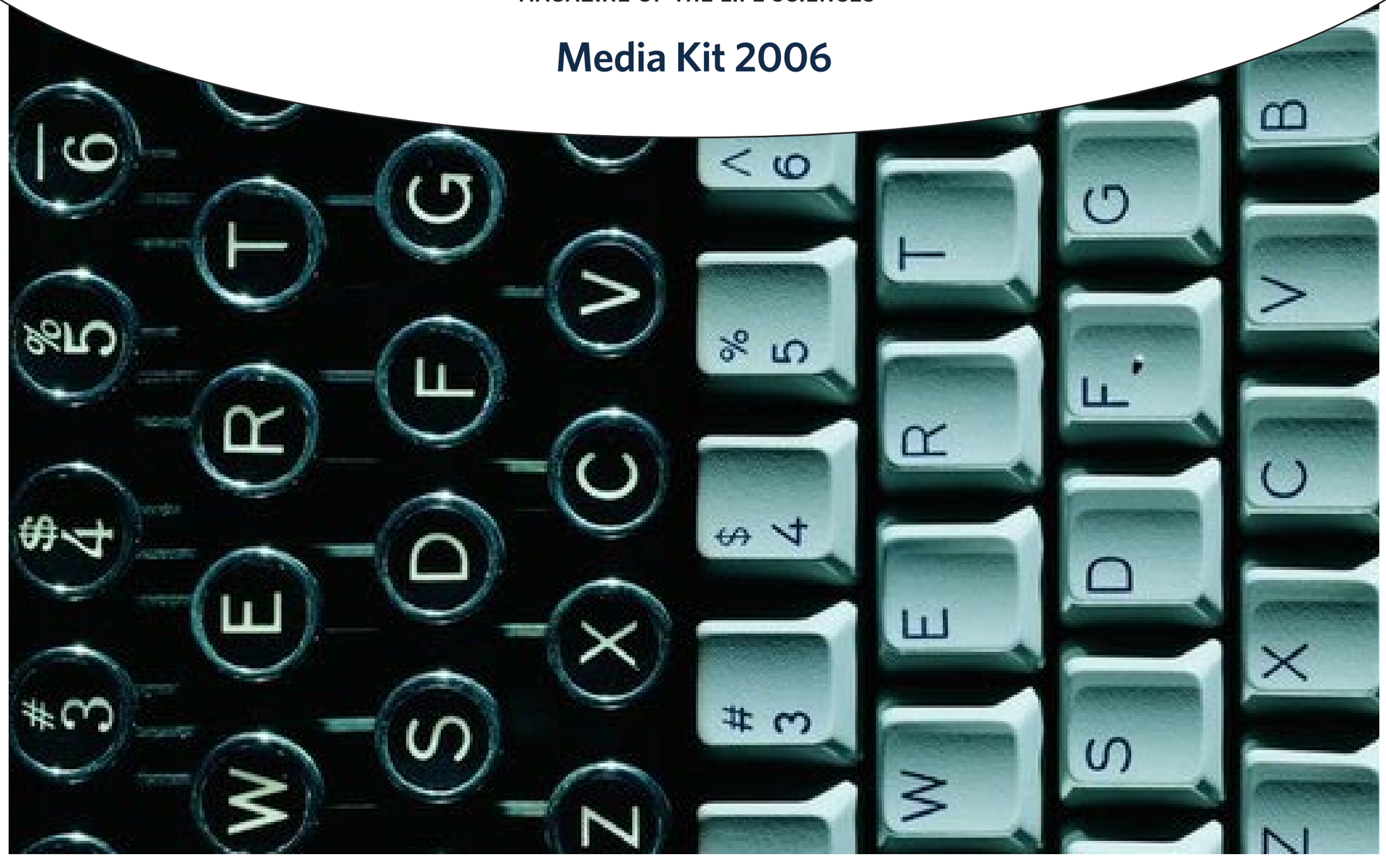
TheScientist

MAGAZINE OF THE LIFE SCIENCES

Media Kit 2006



Magazine of the Life Sciences

The Scientist is a publication like no other. Now in our 20th year, we continue to guide, inform and entertain life science professionals everywhere. A lot has changed since that first issue back in 1986, but the hunger for trustworthy and accessible information on research, technology, careers and biobusiness has stayed constant. And that's the core strength of *The Scientist*.

