

Bioanalysis & Bioanalysiszone

ADVERTISING IN



>> getting your message to the right people <<

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Reaching the bioanalysis community

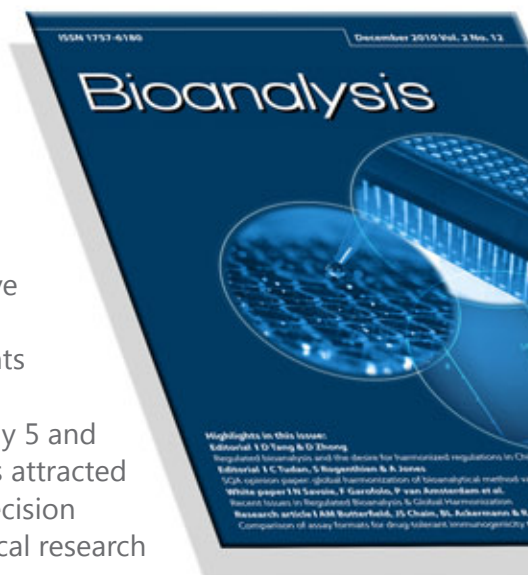
“ We have been very impressed with **Bioanalysis**. It has captured the spirit of the bioanalytical community and has provided us with a fresh, dynamic way of reaching our audience. We are glad to be associated with the journal. ”

– Waters Corporation

>> Bioanalysis and Bioanalysis-zone provide the scientific community with unique print and online vehicles for disseminating forward-thinking research information, new findings, commentary, analysis, news and more. <<

The peer-reviewed publication **Bioanalysis** has seen massive uptake within the community, and is already accepted for coverage by both Medline/PubMed and ISI/Current Contents databases. Under the editorial oversight of Senior Editors **Dr Brian Booth** of the FDA Division of Clinical Pharmacology 5 and **Dr Howard Hill** of Huntingdon Life Sciences the journal has attracted a strong readership of senior managers, researchers and decision making in pharmaceutical research and development, clinical research and toxicology, forensic toxicology and sports doping.

Bioanalysis-zone is a completely new way to reach your target audience. The complementary one-stop shop brings the bioanalytical community together, featuring articles, interviews, industry news, product listings/reviews, webinars, papers and much more. This interactive online resource provides a unique platform to engage with industry-leading decision makers.



**Reach professionals seeking solutions in:**

- Analyte extraction and sample preparation
- Biomarker assays
- Chromatography and separation sciences
- Data processing and statistics
- Diagnostic assays and test kits
- Drug and metabolite assays
- Innovative bioanalytical methods
- Laboratory automation and efficiency
- Ligand-binding assays
- Mass spectrometry and validation reports
- New instrumentation and equipment
- Pharmacogenomics assays
- Regulatory and compliance

We provide a diverse range of media opportunities offering you a unique opportunity to engage with our specialized global audience. With the industry-leading **Bioanalysis** and the new **Bioanalysis-zone** we now offer a **fully integrated promotional platform** guaranteeing to build your brand recognition and get your message to the right audience.

Take advantage of our specialized audience and busy schedule to maximize your marketing reach in 2011.

With the launch of **Bioanalysis-zone** at PITTCON and massive promotional activity planned throughout the year, 2011 guarantees to be a big year for both **Bioanalysis** and **Bioanalysis-zone**.

Why not use this exposure to promote your advertising message?

Don't miss out...

...place adverts before the end of January 2011 to receive our special early-bird rates

“**Bioanalysis** fulfils an unmet need in the area of analytical quantitation. It goes beyond traditional small molecule analysis into the near future with analytical issues related to small molecules, biomarkers and more”

– **Dr Brian Booth**, FDA Division of Clinical Pharmacology 5

www.future-science.com/loi/bio

>> the essential read for the modern bioanalyst <<

Bioanalysis delivers essential information in concise, at-a-glance article formats. Key advances in the field are reported and analyzed by international experts, providing an authoritative but accessible forum. With between 2,000 and 10,000 print copies read each month by modern bioanalysts, **Bioanalysis** has fast become a must read.

