

the **Analytical Scientist**



Media Planner 2015

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publishing ltd ●●●●●●●●

Real Editorial Vision



From the Editor: Rich Whitworth

At the heart of *The Analytical Scientist* lies rich content that resonates with our entire readership. When we published the first issue in January 2013, we knew that it had to be different...

From the Publisher: Lee Noyes



We believe our approach creates the best platform for your marketing message. A magazine that offers an abundance of rich content from short snappy articles to more detailed features has resulted in something that people look forward to receiving every month.

Engage



"To create an engaging, cover-to-cover read, we focus on the people within analytical science – and tell their compelling stories. Since the very beginning, we've delved into fears and aspirations, covered emerging trends and challenges, and ridden the rollercoaster of success – all from a very human perspective."

"Your advertising message not only promotes your products and services but also reflects your company's values and personality. We have created a visually striking magazine full of emotionally led content that does just that."



Deliver



*"We let our readers choose exactly how and when they access *The Analytical Scientist*, with all content published in print, via PDF and dedicated iPad app, and online via our thriving website and social media channels. To close the circle, we welcome readers to comment and enter into discussion with our authors, staff – and the whole analytical science community."*

*"Giving the analytical science community the freedom to digest our content how they wish is one of the fundamental values of *The Analytical Scientist* – likewise, we don't charge our customers for multiple adverts to reach the global community. Your advert will be published in print, digital and in the iPad app, and distributed to a global audience for just one price."*



Real Advertising Results

*86% of our readers rate *The Analytical Scientist* as outstanding or above average**

*84% of our readers found *The Analytical Scientist's* coverage outside their areas of expertise to be about right**

*82% read most or every issue of *The Analytical Scientist***

*data taken from the 2014 Reader Survey (519 participants).

Inspire



"Placing people at the center of everything is only half of the story. To bring the whole community together, coverage of topics outside areas of reader expertise must be accessible enough to encourage exploration into inspiring new application areas and techniques – and the cross-pollination of ideas."

"Content that is accessible to all of our readers regardless of the topic creates a true page-turning experience and gives your advert the best possible exposure. It also means you no longer have to rely on your advert being placed near an article specific to your products for it to be seen."



*"To create the perfect balance, *The Analytical Scientist* takes a panoramic approach that tackles significant challenges and breakthroughs rather than minutiae. Such an approach not only appeals to business and academic leaders but also to aspirational individuals who want to follow in the right footsteps."*

"Placing your advert in a magazine that is read by people with purchasing power is clearly vital; but having your advert seen by people at all levels of purchasing power – from consumables to complete systems – gives you access to the whole potential within an organization."



It's fresh thinking.



Product Portfolio: Magazine

At The Analytical Scientist we don't charge you for each geographical region. We also don't charge you a separate rate for print and digital. We give you the opportunity to have your advert published to a global audience across print and digital platforms for one price.

Print

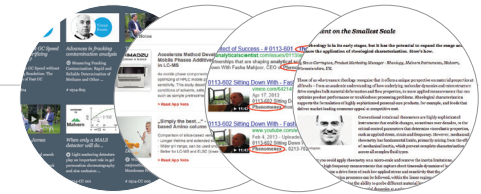
Designed to the highest standard on quality paper, the print version of The Analytical Scientist will ensure your marketing message has a true professional look and feel.

Digital Magazine

The simplicity of our PDF edition makes it easy to download and easy to save. Plus, the hyperlinks on your advert put our readers only one click away from your website.

App

More than just a replica of the print magazine, the stylish purpose-built iPad app offers a rich and engaging multimedia experience for our readers and the chance for you to get creative with your artwork.



Choose the following products to market your message with The Analytical Scientist:

- Display Adverts: from Double page spreads to ¼ page adverts.
- Application Notes: Publish your solutions based content every month.
- Loose or Bound Inserts: Target your message to the right audience.
- Belly Bands and Cover Tips: Stand out with these front cover positions.
- Separate Wall Planners: Create stand-alone posters that can be distributed with the magazine
- Bespoke custom published supplements: Work with our design team to create a high value content asset.
- NEW Collaborative Content Packages: Work closely with our editorial team to produce quality editorial pieces that position your company as a thought leader in the industry.

Custom Publishing Package

Content marketing has become an integral part of most companies' marketing programs, often making up more than 25% of a typical marketing budget. The difficulty, however, is striking the right balance between valuable, engaging information and overly promotional content. The Analytical Scientist now offers the opportunity to collaborate on a series of tailored content that maximizes impact and value, creating genuine proximity with your target audience. In addition to the content series, we include a live webinar round up and a bespoke publication, both of which act as enduring high-value content assets for ongoing internal and external communications.



