

# Media Info 2016



**European Biotechnology Magazine** reports in English on political, economic and technical developments at the intersection of biotech, pharma, medtech and chemistry in the 28 countries of the European Union, plus Switzerland and Norway. With a circulation of more than 10,500 copies, the journal provides a suitable platform for pan-European marketing campaigns that take advantage of the huge common economic area.

## Subscriptions 2016:

- Annual subscription companies/institutes € 80
  - Annual subscription students/unemployed € 40
- Subscription prices incl. VAT and delivery (valid for Germany).

## Published:

- quarterly,
- four issues per year





## Volume:

- Volume 16, 2016

## Media partners of (excerpt)

ACHEMA, BIO-Europe, Biotechnica, CPhI Worldwide, ICSE, DIA Meeting, EFIB, euroPLX, Euro MedTech Forum, IP in Life Sciences Conference, PharmaLab, Swiss Biotech Day

## European Biotechnology Magazine Dates

Issue	Special topics and Event Highlights	Supplement	Booking	Publication
Spring	Featured topic: Bioprocessing		➤ 15.02.16	➤ 10.03.16
Summer	Euro BioFairs Compass Summer/Autumn		➤ 23.05.16	➤ 16.06.16
Autumn	Featured topic: CMOs & CROs		➤ 22.08.16	➤ 15.09.16
Winter	Euro BioFairs Compass Winter/Spring 2017		➤ 31.10.16	➤ 24.11.16

You can expect these topics in every edition:

CMO CRO **Biomanufacturing** Consumables Medical Devices Bioinformatics **Biotech** Trade Shows  
 Diagnostics Health Economics Investment VC **Consulting** Laboratory Equipment Biofuels  
 Pharmaceutical Reagents **Industrial Biotech** Bioplastics Intellectual Property Partnering  
 Antibodies Biomarkers **Clinical Trials** Bioeconomy Politics Biopeople **New Products**

## ADVERTISING RATES 2016:

1/1 page (4c)	€ 3,000
1/2 page (4c)	€ 2,200
1/3 page (4c)	€ 1,800
Product information	€ 400
Special placement addition (e.g. cover pages)	€ 500

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## JOB OFFERS:

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1/4 page b/w	€ 250

## INSERTS:

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## SUPPLEMENTS/INSERTS:

up to 25 g	€ 3,000
up to 50 g	€ 5,000
plus delivery charges	

## PARTNER ASSOCIATIONS



## GEOGRAPHIC COVERAGE:

Region	Copies
<b>Western Europe</b> (GB, IRL, F and BeNeLux)	29% 3,065
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<b>Southern Europe</b> (P, E, I, GR, M and CY)	18% 1,903
<b>Northern Europe</b> (S, FIN, DK and NOR)	11% 1,163
<b>Eastern Europe</b> (PL, CZ, SK, HR, HUN, SLO, LIT, LET and EST)	10% 1,057
<b>Other regions</b> (USA, CDN, J, and AUS)	8% 845

## CIRCULATION:

Print run	11,000
Actual circulated copies	10,560
Regular recipients / subscribers	8,260
> received as part of membership package	5,640
> as single subscriptions	2,620
Free copies	2,300
> complimentary copies for trade shows, events, media partners etc	2,170
Other, archive and author copies	430

## RECIPIENTS BY SECTOR:

<b>Industry</b>	<b>79%</b>
Companies pharma / medicine / biotechnology	33%
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## RECIPIENTS BY POSITION:

> Lab- / division- / unit leaders	25%
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> Politics / foreign trade / business development	18%
> R&D / education	12%
> Distribution / sales / marketing	11%
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> Private subscribers / other	4%