Catch the wave of excitement surrounding **Bioanalysis** to get your advertising message to key decision makers in the field and benefit from:

- Global distribution and visibility
- Circulation of key issues to as many as 10,000 high-level qualified specialists in the analytical field
- Presence at key industry events including PITTCON, ACS, AAPS and many more
- Involvement with topical areas of interest with our special focus issues

Such has been the success of **Bioanalysis** that it will increase from monthly to fortnightly publication – in only its third volume!

In 2011, 7 of the 24 issues will benefit from **bonus circulation** to promote the journal and your profile too.



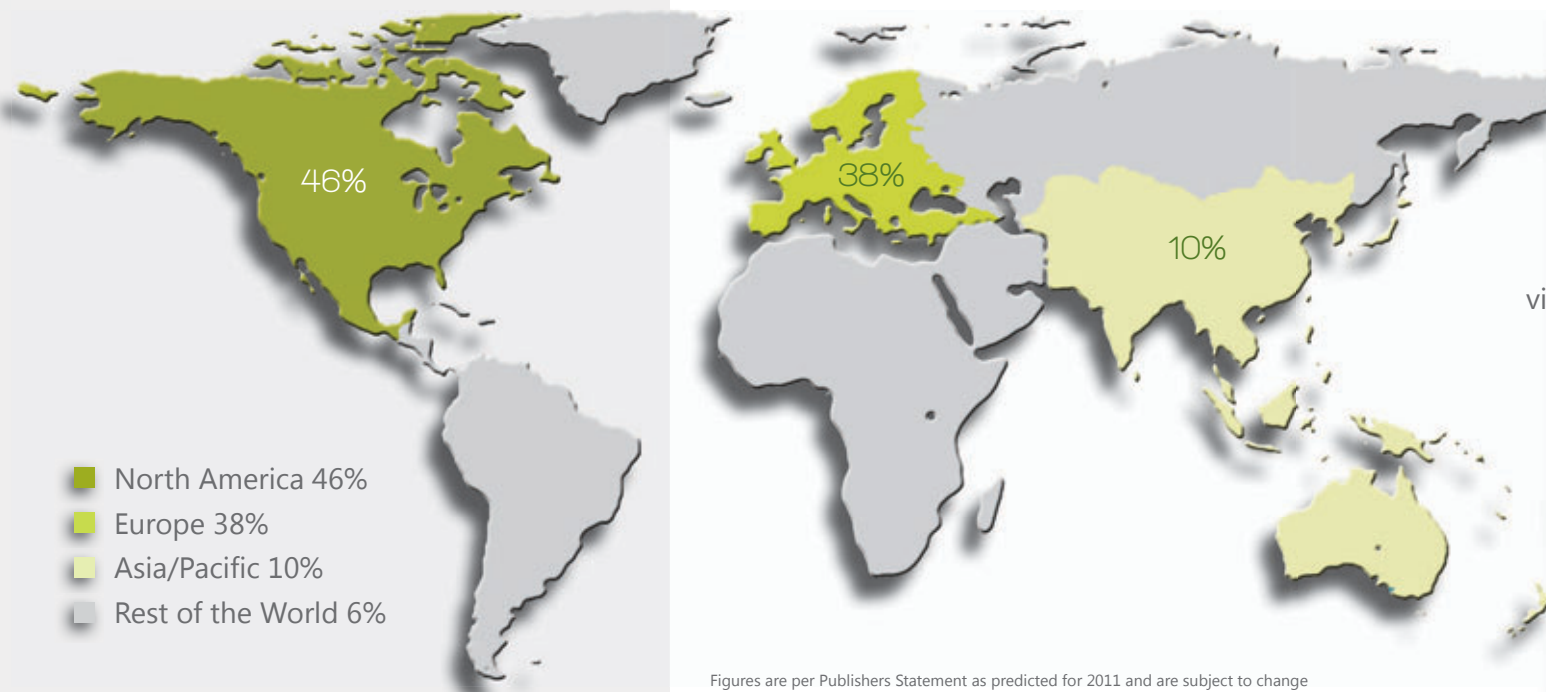
>> Advertise with
Bioanalysis to engage with
decision makers in the
bioanalytical community <<

