

LaboratoryNews
The International Authority on Laboratory News

MedLabNews
The International Authority on Medical Laboratory News

LabNewsPages
The International Authority on Laboratory News

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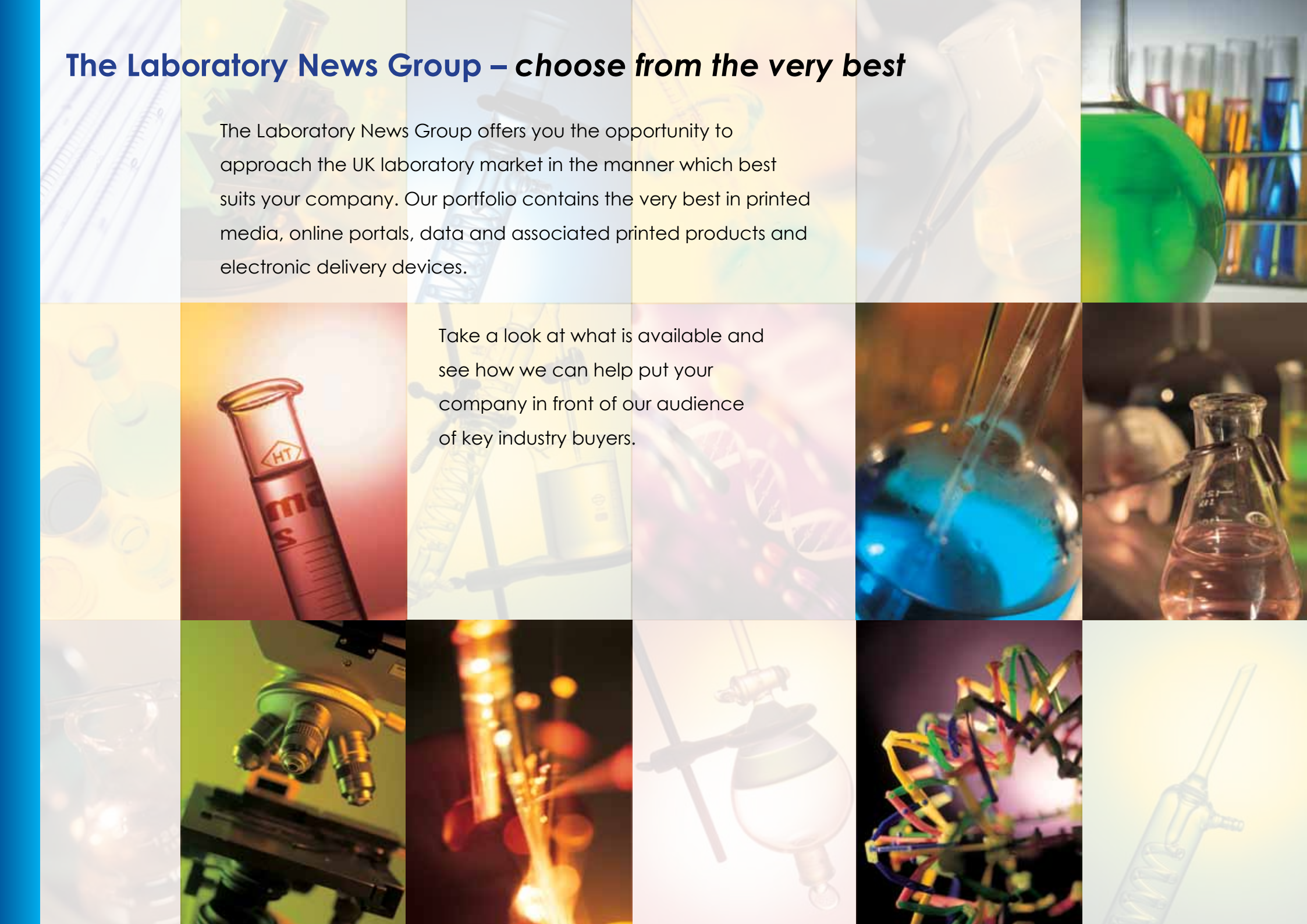


MEDIA INFORMATION 2012

The Laboratory News Group – *choose from the very best*

The Laboratory News Group offers you the opportunity to approach the UK laboratory market in the manner which best suits your company. Our portfolio contains the very best in printed media, online portals, data and associated printed products and electronic delivery devices.

