



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,

A handwritten signature in dark ink, appearing to read 'Richard Gallagher'. The signature is fluid and cursive.

Richard Gallagher
Editor & Publisher, *The Scientist*

TheScientist

MAGAZINE OF THE LIFE SCIENCES

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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.

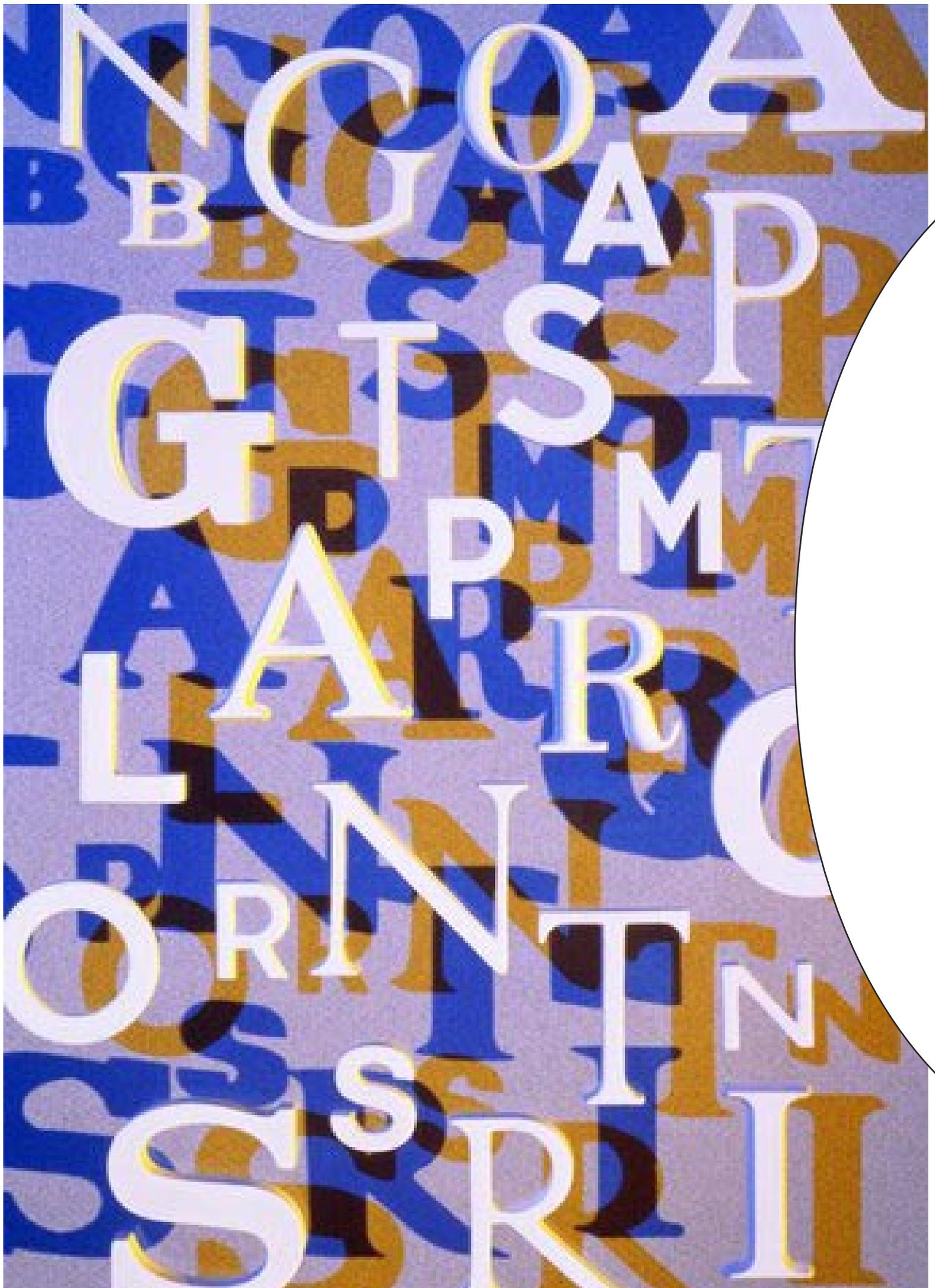
The result is that the magazine is read by over 70,000 subscribers as soon as it arrives in their mailbox. And when readers want to read a publication, they spend more time with each article and consequently, more time with each advertisement.