Increased Bonus Distribution in 2011

In addition to our regular print run, we will undertake the following promotional distributions in 2011

February issue	5,000 copies
March issue	10,000 copies
June issue	6,000 copies
August issue	5,000 copies
September issue	5,000 copies
October issue	6,000 copies
November issue	6,000 copies

Worldwide distribution



Bioanalysis is a fortnightly publication available to individuals and institutions via subscription. **Bioanalysis** has an **average worldwide circulation of approx 3,500 per month** including bonus distributions to key industry trade shows and conferences.

>> Take advantage of our 'early adopter' rates and maximize your marketing spend! <<

Register now at
www.bioanalysis-zone.com

>> the one-stop-shop for the whole bioanalytical community <<

The eagerly anticipated launch of **Bioanalysis-zone** in March gives you an exclusive way to reach your target audience.

Bioanalysis-zone is an interactive online resource for the bioanalytical community featuring both peer-reviewed articles from **Bioanalysis** and other journals of interest, interviews, industry news, product listings/reviews, job listings, webinars, white papers and much more. The focused content and promotional activities within **Bioanalysis-zone** throughout the year give you an **exclusive way to reach your target audience** who will keep on coming back for more.

We offer a range of promotional options, providing you with a unique way to engage with decision-makers.



“ I truly believe that since bioanalytical science, techniques and regulations are evolving so fast, it is important for the bioanalytical community worldwide to have a one-stop interactive website like **Bioanalysis-zone** with all the information needed to become acquainted with the current industry and regulatory standards.”

– Dr Fabio Garofolo, VP Bioanalytical Services, Algorithm Pharma, Canada

www.bioanalysis-zone.com

>> get in the zone <<

Bioanalysis-zone is a dynamic platform bringing specialized researchers and suppliers together and with focused content and promotional activities throughout the year gives you a unique opportunity to reach your target audience who will keep on coming back for more.

- Get noticed with a prominently displayed **advert on our home page**
- Be first choice with a comprehensive **listing in our company directory**
- Increase awareness by featuring your products on our **product listings**
- Showcase your and webinars with highly visible **sponsored links**
- Reach our users directly with our weekly **eNewsletter**
- Attract high-quality applicants with our **careers section**

“ This is great news for the bioanalytical community. **Bioanalysis** fills an unmet niche and with wider coverage provided by Thomson ISI and indexing by MEDLINE it will truly globalize its appeal. **Bioanalysis** will play a major role in the harmonization of both regulatory guidelines and science in the field of bioanalysis. ”

– Dr Howard Hill, Huntingdon Life Sciences

The highly focused editorial content that **Bioanalysis** has been celebrated for is continuing online with **Bioanalysis-zone**.

Use our editorial calendar on the following pages to plan your marketing spend for 2011







- **Target your message** by advertising in our special focus issues
- **Increase your impact** by using us to promote you at key industry conferences
- **Maximise your exposure** by advertising in our bonus distribution runs which reach key decision makers.







Specially selected articles from **Bioanalysis** will be available to download free from **Bioanalysis-zone**. The highly sought after special focus issues will be followed up on-line with more in-depth discussions and features on relevant products and news. **Bioanalysis-zone** will complement the journal content providing a synergistic platform for your marketing message.

With our launch and extensive promotional activity planned throughout the year, 2011 guarantees to be a big year for both **Bioanalysis** and **Bioanalysis-zone**.












Why not use this exposure to promote your advertising message?