Take a look at what is available and see how we can help put your company in front of our audience of key industry buyers.



The Laboratory News Group

LaboratoryNews is the leading monthly laboratory science magazine for the UK. Since its launch in 1971 Laboratory News has provided the scientific community with independent coverage of the latest news, detailed analysis of the major issues and unbiased reports of the latest product developments.



Lab News has been a trusted source of independent information for over 40 years. Scientists from all disciplines trust and value Lab News as a supplier of independent news, comment and analysis.

Labnews.co.uk The scientists' online newspaper leads the way in providing the very latest news, updated several times a day, together with a full archive of features and products. Here you can also sign up to receive digital copies of our magazines or link straight through to our brand new jobs portal - www.labnewsjobs.co.uk

LabNewsPages is the leading independent scientific supplier directory containing over 500 listings. From autoclaves to the Ziegler process, this digital directory has it all. Basic listings here are free of charge but why not enhance your listing to ensure that your company is chosen ahead of the rest.

MedLabNews is the leading magazine for medical, clinical and diagnostics laboratories. Launched in 2008 this magazine is the only magazine dedicated to the UK market containing the all latest, news, features and products relevant to this market.



LaboratoryNews - the leading magazine for UK laboratories...

Laboratory News was born in September 1971 as a product focused magazine. Since then it has developed and matured and now leads the way in scientific news, reviews and feature articles. Laboratory News is now well established as *the* independent source of news analysis, comment and detailed technical articles for UK scientists.

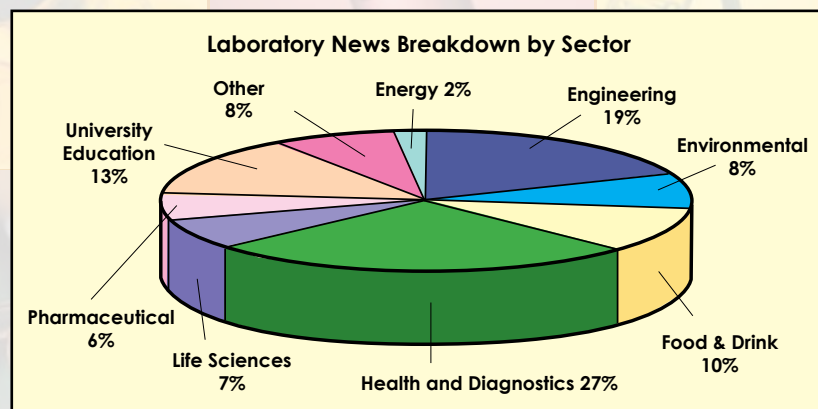
Each year we make a significant investment in the quality of our circulation to ensure that we deliver you the very best quality audience for your promotional campaigns.

Laboratory News is a controlled circulation magazine which is available free to qualifying registered readers who have requested to receive it.

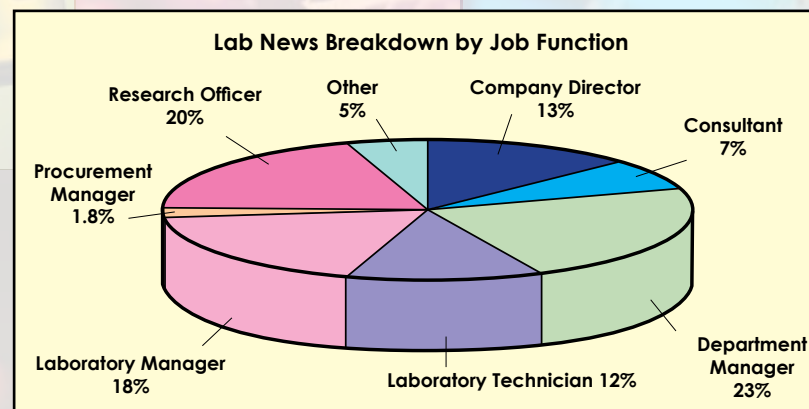
A magazine which has been requested by its recipient is far more likely to be read than unsolicited mail.

