The quarterly magazine |transkript has been successfully covering the life sciences in German-speaking Europe for 25 years: the focus is on biotechnology and medical technology in business, research and politics – detailed background reports on highly relevant topics are enhanced by news, comments, interviews and service sections, including the special section LABORWELT in all issues.

Published: quarterly, 4 issues per year
Volume: Volume 25, 2019

Cooperation partners:
BIO Deutschland e. V., Deutsche Gesellschaft für Proteomforschung (DGPF), Fachabteilung Life Science Research (LSR) im VDGH, Biotechnologische Studenteninitiative btS e. V.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics and Events</th>
<th>Booking</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Country Special Austria (BEU Spring) LABORWELT Special: Cell and Gene Technology</td>
<td>21 Jan. 19</td>
<td>7 Feb. 19</td>
</tr>
<tr>
<td>II</td>
<td>Biomanufacturing/Bioprocessing/ Packaging LABORWELT Special: Labvolution 2019</td>
<td>23 Apr. 19</td>
<td>9 May 19</td>
</tr>
<tr>
<td>III</td>
<td>Blockchain LABORWELT Special: Lab Automation</td>
<td>12 Aug. 19</td>
<td>29 Aug. 19</td>
</tr>
<tr>
<td>IV</td>
<td>BIO-Europe Hamburg (Financing, Patents, Licensing) LABORWELT Special: Diagnostic</td>
<td>14 Oct. 19</td>
<td>31 Oct. 19</td>
</tr>
</tbody>
</table>

Geographic coverage:
- Germany: 65%
- Switzerland: 18%
- Austria: 15%
- Others: 2%

Circulation:
- Print run: 10,500
- Copies sold (Subscriptions and part of membership package): 5,025
- Complimentary copies (for trade shows, fairs, etc.): 5,325
- Other, archive, and author copies: 150

Recipients by sectors:
- Companies pharma / medicine / biotechnology: 30%
- Public law and private industry research institutes: 28%
- CRO & CMO / providers / financiers / suppliers / labs: 26%
- Agriculture and food production: 4%
- Industrial large-scale production / chemistry: 15%

Recipients by position (Top 3):
- Lab- / division- / unit leaders: 29%
- Company- / operations management: 25%
- Research / Development / Education: 18%

*according to survey by BIO Deutschland e.V. in 2017

Prices see page 7
For almost two decades, the European Biotechnology Life Sciences and Industry Magazine has been covering the scientific, political and economic development of the biotech and medical technology sectors in the 28 countries of the European Union as well as in Switzerland and Norway. With a circulation of more than 13,000 copies, the journal is the ideal platform for pan-European marketing campaigns to take advantage of the common economic area.

**Published:**
quarterly, 4 issues per year

**Volume:**
Volume 18, 2019

**Cooperation partners / Industry networks:**
European Biotechnology Network, MedTech Europe, EuropaBio, LISA, Swiss Biotech Association, asebio

**Mediapartner events:**
BIO-Europe, Berlin Conference on Life Sciences, BioFIT, Chemspec Europe, CPhI, EFIB, EuroBiotechWeek, Labvolution, Nordic Life Science Days, PharmaLab Congress, Pharmapack Europe, Swiss Biotech Day

**Geographic coverage:**
- Western Europe (GB, IRL, F and BeNeLux) 24 %
- Central Europe (D, A and CH) 22 %
- Southern Europe (P, E, I, GR, M and CY) 21 %
- Northern Europe (S, FIN, DK and NOR) 14 %
- Eastern Europe (PL, CZ, SK, HR, HUN, SLO, LIT, LET and EST) 10 %
- Other regions (USA, CDN, J and IND) 9 %

**Circulation:**
- Print run: 13,200
- Copies sold (Subscriptions and part of membership package): 8,120
- Complimentary copies (for trade shows, fairs, etc.): 4,730
- Other, archive, and author copies: 350

**Recipients by sectors:**
- Companies pharma / medicine / biotechnology: 31%
- CRO & CMO / providers / financiers / suppliers / labs: 24%
- Agriculture and food production: 7%
- Industrial large-scale production / chemistry: 18%
- Public law and private industry research institutes: 15%
- Private subscribers / other: 5%

**Recipients by position (Top 3):**
- Lab- / division- / unit leaders: 23%
- Company- / operations management: 21%
- Politics / foreign trade / business development: 20%
In its 20th year, LABORWELT will appear in a completely new format: As an ambitious annual publication, the title will spotlight current trends, developments and backgrounds, allow leading figures in the industry to state their views and provide in-depth insights into the laboratory market in Germany, Austria and Switzerland.

