



# BioLAB BUSINESS

2024 Media Kit

YOUR CONNECTION TO  
THE SCIENTIFIC COMMUNITY

# who we are

Since 1988, *BioLab Business* has been packed with the latest industry trends, and cutting-edge developments, in addition to shining a light on the innovations rapidly shaping the Canadian biotechnology and laboratory industry. We're proud to say we've remained a trusted and well-read publication, always striving to deliver top-quality editorial and informative content to our highly engaged readers.

**With four issues annually, we place your brand in front of Canada's decision-makers and leaders across the laboratory and biotechnical industries.**

## BioLAB BUSINESS



Sean Tarry,  
Managing Editor

**LETTER FROM THE EDITOR**  
Despite the bounty of opportunity that life on earth presents us, there are an equal number of significant challenges that humans face moving forward. *BioLab Business* magazine aims to explore these challenges and the ways in which cutting-edge biotechnologies are helping to overcome them,

uncovering an entirely new world of possibility. From the development of alternative energy sources and the use of data and artificial intelligence, to the latest in water purification and protection and superbug vaccine research, science and technology continues to drive the future of life on our planet. Through expert analysis, thought-provoking features, exclusive interviews, and scientific research and reports, our team of contributors work to keep readers abreast of all of the latest news, trends and innovations shaping the future of the Canadian life science and biotechnology sectors.

Canada's  
only  
magazine  
covering  
lab and life  
sciences

Total Circulation:  
**14,054\***



- Published Issues:  
4x annually
- Newsletters:  
2x annually
- Website:  
[BioLabMag.com](http://BioLabMag.com)

### SOCIAL MEDIA

X @BioLabMag

f @BioLabMag

X @CDNfood



**+15,350\*\***

BONUS DISTRIBUTION  
with our sister  
publication

**Canadian Food Business**

**SOCIAL MEDIA**

X @CDNfood

# purchasing power

Leverage Our Access to a Highly Engaged and Responsive Buying Audience



89%

find the publication relevant to their job

89%

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

80%

frequently read the publication

80%

find the advertising in the magazine relevant to their profession

**Our readers are part of the LARGEST cross-section of Canada's laboratory and biotechnology growing workforce.**

## OCCUPATION

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

## JOB SECTORS

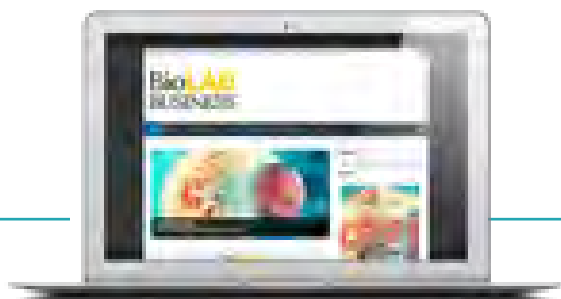
- >> Biology (microbiology, molecular biology)
- >> Environmental Studies
- >> Biotechnology
- >> Chemistry
- >> Molecular Biology

 **+2,300 readers** purchased or planned to purchase a product/service after reading the magazine.

Our Value-Driven Purchasers are Seeking Products and Services Like Yours

# multi-platform integrations

Your One-Stop Resource to Improve Recognition,  
Increase Consumer Engagement, and Generate Leads



## BIOLABMAG.COM

Brimming with the latest industry news and updates, exclusive interviews, scientific research, and reports, BioLabMag.com is the go-to resource for staying at the forefront of the laboratory and biotechnical industry.

### metrics

>> Average Monthly Visits: 1,000\*

>> Average Monthly Pageviews: 1,431\*

### options & benefits

>> Branded ads alongside industry content



## NEWSLETTER

Delivering the best of the magazine to our subscribers in between issues. Keep your brand top-of-mind, establish authority, and notify subscribers of your products.

### metrics

>> 3,086 Subscribers

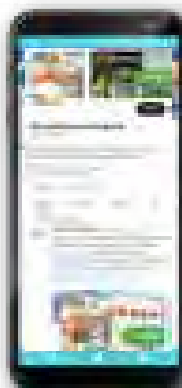
>> 2 deployments annually

>> Average Open Rate: 38.92%\*\*

>> Average CTR: 6.34%\*\*

### options & benefits

>> Leaderboard, big box, and medium rectangle ads, all strategically positioned to maximize reach and engagement.



## DIGITAL MAGAZINE



BioLab's distribution strategy is highly targeted, placing the magazine in the qualified hands of decision-makers and leaders across the laboratory, biotechnical and food and beverage science industries.

