

the
Analytical Scientist

Media Planner 2016



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What Our Customers Say...



Lee Noyes
Publisher

Last year, we outlined the editorial vision and fundamental aspects of *The Analytical Scientist* that enable us to truly engage with our readers – and how that inspires the community to explore new applications and techniques. We also described why real reader engagement provides our customers with real advertising results.



Rich Whitworth
Editor

To find out more, please watch our short video <https://www.youtube.com/watch?v=x5Fumunu4Ys>

As we enter our fourth year, we thought it was more important for you to read what our customers say about their experiences of working with *The Analytical Scientist*. Read on for the thoughts and feelings of marketing experts just like you.

Thermo Fisher Scientific



“Marketeers are always looking for new ways to reach an increasingly digital community – and to do something different, you need different medium. *The Analytical Scientist* is different, and a great place to creatively engage your audience”

“The team are fresh thinking and professional and I have to say the projects I have ran so far have been very successful and the feedback has been great, people love the fresh approach.”

Paul Silcock, Senior Marketing Manager – Orbitrap GC-MS

Polymer Standard Services



“The focus of *The Analytical Scientist* is really on new developments and future changes. It has sections where you do get support and input for daily problems, and you also get ideas and visions for real improvements in completely new directions.”

“We value the great support that is provided in helping build our Marketing Campaigns. They help to identify the perfect (maybe new) marketing products and tools to reach our audience. You can see that people do make a difference - there is always an open ear for our needs and they are always willing to work hard to find the best solution for us.”

Daniela Held, Director Marketing & Sales

JSB



“We choose the *Analytical Scientist* for a number of factors; exposure, communication goals, image and for the fantastic service and support.

“At JSB we are not interested in only marketing our products or features, we like to communicate the solutions we can bring to the market. *The Analytical Scientist* has in particular been a great supporter of this way of thinking and has been very helpful in getting JSB’s applications in the editorial part of the magazine.”

Our marketing campaigns focus mainly on creating awareness and over the last few years we have grown strong in Europe, we are aware that *The Analytical Scientist* has added to our ongoing success.”

Marco Koenen, CEO

Merck KGaA, Darmstadt, Germany



“A good addition to the Journals on the market, very reliable with good stories. What I like especially is the abundance of content over advertising. I think the writing is excellent and the articles have a real connection with the analytical science community. There is a strong focus on separation science and chromatography over more general analytical science features.

“The team is nice, helpful with lots of personal contact. As part of our campaign we have ran application notes and webinars which have created a good amount of contacts. In 2015 we also took advantage of the collaborative content series, which is an excellent idea and helps establish thought leadership.”

Dr. Dagmar Leiss, Head of Marketing Communication Advanced Analytics

Tosoh Bioscience



“The *Analytical Scientist* has a nice fresh look and feel. We like the broad range of applications and the interviews with leading researchers.”



“We have a long standing working relationship with some of the team at *The Analytical Scientist* and our experience of working with them is very positive as they are always very helpful. It is always fun to meet the team at trade shows and marketing meetings whether we talk business or just have a chat.”

*Regina Römling, Marketing Manager
Gesa Bartholomay, Marketing Projects Specialist*

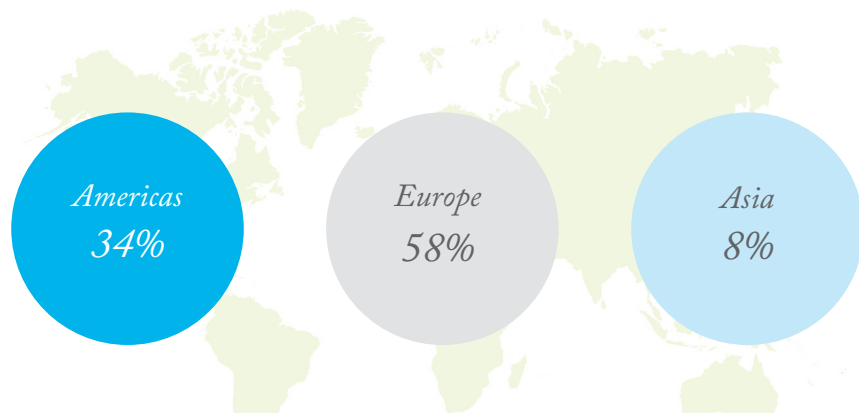
Audience



To ensure *The Analytical Scientist* is received by the right people – decision makers – we have invested heavily in the development of our audience data and committed ourselves to continued quality.

