Methods: Next and Third Generation Sequencing (Illumina Sequencing, Nanopore Sequencing, Long Read Sequencing) <i>Product overview</i> Mini and Microcentrifuges</p>	
10	20.10.	28.09.	<p>» Special: Cellular Imaging (Microscopy, Image Analysis, HTS, Cell Based Assays, Cell Labelling) <i>Product overview</i> Plasmid Prep Kits</p>	<p>Medica Düsseldorf, 15.11.-18.11.</p>
11-12	22.11.	28.10.	<p>» Methods: Isothermal DNA Amplification Rivals PCR <i>Product overview</i> Flow Cytometer</p>	

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 # 27

 valid from October 1st 2020**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: 9 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

Email: 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	€ 4,420.-
Junior page	135 x 190	€ 2,580.-
1/2 page	90 x 260 or 180 x 130	€ 2,430.-
1/3 page	60 x 260 or 180 x 85	€ 1,710.-
1/4 page	90 x 130 or 180 x 65	€ 1,280.-
1/6 page	60 x 130 or 180 x 40	€ 890.-
1/8 page	90 x 65 or 180 x 33	€ 720.-

8 >> Special positions

2., 3., 4. cover page € 4,840.-

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, 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 € 6,110.-

4 pages € 7,250.-

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	€ 6,550.-
up to 50 g	€ 7,990.-

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)

size	width x height in mm	basic rate b/w	4 colour (cmyk)
1/1 page	185 x 260	€ 2,150.-	€ 2,890.-
1/2 page	90 x 260 or 185 x 130	€ 1,150.-	€ 1,630.-
1/3 page	90 x 195	€ 910.-	€ 1,330.-
1/4 page	90 x 130	€ 650.-	€ 970.-
1/8 page	90 x 65	€ 440.-	€ 640.-

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 9 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
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 Strasse 177, 79100 Freiburg,
Germany, Phone +49 (0)761/292 5885, Email: stellen@laborjournal.de

5 » Volume:

Volume 27, 2021, frequency: 9 issues / year

6 » Publisher:

LJ-Verlag GmbH & Co. KG, Merzhauser Strasse 177, 79100 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:

	<i>copies</i>
Print run (2nd quarter 2020):	23,100
Total spread circulation:	22,968
Paid subscribers:	2,155
Free copies:	20,813
Rest / archive copies:	132

2 » E-paper

Run (2nd quarter 2020): 1,257 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	20,579
Switzerland	1,307
Austria	1,082

4 » Branches:

University institutions	30.1 %
Non-university institutions (Max Planck Institute, Leibnitz Society, Research Centres, national institutes,...)	15.2 %
University – clinical centre	16.5 %
Related fields (pharma, chemistry,...)	7.5 %
Industry (pharma, biotech,...)	29.9 %
Others (library, press,...)	0.8 %

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

Laborjournal online



Neue Aktionspreise im CARL ROTH E-Prospekt



Jetzt blättern und sparen



LABORJOURNAL




LABORJOURNAL Blog

Start Wissen Methoden & mehr Stellen Meinung Termine Spaß Archiv Service Mediadaten


Tired of ELISA? It's time for Lumit™
Immunoassays
An easier and faster method for Protein Detection
[Mehr erfahren](#)



Die Ziellinie im Blick?
Die Pharmabranche arbeitet intensiv an sicheren Corona-Vakzinen. Wird es innerhalb der nächsten Monate tatsächlich einen Schutz vor COVID-19 geben? ...
[mehr](#)



Parasiten vor der Stadt
Fuchsbandwürmer rücken näher an die städtische Bevölkerung. Kein Grund zur Panik, meint Peter Deplazes. Hunde sollten jedoch entwurmt werden. ... [mehr](#)



Kein Problem!
Beim Biomed X Institute hat man den Spielzug umgedreht. Man fragt Pharmafirmen direkt nach ihren Problemen – und löst sie. Auf ganz eigene Art. ... [mehr](#)



60 neue Kurse für Laborant*innen & TAs [Jetzt informieren!](#)
Kurse auf Bachelor- & Masterniveau • Methodenkurse u.a.
Springer www.springer-campus.de

Laborjournal-Newsletter
Aktuelle Online-Artikel, Kommentare, Stellen, Methoden, Forscher Ernst uvm. Alle zwei Wochen.
[Hier zum Newsletter anmelden](#)

Stellenmarkt
Berlin:
Head of Genomics Core...
...
Ulm:
Technische Assistenz (w/m/d) (MTA/BTA) in Teilzeit (50 %) ...
Regensburg:
Wissenschaftlicher Mitarbeiter / Wissenschaftliche Mitarbeiterin (Postdoktorand / Postdoktorandin) (m/w/d) ...
[mehr Jobs ...](#)

Methoden & mehr
Hier finden Sie Beiträge zu: Methoden, Tipps & Tricks, Produktübersichten, Whitepaper, Produktinformationen, Fortbildungen und Kataloge. [mehr](#)