### metrics

>> Average Open Rate: 26.78%\*

>> Outlets: accessible on our website, promoted through our newsletter, and our social media networks.

### options & benefits

>> Embedded links, driving readers to your content.

>> Audio & video capabilities



## SOCIAL MEDIA SPONSORED POSTS

Credibly reach our growing social community across multiple platforms.

Total Followers: 2,500+

X @BioLabMag

f @BioLabMag

X @CDNfood

## BRANDED & SPONSORED CONTENT

Place your brand alongside relevant industry content to build valuable connections with your target audience. Opportunities are available across all platforms to create an immersive storytelling experience.

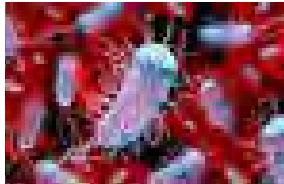


# editorial calendar

Packed with valuable and inspiring content since 1988.

spring

## fighting against the superbug of the future



Study and research concerning viruses capable of impacting large portions of the world's population have been conducted for decades. However, the COVID-19 global pandemic advanced the work being done in order to better understand these viruses, their strains, and ways in which their spread can be slowed or stopped. This issue will look at the ground-breaking research and innovations that are taking place across the country in efforts to combat against the next global superbug.

**Ad Space: February 20    Ad Material: February 27**

fall

## artificial intelligence and the power of data



Recent advancements around artificial intelligence and the tools that it can help power have transformed the way in which many things around the world are done today. Within this issue, we examine the current state of artificial intelligence-driven biotechnologies, and how the confluence of these innovations with smart data are revolutionizing the future of life sciences.

**Ad Space: August 30    Ad Material: September 6**

summer

## protecting our water supply

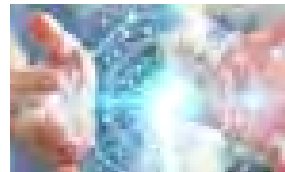


The need for efficient and sustainable sources of water continues to increase in significance, both globally, as well as here at home. This issue will explore the biotechnological breakthroughs - including enzyme technology, specialized microbes, and bio-based filters - which help remove pollutants and protect Canada's waters today and into the future.

**Ad Space: May 10    Ad Material: May 17**

winter

## alternative energy sources for a better future



There are many crises currently blighting global progress and the future health of our planet. However, none poses a greater threat than our continued use of harmful energy sources. This issue will highlight the detrimental impact that petroleum-based energy is having on the earth's environment while featuring a number of alternate sources that could help pave the way toward a healthier, more sustainable future for life on the planet.

**Ad Space: October 25    Ad Material: November 1**

## enewsletters

Month	Ad Space	Ad Material	Deployment Date
March	February 26, 2024	March 6, 2024	March 21, 2024
August	July 16, 2024	July 26, 2024	August 14, 2024

*Editorial content subject to change*

# 2024 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
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@dvtail.com](mailto:chimes@dvtail.com).

**FTP site:** Please send an email to [ftp@jesmar.com](mailto: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@dvtail.com](mailto:chimes@dvtail.com) at 905.886.6640

## 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.

Jesmar Communications Inc.  
205 Riviera Drive, Unit 1,  
Markham, ON L3R 5J8  
Tel: 905.886.6640 Fax: 905.886.6615  
Email: [bio.lab@jesmar.com](mailto:bio.lab@jesmar.com)

Cancellations and space changes not accepted after closing date.

## targeted emails

Contact your rep for more information.

# BioLAB BUSINESS

Published by

**JESMAR**  
COMMUNICATIONS INC.

205 Riviera Drive, Unit 1,  
Markham, ON L3R 5J6

Tel: 905-886-6640

Fax: 905-886-6615

🐦 @dvtailmags

🌐 @DovetailCommunicationsInc

## BioLAB BUSINESS

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✉ [Bio.Lab@jesmar.com](mailto:Bio.Lab@jesmar.com)

📘 @BioLabmag

🐦 @BioLabmag

Canadian  
**foodBusiness**

🌐 [www.canadianfoodbusiness.com](http://www.canadianfoodbusiness.com)

✉ [canadianfoodbusiness@dvtail.com](mailto:canadianfoodbusiness@dvtail.com)

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**Contact Us Today:**

**Neal Young**

**Senior Account Executive**

[nyoung@dvtail.com](mailto:nyoung@dvtail.com)

Tel: 905-886-6640 x 306

Offering  
integrated  
advertising  
packages for all  
budgets across  
our various media  
platforms.