Furthermore Laboratory News is only UK lab magazine with a 100% controlled circulation. It is only available to individuals with the authority to purchase or specify laboratory equipment and services.

This means that by advertising in Laboratory News you can ensure that your marketing message is reaching buyers and specifiers across the UK in a quality magazine which is full of content that they want to read.



publisher's statement



publisher's statement



**TOTAL AVERAGE NET CIRCULATION PER ISSUE:
9,000 (ABC Jan-Dec 2010)**

Laboratory News Editorial Features 2012

JANUARY	FEBRUARY	MARCH	APRIL
Health & Safety, Microbiology, Proteomics & Genomics Separation techniques	Robotics & Automation, Materials Testing, Microscopy and Imaging, Software	Immunology, Nanotechnology, Drugs & Pharmaceuticals Spectroscopy	Gases & Gas Handling, Lab Design, Proteomics & Genomics, Software
MAY	JUNE	JULY	AUGUST
Environmental Monitoring, Materials Testing, Forensics , Robotics & Automation	Chromatography/ Spectroscopy, Microscopy & Imaging, High Throughput Screening, Microbiology	Clinical chemistry, Medical Devices, Software, Water Testing & Purification	Liquid Handling, Particle Analysis, Regulations & Certification
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Health & Safety, Proteomics & Genomics, Spectroscopy, Food & Beverage	Training, Diagnostics, Microscopy and Imaging, Laboratory Design	Environmental Testing, High Throughput Screening, Software Immunology	Drugs & Pharmaceuticals, Food and Beverage, Microscopy and Imaging, Biotechnology

CONTACTS

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Advertising Options - Print

Laboratory News offers companies a wide range of advertisement opportunities to suit your budget. Which ever option you choose you can do so safe in the knowledge that your message will enjoy exposure to the same quality audience.

DISPLAY ADVERTISING

The ultimate in brand promotion, display advertising in Laboratory News offers your company the opportunity to capture the imagination of our readers. Our unique combination of excellent content and strong imagery ensures that once our readers pick up the magazine they find it difficult to put down.

PRODUCT LISTINGS

Laboratory News started life as a product book and these remains an important part of the magazine. Clearly and cleanly laid out within their own dedicated section Lab News Products give our readers the lowdown on the latest products available to them.

COST JUST £130 per product in Lab News or £200 for both Lab News and MedLabNews

SPONSORSHIP

Certain sections of Laboratory News content are available for sponsorship - contact us for full details.

Double page spread	£5622
Full page	£3124
Half page	£1700
Quarter page horizontal	£985
News Box (maximum 4 per issue)	£575
Front cover advertisement	£1308
Guaranteed position	+10%
Solus	+30%
Lab News Lite Sponsor	SOLD OUT
Lab News Digital Sponsor	£600
Image of the Month Sponsor	£500
Business News Sponsor	£400

Advertising Options - online

Brand new for 2012 labnews.co.uk is now a one stop shop for the laboratory scientist. Not only does it contain the very latest news, features and comment from the Lab News team, it also houses an extensive library of products. Furthermore it now contains Lab News Pages an independant searchable database of over 800 equipment and service suppliers.



LabNewsPages

With company listings from over 800 suppliers - Lab News Pages is the darling of the search engine. Basic listings are free of charge but why not upgrade your listing to ensure that you own the keywords most important to you.