Aktuell im LJ-Blog
Förderung zum Beantragen einer Förderung
[Pausenclown](#)
[Auf welche Paper Forscher wirklich stolz sind](#)
[Gleich und Gleich gesellt sich ... nicht immer gern](#)

Ergonomie ist mehr als ein ergonomisch designter Stuhl
Verbessern Sie die Ergonomie in Ihrem Labor und optimieren Sie Ihre Abläufe: Download Free Guide [mehr](#)

Impulsiver Schnelltest
Die britische Regierung setzt zur Bewältigung der SARS-CoV-2-Pandemie auf den qRT-PCR-basierten Covid19Kugle-Test. Was kann die Maschine? ... [mehr](#)

Das Tier als Messinstrument
Die Wissenschaft steckt in einer Reproduzierbarkeitskrise. Eine Gefahr sind hierbei auch die standardisierten Lebensbedingungen von Tiermodellen. ... [mehr](#)


Angriff auf mehreren Fronten
Konstantin Sparrer sucht nach Wegen, unser natürliches Abwehrsystem so zu modifizieren, dass es für Viren kein Durchkommen mehr gibt. ... [mehr](#)

Transferpette® S: Hand drauf - die passt perfekt!
Lernen Sie die neue Transferpette® S kennen und sichern Sie sich jetzt ihr kostenloses Testgerät. [mehr](#)


Was tun mit den Toten?
Aus unserer Reihe „Anekdoten aus dem Forscherleben“: Einen verstorbenen Kollegen zu Recht als Ko-Autor mit auf Paper zu nehmen, kann schwierig sein. ... [mehr](#)

Symposium und Workshop - Ersatz von Fätalem Kälberserum (FKS) in Forschung & Entwicklung

<p>Symposium: 9. bis 11. 2023 TUM/UM, München</p>	<p>Workshop: 9. bis 11. 2023 Akademie für Tierschutz, Hildesheim</p>	<p>Anmeldung & Informationen: www.tierschutzband.de/ersatz</p>	<p>Unterstützt durch: Fätales Serum-Giftung für Nutztierhaltung Veranstaltet durch: Dietmar Tierschutzband e.V. cellsys GmbH</p>
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Ackende Pilzsporen
Evolutive Technologien setzen auf Symbiose. Die Wiener Firma produziert Mykorrhizapilze, die sich über das Staag auf Feld bringen lassen. ... [mehr](#)



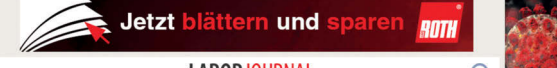
Fine Science Tools
Most Popular Produkte 2020 !
Erfahren Sie mehr über unsere beliebtesten Produkte unter... [mehr](#)

Neu in Methoden & mehr

Natürliche Transformation
Das filamentöse Cyanobakterium *Phormidium lacuna* lässt sich via natürlicher Kompetenz transformieren und behält die fremde DNA... [mehr](#)

Neu in Stichwort des Monats

Zellextrusion
Um die Barrierefunktion von Epithelien aufrechtzuerhalten, müssen Anzahl und Zustand der Zellen ständig kontrolliert werden... [mehr](#)



Jetzt blättern und sparen



Unser Beitrag zu Ihrer Forschung



LABORJOURNAL



LABORJOURNAL Blog

Start Wissen Methoden & mehr Stellen Meinung Termine Spaß Archiv Service Mediadaten

Tired of ELISA? It's time for Lumit™
Immunoassays
An easier and faster method for Protein Detection
[Mehr erfahren](#)

Methoden & mehr

Antikörper

Automation

Biotechnologie

Chromatographie

Daten

Flüssig

Geräte

Imaging/Mikroskopie

Microarrays

Mikrobiologie

Molekularbiologie

Organismen

PCR

Proteinbiochemie

RNA

Strukturbiologie

Talks & Papers

Zellen/Gewebe




Going digital: Mikroskopie im (virtuellen) Hörsaal
Whitepaper: Kann digitale Mikroskopie die Lehre revolutionieren? Online Mikroskopie, Erfahrungen von Studiengruppen in Corona-Zeiten... [mehr](#)



Impulsiver Schnelltest
Artikel: Da britische Regierung setzt zur Bewältigung der SARS-CoV-2-Pandemie auf den qRT-PCR-basierten Covid19Kugle-Test. Was kann die Maschine? ... [mehr](#)



Automatisierter Proteinverduer für MS-basierte Proteomik
Whitepaper: DigiPro – Vollautomat für die Proteomik - Proteinverduer, Probenaufreinigung und MALDI-Spotting... [mehr](#)



60 neue Kurse für Laborant*innen & TAs [Jetzt informieren!](#)
Kurse auf Bachelor- & Masterniveau • Methodenkurse u.a.
Springer www.springer-campus.de



Angereicherte PCR
Artikel: Mit dem OneTouch™ Testhäuschen lässt sich die PCR schon wirkungsvoll verstärken. Noch besser und schneller geht's mit Sciroto... [mehr](#)



Gewinnen Sie ein VACUSAFE-Absaugsystem von INTEGRA
INTEGRA Biosciences bietet Ihnen die Chance, ein VACUSAFE-Absaugsystem für Ihr Labor zu gewinnen. [mehr](#)



Natürliche Transformation
Methode: Das filamentöse Cyanobakterium *Phormidium lacuna* lässt sich via natürlicher Kompetenz transformieren und behält die fremde DNA... [mehr](#)

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, LJ-shop and many other conveniences.