For 2006, we are making a dramatic leap forward with our print and online products.

We've reinvented *The Scientist* as a stylish monthly magazine of analysis, interpretation, and expert opinion. The circulation is being developed too, reflecting the growing prestige of the magazine and the target audience of our clients.

Our upgraded online presence complements the magazine. In addition to daily news stories, we're introducing a multitude of new features to inform, educate, and market to the life science community.

All of these changes are designed to supply our audience—your customers—with the information they want, in the format they want it.

This media kit tells you about our offerings at the leading edge of life science publishing. I am committed to providing you with outstanding customer service. And our sales staff is ready to work with you to customize packages that will fit your budget, bolster your promotional efforts, and allow you greater access to our active and influential audience.

Join us, and let our success in 2006 be your success too.

Sincerely,

Richard Gallagher
Editor & Publisher, *The Scientist*

The Scientist in Print

LIFE SCIENCE PROFESSIONALS ARE DEMANDING PEOPLE. They want in-depth analysis of research, detailed technology reviews, insightful reporting on business, and timely career information—all in one publication. And one publication, *The Scientist*, provides it for them.

The result is that the magazine is read by over 70,000 subscribers as soon as it arrives in their mailbox. And when readers want to read a publication, they spend more time with each article and consequently, more time with each advertisement.

For 2006 we've made it even better. *The Scientist* is now a monthly publication. We've created a feature well that allows big-picture pieces to breathe and explore new ground you haven't read about elsewhere. At the same time, departments – Careers, BioBusiness, Technology, and The Literature – will provide terrific opportunities to reach readers with advertising right next to editorial content of direct interest to them. Throughout the magazine, we've recruited high-profile columnists and contributors who will deliver compelling content issue after issue.

Complementing this evolution is a significant shift in the magazine's demographics. This year *The Scientist* has increased its number of subscribers from industry and commerce to 25,000 — mainly in the pharmaceutical and biotechnology industries. Our readership has more influence and purchasing power than ever before.

Everything we're doing at *The Scientist* makes us a more effective platform for advertisers. This is one magazine that absolutely needs to be a part of your 2006 marketing plan. Let our sales team work with you to create a print campaign that will reach over 70,000 academic, government, and industry professionals. Contact us today at **adsales@the-scientist.com** or at **(215) 351-1660 ext. 3010**.

