

online



media information 2010

Dates and deadlines 2010

issue	publishing date	ad closing	product overviews / specials	shows / conferences
1-2	17.02.	26.01.	<i>Product Overview</i> Microtiter plates: "Plastic wells" ■ <i>Special issue</i> Analytica	
3	15.03.	22.02.	<i>Product Overview</i> Chromatography systems: "Separation specialists" ■ <i>Exhibition issue</i> Analytica	■ Analytica Munich, 23.-26.3.
4	22.04.	29.03.	<i>Product Overview</i> Particle-based cell assays: "Beads for cell testing" Special Genetic Diagnostics, the Billion-Dollar Market: Searching for that disease-causing gene	■ VAAM-Annual Meeting, Hannover, 28.-31.3.
5	19.05.	26.04.	<i>Product Overview</i> RNA isolation: "Transcript collectors"	
6	18.06.	27.05.	<i>Product Overview</i> Expression cloning kits: "Protein suppliers" Special Lab automation: Certificates, Standards and Barcodes	
7-8	20.07.	28.06.	<i>Product Overview</i> Thermocycler: „Combined heat and power unit“	
9	03.09.	12.08.	<i>Product Overview</i> Microplate washers: "Microplate scrubbers" ■ <i>Special issue</i> Biotechnica	
10	01.10.	08.09.	<i>Product Overview</i> Protease inhibitors: "Blocked protein choppers" ■ <i>Exhibition issue</i> Biotechnica	■ Biotechnica Hannover, 5.-7.10.
11	09.11.	15.10.	<i>Product Overview</i> Nucleic acid labeling kits: "Showing one's colours" Special RNA Interference: From Regulation to Therapy ■ <i>Exhibition issue</i> Medica	■ Medica Düsseldorf, 17.-20.11.
12	08.12.	16.11.	<i>Product Overview</i> Kinase assays: "Phosphate transfer"	

* 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".

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Rate card # 16 valid from October 1st 2009

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. Our printing company produces with CtP (Computer to plate). We therefore prefer digital data files. 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	€ 3.520,-
junior page	135 x 190	€ 2.040,-
1/2 page	90 x 260 <i>or</i> 180 x 130	€ 1.940,-
1/3 page	60 x 260 <i>or</i> 180 x 85	€ 1.350,-
1/4 page	90 x 130 <i>or</i> 180 x 65	€ 1.020,-
1/6 page	60 x 130 <i>or</i> 180 x 40	€ 700,-
1/8 page	90 x 65 <i>or</i> 180 x 32,5	€ 580,-

8 Special positions

2., 3., 4. cover page: € 3.900,-
 other fixed positions:
 10% surcharge on b/w rates

9 Colour surcharge (no discount possible)

each colour euro-scale	€ 380,-
4 colour (cmyk)	€ 1.080,-
special colour	€ 700,-

(A special colour which is printable with the 4 colour printing process will incur a surcharge of € 380,-)

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)

text ads (no frame, no logo):

€ 12,- per line (one line with app. 70 signs)

ads with frame and logo

size	width x height in mm	basic rate b/w
1/1 page b/w	185 x 260	€ 1.850,-
1/2 page b/w	90 x 260 <i>or</i> 185 x 130	€ 990,-
1/3 page b/w	90 x 195	€ 710,-
1/4 page b/w	90 x 130	€ 570,-
1/6 page b/w	90 x 100	€ 400,-
1/8 page b/w	90 x 65	€ 320,-

Recruitment ads with frame and/or logo will be published free of charge on our website www.laborjournal.de the day of publication.

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 (DIN A 4), 216 x 303 mm	€ 4.400,-
4 pages (2 x DIN A 4), 432 x 303 mm	€ 5.300,-

Technical details by receipt of orders.

14 Loose inserts (no discount possible)

max. 6 inserts per issue possible

up to 25 g	€ 5.330,-
up to 50 g	€ 5.800,-

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, 97080 Würzburg, Germany

(Consignment note: For Laborjournal, issue no.), Delivery date:
 10 days before publishing date, business hours: Mo-Fr 6.30 – 19.30 h

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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 28.500 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, Dr. Hubert Rehm, Dipl. Biol. Lara Winckler
LJ-Verlag, Alte Strasse 1, 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, Hammelbacher Strasse 30, 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 5881, email: stellen@laborjournal.de

7 **Volume:** volume 16, 2010, frequency: 10 issues / year

8 Publisher

LJ-Verlag, Alte Strasse 1, 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)

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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, Hammelbacher Strasse 30, 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.stuertz.de / login: lju / 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 CS2/CS3,
Illustrator CS2/CS3, Freehand MX

Windows-PC: Quark XPress 5.0, InDesign CS2/CS3, Illustrator CS2/CS3

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.

