

# media information 2010



## New 2010:

- .....increased circulation: 25,800 copies
- .....special discount for booking-through

# Lab Times

## An English-language life science journal for the whole of Europe

These days, the pressure on European scientists is for increased collaboration across the whole of Europe in order to remain competitive at a global level. For this reason, researchers increasingly need to know what's happening in European science and science policy. At the same time, they need a broadly accepted platform to discuss the issues close to their hearts. Communication, therefore, is one of the most important prerequisites to creating a thriving European research area.

Providing such a European communication platform was our mission when, in April 2006, we founded *Lab Times* as a free Life Science journal for the whole of Europe. Today *Lab Times* has already established itself as one of the most popular Life Science journals in Europe and is recognised as a grassroots magazine produced by scientists for scientists. Readers appreciate its magazine style and high-level journalism which is marked by

independent and investigative reporting, profound and critical analyses. Written in a lively and entertaining language, it possesses a human touch that is rounded off with a good deal of humour. At the same time, ever more companies trust *Lab Times* as a reliable partner to bring their products to the attention of a wide range of potential customers.

Correspondingly, our online presence at [www.labtimes.org](http://www.labtimes.org) has developed into more than just a full-text digital archive for our print issues: Up-to-date editorials on current news as well as humorous and subtle pieces about European Life Science topics contribute a significant additional benefit to the webpage and invite readers to “click by” regularly and frequently.

The mixture of content, spirit and language apparently works to make both *Lab Times* and [www.labtimes.org](http://www.labtimes.org) a good read as demonstrated by steadily rising reader counts and click rates and the positive researcher feedback we've received, including an email from Tim Hunt, winner of the 2001 Nobel Prize in Physiology or Medicine, in which he stated, “I like your magazine, and I wanted to let you know how much I enjoy reading it.”

## Editorial Fields

*Lab Times* will bring compelling print and online coverage of the latest developments in European life science, technology, business and policy to researchers at the bench across Europe.

### » News

Current news and latest developments in European life science research, business and policy

### » Analysis

Critical, in-depth coverage of current affairs in science

### » Views & Opinion

Leaders about trends, opportunities and problems in the European life sciences

### » Investigative Reporting

Case studies of dubious scientific or business practice

### » Rankings

Citation analyses of papers, people and nations in distinct research fields

### » Portraits

How groups get their latest results; how researchers make their careers; how companies do business

### » Interviews

Life science insiders talk about what they really think

### » Regional Focus

What's special about national research structures

### » Books

Must read or don't read – critical reviews

### » Product News

Collating suppliers' information

### » Lab Methods

Researchers reveal their best experimental tricks

### » Careers

Where jobs and funding are offered – and how to get them

### » Conferences

Where and when life scientists meet – and why

### » Fun

Cartoons, humour, irony and quirky tales

# Dates and Deadlines

<i>issue</i>	<i>Publishing date</i>	<i>Ad closing</i>	<i>Product surveys / specials</i>
<b>Issue 1</b>	15 February	18 January	<i>Product Survey: Lab Automation</i>
<b>Issue 2</b>	1 April	5 March	<i>Product Survey: siRNA Transfection</i>
<b>Issue 3</b>	4 June	7 May	<i>Product Survey: Protein Purification Kits</i>
<b>Issue 4</b>	8 July	14 June	<i>Product Survey: Pipettes</i>
<b>Issue 5</b>	22 September	27 August	<i>Product Survey: Antibody Purification</i>
<b>Issue 6</b>	25 November	2 November	<i>Product Survey: Printed Microarrays</i>

## Distribution

### Print run: 25,800

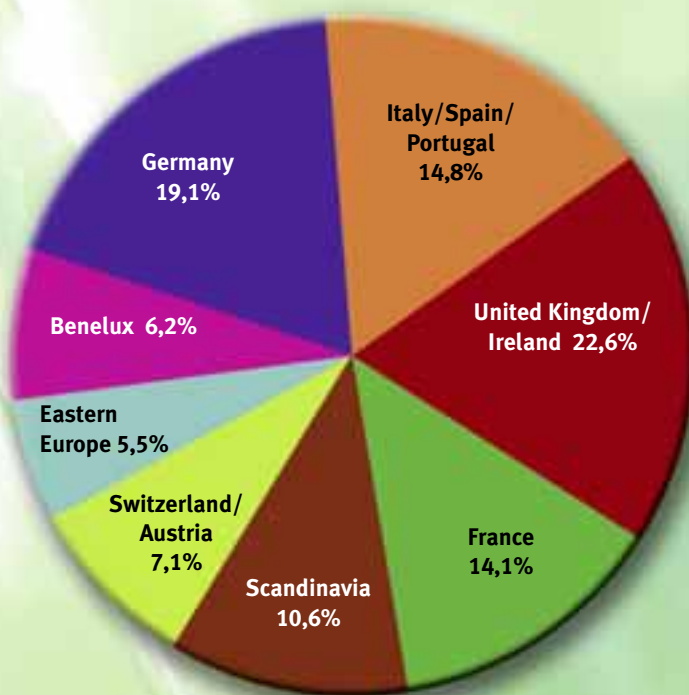
*Lab Times* is distributed free to scientists and lab staff wherever they work: in universities, research units, private and public research institutes, industry, etc. The target audience of *Lab Times* is the active European life science community in academia and industry.

