

2008 RECRUITMENT

TheScientist
MAGAZINE OF THE LIFE SCIENCES



WHY ADVERTISE WITH THE SCIENTIST?

The Scientist occupies a unique niche in the world of life science magazines. We provide our readers with serious entertainment, keeping them up-to-date with research advances, business, science in culture, technology developments and career advice. Scientists look forward to reading The Scientist. In fact, anyone interested in the relevance and impact of science values our unique voice.

RECRUITING THE BEST HIRES

The Scientist Careers offers a range of tools that help drive top-notch candidates in your direction. Combine the benefits of traditional and new multimedia opportunities to strengthen your brand, drive results and meet your recruiting needs. Let us help you make the best possible hires!

Targeted, Integrated Campaign Options

Our customized packages allow for increased exposure, multiple touchpoints and a higher visibility of your recruitment message.

The Magazine in Print

The Scientist's print audience is extensive: 59,000 highly-qualified subscribers. Through high pass-along rates, our print magazine reaches over 130,000 readers per month. Our comprehensive recruitment section is the ideal vehicle for your high-profile positions or for branding your organization as a market leader.

Careers.The-Scientist.com

For even greater exposure, our online job postings attract more than 95,000 visitors per month. With over 27,000 registered jobseekers and 17,750 new resumes and CVs in our secure database, The Scientist Careers funnels proactive jobseekers to your posting and allows you to actively search for candidates.

Drive Traffic and Applications

Use The Scientist Careers' online platform to extend your brand, post job listings, drive applications and locate the people you want to hire. Highlight your organizational strengths and philosophies and provide general or specific recruitment messaging.

The Scientist provides you:

over
» **130,000**
print readers a month*

over
» **80%** of readers
old PhDs and/or MDs**

over
» **60%** of readers
spend 30+ minutes with each issue†

over
» **27,000**
registered online jobseekers **

over
» **95,000**
online visitors a month**

over
» **18,500**
jobseekers who've opted-in to receive
recruitment messages**

over
» **17,750**
new resumes in our database**

over
» **48%** of visitors
have 5+ years experience in the biosci-
ence workforce**

WE'LL WORK WITH YOU

From branding to strategic hiring, we're here for you throughout your entire campaign. To begin increasing the exposure and visibility of your job listing to a wider audience with a customized print and online campaign, contact your representative today.

* Based on publisher's pass along rate of 2.2 readers per copy
** From publisher's own data
† Based on publisher's reader survey

ONLINE DEMOGRAPHICS AND RATES

The Scientist Careers, careers.the-scientist.com, offers a variety of effective recruitment advertising and marketing tools. Combine any of our posting packages and featured web extras for a solution that drives traffic to specific openings while raising your overall branding.

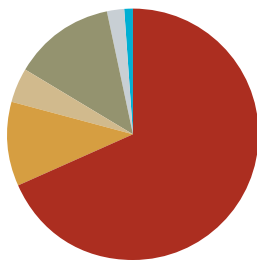
Website Readership Statistics

Average Monthly Visitors	95,000
Average Monthly Page Views	568,600

Jobseeker Statistics (since 2005)

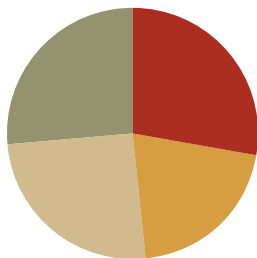
Total No. of Registered Jobseekers	27,000
Total No. of Resumes in Database	17,750
Total No. of Opt-in E-mail Recipients	18,500

Geographic Breakdown



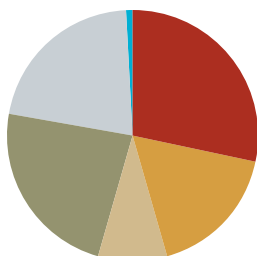
68.7%	■ U.S
10.8%	■ Europe & U.K.
4.4%	■ Canada
13.1%	■ Asia & Pacific Rim
2.3%	■ Middle East & Africa
0.9%	■ South America

Years of Experience



27.8%	■ 11+
20.8%	■ 6 to 10
25.1%	■ 3 to 5
26.3%	■ 0 to 2

Highest Degree Held



28.6%	■ PhD
17.1%	■ MD
9.0%	■ MD/PhD
23.2%	■ MS
21.3%	■ BS
0.8%	■ Other

Sources for the above data: Publisher's own data. All data based on information provided by individual jobseekers or from resumes/CVs within our database.