- 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@stuertz.de"

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Circulation and spread analysis

1 Circulation analysis

	<i>copies</i>
Print run (<i>July 2009</i>):	28.500
Total spread circulation:	28.350
Subscribers :	3.002
Free copies:	25.348
Rest / archive copies:	150

2 Geographic spread / distribution

Germany	25.503
Switzerland	1.536
Austria	1.311

3 Branches

<i>University institutions</i>	28,6 %
<i>Non university institutions</i> (Max Planck Institute, Leibnitz Society, Research Centres, national institutes,...)	15,7 %
<i>University – clinical centre</i>	17,3 %
<i>Related fields</i> (pharma, chemistry, ...)	9,2 %
<i>Industry</i> (pharma, biotech,...)	27,5 %
<i>Others</i> (library, press, ...)	1,7 %

4 Target group

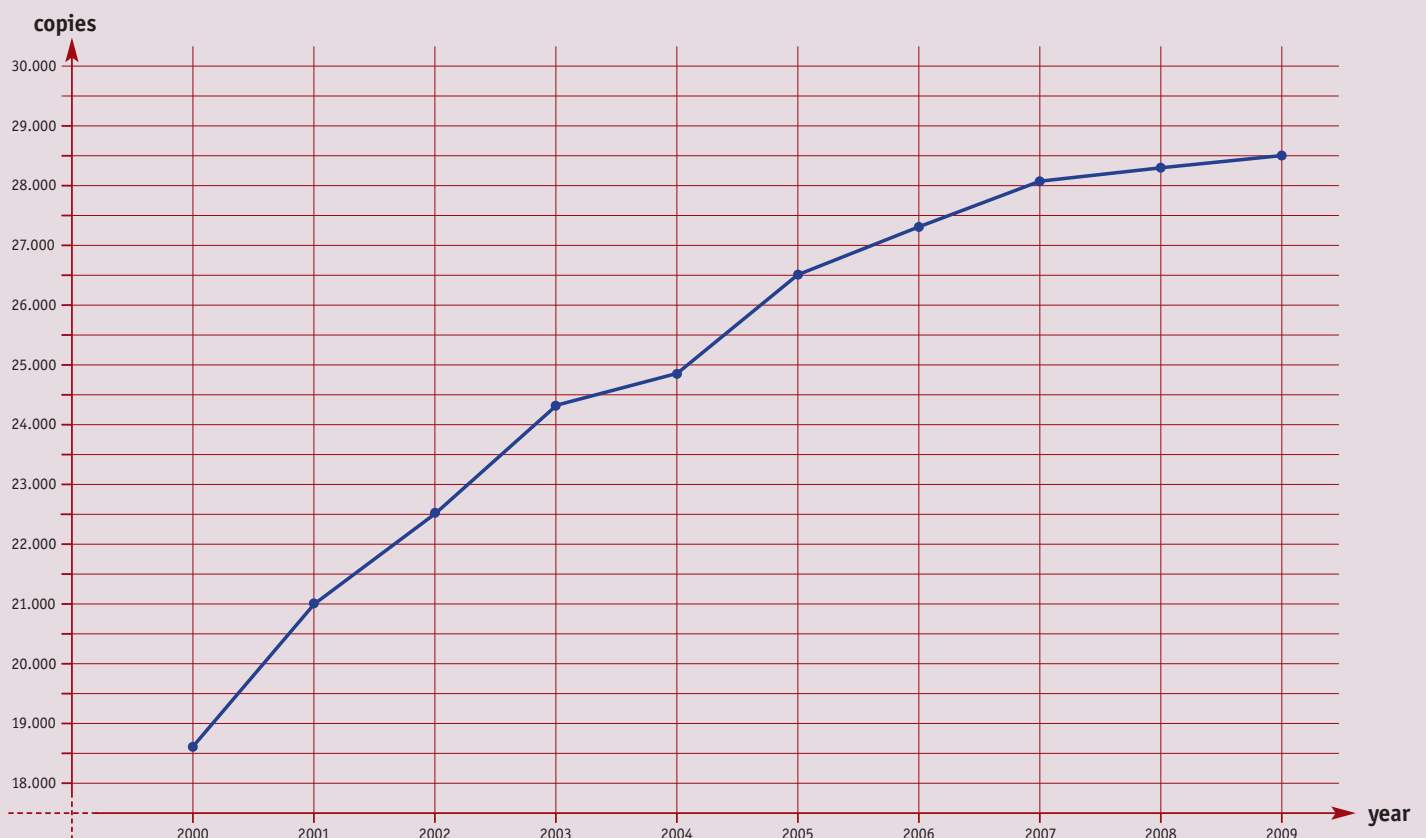
our readers are:

- 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

5 Print run (development)



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Rate card # 7 valid from October 1st 2009

