

BioLAB BUSINESS



2022 Media Kit



Who We Are

Your trusted and credible digital connection to the Canadian science community

Canada's Only
Magazine Covering
Lab and Life
Sciences

BioLab Business along with its sister publication *Canadian Food Business*, keep decision-makers and leaders across the laboratory, biotechnical and food and beverage science industries in the know with inspiring editorial, paired with cutting-edge advertising.



We are
DIGITAL

LETTER FROM THE PUBLISHER

A powerful explosion of new technologies is rapidly propelling science and innovation forward with a mind-boggling array of new information. In the middle of it all, our award-winning magazine, *BioLab Business* and its sister publication, *Canadian Food Business*, seek out and draw attention to scientific and market developments, in Canada and abroad. Each edition covers current topics in the food and science space with unique content, case studies, interviews and products; captured by a team of outstanding writers and reinforced by engaging websites. Through these important narratives, we proudly contribute to the story of Canadian innovation and discovery.

FPO

Christopher Forbes
Publisher

Source: July 2018 Publisher's Sworn Statement

Total Digital Circulation:

16,386

4

Issues
Annually

6

Newsletters

2 Websites

BioLabMag.com

CanadianFoodBusiness.com



3 Social Media Accounts

 @BioLabMag

 @BioLabMag

 @CDNfood

What We Offer

Create connections that are insightful, purposeful and actionable

Branded & Sponsored Content

Opportunities across all platforms to build content that attracts, engages and inspires action with our readers.

WEBSITES

Amplify your brand across our websites and drive users to your content

- Multiple options and enhanced metrics
- Archived issues

BioLabMag.com

CanadianFoodBusiness.com

DIGITAL MAGAZINE

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

- Reach Canada's science community
- Embedded links drive clients directly to your content
- Ability to accommodate embedded clickable audio and video
- Average open rate: **32.65%**
- Average click-through rate: **11.42%**




SPONSORED SOCIAL MEDIA

Align with our credible brands on Twitter and Facebook to amplify your content in the social space. Achieve reach and engagement in a targeted approach, and drive engaged users to your content

Total audience: 2,431+

 @BioLabMag

 @BioLabMag

 @CDNfood

NEWSLETTERS

Leverage our extensive email database by delivering your message directly to top professionals in Canada's labs, food and beverage and life sciences communities.

Total audience: 16,386

6 Opportunities

2 BioLab Business

Average open rate: 32.18%

Average click-through rate: 10.17%

4 Canadian Food Business

Average open rate: 28.49%

Average click-through rate: 9.48%

BONUS: Dedicated Email Opportunity

With more than 16,386 top professionals in our database, you can feature tailored content directly to our subscribers, driving readers to your website or desired content.

Meet our *BioLab Business* Audience

Strengthen your market position by accessing an audience of decision-makers and leaders

Our readers are part of the largest cross-section of Canada's laboratory and biotechnology workforce



OCCUPATION

- Lab Management
- Executive/Corporate Management
- Business Development Professional
- R&D/Staff Scientist
- Lab Technologist/Technician



JOB SECTOR

- Biology (Microbiology, molecular biology)
- Environmental Studies
- Biotechnology
- Chemistry
- Molecular Biology

Source: *Lab & Bio Business* Reader Survey

Engagement

89%

find the publication relevant to their job

80%

frequently read the publication

89%

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

80%

find the advertising in the magazine relevant to their profession

Approximately

2,300 readers

purchased or planned to purchase a product/service after reading the magazine

Products and services they have or will likely purchase:

- Consumables
- Chemicals/Reagents
- Safety Equipment
- Computer Hardware
- Balance/Scale
- Gas
- Microscopes

Meet our *Canadian Food Business* Audience

Reach an extensive buying audience from every corner of the booming 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.



Editorial Calendar 2022

BioLAB BUSINESS

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 2022

Ad Space: February 4 | Ad Material: February 11

Theme: The Trackers

Since the global pandemic, interest in disease tracking has surged.

In this issue, we look at the latest techniques and technologies in monitoring outbreaks. We also look at how scientists are tracking animal migrations in an effort to understand climate change and we talk to scientists who study dangerous pathogens and the measures that some labs take to ensure safety.



Summer 2022

Ad Space: May 11 | Ad Material: May 18

Theme: Genomics

From drug discovery to resiliency in the face of climate change, in this issue we explore game changing technologies and applications in molecular research that leads to improvements in human health, agriculture, fisheries and the environment. We speak to Canadian researchers and profile leading labs and businesses in this field.



Fall 2022

Ad Space: August 19 | Ad Material: August 26

Theme: New Materials

Solving big science problems with new materials, we look at how Canada's research community has contributed to the development and use of emerging functional and sustainable materials - from biocompounds and highly sensitive microsensors to revolutionizing semiconductors and smart technologies. We profile leading Canadian laboratories and explore the latest technological advances that enable new material discovery.



Winter 2022

Ad Space: November 18 | Ad Material: November 25

Theme: On Ice

How Canada's sub-arctic environments offer valuable lessons for the changing world. In this issue we tour a leading northern laboratory, dive deep with living organisms that thrive in the cold, explore slumping permafrost and look at the work Canadian northern researchers are doing to better understand the impact of climate change.

Enewsletters

Month	Ad Space	Ad Material	Deployment Date
March	March 2, 2022	March 9, 2022	March 25, 2022
August	July 20, 2022	July 27, 2022	August 15, 2022

Editorial content subject to change

Editorial Calendar 2022



We are the place to come for the latest on food and beverage science, consumer trends, industry news and food safety innovation.



Spring 2022

Ad Space: February 4 | Ad Material: February 11

Theme: Innovation in the Canadian Food Safety Space - Fighting listeria

The latest in food tracking and boosting safety with innovative packaging, labelling, transport and storage.



Summer 2022

Ad Space: May 11 | Ad Material: May 18

Theme: Ethics Based Food

Reducing the carbon foot print from farm to fork, disruptive packaging that eliminates the need for plastic, a showcase of ethical food start ups.



Fall 2022

Ad Space: August 19 | Ad Material: August 26

Theme: Functional Foods and Nutraceuticals

The latest research into phytochemicals; bio-oils; developments of new products with health benefits and enhancement of food antioxidant capacity.



Winter 2022

Ad Space: November 18 | Ad Material: November 25

Theme: Food Alchemy

The science and technology behind food textures, mouth feel, and bioingredients, research into flavors, aromas, and colorants.

Enewsletters

Month	Ad Space	Ad Material	Deployment Date
February	January 25, 2022	February 1, 2022	February 25, 2022
June	May 25, 2022	June 1, 2022	June 17, 2022
September	September 7, 2022	September 14, 2022	September 30, 2022
December	November 9, 2022	November 16, 2022	December 5, 2022

Editorial content subject to change

Rates & Specs

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	\$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"

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 the FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact:

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,

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

Cancellations and space changes not accepted after closing date.

Targeted Emails

Contact your rep for more information.

Published by




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