Individual Job Postings (Active for 60 Days)

Single Job Posting	\$295
Posting Package: 10 Jobs	\$2,250

Job Wrap/Sweep Packages (Segments Per Month)

Segments	3 Months	1 Year
200+ Jobs	\$5,250	\$17,500
100 to 200 Jobs	\$3,750	\$12,000
25 to 100 Jobs	\$3,000	\$10,000
10 to 25 Jobs	\$2,250	\$7,500
5 to 10 Jobs	\$1,500	\$5,000

Any posting package above can be integrated with your ATS or HTML scrapping is available. A programming fee will apply.

Resume Database Access	3 Months	1 Year
Single Database License	\$2,000	\$6,000

Online Employer Profile (for 1 Year)	\$750
--------------------------------------	-------

Featured Job Listings (Dedicated Slots)

Monthly Opportunities Newsletters	\$200
Homepage Listing (for 30 days)	\$200
Monthly Newsletter Banner Wrap	\$1,250

Recruitment Packages

(Individual Job Postings and Resume Database Access)

5 Postings & Database Access for 3 Months	\$2,950
20 Postings & Database Access for 1 Year	\$9,500

Targeted E-mail Advertising	\$395/M
-----------------------------	---------

Deliver your text or HTML E-mails to the candidates of your choice. Target opt-in recipients by geography, area of work and more
+ \$15/M Selection Fee

Impression Based Advertising

Banner Type	Dimensions	Price
Standard Banner	468 x 60	\$25/CPM
Skyscraper	160 x 600	\$35/CPM

THE SCIENTIST EDITORIAL CALENDAR 2008

Issue	Month	Editorial Topics Covered	Event & Bonus Distribution	Recruitment Ad Close Date**
Issue 1	January	Climate Change Automation in the Lab Balancing Family and Science	Lab Automation (1/27-29) - Palm Springs, CA	December 10
Issue 2	February	Genetic Regulation RNAi Personal/Retirement Finance	Miami Symposia - Regulatory RNA (2/2-6) - Miami, FL	January 11
Issue 3	March	Science in the Developing World Mass Spectrometry Best Places To Work: Postdocs 2008	PittCon (3/3-6) - New Orleans, LA Society of Toxicology (3/16-20) - Seattle, WA Biotechnica/Interphex (3/26-28) - Philadelphia, PA	February 11
Issue 4	April	Cancer Research PCR Methods Grant Writing	FASEB - EB (4/5-9) - San Diego, CA SBS (4/6-10) - St. Louis, MO AACR (4/12-16) - San Diego, CA ACRP (4/25-4/29) - Boston, MA	March 10
Issue 5	May	Structural Biology Proteomics Careers in Biotech	MipTec (5/5-8) - Basel, Switzerland NIH Spring Meeting - Bethesda, MD ASM (6/1-5) - Boston, MA	April 10
Issue 6	June	Stem Cells Cell Culture Best Places To Work: Industry 2008	ISSCR (6/12-14) - Philadelphia, PA ENDO (6/15-18) - San Francisco, CA BIO (6/17-20) - San Diego, CA	May 12
Issue 7	July*	Biotech in Europe Immunofluorescence Management Skills	International Congress of Genetics (7/12-17) - Berlin, Germany ESOF (7/18-22) - Barcelona, Spain	June 10
Issue 8	August	Drug Discovery High Throughput Assays Job Hunting/Online	DDT&D - Boston, MA	July 10
Issue 9	September	Politics & Science SNP Genotyping Teaching Science	ELSO (8/30-9/2) - Dresden, Germany	August 11
Issue 10	October	Biomarkers Microarrays Hot Career Trends	NIH Research Fest - Bethesda, MD	September 10
Issue 11	November	Neuroscience Imaging Best Places To Work: Academia 2008	ASHG (11/11-15) - Philadelphia, PA Society for Neuroscience (11/15-19) - Washington, DC	October 10
Issue 12	December	Cell Cycle Top 10 Launches of 2008 Mentoring	ASCB (12/13-17) - San Francisco, CA	November 10

*The Message Impact Study conducted by Readex Research helps measure the effectiveness of your advertisement. Ads in the July issue will be included in this study at no extra charge.
**Ad closed dates are for Recruitment and event sales. Display print close date is 9 calendar days before.