1 Head banner

page	position	size	rate/month
homepage	left, middle, right	300 x 100 pixel	€ 1.080,-
other pages	left, middle, right	300 x 100 pixel	€ 670,-

2 Button

page	position	size	rate/month
homepage	right	200 x 150 pixel	€ 1.080,-
other pages	right	200 x 150 pixel	€ 670,-

3 Recruitment ads: text (no discount)

length	rate/month	length	rate/month
up to 1000 characters	€ 80.-	up to 1500 characters	€ 105.-
up to 2000 characters	€ 130.-	up to 2500 characters	€ 155.-
up to 3000 characters	€ 180.-	up to 4000 characters	€ 205.-

4 Recruitment ads: pdf file (no discount)

ads with frame and logo (max. 60 kB) € 330.-/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 August 2009 the banners achieved an average click-through-rate (CtR) of 3,7%. 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 2009 **Laborjournal online** had had an average total of 232.876 page impressions and 61.039 visits per month

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.

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media information 2010 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: 60 KB
Banner: 300 x 100 pixel
Button: 200 x 150 pixel

3 Delivery address (Banner, Button)

top-ad Bernd Beutel
Hammelbacher Strasse 30, 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". Please note that you will be charged by our business partner "F&R Internet Agentur".

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 60 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 F&R Internet Agentur (<http://www.laborjournal.de/fragb.html>) and the LJ-Verlag (<http://www.laborjournal.de/ljagb.html>). Payable immediately after rendering of account without reductions.

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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, 79110 Freiburg, Germany, Phone +49(0)761 / 1563 461
Email: webmaster@laborjournal.de

3 Editorial staff

Dr. Hubert Rehm, Dipl. Biol. Winfried Köppelle, Dr. Ralf Neumann
LJ-Verlag, Alte Strasse 1, 79249 Merzhausen, Germany
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Product, image ads (banner, button)
top-ad Bernd Beutel, Hammelbacher Strasse 30, 69469 Weinheim, Germany, 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 ads: text format

F & R Internet-Agentur, Fehrenbachallee 50, 79106 Freiburg, Germany
Phone +49(0)761 / 292 14-01, Fax +49(0)761 / 292 14-02
Email: webmaster@laborjournal.de

Recruitment ads: pdf format

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

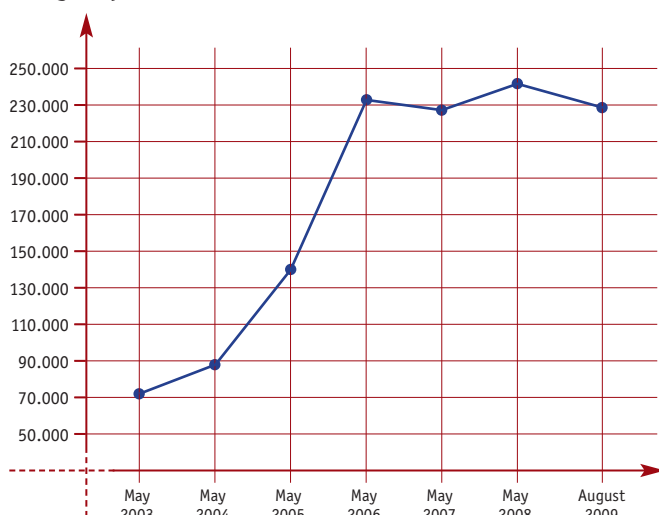
5 Internet: www.laborjournal.de

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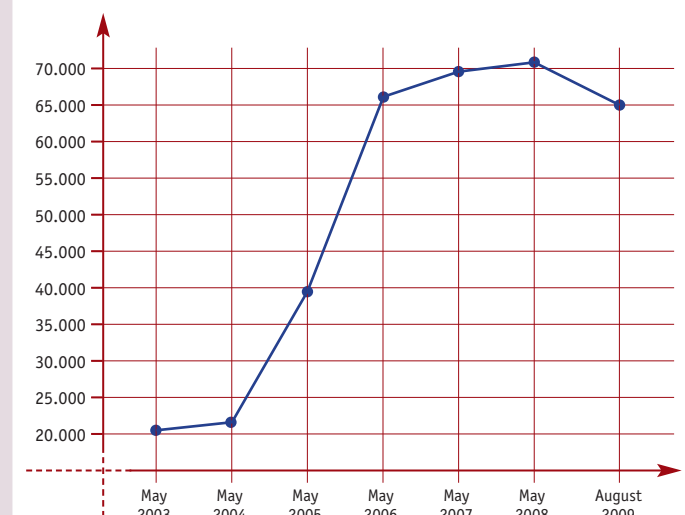
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Access rates

1 Page impressions



2 Visits



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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!

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