



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*

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.

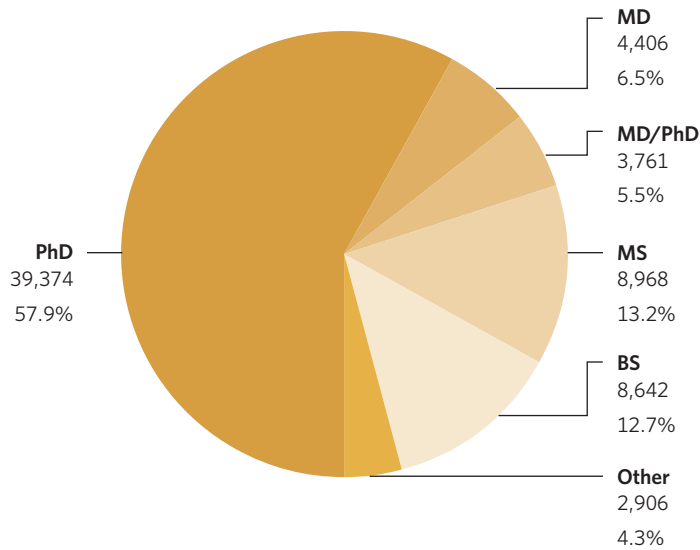
Editorial Calendar

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

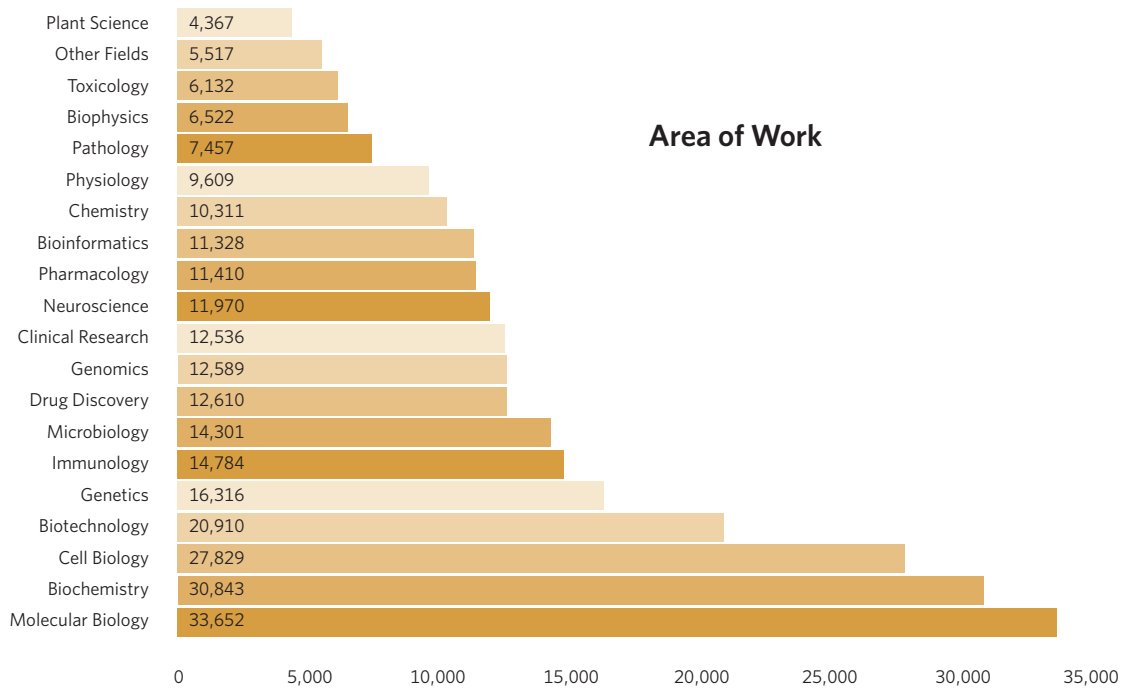
The Scientist Print Readership

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

Readership by Degree

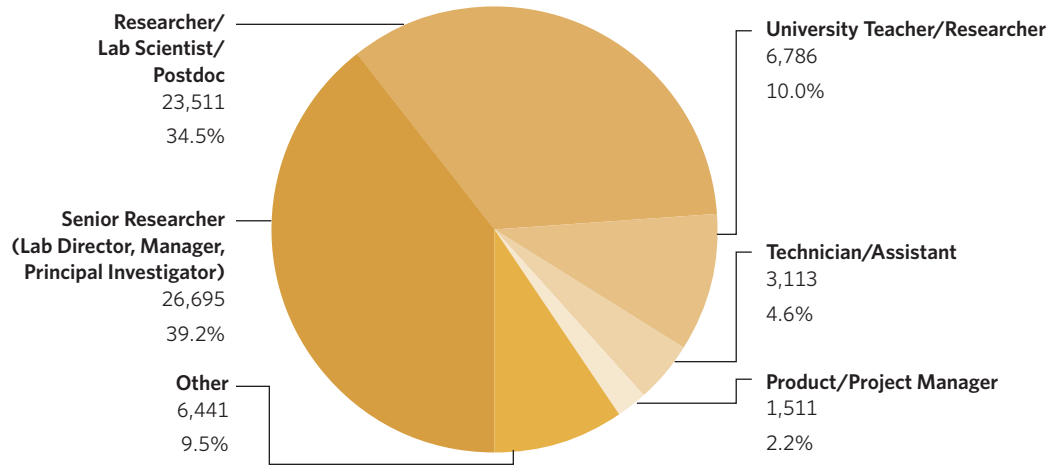


Area of Work

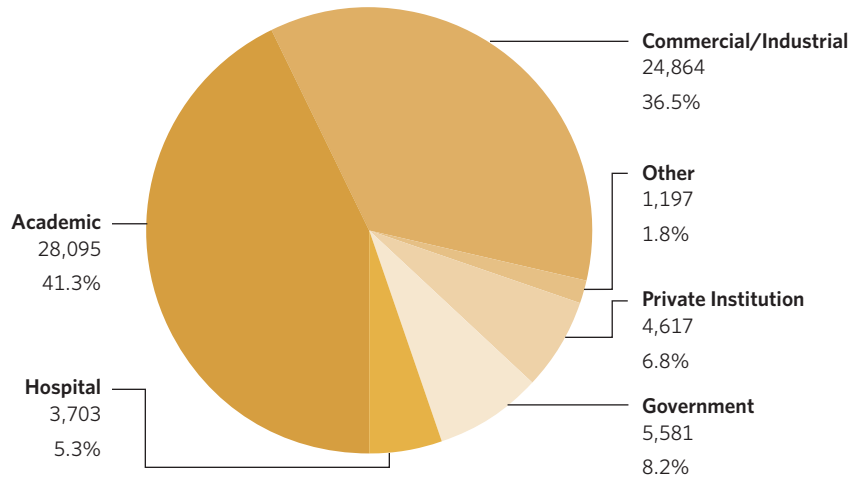


The Scientist Print Readership

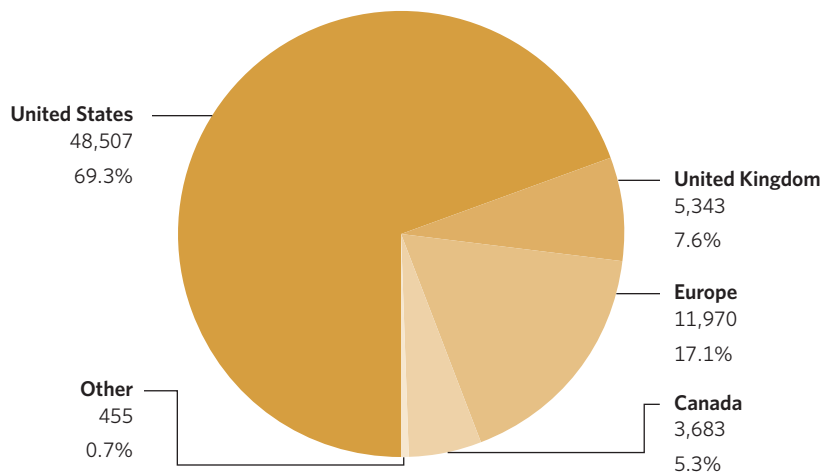
Job Title/Position



Type of Institution



Geographic Readership



2006 Rate Card - *The Scientist* in Print

Recruit with *The Scientist*

CLASSIFIED 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	\$ 7,630	\$ 7,135	\$ 6,915	\$ 6,800	\$ 6,510
Full	\$ 4,800	\$ 4,490	\$ 4,350	\$ 4,280	\$ 4,095
¾ V	\$ 3,580	\$ 3,350	\$ 3,245	\$ 3,190	\$ 3,055
½ H	\$ 2,800	\$ 2,620	\$ 2,540	\$ 2,495	\$ 2,390
½ V	\$ 2,800	\$ 2,620	\$ 2,540	\$ 2,495	\$ 2,390
⅓ H	\$ 1,950	\$ 1,820	\$ 1,770	\$ 1,740	\$ 1,660
⅓ V	\$ 1,950	\$ 1,820	\$ 1,770	\$ 1,740	\$ 1,660
¼ V	\$ 1,490	\$ 1,390	\$ 1,350	\$ 1,330	\$ 1,270
⅙ V	\$ 1,020	\$ 950	\$ 925	\$ 910	\$ 870
Line Ads (price per column inch)	\$ 185	\$ 170	\$ 165	\$ 160	\$ 155