8 Editorial calendar

	January		February		March	
Circulation level			 Bonus distribution: 5,000	 Bonus distribution: 10,000		
Conference attendance			 CHI Molecular Tri-conference	 PITTCON		
Special focus	First edition of the new 24-issue Bioanalysis		 Issue 4: Dedicated section on dried blood spots	 Issue 5: Pharmacokinetic assays for biotherapeutics & biosimilars		
	Issue 01	Issue 02	Issue 03	Issue 04	Issue 05	Issue 06
Space Close	Dec 1st	Dec 13th	Jan 10th	Jan 21st	Feb 4th	Feb 11th
Materials Deadline	Dec 8th	Dec 20th	Jan 17th	Jan 28th	Feb 18th	Feb 25th

	April		May		June	
Circulation level					 Bonus distribution: 6,000	
Conference attendance	 CVG - 5th Workshop on Recent Issues in Regulated Bioanalysis	 AAPS National Biotechnology Conference		 47th DIA Annual Meeting Bio International Convention International BIO Forum & BIO Expo Japan		
Special focus	 Issue 8: Dedicated section on dried blood spots	 Issue 9: Incurred sample reanalysis				
	Issue 07	Issue 08	Issue 09	Issue 10	Issue 11	Issue 12
Space Close	March 7th	March 18th	April 4th	April 15th	May 2nd	May 20th
Materials Deadline	March 14th	March 25th	April 11th	April 22nd	May 9th	May 27th

9 Editorial calendar

	July		August		September	
Circulation level			 Bonus distribution: 5,000	 Bonus distribution: 5,000		
Conference attendance	 International Reid Bioanalytical Forum, Land O'Lakes		 ACS Fall	 Applied Pharmaceutical analysis		
Special focus	 Issue 13: Electronic solutions in Bioanalysis, Chad Briscoe, PRA Intl			 Issue 17: Sample preparation techniques for biological samples		
	Issue 13	Issue 14	Issue 15	Issue 16	Issue 17	Issue 18
Space Close	June 6th	June 20th	July 4th	Jul 22th	Aug 5th	Aug 19th
Materials Deadline	June 13th	June 27th	July 11th	July 29th	Aug 12th	Aug 26th
	October		November		December	
Circulation level	 Bonus distribution: 6,000		 Bonus distribution: 6,000			
Conference attendance	 American Association of Pharmaceutical Scientists		 European Bioanalysis Forum			
Special focus	 Issue 20: Dried blood spots Neil Spooner, GSK			 Issue 23: International Reid Bioanalytical Forum Report		
	Issue 19	Issue 20	Issue 21	Issue 22	Issue 23	Issue 24
Space Close	Sept 5th	Sept 19th	Oct 3rd	Oct 24th	Nov 7th	Nov 21st
Materials Deadline	Sept 12th	Sept 26th	Oct 10th	Oct 31st	Nov 14th	Nov 28th



Print options

- Full/half page adverts

	Type area (mm)	Trim size (mm)	Full page bleed (3mm bleed)	Normal rate card (US\$)	Early-bird rate (US\$)
Full-page (vertical)	184 x 256	208 x 280	214 x 286	6,500	4,995
Half-page (vertical)	80 x 256	104 x 280	110 x 286	4,000	2,995
Half-page (horizontal)	184 x 116	208 x 140	214 x 146	4,000	2,995

For more pricing information see page 14, or contact us for customised solutions including

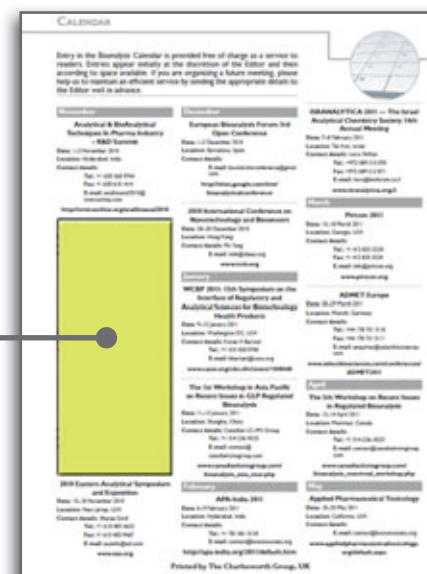
- Gate folded/loose inserts
- Bellybands
- Polybags ...and more