Recruitment and Event Sales
careers@the-scientist.com
215.351.1660 ext 3019

Print and Online Sales
adsales@the-scientist.com
215.351.1660 ext 0

Ad Traffic Controller
ads@the-scientist.com
215.351.1660 ext. 3034

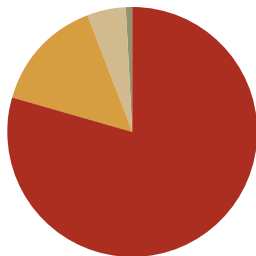
Find The Scientist at all 2008 events presented by:
Keystone Symposia (www.keystonesymposia.org)
Cambridge Healthcare (www.healthtech.com)

Download our 2008 Media Kit:
www.the-scientist.com/mediakit/

PRINT BREAKDOWN AND DEMOGRAPHICS

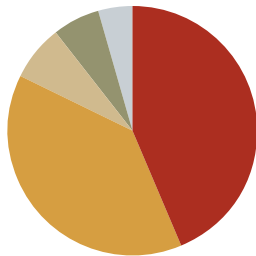
With over 59,000 qualified print magazine subscribers, The Scientist makes a big impact in the life science community by targeting the key decision-makers: senior scientists and executives in academia and industry.

Geographic Breakdown



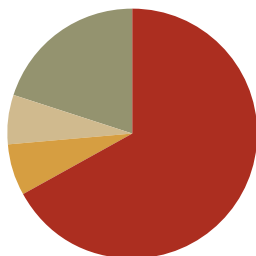
79.6%	■ U.S.	46,986
14.6%	■ Europe & U.K.	8,634
5.0%	■ Canada	2,971
0.7%	■ Other	415

Type of Institution



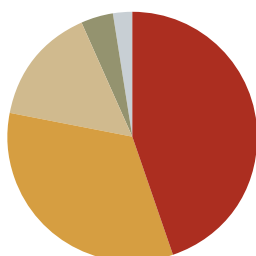
43.7%	■ Academic	23,535
38.6%	■ Commercial/Industrial	20,822
7.1%	■ Government	3,845
6.3%	■ Private Institution	3,416
4.2%	■ Hospital	2,265

Highest Degree Held



67.0%	■ PhD	29,281
6.7%	■ MD	2,934
6.5%	■ MD/PhD	2,862
19.8%	■ MS/BS	8,657

Job Type/Function



44.9%	■ Senior Researcher (Lab Director/Manager/ Principal Investigator)	18,964
33.2%	■ Researcher/Lab Scientist/ PostDoc	14,046
15.5%	■ University Professional (Teacher/Educator)	6,549
4.0%	■ Product/Project Manager	1,692
2.4%	■ Technician/Assistant	998

Print Circulation

Qualified Controlled in Print	46,691
Qualified Controlled Digital Edition	8,246
Paid Individual Subscribers	2,019
Complimentary Issues	2,050
Total Circulation:	59,006

Area of Work

Molecular Biology	20,995
Biochemistry	19,987
Cell Biology	17,380
Biotechnology	11,516
Genetics	10,139
Immunology	9,618
Microbiology	9,423
Pharmacology	9,320
Neuroscience	7,974
Chemistry	7,049
Drug Discovery	6,896
Clinical Research	6,571
Physiology	6,490
Genomics	6,429
Bioinformatics	5,971
Pathology	4,732
Cancer/Oncology	4,552
Biophysics	4,519
Toxicology	4,104
Other Fields	2,738
Proteomics	2,708
Plant Science	2,336

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

RECRUITMENT RATES (\$)

Effective January 1, 2008

A print advertisement in The Scientist is one of the most effective ways of getting your message in front of our proactive and highly qualified audience.