**Published:**
annually

**Publication date:**
12 Sep. 2019

**Booking deadline:**
26 Aug. 2019

**Cooperation partners:**
LABORWELT is an important source of information for numerous networks and leading industry associations. As a specialist for professional information, we supply these partner associations with the print edition of LABORWELT:

- Deutsche Gesellschaft für Industrielle Zelltechnik
- Deutsche Gesellschaft für Hygiene und Mikrobiologie
- Verband der Diagnostica Industrie
- BIO Deutschland
- Netzwerk Diagnostik Berlin-Brandenburg
- e:Med
- Gesellschaft für Signaltransduktion
- Deutsche Gesellschaft für Proteomforschung
- Verein zur Förderung der Nutrigenomik
- Gesellschaft für Genetik
- Deutsche Vereinte Gesellschaft für Klinische Chemie & Laboratoriumsmedizin
- Österreichische Reinraumgesellschaft
- Biotechnologische Studenteninitiative
- Deutsche Gesellschaft für Neurogenetik
- Österreichische Gesellschaft für Laboratoriumsmedizin und Klinische Chemie
- Deutsche Gesellschaft für experimentelle und klinische Pharmakologie & Toxikologie

**Target groups:**
Laboratories in pharmaceutical, medical and biotechnology companies and research institutions

The magazine focuses on the pioneering innovations in medical technology that are giving this sector its current boost in Germany, Austria and Switzerland. In addition, there are background reports on the economy, politics and technology, interviews and useful information on the trade fairs and congresses where the magazine is featured twice a year.

**Published:**
half-yearly, 2 issues per year

**Publication dates:**
18 Apr. 2019 + 7 Nov. 2019

**Booking deadlines:**
1 Apr. 2019 + 18 Oct. 2019
For more than three decades, the Bio-Technology Yearbook has been the standard publication of the biotechnology industry in Germany, Austria and Switzerland. The 32nd volume again offers current data and facts on the development of the life sciences industries, biopolitical background and position determination, detailed reports on the global challenges and technological breakthroughs, interviews, comments and much more. But the young classic not only offers reading material: for at least 12 months, the trinational yearbook is given a lot of attention – making it an ideal long-term advertising medium.

Frequency:
annually

Volume:
Volume 32, 2019

Publication date:
27 June 2019

Booking deadline:
6 June 2019

Format:
210 x 275 mm

Print run:
min. 10.000 copies

Distribution:

- Sent to all subscribers of the business magazine |transkript as well as decision-makers in business, research and policy
- Full-year, targeted distribution at trade fairs and congresses for the biotech / pharma / finance community
- Distribution via book retail and online

Target groups by sector:

- **Biotechnology sector:**
  R&D companies (both listed and unlisted) as well as suppliers in the areas of life sciences and biopharma in the DACH region

- **Politics:**
  Governments, parliaments, political parties, associations, NGOs, parliamentarians

- **Finance:**
  Investors, analysts, investment bankers, corporate and tax advisors, law firms

- **Business development:**
  Cluster management and bioregions, business plan and start-up competitions

- **Patent:**
  Lawyers, national and international law firms, industrial insurers

Prices see page 7
**Biotech & Medtech Guides**

**21st Guide to German Biotech Companies**

The international business card of Germany’s researching and developing biotech companies: This book in English language presents companies and service providers with two-page profiles. The annually published guide is distributed by BIOCOM, through associations such as BIO Deutschland and VBU (Dechema) as well as at international and national events.

**Volume:** Vol. 21, 2020  
**Publication date:** 11 Nov. 19 (BIO-Europe)  
**Booking deadline:** 7 Oct. 19

**9th European Biotechnology Science & Industry Guide**

This successful presentation of European companies and institutions will be presented at the BIO-Europe Spring Partnering Conference in March. In addition, it will be distributed and displayed at numerous international life sciences and pharmaceutical conferences (e.g. Swiss Biotech Day, Nordic Life Science Days, CPhI Worldwide, European MedTech Forum, Chemspec Europe).

**Volume:** Vol. 9, 2019  
**Publication date:** 25 Mar. 19 (BIO-Europe Sp.)  
**Booking deadline:** 18 Feb. 19

**4th Guide to German Medtech Companies**

This English-language book with profiles of medical technology companies and suppliers covers the entire value chain of medical technology products and healthcare services. Global, year-round distribution at around 20 international events, congresses and trade fairs in the healthcare industry and supplier industry. In addition, the cooperation partners introduce themselves – among others Germany Trade & Invest, BVMed e.V., SPECTARIS, VDMA, Medical Valley EMN, e.V., Life Science Nord, Medical Mountains and InnovativeMedizin.NRW.