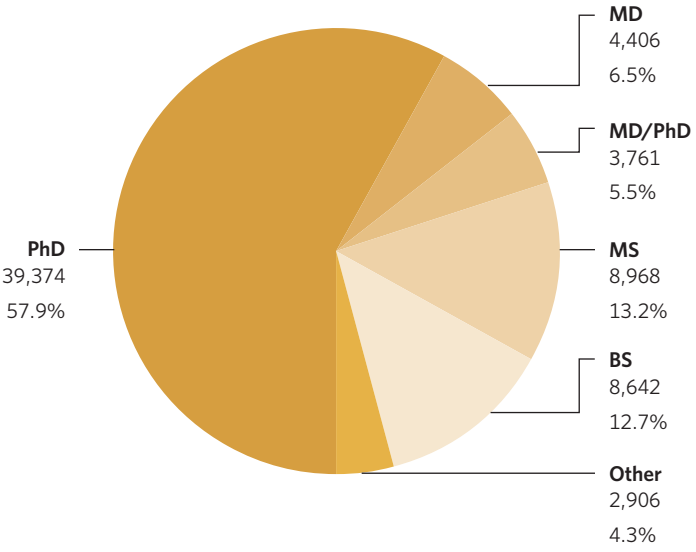
Editorial Calendar

MONTH	EDITORIAL FOCUS	SELECTED MEETINGS
January	Cell Biology Gene Silencing Personal Finance	**American Society for Cell Biology**, December 10-14, 2005, San Francisco, CA
February	The Human Genome: Five Years Later SNP Genotyping Resumés and Cover Letters	
March	RNA Fluorescence/Luminescence Best Places to Work for Postdocs	**Drug Discovery Technology – Europe**, March 13-17, London, UK **Experimental Biology**, April 1-5, San Francisco, CA
April	Cancer Apoptosis/Cell Proliferation Best Places to Work in Industry	**American Association for Cancer Research**, April 1-5, San Francisco, CA **BIO 2006**, April 9-12, Chicago, IL
May	Immunology/Vaccines Protein Separation & Analysis Grant Writing	**American Society for Microbiology**, May 21-25, Orlando, FL
June	Biotechnology Imaging Careers in Biotechnology	**Drug Information Association**, June 18-22, Philadelphia, PA
July	Translational Research Signal Transduction Trends that Impact Hiring	**Bioscience 2006**, July 23-27, Glasgow, UK
August	Drug Discovery Multiplex Assays Career Networking	**Drug Discovery Technology and Development**, August 7-10, Boston, MA
September	Proteomics Proteomics Tools Mentoring	**European Life Scientists Organization**, September 9-13, Nice, France **Society for Biomolecular Screening**, September 17-21, Seattle, WA
October	Neuroscience Neuroscience Technologies Salary Survey	**Society for Neuroscience**, October 21-25, New Orleans, LA **NIH ResearchFest**, Bethesda, MD
November	Biomarkers Microarrays Best Places to Work in Academia	
December	Cell Cycle PCR Career Transitions	**American Society for Cell Biology**, December 9-13, San Diego, CA

