

THE INFORMATION PORTAL FOR THE EUROPEAN MARKET:

»» eurobiotechnews.eu

Making the biotech scene accessible in Europe – that is the goal of EuroBiotechNews.eu!

With reliable insider news and information from every bio-region on the continent, the European Biotechnology News portal is a key source of daily information for Europe's biotech community.



» Weekly eNewsletter with up-to-date news and events as well as integrated online videos.

The screenshot shows the website layout with numbered callouts for different advertising spots:

- 1 LEADERBOARD**: Located at the top of the page.
- 2 WHITE PAPER**: Located in the 'WHITEPAPER' section, featuring a 'This could be your whitepaper' offer.
- 3 SKY-SCRAPER**: A vertical banner located on the right side of the page.
- 4 PREMIUM BANNER**: Located below the 'FINANCING' article.
- 5 PRODUCT AD**: Located in the 'PRODUCT OF THE WEEK' section.
- 6 MEDIUM RECTANGLE**: Located below the 'Antibiotics: Five minutes to midnight' article.
- 7 VIDEO AD**: Located in the 'VIDEO OF THE WEEK' section.
- 8 STANDARD BANNER**: Located at the bottom of the page.

Media Info 2016

- 1** **Leaderboard**
€ 1,500/week
- 2** **White Paper**
€ 1,500/month
- 3** **Skyscraper**
€ 1,000/week
- 4** **Premium Banner**
€ 600/week
- 5** **Product Ad**
€ 500/week
(homepage + content*)
- 6** **Medium Rectangle**
€ 500/week
- 7** **Video Ad**
€ 500/week
(homepage + content*)
- 8** **Standard Banner**
€ 300/week
(rotation)

* Prices include permanent publication of content on the section pages.



Quick facts

VISITS: 11,320 monthly
PAGEIMP.: 19,150 monthly
USER: 65 % Europe
24% North America
9% Asia
2% Other

(Statistics as of August 2015)



Users by sectors

- > **39 %** pharma / medicine / biotechnology
- > **21 %** industrial scale production / chemistry
- > **18 %** research facilities (public/private)
- > **15 %** service providers / suppliers / laboratory
- > **7 %** agriculture and food production

Newsletter subscribers by function

- > **24 %** laboratory- / division- / department management
- > **22 %** corporate- / operations management
- > **16 %** politics / foreign trade / economic development
- > **14 %** R&D / education
- > **11 %** distribution / sales / marketing
- > **10 %** organisation / administration / personnel
- > **3 %** private / other

eNewsletter

Frequency: **weekly** Subscribers: **16,750** (as of August 2015)
Banner: **€300 per newsletter mailing**

Reporting

Free reporting available after a campaign's completion