Banner ads cost from just £150 per month and skyscrapers are available from just £100 per month for unlimited clicks



See our online mediakit for full details or contact Catherine Geraghty on 0208 253 4615 or email catherine.geraghty@laboratorynews.co.uk

ECARDS – direct marketing straight to the lab...

Imagine if you could capture the details of everyone who reads your advertisement. Our ecards do just that!

Sent out to over 12,000 recipients of Laboratory News, the ecards give your company the opportunity to put your marketing message directly into the inbox of laboratory equipment buyers across the UK.

We then supply you with contact details of each individual who clicks on your message, giving your sales team leads to follow up.



LAB NEWS eBroadcasts

Exclusive broadcast

£2045

Shared broadcast

£995

MedLabNews The UKs only independent magazine for medical labs...

MedLabNews is a printed magazine launched in 2008 focusing specifically on medical, clinical and diagnostics issues.

MedLabNews enjoys the same hallmarks and qualities as Laboratory News magazine and so has been well received by this market.

MedLabNews has a circulation of just over 6,500 comprised of laboratory personnel from medical and clinical laboratories across the UK; and therefore represents an excellent, cost effective way for your company to reach buyers of equipment and services for this market.

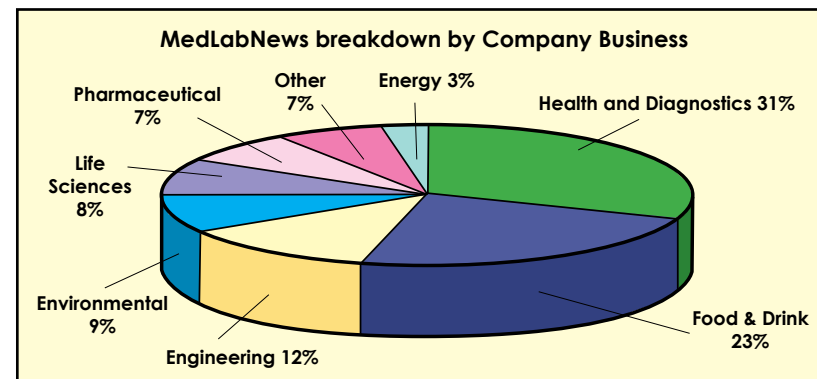
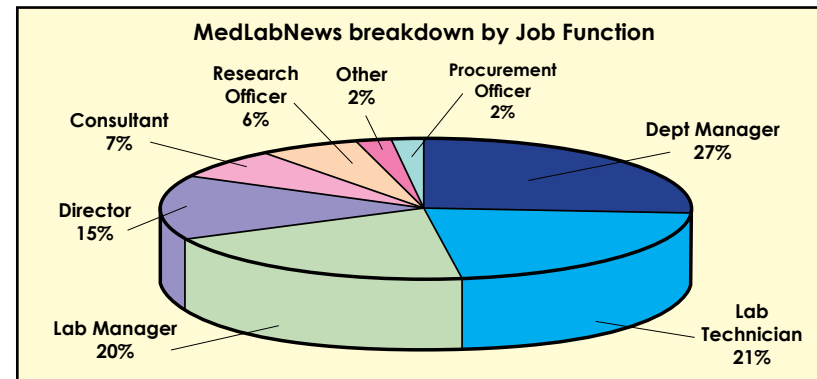
In addition bonus distribution is guaranteed at major related conferences and exhibitions throughout the year

MedLabNews will be published four times during 2012 in Feb/ March, May/June, September and November.

MedLabNews technical specifications:
all sizes are trim. Please add 3mm for bleed

DPS	297mm x 420mm
Full page	297mm x 210mm
1/2 page vertical	276mm x 93mm
1/2 page horizontal	124mm x 190mm
1/4 page horizontal	65mm x 190mm
1/2 page DPS	124mm x 400mm

1x	4x	
Front page package	£poa	£poa
Double page spread	£2756	£2480
OBC	£1638	£1474
Full page	£1489	£1340
Half page	£893	£804
Quarter page	£524	£471
Banner ad	£200 per month	
Skyscraper	£100 per month	



LNDirect

INSERTS

Inserts offer the opportunity to put your marketing message across to our quality audience in the most direct manner. Whether you want to insert a flyer or your entire catalogue Laboratory News is the most cost effective way on delivering your marketing message directly to our readership.

