

A complex network diagram with numerous circular nodes of varying sizes and colors (yellow, orange, grey, blue) connected by thin lines. The diagram is split horizontally: the top half is on a light grey background, and the bottom half is on a dark grey background, with the network structure continuing across the divide.

LAB Business **Bio Business**

MEDIA KIT
2017

About Us

MORE THAN 30 YEARS OF EXPERIENCE CONNECTING YOU TO CANADA'S SCIENTIFIC COMMUNITY!

Bio Business and *LAB Business* magazine is published 6 times a year in a flip-style format. For more than 30 years we have built relationships with over 66,000 readers, as well as exciting partnerships that have given us various bonus distribution opportunities at industry trade shows and conferences.

LETTER FROM OUR EDITOR

For more than 30 years, every issue of *LAB Business* and *Bio Business* has been packed with valuable and inspiring content that reaches scientists and leaders all over Canada.

We're proud to say that we've remained a trusted publication and always strive to deliver top-quality editorial and informative content to our readers. This year, *Bio Business* will focus on bio clusters from coast to coast. We'll show you how Canada's keeping up with a rapidly changing market and discuss trends shaping its future.

In each issue of *LAB Business*, we'll spotlight a Canadian research project or laboratory currently making progress in varying fields. Always striving to keep our readers up-to-date on industry news, we also feature LAB Ware, where we delve into new, cutting-edge developments in lab equipment. All of this content is included among any new trends that are sure to crop up over the next year.

In between print issues, you can find us online with our enhanced newsletter. We also hope you'll connect with us often on Twitter @biolabmag.

Our time in Canada's scientific community has initiated many proud partnerships that ensure our magazine is in good hands. We're excited to explore the depths of this innovative industry for another year, as we strive to produce a magazine our readers can trust.

Here's to another year of inspiring science and innovation.

Cheers,
Theresa Rogers

LAB
Business

Bio Business



CIRCULATION
25,504*

READERS PER COPY
2.3**

DIGITAL DISTRIBUTION
7,974

TOTAL AUDIENCE
66,633

Sources: *2015 Publisher's Sworn Statement;
**LAB & Bio Business 2011 Reader Survey



NOW
WELCOMING...

**Canadian
foodBusiness**
The science of food and beverage

As our sister publication, it draws on the strengths of *LAB Business* and *Bio Business* including our award-winning editorial team and extensive network of partnerships.

Audience

Our readers are decision-makers

89% of readers are involved in the recommendation and/or final approval process

80% of readers find the advertising in our magazine relevant to their profession

The combined MINIMUM budget of our readers is

**\$2.7
BILLION**

READER ENGAGEMENT

Bio Business

**LAB
Business**



94%

find *Bio Business* relevant to their job

91%

frequently read *Bio Business*

95%

find *LAB Business* relevant to their job

90%

frequently read *LAB Business*

OCCUPATION

Lab Management

R&D/Staff Scientist

Executive/Corporate Management

Lab Technologists/Technicians

Business Development Professional

AREAS OF RESEARCH



BIOLOGY



FOOD SCIENCE/
NUTRITION



ENVIRONMENT



AGRICULTURE



HEALTH-DIAGNOSTICS/
THERAPEUTICS



CHEMISTRY



BIOTECHNOLOGY
GENOMICS



ENERGY



PHARMACEUTICAL



INDUSTRIAL

Source: LAB & Bio Business 2011 Reader Survey

Advertising Benefits



Through our extensive network of **partnerships** and **media sponsorships**, we ensure that our magazine is in the hands of industry leaders.



Showcase your brand alongside our **AWARD-WINNING editorial** and **regular features** like Suzuki Matters, published in each issue and written by award-winning scientist, environmentalist and broadcaster David Suzuki.



We reach the largest cross-section of Canada's **laboratory** and **biotechnology workforce**.



BioManufacturing Summit

We are distributed at **trade shows** throughout North America—giving your brand added exposure to **highly targeted audiences**.



We offer the **highest circulation** and **lowest CPM** out of any laboratory and biotechnology publication in Canada.*

Source: *Bio & LAB Business 2016 Competitive Analysis

Your Integrated Marketing Plan



Magazine

With six issues annually, and bonus distribution at industry trade shows and events, *Bio & LAB Business* and our newest family member *Canadian Food Business* places your message in front of our engaged audience.

Receive a complimentary link to your company website in our digital edition with any print ad purchased.



Digital Edition

Emailed directly to our reader's inbox, six times per year.



Online

A strong online presence is essential to an integrated marketing plan. With a combined **813 page views*** per month, our websites give you added industry exposure.



eNewsletter

Advertise in our eNewsletter to have your ad delivered directly to the inboxes of top professionals in Canada's scientific community.



