

NEW FOR 2019



BioLAB
BUSINESS



Canadian foodBusiness
» The science of food and beverage

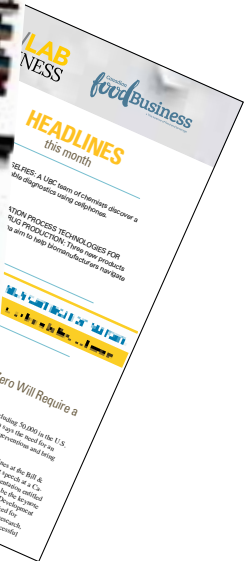
Together, We Reach Farther Into The Canadian Science Community

For over 30 years, *Bio LAB Business* has informed laboratory and biotechnology professionals. While our sister publication *Canadian Food Business* enhances your reach with Canada's food and beverage science industry decision-makers.

1 Fresh, user-friendly website
www.biolabmag.com

2 6 issues of combined editorial

3 6 eNewsletters, 4 *BioLAB Business* and 2 *Canadian Food Business*



BioLAB
BUSINESS

25,504*
Circulation

2.3**
Readers per copy

7,974
Digital Circulation

66,633
Audience

Canadian foodBusiness
» The science of food and beverage

17,359***
Circulation

Sources: * 2015 Publishers Sworn Statement,
** LAB 7 Bio Business 2011 Reader Survey,
*** Publishers Sworn Statement, August 2016

INTEGRATED APPROACH

BioLAB Business and *Canadian Food Business* offers a complete, 360 degree approach

New Format



Print *BioLAB BUSINESS*

The leading resource for Canada's science community

Six issues per year are distributed through our industry network, with bonus distribution at industry trade shows

CANADIAN FOOD BUSINESS Magazine

Canadian Food Business enhances your reach into the food and beverage science industry.



Digital

A digital copy of each issue of *BioLAB Business* and *Canadian Food Business* are emailed directly to our readers' inboxes.

Offers embedded audio and video capabilities

Newly Updated

Website & Social

www.biolabmag.com and www.canadianfoodbusiness makes it easy for readers to access fresh industry content..

eNewsletter

BioLAB Business and *Canadian Food Business* eNewsletters are delivered directly to the inboxes of top professionals in Canada's scientific community.

All print ads include a spot in our digital edition with a link to your site

Campaigns with both print & online ads boost persuasion by over 10%*

EDITORIAL CALENDAR

Canada's top publications in the scientific and life sciences markets

Print/Digital Edition

JANUARY/FEBRUARY

Bonus Distribution: PITTCON 2019

ad space: January 23

ad material deadline: January 30

Theme: AI

MARCH/APRIL

Bonus Distribution: BIO 2019

ad space: March 22

ad material deadline: March 29

Theme: Women in STEM

Special
*Canadian
Food Business
Bonus Issue*

MAY/JUNE

ad space: May 3

ad material deadline: May 10

Theme: Energy

JULY/AUGUST

ad space: July 26

ad material deadline: August 2

Theme: Feeding the World

Special
*Canadian
Food Business
Bonus Issue*

SEPTEMBER/OCTOBER

ad space: September 6

ad material deadline: September 13

Theme: Living in the Cloud

NOVEMBER/DECEMBER

ad space: December 5

ad material deadline: December 12

Theme: Game Changers

eNewsletters

PUBLICATION	DELIVERY
<i>BioLAB Business</i>	March, May, September & November
<i>Canadian Food Business</i>	February & July

Editorial content subject to change

WHERE SCIENCE AND SOCIAL MEET



ON TWITTER AT
[@biolabmag](https://twitter.com/biolabmag)



ON FACEBOOK AT
[/biolabmag](https://www.facebook.com/biolabmag)



ON TWITTER AT
[@CDNfood](https://twitter.com/CDNfood)

2019 RATES & SPECS



ADVERTISING RATES (Gross Rates)

4-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.

UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details

PER MONTH

WEBSITE ADVERTISING

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

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.

SPONSORED CONTENT -

Including white paper and reports

Exclusive Opportunities	Call for details
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DIMENSIONS (inches)

	Width	Height
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"



ADVERTISING RATES (Gross Rates)

4-colour	1x	2x	3x	4x
Full Page	\$3,500	\$3,325	\$3,160	\$3,000
1/2 Page Island	2,975	2,825	2,685	2,550
1/2 Page	2,625	2,495	2,370	2,250
1/3 Page	2,275	2,160	2,050	1,950
1/4 Page	1,925	1,830	1,740	1,655
1/2 DPS	4,465	4,240	4,030	3,830
DPS	5,950	5,655	5,370	5,100
Covers				
OBC	\$4,375	\$4,155	\$3,945	\$3,750
IFC/IBC	4,200	3,900	3,790	3,600

Cover & Premium Positions Includes Colour. B&W: 25% off colour rate
Position: 15% extra. Inserts available: Call for details.

MECHANICAL REQUIREMENTS

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour 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 email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to chimes@jesmar.com.

FTP site: Please send an email to ftp@jesmar.com for login information for Canadian Food Business 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 at 905.886.5040

DIGITAL REQUIREMENTS

We can accept rich media. Please see below for accepted file formats. Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Audio: mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file

Video: ogg: a file type capable of video, audio and subtitles, avi: audio video interleaved, mpg or mpeg: moving picture experts group, mov: the quicktime video file format, wmv: windows media video file

Flash: flv: flash video file, swf: shockwave file

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.

EMAIL CONTRACTS/INSERTION ORDERS & MATERIAL TO:



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Email: canadianfoodbusiness@dvtail.com

Cancellations and space changes not accepted after closing date.