Global Print Circulation = **24,500** Global Digital Circulation = **70,500**

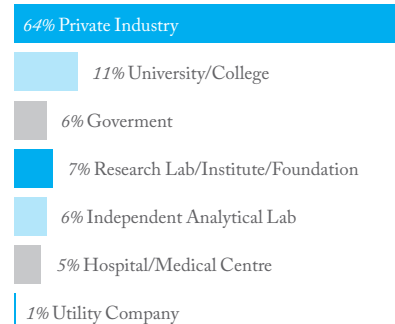
Total Circulation **80,300***



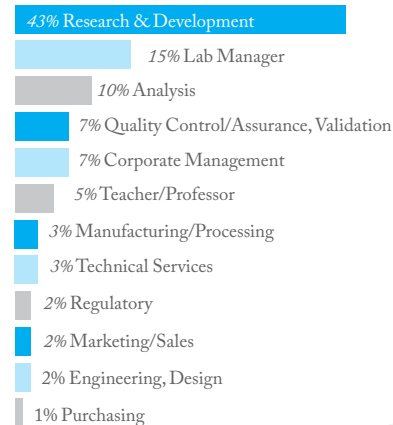
Americas	34%
UK & Ireland	15%
Germany	10%
Asia	8%
France	7%
Benelux	6%
Central, East, South Europe	5%
Nordic	4%
Spain & Portugal	4%
Austria & Switzerland	4%
Italy	3%

*Excludes duplication across media platforms

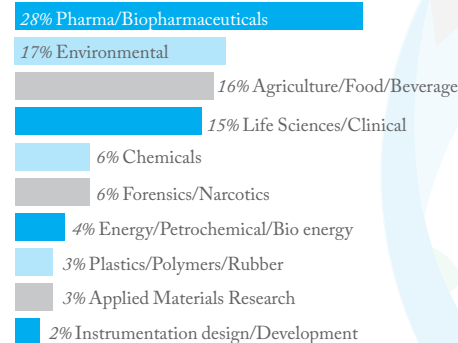
Readers who work in the following industries



Readers that have the following job functions



Readers work in the following fields



Readers that use the following techniques*

HPLC/UHPLC	76%
LC-MS	58%
GC-MS	53%
Gas Chromatography	52%
Mass Spectrometry (MALDI-TOF, MS-MS)	51%
UV/VIS	46%
Solid-Phase Extraction	42%
Ion Chromatography	40%
Infrared (including FT-IR & NIRS)	33%
ICP, ICP-MS	28%
Size-Exclusion Chromatography	26%
Fluorescence	23%
Atomic (Absorption/Emission/Plasma)	21%
Chiral Chromatography	20%
Thin-Layer Chromatography	20%
Preparative/Process Chromatography	20%
Affinity Chromatography	18%
NMR/MRI/EPR	17%
Gel Electrophoresis	17%
Capillary Electrophoresis	15%
Supercritical-Fluid Chromatography	15%
X-Ray Analysis	14%
Raman	14%
Low-Pressure Chromatography	13%
Capillary electrochromatography	13%
Flash Chromatography	12%
Supercritical-Fluid Extraction	11%
Field Flow Fractionation	8%
Other Laser-Source Techniques	6%

*The number is a % of overall readership as multiple techniques have been chosen

Marketing Planner

"With a truly engaged audience and over 15 diverse but compelling articles every month, we give your message the best possible exposure."