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 phar-

maceutical 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.



The Scientist on the Web



WHEN IT COMES TO NEWS, QUICK HITTING ARTICLES AND concise opinion, the first place that life scientists turn to is the Web. They also go online for information on laboratory products, research tools, conferences, careers and more.

That's why at *The Scientist* we're making strides to become the foremost Web site in the life sciences. Currently, www.the-scientist.com boasts over 500,000 registered users and over 370,000 unique visitors every month. This audience includes the key demographics of *The Scientist's* print subscribers, but in higher numbers and with an even greater global reach.

Our site, www.the-scientist.com features breaking science news, from a global team of reporters, and a fully-searchable database of all content published since *The Scientist* was launched. But we're doing more: We're building the best, and widest range of blogs; creating video features that extend our printed stories; and developing weekly science podcasts that merge the power of the Internet with the reach of radio.

THIS SUITE OF INTERNET SERVICES PROVIDES A CUTTING EDGE MARKETING PLATFORM FOR ADVERTISERS.

VIDEO is a powerful tool for communicating product information. Use *The Scientist's* video capabilities to promote new product lines, conduct demonstrations and more.

PODCASTS allow you to reach out to consumers with tremendous frequency and cost effectiveness. We can both produce and distribute your podcast.

BLOGS generate tremendous amounts of traffic, and by targeting your ads based on keywords, you can secure an extensive, relevant audience for your message.

With hundreds of thousands of visitors each month, cutting edge tools for delivering ads, unique ad placements and superior service, you can achieve your online goals.

Contact us at adsales@the-scientist.com or at (215) 351-1660 ext. 3010 and let us customize an online advertising package that helps you meet your budget and achieve your goals.



The Scientist and Recruiting

Print Classified, The-ScientistCareers.com and Adsumo

AT *THE SCIENTIST*, WHEN IT comes to recruitment, our mission is simple: Help employers find the best possible candidates at the best possible price.

How do we do this for you?

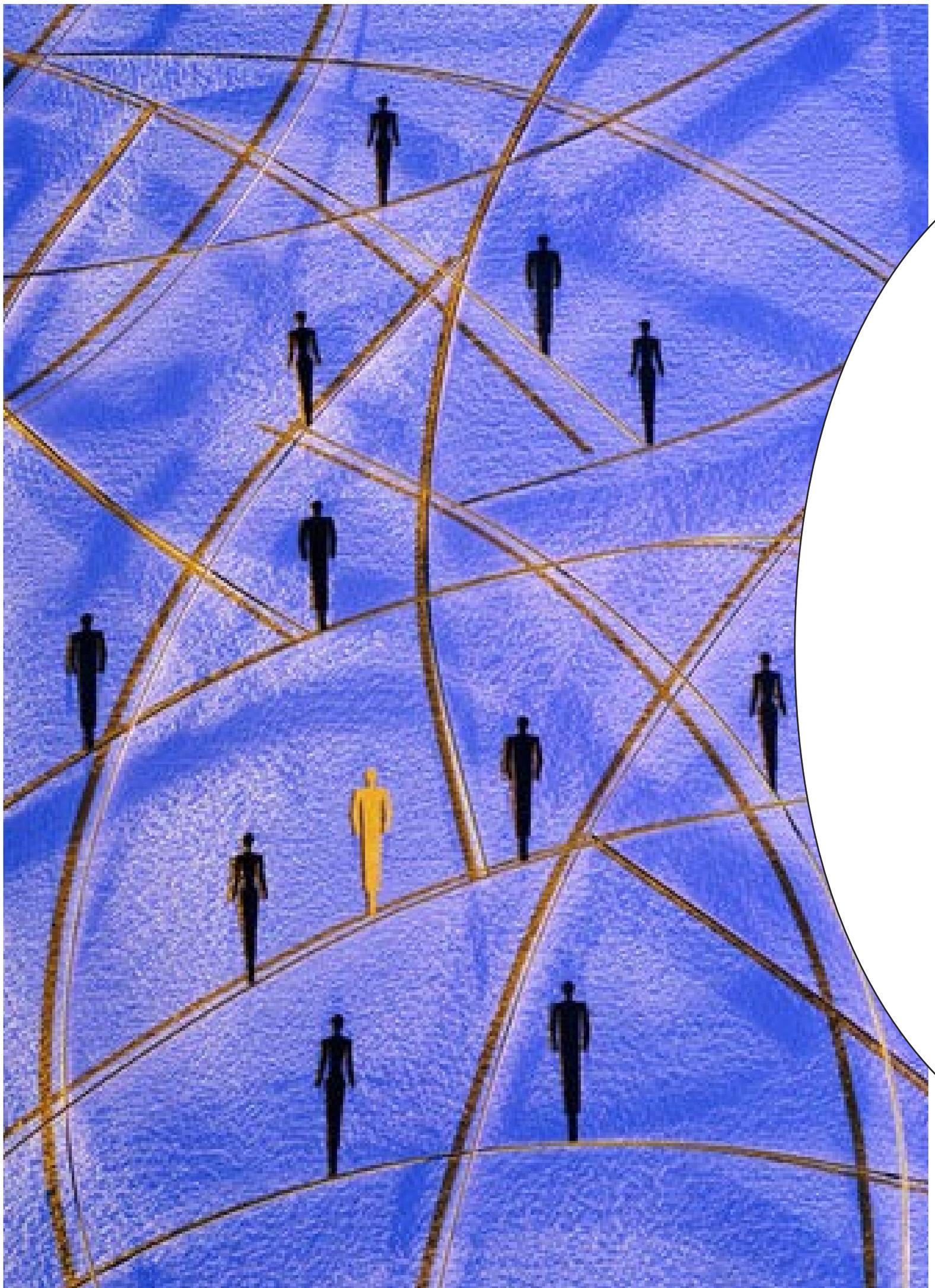
STRUCTURE — *The Scientist* offers several means to find top talent. In print, our 70,000 subscribers provide a tremendous platform for both branding and recruiting. On the Web, we feature two great tools. Our new Web site www.The-ScientistCareers.com is a new site that delivers the global community of researchers. And, now in its second year, www.Adsumo.com reaches an even wider group of life science professionals in areas such as clinical, manufacturing and sales. Used singly, or in combination through cross posting, these two sites make recruiting with *The Scientist* more effective than ever before.