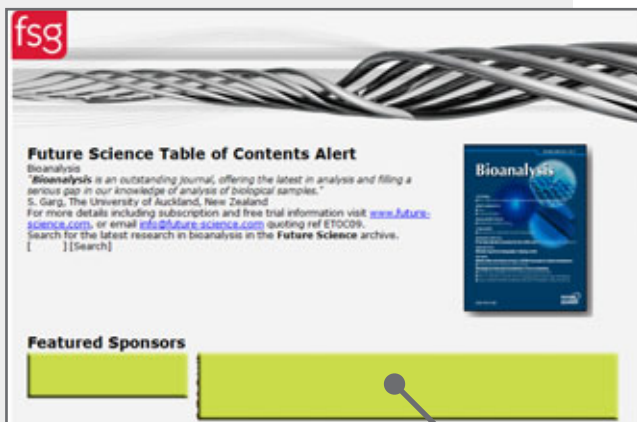
Print & online

Promote your event to our specialized audience by highlighting it in our **Bioanalysis Calendar**.

– Prices start at US\$200

- Logo
- 50-word message
- URL link





Online options

The full content of Bioanalysis is available on the Future Science website www.future-science.com/loi/bio.

eTOC (electronic table of contents)

Reach over 2500 potential customers directly with our monthly digital email blast alerting individuals that Bioanalysis is available to read online.

– Prices start at US\$750

eTOC

- Company logo
- 50-word message
- URL link



Display box on TOC

- Animated gif or standard jpeg
- 150 × 300

Display box on journal home page

Increase your visibility with an advert prominently displayed on the journal's home page, next to the table of contents.

– Prices start at US\$500

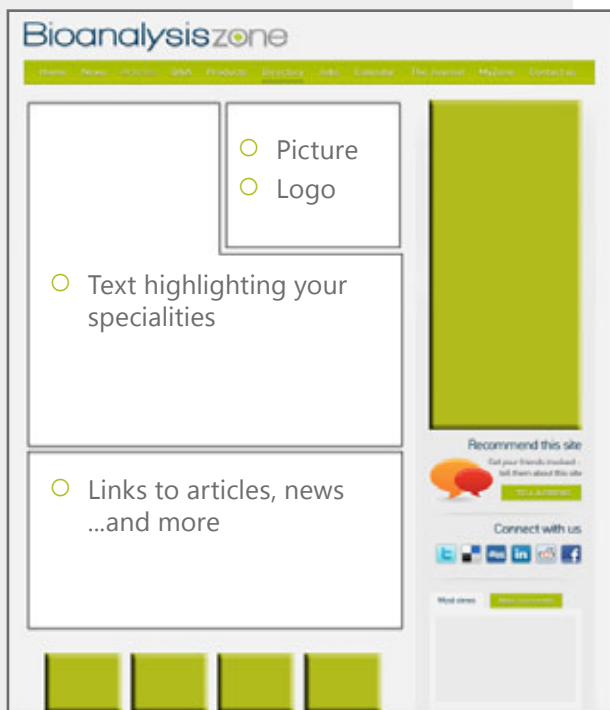


Home page options

Leaderboard – top	728 × 90 px
Maximum visibility, graphics displayed prominently on all pages	
Leaderboard – bottom	728 × 90 px
Prominent position displayed on all pages	
Skyscraper – wide	160 × 600 px
Skyscraper – narrow	120 × 600 px
High visibility position which can either be used on homepage or used to strategically target audience by displaying next to relevant features	
Square pop-up – MPU (file needs to be .jpg .gif .swf up to 50 kb)	250 × 250 px
Displayed on homepage or next to selected content can be used to showcase products, webinars and company videos	
Half banner	234 × 60 px
Significant location for displaying your company logo and message	
Buttons	125 × 125 px
Displayed on home page or used next to relevant content to highlight products, webinars or whitepapers	

eNewsletter Sponsorship

Reach our global audience directly by advertising in our eNewsletter. Get your message straight into your target audience's inbox. The same positions are available as on our home page, enabling you to feature your message alongside a weekly round-up of the most exciting industry news.