90% of readers find custom content useful and 78% believe that companies providing custom content are interested in building good relationships with them. Make the most of your content marketing campaign with The Analytical Scientist.

Source: McMurray/TMG

Website

The Analytical Scientist website acts as the ideal hub for marketing your content. Along with more traditional style banner advert opportunities, we have the following content marketing products that enable you to offer the industry true value and generate genuine detailed leads.



- Application Notes: Publish your latest solutions through our app note library
- Product Profile: Detail your latest product info in our product library.
- On Demand Webinars: Promote your existing webinar content.
- Content Hub: Gain 24-hour access to upload articles, products, videos and more directly to The Analytical Scientist website.

Webinars

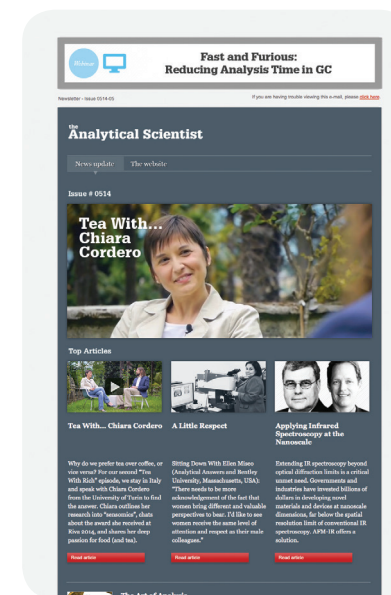
The Analytical Scientist has partnered with Workcast to create and present your webinar content with full support from start to finish. Your webinar will be advertised for a minimum of 4 weeks to our global audience and will generate an average of 300 registrations and 45% live views. We will also advertise the on-demand version of your webinar for a further 12 months following the live event.



Email Content Platforms

Content marketing makes up a minimum of 25% of most marketing campaigns. The Analytical Scientist provides you with the opportunity to actively promote your message to our global digital audience through several content platforms.

- Weekly E-Newsletter: Build frequency and drive content with text adverts and banner opportunities.
- Monthly Application Note E-Alert: Promote your latest app note on our regular monthly app note alert.
- Monthly Webinar Round Up: Promote upcoming or on-demand webinars with our monthly round-up.
- E-show Dailies: Sponsor a series of e-blasts dedicated to one of the major shows of 2015.
- Application Note Broadcast: place up to six app notes in this dedicated e-mail.
- Multimedia Broadcast: Create a multimedia message including article, app notes, product info and video, targeting it to our global readership.



Market Intelligence Survey

Gathering market knowledge allows you to develop new products, uncover market trends and assess your competitors' activity in the market. The Analytical Scientist's market intelligence survey packages will help you do this by creating a tailor made survey to suit your needs.



Rates Summary (Euro)

Magazine

Magazine (Print + Digital Circulation)

Four Color Rates	1x	3x	6x	9x	12x
Double Page Spread	9,448	9,165	8,882	8,598	8,314
Full Page	6,551	6,354	6,158	5,961	5,765
2/3 Page	5,686	5,515	5,344	5,174	5,003
1/2 Page	5,026	4,876	4,725	4,574	4,423
1/3 Page	3,790	3,677	3,563	3,449	3,336
1/4 Page	3,296	3,197	3,098	2,999	2,900

Application Notes

Full Page	3,150	3,055	2,961	2,866	2,772
Double Page Spread	5,039	4,888	4,737	4,586	4,434

Preferred Positions

Outside Back/Cover 4	1,300
Inside Front/Cover 2	1,050
Preferred Position	550
Preferred Position	475

Premium Advertising Options

Bellyband	9,847
Cover Tip	9,847
Wall Planner	11,845
Collaborative Content Double Page Spreads	12,360
Bellyband tipped to DPS	15,965
20 page Custom Publication	26,780

iPad Advertising Options

Embedded Video	1,100
Multiple Layered Adverts	2,000
Scrolable Frames	2,500
Bespoke Advert	4,000



Online

Website	
Box advert	1,700
Small Skyscraper	1,854
Medium Skyscraper	2,060
Large Skyscraper	2,369
Wallpaper Banner 2 sides	2,781
Wallpaper Banner 3 sides	3,090
Application Note	1,030
Product Profile	1,030
Content Hub 12 months	20,600