PARTNERSHIPS — *The Scientist* and Adsumo are partnering with local, regional and national organizations like BIO, PennsylvaniaBIO, Illinois Biotech Industry Organization, National Association for Blacks In Biotech (NABB), The Mackenzie Group, Biotechnology Institute and more. These collaborations increase our visibility, and more importantly, provide a wider audience for your print and Web ads.

INFORMATION — Jobseekers need information on everything from creating resumes to relocation. *The Scientist* and Adsumo provide it. By offering a range of resources, we help to educate candidates, and once they've assimilated the information, we drive them directly to your open positions.

COST EFFECTIVENESS — Tired of being overcharged? Whether you're advertising in print, on the Web, or both, *The Scientist* offers the most competitive recruitment advertising rates in the industry. Because, like you, we believe that finding outstanding candidates shouldn't break your budget.

Contact *The Scientist*/Adsumo sales team today at classified@the-scientist.com or (215) 351-1660 ext. 3038 and let us customize a recruitment package that helps you meet your budget and achieve your goals.



The Scientist and Custom Publishing

Communication
Made Simple



EFFECTIVE COMMUNICATION, THE CORNERSTONE OF organizational success, is increasingly complex in a world of global corporations and multi-media communications.

Whatever your message, and whoever your intended audience, producing professional and dynamic communication is critical to achieving your goals.

Got a magazine you'd like to refresh? Interested in launching a new publication, in print or on the Web? Need to liven up your newsletters? Thinking of developing video or audio products? Or arranging live events? Now you can use *The Scientist's* expertise and our unrivalled connections in the life sciences to make the best possible impact. Our Custom Publishing team will partner with you to develop image-enhancing publications, in print or on the Web, at a reasonable cost.

Professional services from *The Scientist* span the range. We're best known for writing and editing, print design and production, and Web design and production. But we can also organize video production, podcasting and broadcasting, circulation management, marketing and PR, and Web hosting.

Our current client list includes major pharmaceutical firms, leading biotechs, and a prominent conference management company. From appraisals of your strategy, through long-term collaboration, to full management of your products and services, we provide a complete package.

We'd be delighted to visit with you to discuss your custom publishing needs, and how we can make you even more successful. Call us today at (215) 351-1660 ext. 3007.



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