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

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
¾ 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
⅙ V	2.250 x 4.500	
Line Ad	2.250 Wide	

Millimeters	No Bleed	Bleed
Spread	406 x 237	438 x 273
Full	186 x 237	222 x 273
¾ 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
⅙ V	57 x 114	
Line Ad	57 Wide	

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 direct applications or branding, strengthen your campaign's impact with a multimedia package from *The Scientist* and our online career division Adsumo.com

SAMPLE PACKAGE

Preparing a **Hiring Blitz?**

Attract candidates and attention with this package that includes:

- Two Full Page 4c Print Ads
- Ten Online Job Postings for Three Months
- 50,000 Banner Impressions

For only: **\$10,900**

Contact your representative from *The Scientist* today at adsales@the-scientist.com
or (215) 351-1660 ext. 3010 for more information.

The Scientist - 2006 Classified 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 8
2	February 1	January 12	8	August 1	July 13
3	March 1	February 9	9	September 1	August 10
4	April 1	March 9	10	October 1	September 7
5	May 1	April 6	11	November 1	October 12
6	June 1	May 11	12	December 1	November 9

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
⅓ 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
⅔ V	2.250 x 9.333	2.875 x 10.750
¾ V	3.375 x 4.500	4.1875 x 5.3125
⅞ V	2.250 x 4.500	
Line Ad	2.250 Wide	

Millimeters	No Bleed	Bleed
Spread	406 x 237	438 x 273
Full	186 x 237	222 x 273
⅓ V	117 x 237	135 x 273
½ H	186 x 114	222 x 135
½ V	86 x 237	106 x 273
⅔ V	57 x 237	73 x 273
¾ V	86 x 114	106 x 135
⅞ V	57 x 114	
Line Ad	57 Wide	

MATERIAL SPECIFICATIONS:

We accept and will layout line and display ads. Just send us your text electronically, along with any image(s) or logo(s) you would like included in your advertisement. We will design your ad and provide you with a quote free of charge.

If you have an ad already prepared:

We prefer to receive high resolution PDF files. All fonts (Type 1) and images (EPS or TIFF) should be embedded in the output file. Any digital images used in the file should have the original resolution of 300 dpi or greater to print with the best results. We also accept QuarkXpress files with all fonts and/or art graphics (EPS or TIFF) included. Do not apply style attributes (bold, italic, etc.) to text; leave style plain. Convert all colors to CMYK.