Weekly E-newsletter

	1x	3x	6x	9x
Text adverts	1,288	1,236	1,185	1,133
Leaderboard	2,060	1,957	1,854	1,751
Footer banner	1,545	1,442	1,339	1,236
Road Block (Leaderboard, Footer, App Note and Product)	5,150	4,944	4,738	4,532

Monthly Application Note e-alert

	1x	3x	6x	9x
Featured Application Note	1,545	1,442	1,339	1,236
Application Note	1,288	1,236	1,185	1,133
Leaderboard	2,060	1,957	1,854	1,751
Road Block (Leaderboard, Footer, App Note and Product)	5,150	4,944	4,738	4,532

Monthly Webinar Round up

	1x	3x	6x	9x
Featured Webinar	1,545	1,442	1,339	1,236
Webinar Promotion	1,288	1,236	1,185	1,133
Leaderboard	2,060	1,957	1,854	1,751
Road Block (Leaderboard, Footer, App note and Product)	5,150	4,944	4,738	4,532

Sponsored Survey

Basic Market Survey package	10,300
Detailed Market Survey package	16,000
Bespoke Market Survey available on request	POA

Webinar (Audio with Slides)

Webinar package with 4 weeks promotion	9,270
Webinar package with 6 weeks promotion	12,360
Multi language webinar package with 6 weeks promotion	15,450
Educational webinar sponsorship	8,240

Single Sponsored e-mail broadcasts

Global Solutions Broadcast	9,528
Multimedia Broadcast	9,528
Multi Application Note Broadcast	9,528
Targeted Broadcast	415 per '000

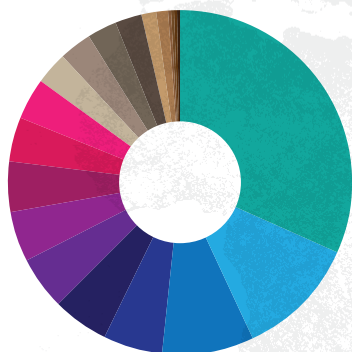
Audience

Print circulation
21,000



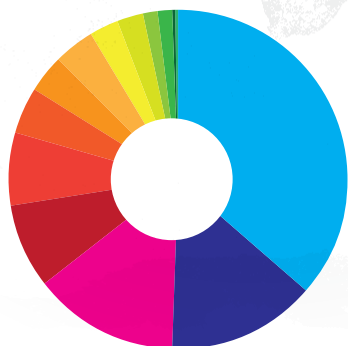
UK and Ireland	21.0%
Germany	20.5%
France	11.6%
Benelux	10.1%
Switzerland	6.6%
North and South America	6.4%
Scandinavia	5.6%
Italy	5.5%
Spain	4.4%
Rest of World	3.6%
Austria	2.2%
Eastern Europe	1.9%
Portugal	0.3%
Greece	0.2%
Turkey	0.2%

Digital circulation
67,500



USA	31.8%
UK and Ireland	11.4%
Germany	8.8%
France	5.6%
Spain	5.2%
Asia	4.9%
Italy	4.9%
South America	4.6%
Benelux	4.3%
Canada	3.9%
Scandinavia	3.0%
Australia/Indonesia	2.9%
Eastern Europe	2.9%
Switzerland	2.4%
Middle East	1.6%
Africa	1.1%
Austria	0.3%
Portugal	0.2%
Greece	0.2%
Turkey	0.2%

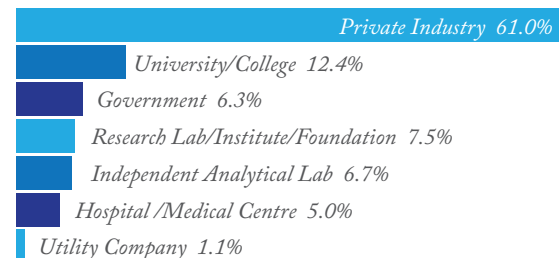
Special editions
31,000



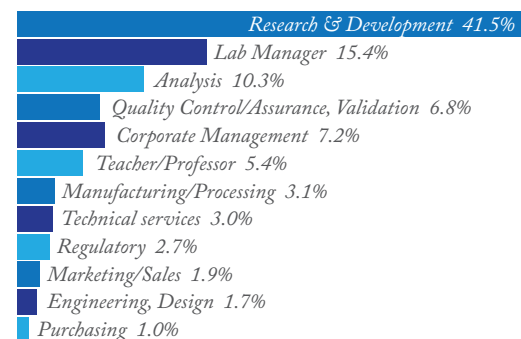
North and South America	36.6%
UK and Ireland	14.2%
Germany	13.9%
France	7.9%
Benelux	6.9%
Switzerland	4.4%
Scandinavia	3.8%
Italy	3.7%
Spain	3.0%
Rest of World	2.4%
Austria	1.5%
Eastern Europe	1.3%
Portugal	0.2%
Greece	0.1%
Turkey	0.1%

For 2015 The Analytical Scientist will be sent to an additional 10,000 US readers in February, May, July and October.

