

The Scientist Category Selects

Create the perfect targeting mix for your next direct mail or E-mail campaign. Use the following category select list to determine the segments of The Scientist's audience that are best suited to receive your message. Select your message recipients by Area of Work, Job Title/Position, Type of Institution, Geography, Techniques Used and more.

Examples of Areas of Work

- Biochemistry
- Bioinformatics
- Biophysics
- Biotechnology
- Cancer
- Cell Biology
- Chemical Biology*
- Chemistry
- Clinical Research
- Developmental Biology*
- Drug Discovery
- Ecology*
- Evolutionary Biology*
- Genetics
- Genomics
- Immunology
- Infectious Diseases*
- Microbiology
- Molecular Biology
- Neuroscience
- Pathology
- Pharmacology
- Physiology
- Plant Biology
- Stem Cells
- Structural Biology*
- Systems Biology*
- Toxicology

Examples of Job Title/Position

- Senior Researcher (Lab Director, Manager, Principal Investigator)
- Researcher, Lab Scientist, Postdoc
- Product/Project Manager
- University Teacher/Researcher
- Graduate Student*
- Medical/Clinical Professional*
- Technician/Assistant

Types of Institution

- Commercial/Industrial
- Academic
- Hospital
- Private
- Government

Examples of Geography

Americas

- Argentina
- Brazil
- Canada
- Mexico
- United States of America

Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

Asia/Pacific Rim

- Australia
- China
- Hong Kong
- India
- Japan
- Korea
- Malaysia
- New Zealand
- Philippines
- Singapore
- Taiwan
- Thailand

Middle East/Africa:

- Israel
- South Africa

Examples of Techniques Used*

- Antibody Preparation
- Antibody Reagents
- Biochemicals/Reagents
- Books/Journals/Information Services
- Carbohydrate/Glycoprotein Methods
- Cell Adhesion/Motility
- Cell Culture/Tissue Culture
- Cell Cycle
- Cell Death
- Cell Signaling
- Chromatography/HPLC
- Computer Hardware/Software
- Cytogenetics
- DNA Technology
- DNA-Protein Interaction
- Drug Discovery
- Electrophoresis
- Fluorescence/Luminescence
- Gel Imaging
- General Laboratory Equipment
- Genetic Analysis
- High Throughput Screening
- Histology Techniques
- Immunofluorescence/Immunocytochemistry
- Laboratory Disposables
- Mass Spectroscopy
- Microarrays
- Microbiological Methods
- Microscopy
- Oligonucleotides
- PCR Methods
- Protein Analysis/Extraction
- Proteomics
- Radiochemicals/Radiography
- RNA Technology
- Separation Techniques
- Stem Cells
- Transgenics
- X-ray Crystallography

Need to Hire Top Talent?

Inquire about The Scientist Careers third-party opt-in list of potential applicants and active jobseekers at Careers@the-scientist.com

*Marked categories available ONLY for third-party opt-in E-mail sends. All other categories are available for both direct mail and E-mail campaigns.

The Scientist Online Opt-in Community

Segments and Rates

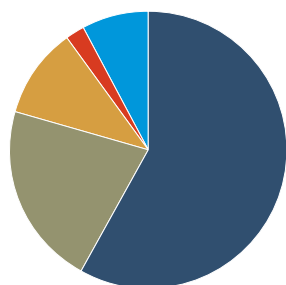
	Count	Price
Third-Party Opt-In E-mail Addresses	140,000	\$300.00 /M
U.S. Opt-In E-mail Addresses	76,000	\$300.00 /M
International Opt-In E-mail Addresses	64,000	\$300.00 /M
Transmission Fee		\$100.00 /M

Special combination pricing available upon inquiry.

Available Segment Selections and Additional Fees

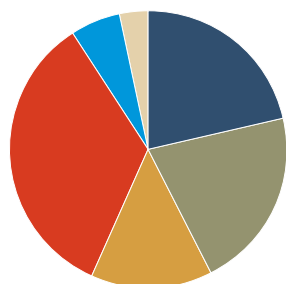
Geography (Country/State)	\$10.00 /M
Area of Work	\$15.00 /M
Institution Type	\$15.00 /M
Job Title/Job Function	\$15.00 /M
Highest Degree Held	\$15.00 /M

Type of Institution



58.1%	■ Academic	60,269
21.4%	■ Commercial/Industrial	22,170
10.5%	■ Government	10,928
2.3%	■ Private	2,366
7.7%	■ Hospital	8,007

Job Title/Position



21.4%	■ Senior Researcher (Lab Director, Manager, Principal Investigator)	21,639
21.2%	■ Researcher, Lab Scientist, Postdoc	21,501
14.2%	■ University Teacher/Researcher	14,414
34.1%	■ Graduate Student	34,538
5.1%	■ Technician/Assistant	5,977
3.1%	■ Product/Project Manager	3,134

Examples of Past and Current Customers

Adobe	Biosoftware Systems, Inc.	New Scientist
Agilent Technologies	Cambridge Biomarketing Group	Origene
American Society for Microbiology	CBI Research, Inc.	PerkinElmer
Antibodies by Design, a Division of MorphoSys	GE Healthcare, Inc.	Pierce Biotechnology, Inc.
Apple Computer	Guava Technologies	Qiagen GmbH
Applied Biosystems	Invitrogen Corporation	Reed Business Information
BD Biosciences	Johns Hopkins University	Stratagene
Biocompare	Lucigen Corporation	Takara Mirus Bio
Bio-Rad Laboratories	Nature Publishing Group	

Minimum Order: 5,000

Net Name: 85% on orders over 50,000 plus \$8.50/M running charge.