January

Magazine Features

- Free Advertiser Survey
- Environmental Analysis

Bonus Distribution

- HTC 2016
- MSACL US 2016

Special Opportunities

- HTC Digital Exhibitor Profile
- MSACL Digital Exhibitor Profile

March

Magazine Features

- Analytica Preview Edition
- Pesticide Analysis

Bonus Distribution

- OLIGO 2016
- Bioprocess
- BioNanoMed 2016

Special Opportunities

- eShop Hub

Webinar Sponsorship

- Clinical/Forensic Toxicology

May

Magazine Features

- ASMS 2016 EDITION
- Multi-omic Approaches

Bonus Distribution

- ASMS 2016
- HPLC 2016
- Metabolomics 2016
- CAC 2016 (Chemometrics)
- EXRS 2016 (X-Ray Spec)

Special Opportunities

- ASMS Digital Exhibitor Profile
- EPRW Digital Exhibitor Profile

Webinar Sponsorship

- GCMS

July

Magazine Features

- Free Advertiser Survey
- Clinical Analysis

Bonus Distribution

- ACS 2016
- EMC 2016 (Microscopy)
- IMSC 2016

Special Opportunities

- Tea With Rich Sponsorship

Webinar Sponsorship

- Metabolomics

September

Magazine Features

- Food Analysis

Bonus Distribution

- Scix 2016
- SFC 2016
- Proteomics 2016

Special Opportunities

- Cover Tip Special

Webinar Sponsorship

- 2D-LC

November

Magazine Features

- Landmark Literature

Webinar Sponsorship

- UHPLC

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

February

Magazine Features

- Pittcon 2016 Edition
- Advances in Spectroscopy

Bonus Distribution

- Pittcon 2016
- Arablab 2016
- ACS 2016
- EuroLab 2016

Special Opportunities

- Pittcon Digital exhibitor Profile
- Arablab Digital exhibitor Profile

Webinar Sponsorship

- Food Analysis / Authentication

April

Magazine Features

- Analytica 2016 Edition
- Multidimensional Chromatography

Bonus Distribution

- Analytica 2016
- EPRW 2016
- ISCC 2016

Special Opportunities

- Analytica Digital Exhibitor Profile
- ISCC Digital Exhibitor Profile

June

Magazine Features

- Pharmaceutical Analysis

Bonus Distribution

- ExTech & ISSS 2016
- Chirality 2016
- ISEAC 2016 (Enviro & Food)
- PREP 2016

Special Opportunities

- HPLC Digital Exhibitor Profile

Webinar Sponsorship

- Pesticide Analysis

August

Magazine Features

- The Art Of Analysis

Bonus Distribution

- MSACL EU 2016
- CASSS Mass Spec
- ICP MS
- TraceSpec 2016 (Environmental)
- BMSS 2016

Special Opportunities

- Art of Analysis Sponsorship

October

Magazine Features

- The Power List 2016

Bonus Distribution

- Lab Innovations 2016
- AAPS

Special Opportunities

- Lab Innovation Digital Exhibitor Profile
- Power list Sponsorship

Webinar Sponsorship

- Spectroscopy

December

Magazine Features

- TASIAs 2016 (The - Analytical Scientist Innovation Awards 2016)

Special Opportunities

- 2016 Innovations Showcase
- 2017 Calendar Sponsorship

The Analytical Scientist



Launched in January 2013, *The Analytical Scientist* provides useful, credible and stylish content, and a forum for interaction, for the whole analytical sciences community.

Four characteristics set *The Analytical Scientist* apart:

First, We tell stories. We cover analytical science by delving into the hopes, fears, motivations and aspirations of the key figures in the field. Only through exploring why analytical scientists do what they do can we gain a full understanding of the subject.

Second, we adopt a solutions-based approach. This reflects the fact that analytical science is no longer just a series of individual techniques, but a group of integrated and complementary methods.

Third, we address professional development in addition to science, technology and business topics. We offer advice aimed at senior researchers and managers in the analytical sciences, focusing on such issues as how to manage your career, how to promote innovation within your team and how to run an efficient lab.

Fourth, we endeavor to engage the entire community. The content that we publish and post is a starting point, not an end point. We welcome feedback, suggestions and submissions. From this, a network of ideas, debate and personal interactions emerges that connects and enhances research, and helps industry to tune new products, services and applications.