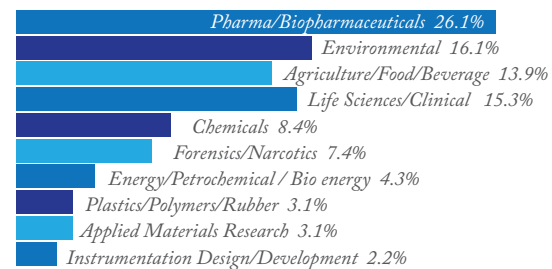
Industries



Job Function



Field of work

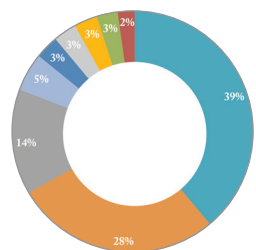


Readers use the following Techniques

HPLC	72.1%
LC-MS	56.9%
GC-MS	51.3%
Gas Chromatography	48.1%
Mass Spectrometry (MALDI-TOF, MS-MS)	45.6%
UV/VIS	45.2%
Solid-Phase Extraction	41.0%
Ion Chromatography	39.8%
Infrared (including FT-IR & NIRS)	31.4%
ICP, ICP-MS	25.6%
Size-Exclusion Chromatography	24.9%
Fluorescence	22.6%
Atomic (Absorption/Emission/Plasma)	20.3%
Chiral Chromatography	18.6%
Thin-Layer Chromatography	18.4%
Preparative/Process Chromatography	18.2%
Affinity Chromatography	17.1%
NMR/MRI/EPR	16.0%
X-Ray Analysis	14.2%
Low-Pressure Chromatography	14.1%
Capillary electrochromatography	13.9%
Raman	13.2%
Supercritical-Fluid Chromatography	12.9%
Gel Electrophoresis	12.8%
Capillary Electrophoresis	11.6%
Supercritical-Fluid Extraction	11.4%
Flash Chromatography	10.8%
Field flow fractionation	9.9%
Other Laser-Source Techniques	7.4%

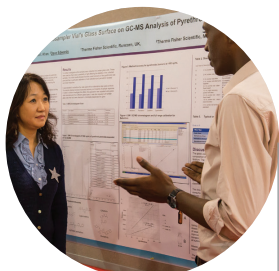
Monthly Themes

Welcome to 2015! Start your advertising campaign with a FREE advertiser survey conducted by The Analytical Scientist



Jan

Feb



"The Big Poster Pitch"
Supporting the work of young scientists

Mar

Apr

ASMS 2015 Edition
(plus additional 10,000 US circ)



May

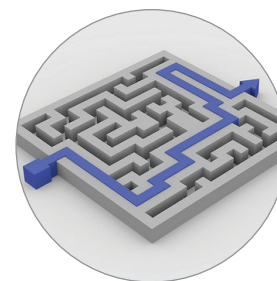
Jun

"CSR: Summer"
Celebrating corporate social responsibility in analytical science (plus additional 10,000 US circ)



Jul

Aug



"Solutions Special"
Presenting cutting-edge applications from industry

Sep

Oct

"Landmark Literature"
Experts review the top research papers of the year



Nov

Dec

We publish up to 20 engaging, thought-provoking and timely articles in each and every issue, helping the whole analytical community to benefit from the cross-pollination of ideas. This editorial approach ensures that – more than anything else – The Analytical Scientist is eagerly anticipated, widely read, and thoroughly appreciated.

It's a real page-turner



Pittcon 2015 Edition
(plus additional 10,000 US circ)

ISCC 2015 Edition
Editorial: "Gurus of Multidimensional Chromatography"



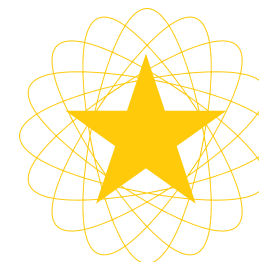
HPLC 2015 Edition

"The Art of Analysis"
Special Photography Issue



"The Power List 2015"
Profiling the Top 100 most influential analytical scientists (plus additional 10,000 US circ)

The Analytical Scientist
Innovation Awards
(TASIA) 2015



Show Partners and Bonus Distribution

The Analytical Scientist works alongside major analytical trade show and conference organisers to bring our publication to the attention of their delegates and visitors.