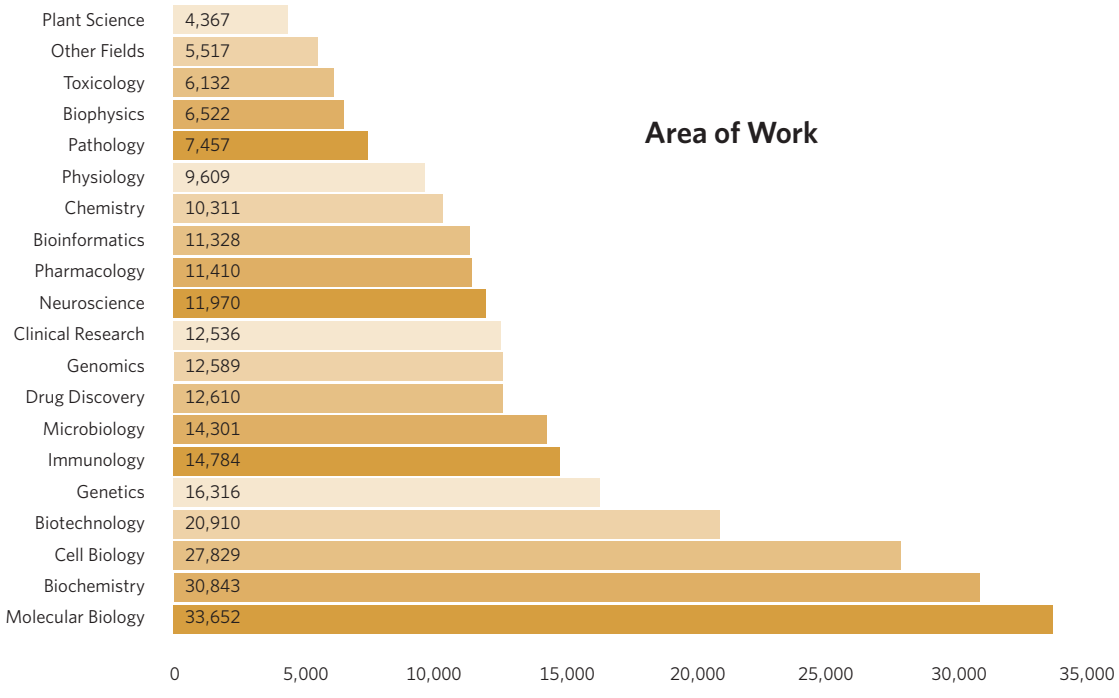
The Scientist Print Readership

Paid Subscribers	1,969
Total Subscriptions (Paid + Control)	70,026

Readership by Degree



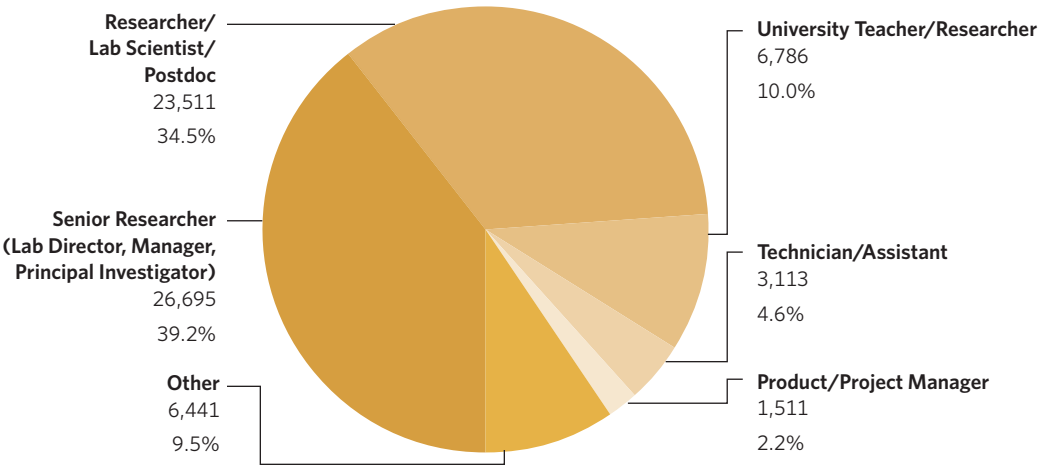
Area of Work



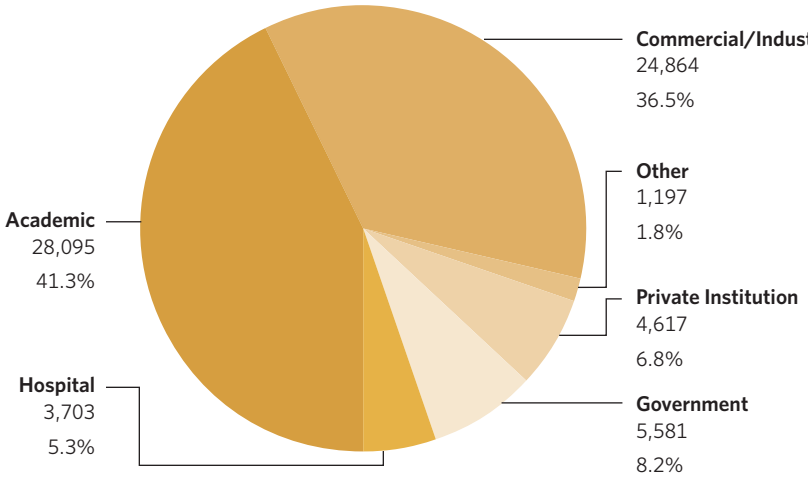
TheScientist
MAGAZINE OF THE LIFE SCIENCES
PRINT READERSHIP