DATA RENTAL

Reach out to our readers independently by renting your very own selection from our database. Laboratory News is only sent to buyers of laboratory equipment who have requested to receive it. This means that we have an extensive database entirely comprised of buyers and specifiers of laboratory equipment. You can select this data by service sector, job function or geographical location giving you the opportunity to accurately hit your target audience with as little wastage as possible.

COST JUST £299 per thousand
(subject to minimum order value of £399)

WALL CHARTS

Our annual year planner has proved to be the industry's leading wall chart. Inserted in every single issue of the October issue of Laboratory News it is a must for any laboratory. It offers a whole year's worth of advertising in for a single modest price. Or how about our annual summer technical wall chart? Whether it's a periodic table or a list of measurements and symbols the summer chart offers unlimited wall life.

COST JUST £975 per box

5 grams and under	£1265
between 6g -10g	£1822
between 11g -15g	£2101
between 16g -20g	£2590
between 21g -25g	£3361
between 26g -30g	£3719
between 31g -35g	£4235
between 36g -40g	£4775
between 41g -45g	£5349
between 46g -50g	£5947
50g and over	£POA



The Technical Stuff...

Once you have decided that the Laboratory News is for you then it would be great if you could adhere to the following technical specifications. This will ensure that your advertisement is supplied in the correct format which will help to ensure that your ads appear exactly as intended. All sizes are trim.

DPS	490mm x 335mm
Full page	245mm x 335mm
1/2 page vertical	110mm x 315mm
1/2 page horizontal	225mm x 155mm
1/4 page horizontal	225mm x 80mm
News page box ad	110mm x 40mm

General Guidelines

- If supplying Hi-Res PDF files please contact production for required specification.
- All typefaces, both screen and printer fonts must be supplied
- True Type fonts should not be used but exchanged for post script fonts (where they exist)
- Please do not italicise or embolden typefaces where an italic or bold version of the font exists.
- Please embed all fonts if supplying EPS files.
- Please convert fonts to paths (or outlines) within Illustrator or Freehand files.
- Files, or graphic elements within them, should be supplied as CMYK not RGB or index colour.

- Please do not use JPEG encoded files apart from instances when files need to be transmitted, in which case ensure that files are clearly identified
- Please do not embed JPEG files within EPS files contained in documents.
- Please ensure that any new CMYK colours created within a graphic programme (Photoshop, Illustrator, Freehand) are also created with the Quark document with the same name and specification
- Please do not use 'Auto Image' runaround positionals as this may cause re-flow of text.
- Please ensure that trapping is set to 'Knockout' where text or graphic areas are lighter in colour than any background colour they are positioned over.
- Please lock picture and text boxes to ensure that no subsequent moving occurs.

Policy on Acceptance of advertisements

The acceptance of all advertisements in Laboratory News' publications is subject to the publisher's approval. Laboratory News reserves the right to decline any advertisement or discontinue the publication of any advertisement previously approved. The Laboratory News policy is to accept advertising for products that will be useful for its readers in their professional as well as personal lives, subject to the publisher's approval and provided that advertisements conform to the guidelines laid out in the British Code of Advertising and Sales Promotion.

See www.labnews.co.uk for full terms and conditions.

Production and Design:

Sarah Lee Tel: 0208 253 4601 email: copy@laboratorynews.co.uk

Or..... Try something a little different!

Break the mould, set yourself apart from the rest...

Sometimes a campaign requires something out of the blue – something really special.

Stand out from the crowd.

Ideas which have already been successfully implemented include:

- Bellyband
- Tip-On
- Topsy Turvey
- Post It
- Paperclip
- Product cover mounting

**Contact us to discuss
your tailor-made
campaign.**



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