Magazine

The appetite for high quality, original and inspiring content remains strong in analytical science. The Analytical Scientist Print, Digital and iPad editions are designed to create an immersive experience, providing companies with the power to influence their target customers when they are at their most open minded.

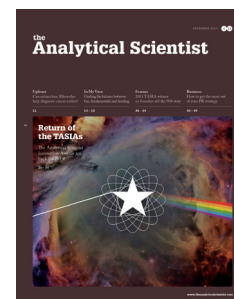
Our Flagship Platforms include:



The Art Of Analysis – This special issue is dedicated to celebrating the very best images, photos and infographics that define the field of analytical science. We split the feature into several sections and offer sponsorship opportunities for each one.



The Power List – The most anticipated and talked about issue of the year. We ask the analytical science community to nominate individuals who they consider to be role models and thought leaders as well as inspire change within their field. This is an ideal issue for advertisers due to the added attention it receives.



TASIA (The Analytical Scientist Innovation Awards) – In this issue we showcase the greatest analytical innovations of the year. You get the opportunity to nominate a piece of transformative technology or a brand new instrument that significantly raises the bar.

Content Marketing Solutions

Content marketing has become an integral part of companies' marketing programs, with more than 93% of B2B marketers using it and 58% of B2B marketers looking to increase their content marketing budget in 2016. The difficulty, however, is finding the most effective tactics and striking the right balance between valuable, engaging information, and promotional content.

We have developed a portfolio of products that help you maximize impact, drive innovation and establish thought leadership.

"Ninety percent of readers find custom content useful and 78% believe that companies providing custom content are interested in building good relationships." Source: McMurray / TMG

Collaborative Content

The Analytical Scientist now offers you the opportunity to collaborate on a single piece or series of tailored content that maximizes impact and value, creating genuine proximity with your target audience. In addition we can provide enduring high-value multimedia assets for ongoing internal and external communications including:

- Video Interviews/blogs that complement each piece
- Webinar Round up of content series
- Physical or eBook compendiums

We make the process easy by providing the following:

- Initial Consultation
- Concept creation
- Recommendation of content style
- Research and interviews with customers/ key opinion leaders
- Creation of content from transcription to published article
- Video production



Website/Content Hub

Every search for information follows the need for a solution. The Analytical Scientist content hub allows you to pull all of your content assets together and upload them directly to The Analytical Scientist website.

Features include:

- Upload up to five pieces of content per month
- Include articles, product profiles, application notes
- Weekly module on e-newsletter
- Monthly lead report



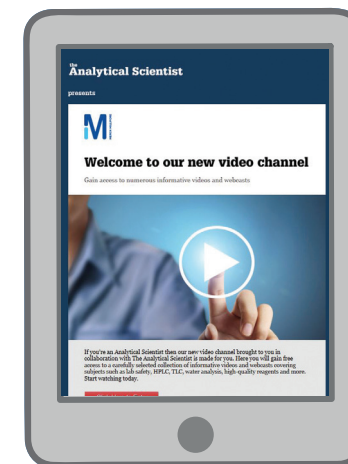
Multimedia Channel

Companies invest heavily each year on webinars and videos, many of which get buried in website archives after 12 months.

We have created a way for you to inject life back into existing content by creating a dedicated multimedia video channel. Upload on-demand webinars, video presentations, product videos and more to your channel and we will market it for 12 months to our global digital audience.

Features Include:

- Up to six filter sections
- Regular leads through registration
- 12 month marketing campaign
- Upload up to 25 videos or webinars
- Detailed behavior report



Webinars

Over the past seven years, webinars have become one of the most effective content marketing tools available. They allow you to position your company as thought leaders, reach large audiences, build faster and deeper relationships and capture valuable sales leads.

Webinar Options:

- Educational webinar sponsorship package
- Audio with slides (live or pre-recorded)
- Video webinar (pre-recorded)
- Real time product demo (pre-recorded)
- Collaborative video webinar (pre-recorded)



Video Production

If one minute of video is worth 1.8 million words (according to Forrester's researchers) it is no wonder that by 2017 it will apparently account for 69% of all internet traffic. In order for you to take advantage of this medium, The Analytical Scientist offer a series of video products that can be integrated into your marketing campaigns. Video not only helps develop deeper emotional connections with potential customers, it helps nurture your existing customers also. We will work with you to develop the best type of video to meet your goals including:

- Testimonials
- Interviews
- Product demonstrations
- Thought leadership
- Teaser
- Storytelling

We also offer several different styles of video to best suit your requirements including live action, screencast motion graphics and live streaming.



