

# »»» eurobiotechnews.eu

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

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



**Andreas Macht**  
Marketing Manager

*"Whether it's an international marketing campaign or a European marketing event, our English-language portal offers you tailor-made solutions".*

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

The screenshot displays the website's layout with several key sections and ad placements:

- 1 LEADERBOARD:** A large blue banner at the top.
- European Biotechnology:** The main header with navigation links (RSS, CONTACT US, ASSOCIATIONS, ADVERTISING, BIOOOM AG) and a search bar.
- NEWS:** A central section with a featured article titled "Post-Brexit EU funding secured" and a "NEWS IN BRIEF" sidebar.
- 2 MEDIUM RECTANGLE:** A vertical ad space on the right side of the news section.
- 3 SKY-SCRAPER:** A tall, narrow ad space on the far right.
- 4 WHITE PAPER:** A horizontal ad space below the news section.
- 5 PREMIUM BANNER:** A horizontal ad space below the white paper.
- UP TO DATE:** A section featuring a "POLL OF THE WEEK" with a donut chart and an "INSIDE" article about biosimilars.
- 6 VIDEO AD:** A vertical ad space within the "UP TO DATE" section.
- 8 STANDARD BANNER:** A horizontal ad space below the poll.
- THE MAG:** A section for magazine content, including a "CURRENT ISSUE" about cancer immunotherapy.
- 7 PRODUCT AD:** A vertical ad space within the "THE MAG" section.
- PEOPLE:** A section featuring profiles of experts and their appointment details.
- SPECIALS:** A section at the bottom with a "SEE ALL" link.

## Media Info 2017

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

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



## Quick facts

**VISITS:** 12,100 monthly  
**PAGEIMP.:** 19,650 monthly  
**USERS:** 66% Europe  
24% North America  
8% Asia  
2% Other



(Statistics as of August 2016)

Users by sector groups > **43%** pharma / medicine / biotechnology > **21%** industrial scale production / chemistry  
> **15%** research facilities (public/private) > **14%** service providers / suppliers / laboratory  
> **7%** agriculture and food production

Newsletter subscribers  
by function

> **24%** laboratory- / division- / department management  
> **21%** corporate- / operations management  
> **20%** politics / foreign trade / economic development > **17%** distribution / sales / marketing  
> **11%** R&D / education > **5%** organisation / administration / personnel  
> **2%** private / other

eNewsletter

Frequency: **weekly** Subscribers: **16,800** (as of August 2016)

Banner: **€300 per newsletter mailing**

Reporting

**Free reporting available after campaign completion**