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.

magSend:

The Scientist is partnered with magSend to ensure quick, accurate and simple delivery of your color advertisement. magSend is free to use for sending advertisements to The Scientist. We encourage all of our advertisers to use this service. For more information log onto www.magsend.com or contact your account representative.

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 Careers – What We'll Do For You

At The Scientist Careers 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 approaches to find top talent. In print, our 70,000 subscribers provide a tremendous platform for both branding and recruiting. On the web we feature one of the fastest growing life science career sites. The Scientist Careers, formerly Adsumo, is an established site that delivers a global community of researchers. The Scientist Careers reaches a wide group of science professionals in areas such as research, clinical, manufacturing, sales and more. Used singly, or in combination, locating top talent with The Scientist's recruitment tools is more effective than ever before.

PARTNERSHIPS

The Scientist Careers is partnering with local, regional and national organizations like Biotechnology Industry Organization (BIO), Biotechnology Council of New Jersey (BCNJ), Pennsylvania BIO, Illinois Biotechnology Industry Organization (iBIO), 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 Careers provides it. 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.

INCREASED EFFICEINCY

We know that your time is valuable and everything we do is designed to save you time. Need to post a job? We'll do it for you. Need to post ten? We'll do that as well. Do you prefer to post jobs through your ATS? We'll work with your vendor or tech team to ensure a quick and seamless integration.

Want something better? Use our Autopost Solution to automatically collect jobs from your website. Whether you have 10 openings or 200, this option completely eliminates the need for extra work on your end. Need more? Automate a search of our resume database and fresh resumes will be delivered via email as they are posted to our secure database.

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 Careers sales team today, at careersales@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.

Contact your representative from *The Scientist* today at careersales@the-scientist.com
or (215) 351-1660 ext. 3038 for more information.

The Scientist Careers – Statistics & Demographics

TOTAL AUDIENCE and GENERAL STATISTICS

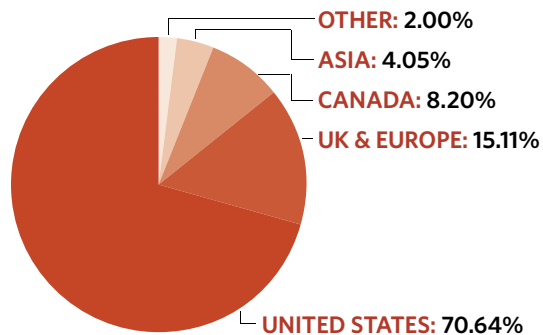
MONTHLY REACH

Avg. Monthly Visitors: 77,385 and increasing
Monthly Page Views: 410,998 and increasing