2 **» Digital Advertising**
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

3 **» Internet:**
www.laborjournal.de

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

5 **» 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.

5

Rate card # 18

valid from October 1st 2020

1 » Complete Package:

All pages.

Expectable page impressions per month: approx. 40,000

type of advertising	rate per month
Leaderboard	€ 6,700.-
Skyscraper	€ 4,700.-
Billboard	€ 4,300.-
Billboard XL	€ 4,790.-
Content ad	€ 4,280.-
Promotion ad	€ 3,880.-

2 » Premium Package:

Starting page, online articles and Lj blog.

Expectable page impressions per month: approx. 20,000

type of advertising	rate per month
Leaderboard	€ 3,650.-
Skyscraper	€ 2,600.-
Billboard	€ 2,390.-
Billboard XL	€ 2,780.-
Content ad	€ 2,390.-
Promotion ad	€ 2,180.-

3 » Special Package:

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

Expectable page impressions per month: approx. 20,000

type of advertising	rate per month
Leaderboard	€ 3,650.-
Skyscraper	€ 2,600.-
Billboard	€ 2,390.-
Billboard XL	€ 2,780.-
Content ad	€ 2,390.-
Promotion ad	€ 2,180.-

4 » Discount:

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

All prices exclude VAT.

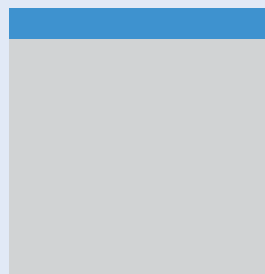
5 » File format / tracking:

jpg or gif format, max. ad file: 250 KB

No cookies or trackings can be integrated for data privacy law reasons.

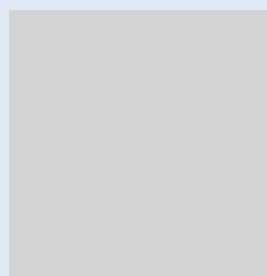
We are generating monthly statistics based on Google Analytics.

1 » Komplett-Paket



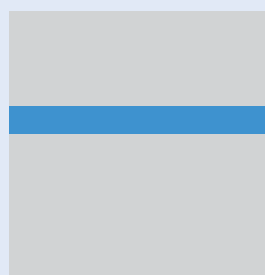
» Leaderboard

Size: 860 x 110 pixel, mobile and Lj blog: 280 x 280 pixel. Fixed position, always visible



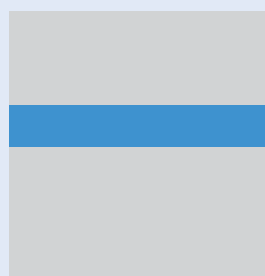
» Skyscraper

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



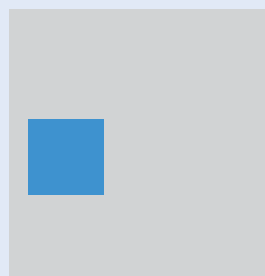
» Billboard

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

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 » 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	€ 290.-
up to 2 products	€ 550.-
up to 4 products	€ 990.-
up to 6 products	€ 1,390.-
up to 8 products	€ 1,740.-

More rates on request

3 » Rates for "Product Videos"

each video € 500.-

4 » Rates for "White Papers"

1 white paper	€ 500.-
2 white paper	€ 950.-
3 white paper	€ 1,350.-
4 white paper	€ 1,600.-

More rates on request

5 » Rates for "Virtual Seminars"

each virtual seminar € 290.-

6 » Rates for "Virtual Seminar Videos"

each video € 500.-

7 » Rate for "Training Programmes"

each training € 290.-

8 » Rate for "Catalogues"

each catalogue € 290.-

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	€ 2,150.-	€ 2,890.-
1/2 page	90 x 260 or 185 x 130	€ 1,150.-	€ 1,630.-
1/3 page	90 x 195	€ 910.-	€ 1,330.-
1/4 page	90 x 130	€ 650.-	€ 970.-
1/8 page	90 x 65	€ 440.-	€ 640.-

millimeter rates	basic rate b/w	4-colour (cmyk)
90 mm wide	€ 6.80	€ 9.90
185 mm wide	€ 13.60	€ 18.80

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 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 or HTML: € 430.-/ month

4 » Recruitment ads – PDF file

The PDF should have maximum file capacity of 250 kB.

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(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.