The Scientist Print Readership

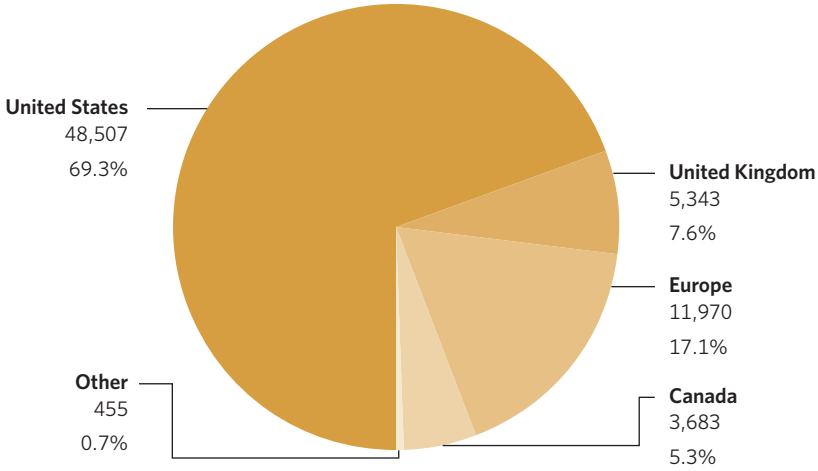
Job Title/Position



Type of Institution



Geographic Readership



2006 Rate Card – *The Scientist* in Print

DISPLAY ADVERTISING

Reach *The Scientist*'s active and influential audience of 70,000 life science professionals through a variety of print advertising options. Purchase an advertising package and increase your frequency while reducing your cost per placement.

	1x	3x	6x	12x	24x
Spread	$14,950	$13,975	$13,595	$13,160	$12,500
Full Page	$ 8,920	$ 8,340	$ 8,115	$ 7,850	$ 7,450
⅔ Page	$ 7,515	$ 7,025	$ 6,840	$ 6,615	$ 6,275
½ Page	$ 6,505	$ 6,080	$ 5,920	$ 5,725	$ 5,430
⅓ Page	$ 5,210	$ 4,870	$ 4,740	$ 4,585	$ 4,350
¼ Page	$ 4,485	$ 4,195	$ 4,080	$ 3,945	$ 3,745

*Please note: Rates listed are for 4-color advertisements. B/W rates are available upon request

COVERS

Ensure the maximum exposure for your products and organization with cover placement.

	1x	3x	6x	12x
Cover 2	$ 9,810	$ 9,170	$ 8,925	$ 8,635
Cover 3	$ 9,725	$ 9,095	$ 8,850	$ 8,560
Cover 4	$ 9,945	$ 9,300	$ 9,050	$ 8,750

PREMIUM POSITIONS

Position your advertisements within the most frequently viewed section of the magazine for immediate impact.

	1x	3x	6x	12x
Page 1	$ 9,801	$ 9,170	$ 8,925	$ 8,635
Opposite TOC	$ 9,945	$ 9,300	$ 9,050	$ 8,750
TOC 3 & 4	$ 9,801	$ 9,170	$ 8,925	$ 8,635

GUIDE ADVERTISEMENTS

Are you a company with an emerging product looking to make a splash with limited resources? Use *The Scientist*'s Guide Ads as a cost effective platform for reaching thousands of life science professionals.

	1x	3x	6x	12x	24x
Guide Ads	$ 1,135	$ 1,060	$ 1,035	$ 1,000	$ 950

ADDITIONAL OPTIONS

Ask your sales representative to provide you with information on eye catching and effective advertising options including Tip Ins, Belly Bands, Inserts and more.

PRINT & WEB COMBINATION PACKAGES

Combine the focused audience and pass-along nature of print advertising with the broad reach and immediacy of web advertising. Whether you're seeking lead generation or branding, strengthen your campaign's impact with a customized multimedia package from *The Scientist*.

SAMPLE PACKAGE

Preparing a **Product Launch Blitz?**

Create a buzz for your new product with this package that includes:

- One Full Page 4c Print Ad
- 250,000 impressions/one month
- 25,000 sponsored e-mails

For only: **$15,250**

Contact your representative from *The Scientist* today at adsales@the-scientist.com or 215-351-1660 x3010 for more information.

TheScientist
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RATE CARD

The Scientist - 2006 Display Advertising Deadlines and Specifications

SUBMISSION DEADLINES

All materials are due by noon (EST) on the dates specified below.