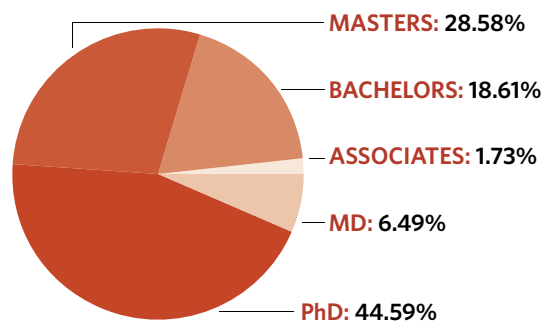
INDIVIDUAL USER STATISTICS

Avg. Page Views Per User: 8.6
Avg. Minutes Spent On Site Per User: 7.16

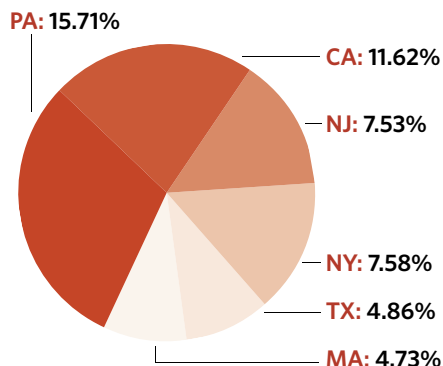
USER DEMOGRAPHICS BY LOCATION



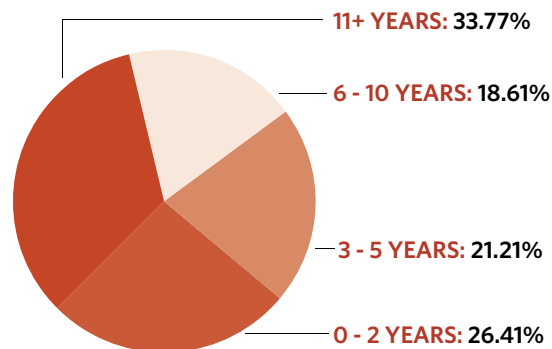
USERS BY HIGHEST DEGREE EARNED



US JOB SEEKERS BY STATE



USERS BY YEARS OF EXPERIENCE



USERS BY FIELD (Users Can Select Multiple)

1. Research
2. Molecular Biology
3. Cell Biology
4. Biochemistry
5. Drug Discovery
6. Oncology
7. Clinical Research
8. Microbiology
9. Genetics
10. Immunology

OUR AUDIENCE (As of January 2006)

Registered Users: 14,075
Resumes: 9,150
3rd Party E-mail: 9,350

Contact your representative from *The Scientist* today at careersales@the-scientist.com
or (215) 351-1660 ext. 3038 for more information.

The Scientist Careers – Rate Card 2006

The Scientist Careers offers traditional postings plus a variety of effective recruitment marketing tools. Combine any of the options below for a complete solution that drives traffic to specific openings while raising your overall brand awareness.

JOB POSTINGS

Individual.....\$150 (USD) 60 Days (Duration)

PACKAGES

Segments	1 Year	6 Month	3 Month
200 + Jobs Per Month	\$17500	\$8750	\$4375
125 to 200 Jobs Per Month	\$15000	\$7500	\$3750
76 to 125 Jobs Per Month	\$12500	\$6250	\$3125
26 to 75 Jobs Per Month	\$10000	\$5000	\$2500
11 to 25 Jobs Per Month	\$7500	\$3750	\$1875
6 to 10 Jobs Per Month	\$5000	\$2500	\$1250
Autopost*	\$2400	\$1200	\$600

*Add our Autopost service to any package and have your job listings automatically posted on The Scientist Careers

RESUME DATABASE

1 Year	
6 Months	\$3500 (USD)
3 Months	\$2000 (USD)
1 Month	\$1100 (USD)
	\$400 (USD)

PROFILES

Searchable company profile.....\$500 (USD) 1 year duration

ADVERTISING

Banner Advertising Price (USD)

Home Page.....	\$30 CPM
Run of Site.....	\$25 CPM

Tile Advertising Price (USD)

TOWER AD	
Home Page.....	\$30 CPM
Run of Site.....	\$25 CPM

DOUBLE TILE

Home Page.....	\$25 CPM
Run of Site.....	\$20 CPM

SINGLE TILE

Home Page.....	\$20 CPM
Run of Site.....	\$15 CPM

EMAIL BLAST

Mass or Targeted.....\$2500 Per send

NEWSLETTER

Sponsorship.....	\$1000 (USD)
Individual Job Listing.....	\$150 (USD)

FEATURED EMPLOYER

One Year Position.....\$15,000 (USD)

PRINT and WEB ADVERTISING opportunities with *The Scientist* are available.

See *The Scientist's* Print and Web Rate Cards.

Agency Discount 15% on all products.

Contact your representative from *The Scientist* today at careersales@the-scientist.com or (215) 351-1660 ext. 3038 for more information.

NCOA
BGOAP
GTSP
APMT
LAPRQ
ORNTN
SSRI



TheScientist

MAGAZINE OF THE LIFE SCIENCES

400 Market Street, Suite 1250
Philadelphia, PA 19106-2501
Phone: (215) 351-1660 Fax: (215) 351-1146
E-mail: adsales@the-scientist.com