

2021

media kit

BioLAB
BUSINESS

Canadian
food Business



Your Connection to the Canadian Scientific Community

We Reach Farther into the Canadian Science Community

BioLab Business along with its sister publication *Canadian Food Business* reach decision-makers and leaders across the science community. As a trusted resource we keep professionals across the laboratory, biotechnical and food and beverage science industries informed with timely cutting-edge editorial.

Letter from the Editor

The year after the world began battling a pandemic, science is in the spotlight like never before. In each issue of *BioLab Business* (including *Canadian Food Business*), we take a deep dive into important Canadian research and discoveries – much of which is changing the world. Including interviews, case studies and new products, each edition tackles a topic of interest to delve into the wide range of innovation in Canada, and abroad. Science crosses borders, boundaries and even time – yesterday's discovery

can be tomorrow's award-winning accomplishment. As we tackle today's challenges, scientific discovery has never been more crucial. We'll continue shining the spotlight on those stories that need to be told.



Popi Bowman
Managing Editor



Source: July 2018 Publisher's Sworn Statement

BioLAB BUSINESS

Informing the laboratory and biotechnical industries in a digital format

+ 3 newsletters

www.BioLabMag.com

Canadian foodBusiness

Reaching Canada's food and beverage science industry decision-makers

4 issues of combined editorial

TOTAL CIRCULATION:

17,359*

[@BioLabmag](https://twitter.com/BioLabmag)

[@BioLabmag](https://facebook.com/BioLabmag)

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

Custom solutions for an integrated campaign

Branded & Sponsored Content

Opportunities across all platforms to effectively tell your story



Digital Magazine

Digital copies of every issue are emailed directly into readers' inboxes

Reaching Canada's science community

Embedded links drive clients directly to your content

Ability to accommodate embedded clickable audio and video.

Websites

Industry news, insights and additional content right at our readers' fingertips

Multiple options and enhanced metrics

Archived issues

 BioLabMag.com
 CanadianFoodBusiness.com

E-Newsletters

Connect with readers between issues

Directly reach the inbox of top professionals in Canada's labs, food and beverage and life sciences communities

6 OPPORTUNITIES:

- 3 issues of *BioLab Business*
- 3 issues of *Canadian Food Business*

Social Media

Create conversations with industry leaders

Showcase an upcoming event

 @BioLabmag

 @BioLabmag

 @CDNfood

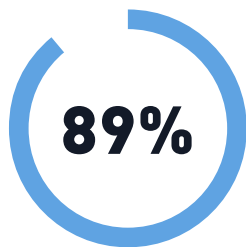
The Premier Resource for Canadian Science Professionals

Reach the largest cross-section of Canada's laboratory and biotechnology workforce

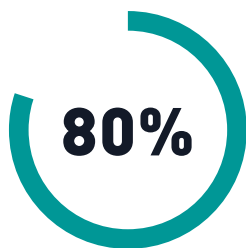
Engagement*



find the advertising in
Lab Business / Bio Business
relevant to their profession



find the publication relevant
to their job



frequently read the publication

Approximately

2,300 readers

purchased or planned to purchase
a product/service after reading

Occupation*



Lab Management



Executive/Corporate Management



Business Development Professional



R&D/Staff Scientist



Lab Technologist/Technician

89%

are decision-makers involved in the recommendation and/or final approval process*

Areas of Research*

- Biology
- Environment
- Health-Diagnostics/Therapeutics
- Biotechnology/Genomics
- Energy
- Industrial
- Chemistry
- Agriculture
- Food Science/Nutrition
- Pharmaceutical

Source: LAB & Bio Business Reader Survey



\$2.7 Billion

combined
minimum budget*



Delivering insights and information for the **booming food and beverage science** industry.

Canadian Food Business readers come from every corner of the food and beverage science industry.

Food Industry

Manufacturers

- Food Processors
- Food Suppliers
- Distributions

Supporting Industries

- Senior Management
- Consultants
- Operations

Science

- Laboratory research
- Technology research
- Research and development

Government

- Regulatory
- Agriculture

Education

- Faculty
- Researchers
- Students

Our Readers purchase

Product Packaging

Packaging, meal trays, boxes, cartons, bottles and more

Lab products

Microscopes, food testing instruments, crushing/filling machinery, condensers and other research related products

Ingredients and Commodities

Oils, preservatives, chemicals and sweeteners

Quality Assurance products

Equipment and instruments for analysis

Our Readers Include

- Continental Ingredients
- Griffith Laboratories
- Sofina Fine Foods
- Quadra Ingredients
- Sleeman Breweries
- Lillydale Foods
- University of Guelph
- Pepsi Co Inc.
- FMC BioPolymer
- N2 Ingredients
- McCain Foods Limited
- Parmalat Canada Inc.



Each edition tackles topics of interest that delve into a wide range of innovations in Canada, and abroad, through interviews, case studies and new products.



Spring 2021

Ad Space: February 5 | Ad Material: February 12

Theme: Disruptors and Gamechangers

Showcasing Canadian disruptors and gamechangers, the people and organizations that are breaking barriers to new discoveries and new technologies.

- Leading edge research and technologies pushing the boundaries of drug discovery, nutrition science, robotics and logistics
- How Canada has overcome risks to the food chain and periods of economic instability in the agricultural landscape
- Market leaders in Canada's natural products ecosystem



Fall 2021

Ad Space: July 30 | Ad Material: August 6

Theme: BIPOC/Women in Research & Discovery

Celebrating the contributions of Canadian women in science, with a focus on black, indigenous and people of colour.

- Profiles of trailblazing women, intrepid leaders, explorers and scientists in research and development, that are unearthing new discoveries in machine learning, physics, biology, life sciences, genomics, energy, chemistry, and nutrition
- How some Canadian organizations are taking the lead in promoting diverse groups of women in STEM
- Canadian female science prize winners of such top honours as the Nobel, Gairdner and Gerhard Herzberg awards



Summer 2021

Ad Space: May 3 | Ad Material: May 10

Theme: The Science of Food

Emerging technologies, innovations, and the importance of sustainability in the global and, more specifically, the Canadian food systems.

- The latest in genomics and molecular science in creating foods like plant-based meats and lab grown proteins
- Innovations in sustainable agri- and aqua-culture
- How companies are responding to consumer demand for more products that boost immunity and promote disease prevention
- New technologies that promise safe and secure foods; preventing and tracking food born illnesses and heightened quality assurance measures



Winter 2021

Ad Space: September 30 | Ad Material: October 7

Theme: Nature's Pharmacy (Cannabis, etc.)

From cannabis to Himalayan sea buckthorn, we explore some of the world's most powerful medicinal plants and the science behind them, speaking to researchers, pharmaceutical and phytopharmaceutical companies, physicians and naturopathic doctors and getting Health Canada's take on the industry.

Growing nutraceutical and supplements industry, exploring the impact that consumer demand for these has had on traditional food manufacturers, distributors and retailers

What Canadian nutritionists have to say.

Enewsletters

Publication	Delivery
<i>BioLab Business</i>	March, July and November
<i>Canadian Food Business</i>	February, June and September

Advertising Rates (Gross Rates)

4-colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
Covers				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

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

Online Advertising

Banner advertisements and logo available on the **websites and e-newsletter**

PER MONTH

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"

BioLAB
BUSINESS

Canadian
food Business
» The science of food and beverage

Mechanical Requirements

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (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 interleave, 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:

JESMAR
COMMUNICATIONS INC.

Jesmar Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.5040 Fax: 905.886.6615
Email: canadianfoodbusiness@dvtil.com

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American customers benefit from a
favourable 30% exchange rate.

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