Canadian Food Business

With an average of 17,000 print and digital copies distributed to industry decision-makers, we now reach a brand new audience in Canada's food and science technology sector.

Source: *Google Analytics based on an average from January – June 2016.

JANUARY/FEBRUARY

Bonus Distribution: PITTCON 2017

ad space: January 26th

ad material deadline: February 2nd

Theme: Suicide Genes

BIO

Regional Focus: B.C.

LAB

New product reviews

MAY/JUNE

Canadian Food Business Bonus Issue

ad space: May 5th

ad material deadline: May 12th

Theme: The Food Issue

BIO

Regional Focus: Prairies

LAB

New product reviews

SEPTEMBER/OCTOBER

Canadian Food Business Bonus Issue

ad space: September 6th

ad material deadline: September 13th

Theme: Neuropsychopharmacogenetics

BIO

Regional Focus: Atlantic

LAB

New product reviews

Dates and editorial are subject to change



ON TWITTER AT
@biolabmag



LabBusinessmag.com

BioBusinessmag.com



MARCH/APRIL

Bonus Distribution: BIO 2017

Canadian Food Business Bonus Issue

ad space: March 24th

ad material deadline: March 31st

Theme: Alzheimer's

BIO

Regional Focus: Ontario

LAB

New product reviews

JULY/AUGUST

ad space: July 7th

ad material deadline: July 14th

Theme: Allergies

BIO

Regional Focus: Quebec

LAB

New product reviews

NOVEMBER/DECEMBER

Canadian Food Business Bonus Issue

ad space: November 3rd

ad material deadline: November 10th

Theme: Cosmeceuticals/Skin Care Biotech

BIO

Regional Focus: NF/Lab

LAB

New product reviews

Canadian Food Business is the newest addition to our family. Published four times a year with our *Bio* & *LAB Business*, it will be distributed with four of our six issues in 2017! Contact us for more information!

General Advertising Rates (Gross Rates)

Four-Colour	1X	3X	6X
Full Page	\$5,635	\$5,350	\$5,080
1/2 Page island	4,220	4,010	3,805
1/2 Page	3,660	3,475	3,305
1/3 Page	2,815	2,675	2,540
1/4 Page	2,255	2,140	2,025
1/6 Page	1,690	1,605	1,520
DPS	10,140	9,630	9,150
Covers	1x	3x	6x
OBC	\$7,045	\$6,690	\$6,355
IBC/IFC	6,760	6,420	6,095

If advertising in both publications, 35% discount on 2nd ad. Covers are non-cancellable, full page, four-colour process. Black & white rates available upon request.

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

Dimensions (inches)	width		height
Trim Page	8.125	x	10 .875
Bleed Page	8.375	x	11.125
Live Area	7	x	10
1/2 pg. island	4.625	x	7.5
1/2 pg. horizontal	7	x	4.875
1/3 pg. vertical	2.125	x	10
1/3 pg. square	4.625	x	4.875
1/4 pg. square	3.375	x	4.875
1/6 pg.	2.25	x	4.875
DPS	16.25	x	10.875

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim

Online Rates

Banner advertisements and logo tiles are available on the **LAB Business** and **Bio Business** websites, digital editions and e-newsletter.

Banner	\$635 per month
Small banner.....	\$480 per month
Large rectangle.....	\$480 per month
Tile.....	\$265 per month
Digital Edition Skyscraper.....	\$635 per month
E-newsletter banner	\$635 per month
E-newsletter tower	\$435 per month
E-newsletter tile.....	\$435 per month

Dimensions

Banner	488 x 72 pixels
Small banner.....	370 x 70 pixels
Large rectangle.....	370 x 250 pixels
Tile	125 x 125 pixels
Digital Edition Skyscraper	120 x 600 pixels
(SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative)	
E-newsletter banner	488 x 72 pixels
E-newsletter tower	125 x 300 pixels
E-newsletter tile.....	125 x 125 pixels
(GIF or JPEG only, refer to specs above)	

Mechanical Requirements

Printing Method: Web

Binding: Saddle-stitched

Screen: 150 lpi

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size color proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to chimes@jesmar.com.

FTP Site: <ftp.jesmar.com>. Please send an e-mail to ftp@jesmar.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@jesmar.com or Crystal Himes, chimes@jesmar.com, Tel: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

LAB Business and **Bio Business** will consider content that reflects our editorial position. Editorial is subject to change. To submit content for consideration, contact Theresa Rogers at trogers@dvtail.com.

Mail or fax contracts/ insertion orders and material to:

JESMAR
COMMUNICATIONS INC.

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Fax: 905.886.6615
E-mail: bio.lab@jesmar.com
Website: www.jesmar.com

Cancellations and space changes not accepted after closing date.

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