Company Directory

Highlight your specialities in our company directory

- | | |
|-----------------------------|--|
| Standard Profile | ○ Company address with keyword tagging |
| Premium Profile | ○ Full company profile with contact details and URL
○ Logo displayed in search and pictures on profile page
○ Links to other listings on-site like product, job listings, papers |
| Premium Plus Profile | ○ Premium listings with priority positioning in searches
○ Hosting of company news linkable to profile page |

Product Directory

Showcase your products to decision makers in the industry

- | | |
|------------------------------|---|
| Standard Listings | ○ Text with keyword tagging |
| Premium Listings | ○ Full product listing with pictures |
| Premium Plus Listings | ○ Premium listing with priority positioning in searches
○ MPU and links to relevant articles |

Job listings

Attract the right calibre of candidate with our specialised job listings.



>> Place adverts by the end of January 2011 to take advantage of our heavily discounted early-bird rates <<

Contact us for more information and details on customised solutions including:

- Gate folded/loose inserts
- Bellybands
- Tip-ons
- Samplers
- Memory sticks
- Polybags ...and more

Advertise in **Bioanalysis** and on the journal's home page to engage with decision-makers in the bioanalysis community

	Normal rate card (US\$)	Early bird special (US\$)
Full page 4-color	6,500	4,995
Full page b/w	4,500	3,495
Half page 4 color	4,000	2,995
Half page b/w	2,500	1,800
Double page spread	9,750	7,300
Surcharges		
Inside front or back cover		900
Outside back cover		1,500

Bioanalysis journal package (US\$)	
Full page color adverts in 3 bonus distribution issues	19,500
eTOC sponsorship for 3 months	2,700
Display box on content listings for 3 months	1,500
Total	23,700
Package Price	16,900
Total saving	6,800

>> Place adverts by the end of January 2011 to take advantage of our early-adopter rates <<

Advertise on Bioanalysis-zone for an exclusive way to reach your target audience

Early adopters rate (US\$)	
Company directory (annual rate)	
○ Premium Plus	1,000
○ Premium	750
○ Standard	Free
Product listings (annual rate)	
○ Premium Plus	750
○ Premium	500
○ Standard	300
Weekly eNewsletter (per issue)	
○ Leaderboard	1,000
○ Skyscraper	750
○ Display Box	500

Bioanalysis-zone package (US\$)	
Premium plus profile in company directory	1,500
Display box on Bioanalysis-zone for 3 months	3,000
Display box on eNewsletter for 3 months	6,000
Total	10,500
Package Price	8,950
Total saving	2,550

Integrated packages

With the diverse range of media opportunities available we offer comprehensive packages guaranteeing to build your brand recognition and promote your message to the right target audience.

Premium Package (US\$)

Full page colour advert in 1 issue	6,500
eTOC sponsorship for 1 month	700
Bioanalysis-zone skyscraper 1 month	1,500
Skyscraper on Bioanalysis-zone eNewsletters for 1 month	3,000
Premium listings in company directory	750
Total	12,450
Package Price	11,000
Total saving	1,450

Premium Plus Package (US\$)

Full page color adverts in all 7 bonus distribution issues	45,500
Primary eTOC sponsorship for 3 months	5,500
Bioanalysis-zone skyscraper for 3 months	4,500
Skyscraper on eNewsletter for 3 months	4,500
Premium Plus listing in company directory	1,000
Premium Plus product listings or paper hosting ×3	2,250
Total	63,250
Package Price	49,500
Total saving	13,750

Our package options are very flexible and items can be purchased individually. For more information and marketing solutions, contact us directly.

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www.future-science.com/loi/bio
www.bioanalysis-zone.com

Contact us if you would like a period of username/password access, or alternatively you may have a corporate librarian through whom we could arrange a site-wide or enterprise-wide trial for your R&D team.