E-mail Content Platforms

E-mail marketing is a great way of reaching your target audience on a regular basis. We have developed several content driven products that will help you deliver your message directly into the inboxes of potential customers.

- Weekly e-newsletter
- Dedicated application note e-blasts
- EDM (electronic direct mailer)
- Multimedia e-blasts
- Tea With Rich video sponsorship



Customized Marketing Solutions

Market Intelligence Survey

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

Supplements: Printed/eBooks

The Analytical Scientist can work with you to create a printed or electronic publication dedicated to a particular subject. Working with our editorial team we can help create:

- Product brochures
- Application books
- How to guides
- Educational publications
- Event reports



Rates Summary (Euro)

Magazine rates 2016	€ Euro				
Adverts	1x	3x	6x	9x	12x
Double Page Spread	10000	9800	9600	9400	9200
Full Page	7000	6800	6600	6400	6200
1/2 Page	5500	5300	5100	4900	4700
1/3 Page	4000	3900	3800	3700	3600
1/4 Page	3500	3400	3300	3200	3100
Application Notes	1x	3x	6x	9x	12x
Full Page	5500	5300	5100	4900	4700

Preferred Positions (Page rate +)	€ Euro
<i>Normal Page rate Plus the following</i>	
Outside Back/Cover 4	1500
Inside Front/Cover 2	1300
Preferred Position	600
Bellyband	12000
Cover Tip	12000

Collaborative Content (Page rate +)	€ Euro
<i>Normal Page rate Plus the following</i>	
Blog Style	1500
Q&A Style	2000
Interview Style	3000
Feature Style	4000

Website	€ Euro
Box advert	2000
Medium Skyscraper	2500
Wallpaper Surround	3500
Application Note	1100
Product Profile	1100

Content Marketing Channels	€ Euro
TAS Website Content Hub (includes marketing package)	25000
Multimedia Channel (includes marketing package)	25000
E-Books	15000



Weekly E-newsletter	€ Euro			
	1x	3x	6x	9x
Text Adverts	1500	1300	1200	1100
Leaderboard	2500	2300	2100	1900
Footer Banner	2000	1800	1600	1400
Road Block (Leaderboard, Footer, App Note and Product)	5500	5300	5100	4900

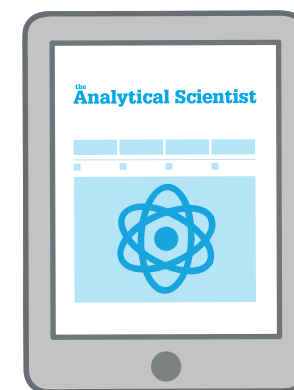
Single Sponsored E-mail Broadcasts	€ Euro
Dedicated Application note e-alert (Up to 6 App notes)	10000
Dedicated Multimedia e-alert	10000
EDM (Electronic Direct Mailer)	10000
Targeted EDM	450 per '000

Tea With Rich Sponsorship	€ Euro
1x Tea with Interview Sponsorship	6000
Series Sole Sponsorship (six interviews)	25000

Sponsored Survey Including Marketing	€ Euro	
	Data Only	Report and Data
5 Questions	4000	6000
10 Questions	6000	8500
15 Questions	8500	11000
20 Questions	11000	14000
25 Questions	14000	18000

Webinars	€ EURO
Educational Webinar Sponsorship	12000
Audio with Slides - Live or Pre-recorded	14000
Video Webinar - Pre-recorded	18000
Collaborative Video Webinar - Pre-recorded	20000
Post Webinar Review and Promotional Package 12 months	5000

Video Projects	€ Euro
Talking Head Video	7000
Product Demo with Rich Whitworth	10000
Interview Style (Similar to Tea With Rich)	10000
Guru Video	16000



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