Terms: Nonreciprocal Charge \$15/M

Area of Work

Molecular Biology	32,295
Biochemistry	28,520
Cell Biology	25,150
Biotechnology	25,111
Genetics	23,414
Microbiology	18,575
Immunology	16,476
Neuroscience	14,242
Pharmacology	12,599
Physiology	11,578
Genomics	9,887
Bioinformatics	9,129
Structural Biology	6,562
Plant Biology	5,908
Developmental Biology	5,488
Chemical Biology	2,633
Evolutionary Biology	1,989
Cancer Research	1,493
Ecology	1,399

Sources for the above: Publisher's own data. All data based on information provided by individual opt-in registrants.

adsales@the-scientist.com
215-351-1660 ext. 3021

Additional Notes: Creative set-up is available for a flat fee of \$25 per each send.

Restrictions: Mailers must comply with industry ethics on list use. Sample mailing piece required for approval on all orders.

The Scientist Print Community

Segments and Rates

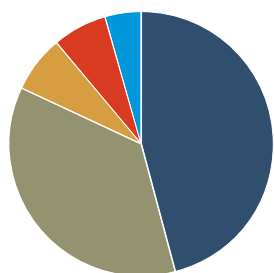
	Count	Price
Active U.S. Subscribers	54,013	\$165.00 /M
PhD's & MD's Active Subscribers	36,869	\$180.00 /M
Active International Subscribers	11,967	\$200.00 /M
Catalog Rate		\$90.00 /M
Fundraiser Rate		\$80.00 /M

Special combination pricing available upon inquiry.

Available Segment Selections and Additional Fees

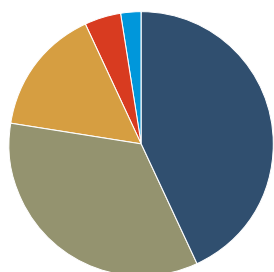
1 Month Hotline	\$20.00 /M
3 Month Hotline	\$15.00 /M
6 Month Hotline	\$10.00 /M
Geography (Country/State/SCF/Zip)	\$10.00 /M
Area of Work	\$15.00 /M
Institution Type	\$10.00 /M
Job Title/Job Function	\$15.00 /M
Highest Degree Held	\$15.00 /M
Key Coding	\$3.00 /M

Type of Institution



46.0%	■ Academic	27,887
36.1%	■ Commercial/Industrial	21,912
7.0%	■ Government	4,268
6.6%	■ Private	3,994
4.3%	■ Hospital	2,595

Job Title/Position



43.1%	■ Senior Researcher (Lab Director, Manager, Principal Investigator)	20,077
34.7%	■ Researcher, Lab Scientist, Postdoc	16,164
15.4%	■ University Teacher/Researcher	7,185
4.4%	■ Technician/Assistant	2,066
2.4%	■ Product/Project Manager	1,102

Examples of Past and Current Customers

A. Daigger & Company	Diversified Biotech Inc.	Reed Exhibition Companies
Abgent	Genetix	Science Services, Inc.
Agilent Technologies	Graphpad Software, Inc.	Scientific American
American Assoc Advmnt Science	I.Q.P.C.	Skeptical Inquirer
American Chemical Society	Infocast	Stratagene
American Society For Microbiology	Invitrogen Corporation	Strategic Research Institute
Amersham Biosciences Corp.	ISI Researchsoft	Systat Software, Inc.
Applied Biosystems	Mathworks, Inc.	Thermo Electron Corp.
Assoc of Clinical Res. Prof.	Nature Publishing Group	Thomson Am Health Consultants
Cambridge Bioscience	Pierce Biotechnology, Inc.	Thomson Scientific

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Minimum Order: 5,000

Net Name: 85% on orders over 50,000 plus \$8.50/M running charge.

Terms: Nonreciprocal Charge \$15/M

Area of Work

Molecular Biology	24,465
Biochemistry	22,735
Cell Biology	20,513
Pharmacology	19,503
Genetics	12,110
Immunology	11,037
Microbiology	10,855
Biotechnology	9,932
Neuroscience	9,049
Chemistry	8,056
Physiology	7,413
Clinical Research	6,064
Drug Discovery	5,992
Genomics	5,527
Pathology	5,478
Biophysics	5,100
Bioinformatics	4,981
Toxicology	4,709
Other Fields	2,578
Plant Science	2,143

Sources for the above: The Scientist's BPA Publisher's Statement; Publisher's own data. All data based on information provided by individual subscribers.

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