**Volume:** Vol. 4, 2019  
**Publication date:** 28 Jan. 2019  
**Booking deadline:** 30 Nov. 2018

**Facts and figures for all guides**

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<tr>
<td><strong>Frequency:</strong></td>
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<tr>
<td><strong>Print run:</strong></td>
<td>12,000 – 15,000 copies each</td>
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<td><strong>Formate:</strong></td>
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<td><strong>Language:</strong></td>
<td>English</td>
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<td><strong>Production:</strong></td>
<td>high-quality bound, four-colour printed</td>
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<tr>
<td><strong>Features:</strong></td>
<td>digital editions via BIOCOM App</td>
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<tr>
<td><strong>Entry fee:</strong></td>
<td>see page 7</td>
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**Prices see page 7**
### Advertisement rates Magazine

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>1/1 page (4c)</td>
<td>3,000 €</td>
</tr>
<tr>
<td>1/2 page vertical/horizontal (4c)</td>
<td>1,800 €</td>
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<tr>
<td>1/4 page vertical/horizontal (4c)</td>
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<td>Surcharge for special placements (e.g. cover pages)</td>
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<td>Product information (1/3 page)</td>
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<tr>
<td>1/1 page advertorial/company profile</td>
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### Advertisement rates Yearbook

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<td>1/1 page (4c)</td>
<td>4,200 €</td>
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<tr>
<td>1/2 page vertical/horizontal (4c)</td>
<td>2,600 €</td>
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<td>1/3 page vertical/horizontal (4c)</td>
<td>1,900 €</td>
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<td>1/1 page advertorial/guest contribution</td>
<td>4,200 €</td>
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<td>2/1 page advertorial/guest contribution</td>
<td>6,000 €</td>
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<td>Surcharge for special placements (e.g. cover pages)</td>
<td>500 €</td>
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<tr>
<td>Service-Profile (1/3 page 4c, landscape, incl. design)</td>
<td>400 €</td>
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### Job offers

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<tbody>
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<td>1/2 page vertical/horizontal 4c</td>
<td>500 €</td>
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<tr>
<td>1/4 page vertical/horizontal 4c</td>
<td>250 €</td>
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### Inserts

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>2 pages</td>
<td>on request</td>
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<tr>
<td>4 pages</td>
<td>on request</td>
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### Supplements

<table>
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<tr>
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<th>Price</th>
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</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>2,000 €</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>3,500 €</td>
</tr>
</tbody>
</table>

Discounts for multiple orders on request.

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### Entry fees Guides

**Entry fee for a 2/1 page company profile**

- Guide to German Biotech Companies: 1,280 €
- European Biotechnology Science & Industry Guide: 1,280 €
- Guide to German Medtech Companies: 1,860 €
At the heart of the biotech industry: transkript.de is the daily news and information portal for biotechnology and life sciences in the German-speaking European countries. The coverage focuses on business, politics and science. A wide range of service sections is added. transkript.de is frequently used as a fast, comprehensive information portal, creating a perfect environment for target group-specific online advertising.

Visits: ............ monthly 35,600
Page Impressions: .... monthly 58,800
Users:
- Germany ............... 70 %
- Austria ................ 15 %
- Switzerland ........... 13 %
- Others .................. 2 %

eNewsletter
Frequency: ............ twice a week
Subscribers: ............. 19,260

Recipients by sector:
- Pharma / medicine / biotech 33 %
- Agriculture and food production 7 %
- Research facilities (public/private) 18 %
- Industrial scale production / chemistry 17 %
- CMO / providers / suppliers / labs 25 %

Recipients by function:
- Laboratory- / division- / department management 30 %
- Corporate / operations management 25 %
- Politics / foreign trade / economic development 18 %
- R&D / education 12 %
- Distribution / sales / marketing 10 %
- Organisation / administration / personnel 5 %

The meeting point for all lab insiders: laborwelt.de is the popular technology section of transkript.de. Here, everything is focused on the application of modern life science products and processes in laboratory and production. A versatile forum for the practitioners in science, research and industry – and as such laborwelt.de is the ideal medium to bring online advertising specifically “to the bench” or to the management. From experts for experts.