### High quality distribution:

*Lab Times* is distributed based upon a particular data base. The first class address material is completely personalised and constantly updated.

### Our readers are:

technicians, science administrators, lab managers, PhD students, postdocs, research assistants, group leaders, directors of institutions, clinical researchers, industrial researchers, biobusiness managers.



### Advertising Contact

Bernd Beutel  
*top-ad*  
 Hammelbacher Strasse 30  
 D-69469 Weinheim  
 Tel. +49-(0)6201 / 290 92-0  
 Fax +49-(0)6201 / 290 92-20  
 Email: [info@top-ad-online.de](mailto:info@top-ad-online.de)  
 Web: [www.top-ad-online.de](http://www.top-ad-online.de)

### Editorial Contact

Dr. Ralf Neumann  
*Lj-Verlag*  
 Alte Strasse 1  
 D-79249 Merzhausen  
 Tel. +49-(0)761 / 292 58 84  
 Fax +49-(0)761 / 357 38  
 Email: [editors@lab-times.org](mailto:editors@lab-times.org)  
 Web: [www.labtimes.org](http://www.labtimes.org)

### Distribution Contact

Dipl. Biol. Kai Herfort  
*Lj-Verlag*  
 Alte Strasse 1  
 D-79249 Merzhausen  
 Tel. +49-(0)761 / 286 869  
 Fax +49-(0)761 / 357 38  
 Email: [subscription@labtimes.org](mailto:subscription@labtimes.org)  
 Web: [www.labtimes.org](http://www.labtimes.org)

# Advertising rates

## Back format

210 mm (width) x 297 mm (height)

## Type area

184 mm (width) x 243 mm (height)

## Advertising rates in Euros

size	width x height in mm	basic rate b/w
1/1 page	180 x 260	€ 4.380,-
1/2 page	90 x 260 or 180 x 130	€ 2.390,-
1/3 page	60 x 260 or 180 x 85	€ 1.670,-
1/4 page	90 x 130 or 180 x 65	€ 1.260,-
1/6 page	60 x 130 or 180 x 40	€ 880,-
1/8 page	90 x 65 or 180 x 32,5	€ 690,-

## Special positions

Inside cover, back cover € 4.790,-

## Colour surcharge

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

## Discount

within 12 month on the b/w rates:

two insertion = 5 %	six insertions = 15 %
four insertions = 10 %	eight insertions = 20 %

## Book-through discount

All advertisers who decide to book-through all 6 issues in 2010 receive a discount of 25% on b/w rates. Please ask for your individual offer.

## Bleed advertisements

Bleed advertisements € 200,-

Visible print format is DIN A 4 (210 mm width x 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: 210x297	top, bottom, right, left	216 x 303
1/2 page vertical: 102x297	top, bottom, right	105 x 303
1/2 page horizontal: 210x148	bottom, right, left	216 x 151
1/3 page vertical: 70x297	top, bottom, right	73 x 303
1/3 page horizontal: 210x99	bottom, right, left	216 x 102

## Bound inserts

4 page (DIN A4, 432 x 303 m) € 6.190,-

## Loose insert

up to 25 g € 5.590,-

## Rates for recruitment ads

text ads (no frame, no logo):

€ 9,50 per line (one line with approx. 70 characters)

## Rates for recruitment or calendar ads with frames and logo

size	width x height in mm	basic rate b/w
1/1 page	185 x 260	€ 1.750,-
1/2 page	90 x 260 or 185 x 130	€ 930,-
1/3 page	90 x 195	€ 670,-
1/4 page	90 x 130	€ 520,-
1/6 page	90 x 100	€ 370,-
1/8 page	90 x 65	€ 290,-

For recruitment or calendar ads please phone +49-(0)761 / 292 5885, fax to +49-(0)761 / 357 38 or send an email to »jobs@lab-times.org«

## Payment

All prices are without VAT. Payment is due within 30 days of invoice. Discount of 2% on payment within 14 days.

## Copy price

Free of charge for non-profit institutions.

Private subscribers: € 27 / year

## Online

Our website "[www.labtimes.org](http://www.labtimes.org)" features each *Lab Times* issue as a complete e-paper including all ads in a clickable form. In addition, our writers regularly provide online-only news and comments that may serve to fill the gap between two print issues of *Lab Times*.

## Rates

### Headbanner

page	position	size	rate/month
homepage	left, middle, right	300 x 100 pixel	€ 800,-
other pages	left, middle, right	300 x 100 pixel	€ 500,-

### Button

page	position	size	rate/month
homepage	right	200 x 150 pixel	€ 800,-
other pages	right	200 x 150 pixel	€ 500,-

## Discount

annual sales more than € 2.000,-	5%
annual sales more than € 5.000,-	10%
annual sales more than € 10.000,-	15%
annual sales more than € 15.000,-	20%