This approach enables us to develop our readership by generating new subscriptions, but also offers you the opportunity to promote your products and services directly at shows, increasing booth visits and face-to-face engagement.



Media Partnerships

Event	Event Date	Location
IFPAC 2015	Jan 25-28	Arlington, VA, USA
Maghreb Lab 2015	Feb 10-12	Algiers, Algeria
Pittcon 2015	Mar 8-12	New Orleans, LA, USA
Eurolab	Mar 18-20	Warsaw, Poland
ACS	Mar 22-26	Denver, Colorado CO, USA
Arablab Dubai	Mar 23-26	Dubai, India
MSACL 2015 US	Mar 28-Apr 1	San Diego, CA, USA
Forum Labo	Mar 31 - Apr 2	Paris, France
Analytica Vietnam	Apr 15-17	Ho Chi Minh City, Vietnam
ISCC	May 17-21	Fort Worth, Texas, TX, USA
ASMS	May 31st - June 4	St. Louis, MO, USA
Achema	June 15-19	Frankfurt, Germany
HPLC 2015	June 21-25	Geneva, Switzerland
Metabolomics 2015	June 28-2 July	San Francisco, CA, USA
Prep 2015	July 26-29	Philadelphia, PA, USA
Euroanalysis 2015	Sep 6-10	Bordeaux, France
BMSS	Sep 15-17	Birmingham, UK
Biotecnica	Oct 6-8	Hannover, Germany
Labvolution	Oct 6-8	Hannover, Germany
Proteomics 2015	Nov 3-5	Valencia, Spain
Lab Innovations	Nov-15	Birmingham, UK
Medica	Nov 16-19	Dusseldorf, Germany
LCMS Montreux	Nov 7-9	Montreux, Switzerland

Technical Specifications

Magazine

Ad Sizes	Metric	Imperial
Page Unit	Width x Depth	Width x Depth
Full Page	210mm x 266mm	8.3" x 10.5"
2/3 Page	130mm x 266mm	5.1" x 10.5"
1/2 Horizontal	210mm x 130mm	8.3" x 5.1"
1/2 Vertical	100mm x 266mm	3.9" x 10.5"
1/3 Vertical	70mm x 266mm	2.75" x 10.5"
1/3 Square	130mm x 130mm	5.1" x 5.1"
1/4 Page	100mm x 130mm	3.9" x 5.1"
1/6 Page	70mm x 130mm	2.75" x 5.1"

Format: All files must be supplied as PDF. Please ensure all fonts are embedded, and that all images used within are CMYK and at least 300dpi in quality. Bleed: Please supply with 3mm bleed on all sides. Live area: All text must be inset at least 5mm on all external edges. On internal edges (i.e. right hand side on a left hand page advert), we recommend inseting text by at least 10mm, to compensate for any space lost when binding.

e-Newsletter

Adverts - Formats and sizes: All ads to be provided as JPG, PNG, GIF or Flash filetypes, with a maximum size of 45KB. All sizes below in pixels.

Product Profile - Text: Headline - up to 12 words. Body text -30-40 words describing the product + Hyperlink
Image: 150 x 150px image - image of content - please include company logo on this image

Application Notes - Text: Headline - up to 12 words. Body text - 30-40 words describing the application note
Image: 150 x 150px image - image of application note content

Event Profiles - Headline - up to 12 words
Body text - 30-40 words describing the event + Hyperlink

Website

Ad Sizes	Metric
Page Unit	Width x Depth
Box	200 x 200px
Small Skyscraper	200 x 300px
Medium Skyscraper	200 x 600px
Large Skyscraper	200 x 1100px
Wallpaper Banner Leaderboard Wide Skyscraper	762 x 90px 160 x 600px

Formats and sizes: All ads to be provided as JPG, PNG, GIF or Flash filetypes, with a maximum size of 45KB.

Application Notes (Print)

- Your company name
- Title: up to 12 words
- Subtitle: 10-20 words
- Body Text: Max 450 words (reduce by 75 words for additional image)
- Author(s) (no company affiliations)
- Abstract: a description of what the Application Note contains; two or three sentences maximum
- Email Address: for leads
- Contact name
- Contact phone number
- Logo: supplied in high resolution format (300dpi, CMYK) as JPG, PDF, TIF or Illustrator file.
- Images: any associated diagram image that you may feel is appropriate
- URL Link: one address that will link from the page
- Any additional online content supplied in PDF format

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