Issue	Issue Date	Closing Date	Issue	Issue Date	Closing Date
1	January 1	December 1	7	July 1	June 1
2	February 1	January 5	8	August 1	July 6
3	March 1	February 2	9	September 1	August 3
4	April 1	March 2	10	October 1	August 31
5	May 1	March 30	11	November 1	October 5
6	June 1	May 4	12	December 1	November 2

MEASUREMENTS

Inches	No Bleed	Bleed
Spread	16 x 9.333	17.250 x 10.750
Full	7.333 x 9.333	8.750 x 10.750
⅔ V	4.625 x 9.333	5.333 x 10.750
½ H	7.333 x 4.500	8.750 x 5.333
½ V	3.375 x 9.333	4.1875 x 10.750
⅓ V	2.250 x 9.333	2.875 x 10.750
¼ V	3.375 x 4.500	4.1875 x 5.3125

Millimeters	No Bleed	Bleed
Spread	406 x 237	438 x 273
Full	186 x 237	222 x 273
⅔ V	117 x 237	135 x 273
½ H	186 x 114	222 x 135
½ V	86 x 237	106 x 273
⅓ V	57 x 237	73 x 273
¼ V	86 x 114	106 x 135

MATERIAL DELIVERY:

All display advertisements for *The Scientist* must be delivered through magSend, a service designed to ensure the quick, accurate and simple delivery and production of your advertisements. magSend is free to use for sending advertisements to *The Scientist*.

MATERIAL SPECIFICATIONS:

1. magSend accepts PostScript and PDF files.
2. PS and PDF files must be prepared at a resolution of 2400 or 2540 dpi (press optimized).
3. Spread ads should be prepared and submitted as one file.
4. Crop marks, if included, should be set at an offset of 12 points.
5. All fonts and images should be embedded in your output file.
6. Images submitted in RGB color will be converted in CMYK in our preparation process. Since there is not a CMYK equivalent for many RGB colors, areas of color may shift unexpectedly, producing undesirable results.
7. For the best print quality, any digital images used in the file should have a resolution of 300 dpi or greater.
8. Any images placed in a document at sizes larger than 100% will have their resolution reduced by the same percentage.

We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.

QUESTIONS AND CUSTOMER SERVICE

For questions regarding the sending and receipt of your materials, please contact Rasheedah Parks, Ad Traffic Coordinator at (215) 351-1660 ext. 3034 or via E-mail at rparks@the-scientist.com.

The Scientist Guide Ad Specifications

Size is 3.576" (91mm) wide by 3.093" (79mm) deep, **limited to 60 words of body text*** formatted by *The Scientist* and a photo/illustration measuring 2" (51mm) wide by 1.5" (38mm) deep.

Body Text: Please submit the text electronically, either within an E-mail message or as an attachment, in MS Word.

Formats: Advertising materials must be prepared in digital formats as specified. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications.

Digital: We prefer TIFF, EPS, JPEG or PDF files. Any digital images must have an original resolution of at least 266 dpi. We prefer files to be sent via E-mail, but we also accept Zip (Mac/PC), or CD disks. Ask for details. (Please remember text must be sent as text, not as an image).

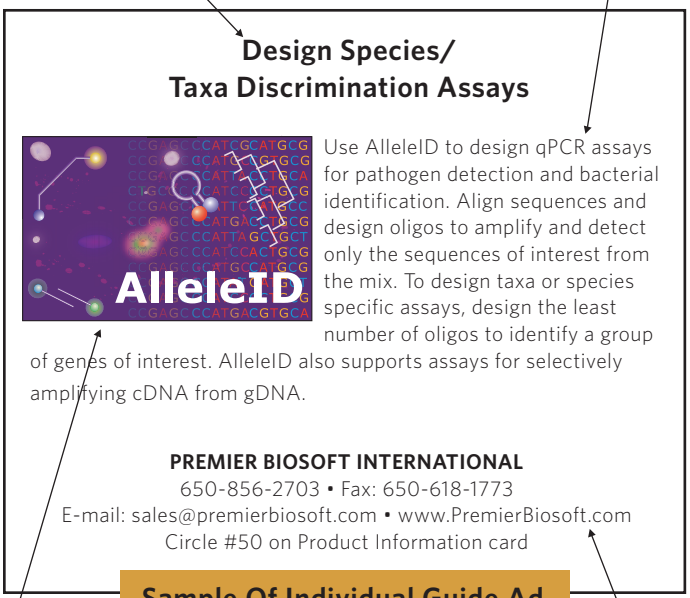
Send Materials To: **Rasheedah Parks** at rparks@the-scientist.com, or by mail to her attention, at: *The Scientist*, 400 Market Street, Suite 1250, Philadelphia, PA 19106-2501. Rasheedah can be reached at (215) 351-1660 ext. 3034.