Advertising Rates (USD \$) (4-color)

	1x	3x	6x
Full Page	\$4,800	\$4,560	\$4,285
2/3 Page	\$3,840	\$3,650	\$3,430
1/2 Page	\$2,880	\$2,735	\$2,575
1/3 Page	\$2,305	\$2,190	\$2,060
1/4 Page	\$1,730	\$1,640	\$1,545
1/6 Page	\$1,040	\$985	\$925
Spread	\$7,630	\$7,250	\$6,815
Line Ads	\$185 per column inch		

Material Submission Details

All recruitment or event advertisements for The Scientist must be delivered by the advertising close deadline for the relevant issue. The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production.

- Live area on all bleed ads should be at least 1/4 in (6 mm) from the trim edge.
- PostScript (PS) and PDF files must be prepared at 2400 or 2540 dpi (press optimized)
- Crop marks, if included, should be set at an offset of 12 points
- All fonts and images should be embedded in your output file.
- Images submitted in RGB color will be converted to CMYK. There is not a CMYK equivalent for many RGB colors. Matches will be as close as possible but may be imperfect.
- For best print quality, digital images used in the file should have a resolution of 300 dpi or greater.

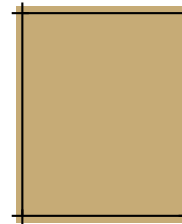
PRINT SPECIFICATIONS

Print advertisements are available in sizes ranging from gateway folds to spreads and full pages to 1/6 page placements.

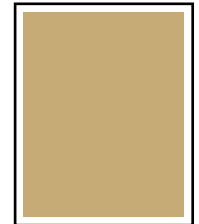
Full Page Advertisements



Full Page Trim Area
8-1/2 in x 10-1/2 in
216 mm x 267 mm

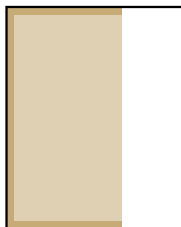


Full Page Bleed Size
8-3/4 in x 10-3/4 in
222 mm x 273 mm

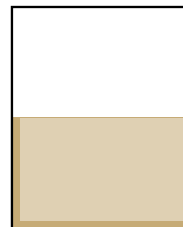


Full Page Live Area
8 in x 10 in
203 mm x 254 mm

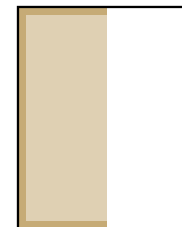
Fractional Advertisements



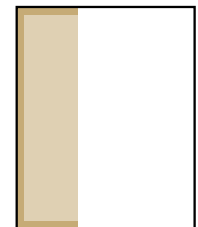
2/3 Page Vertical Bleed Size
5-1/2 in x 10-3/4 in
140 mm x 273 mm
Non-Bleed Size
4-11/16 in x 9-1/16 in
119 mm x 230 mm



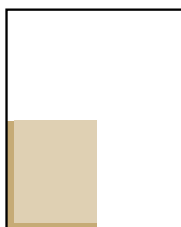
1/2 Page Horizontal Bleed Size
8-3/4 in x 5-1/3 in
222 mm x 135 mm
Non-Bleed Size
7-1/8 in x 4-7/16 in
181 mm x 113 mm



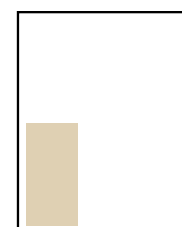
1/2 Page Vertical Bleed Size
4-1/4 in x 10-3/4 in
108 mm x 273 mm
Non-Bleed Size
3-7/16 in x 9-1/16 in
87 mm x 230 mm



1/3 Page Vertical Bleed Size
3 in x 10-3/4 in
76 mm x 273 mm
Non-Bleed Size
2-1/4 in x 9-1/16 in
57 mm x 230 mm



1/4 Page Bleed Size
4-3/16 in x 5-1/3 in
106 mm x 135 mm
Non-Bleed Size
3-3/8 in x 4-1/2 in
86 mm x 114 mm



1/6 Page Non-Bleed Size
2-1/4 in x 4-1/2 in
57 mm x 114 mm

Contact our Recruitment and Event Team at careers@the-scientist.com or 215.351.1660 ext 3019 for more information.



TheScientist

MAGAZINE OF THE LIFE SCIENCES

careers.the-scientist.com
careers@the-scientist.com
215.351.1660 ext 3019