Prices see page 10
According to function:

- Corporate / operations management: 32%
- Division / department management: 23%
- Distribution / sales / marketing: 16%
- Research / development / training / IT: 13%
- Organisation / administration / personnel: 11%
- Others: 5%

Prices see page 10
**Advertisement rates**

**Web campaigns / Newsletter**

<table>
<thead>
<tr>
<th>Type</th>
<th>Format/Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 Pixels above the website header</td>
<td>1,500 € / week</td>
</tr>
<tr>
<td>Advertorial/Sponsored post</td>
<td>Text + 1 Image (16:9) homepage + advertorial section</td>
<td>1,500 € / month</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 800 Pixels sliding, right-hand placement</td>
<td>1,000 € / week</td>
</tr>
<tr>
<td>Premium Banner</td>
<td>468 x 60 Pixels homepage, within the news section</td>
<td>600 € / week</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>468 x 60 Pixels homepage in rotation with other banners</td>
<td>300 € / week</td>
</tr>
<tr>
<td>Product Info</td>
<td>Text with max. 1,500 characters + 1 image (16:9)</td>
<td>500 € / week</td>
</tr>
<tr>
<td>Video Ad</td>
<td>YouTube Link, QuickTime Codec H.264 min. 720 x 576</td>
<td>500 € / week</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 Pixels right-hand placement</td>
<td>500 € / week</td>
</tr>
<tr>
<td>Job Advert</td>
<td>468 x 60 Pixels Placing on request</td>
<td>1,000 € / month</td>
</tr>
<tr>
<td>Newsletter Banner</td>
<td>Expandable Banner, Flash Layer, Press Releases etc. on request</td>
<td>300 € / Newsletter issue</td>
</tr>
<tr>
<td>E-Blast Campaign</td>
<td></td>
<td>7,000€ / Campaign</td>
</tr>
<tr>
<td>News-Flatrate</td>
<td>(only available for medtech-zwo.de)</td>
<td>690 € / year</td>
</tr>
</tbody>
</table>

**Data formats:**
Optional data formats for all adverts except newsletter and expandable banner: JavaScript-/NoScript-Tag, iFrame, GIF, JPEG, SWF, HTML, TEXT (max. 150kB)

**Data formats Newsletter:**
JavaScript-/NoScript-Tag

**Data formats Expandable Banner:**
JavaScript-/NoScript-Tag

With customer-delivered interactive formats (JavaScript, Flash), the size of the advert panel must comply with the size of the booked banner format. In particular, this surface area may not be increased through interaction.

**Special advertising formats:**
In the case of the special format “expandable banner”, rolling-out is carried out by mouse-over and rolling-in by mouse-out only. Further special advertising formats available on request.

**Technical compatibility:**
The use of ClickTags is an option in flash-banners. Please remember with flash-banners that you must also deliver an alternative graphic (GIF/JPEG) as well as a destination URL.

Links within Flash-files must be defined by an "absolute URL" ("http://www.domain.de/path/file"). Please test your Flash-file before sending it to BIOCOM AG.

To ensure complete compatibility with JavaScript-Tag, please also send the entire tag, including a "NoScript" variant.

The operating system and/or browser compatibility of interactive formats is the sole responsibility of customers and/or their agencies.

**Sound/music:**
Sound or music must be activated via click or mouseover only. Users should have the chance to switch the sound on/off manually.

**Data delivery:**
Adverts must be delivered no later than three workdays before publication date to: marketing@biocom.de

Our general terms and conditions for advertising in print and digital media apply (as of November 2018).

**Reporting:**
Optional reporting of your online campaign is available.

Prices see page 10
1. Werbeauftrag

(1) Der Werbeauftrag verständigt sich auf die Übertragung des Werbemittels bei BIOCOM AG – Allgemeine Geschäftsbedingungen für die Werbung in digitalen Medien

2. Werbemittel

(1) Werbeaufträge beschränken sich auf die Übertragung gedruckter Werbemittel in Print- oder digitalen Medien.

3. Werbeauftrag

(1) Der Werbeauftrag ist gültig, wenn der Auftraggeber den Auftrag mit dem Formular und den angemeldeten Daten oder eine vergleichbare Belegschaft übermittelt.

4. Meldungen & Veröffentlichungen


5. Medienschutz

(1) Der Werbeauftrag steht dem Auftraggeber ein Recht auf Zahlungsminderung oder eine einwandfreie Abwicklung des Auftrages zu, wenn die Werbemittel nicht seinen Vertrag aufrecht erhalten.

6. Schriftauszug

(1) Der Werbeauftrag steht dem Auftraggeber ein Recht auf Zahlungsminderung oder eine einwandfreie Abwicklung des Auftrages zu, wenn die Werbemittel nicht seinen Vertrag aufrecht erhalten.
Any questions?

Please contact us:

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