**If word counts are exceeded in the Headline or Body Text, The Scientist will cut it to the maximum words for each area.*

Guide Examples:

HEADLINE: Maximum 36 Characters

TEXT: Maximum 60 words



Sample Of Individual Guide Ad

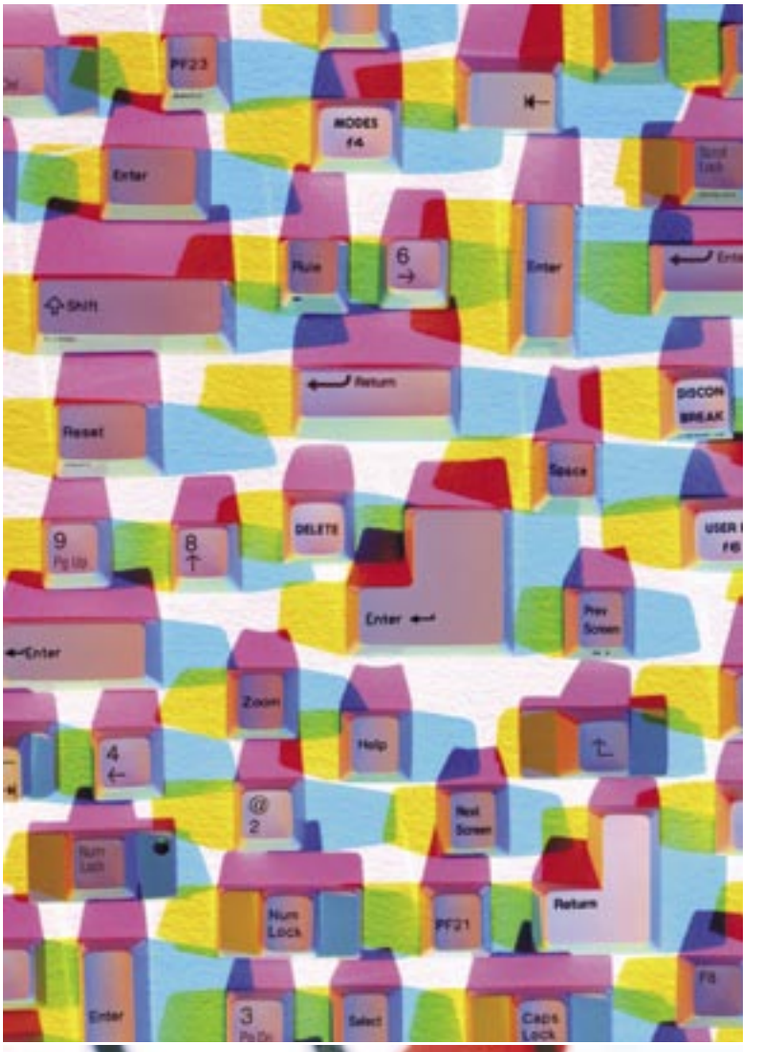
Sample Of A Guide Ad Page

4-COLOR DIGITAL IMAGE

scanned to 266 dpi

COMPANY CONTACT INFORMATION

phone#, fax#, E-mail and web address ONLY


PF23
Enter
MODES
f4
Shift
Return
Reset
DISCON
BREAK
Space
DELETE
Enter
Zoom
Help
Num Lock
PF21
Return
Caps Lock

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