

MEDIA KIT 2007

# The Scientist | Careers

“Very much enjoy your publication. Tend to find articles that are relevant to my work, but also end up learning something new and interesting in other fields.”

—Li S., Research Assistant, University of Waterloo



## People. Access. Choices.

### PEOPLE

The Scientist offers a range of tools to help you find great employees. In print or online The Scientist will help drive top-notch candidates in your direction.

Our monthly print magazine reaches 170,000 readers per month. Our comprehensive Recruitment section is the ideal vehicle for your high-profile positions or messaging that positions your organization as a market leader.

### ACCESS

Complementary cutting-edge tools are provided by The Scientist Careers website. Our online job postings attract 132,000 visitors per month. With over 22,000 registered jobseekers and 15,000 resumes and CV's in our secure database, The Scientist Careers funnels proactive jobseekers to your postings, and allows you to actively search for candidates.

### CHOICES

Use The Scientist Careers's tool platform to extend your brand, drive applications and locate the people you want to hire. Here's how:

Targeted E-mail campaigns let you drill down by geography, techniques used, and degree level to deliver targeted recruiting and branding messages to a pre-selected pool of candidates.

Videos, podcasts, slideshows, and other multimedia tools highlight your organizational strengths and philosophies, while providing general or specific recruitment messaging.

Work with your The Scientist Careers representative to customize a campaign that combines 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!

### The Scientist Careers offers a variety of effective recruitment marketing tools, including:

- Single Job Postings
- Posting Packages with Autopost Options
- Resume Database Access
- Company Profiles
- Feature Employer Designations
- Targeted E-mail Campaigns
- Newsletter Sponsorship Opportunities
- Career Affiliate Site Program
- Live Regional and National Recruiting Events

Visit us at <http://careers.the-scientist.com>

# The Scientist Editorial Calendar

#	Issue Date	Closing Date	Topics Highlighted*	Bonus Distribution*
1	January 1	December 8	Immunology/Vaccines Robotics in the Lab Grant Writing	<b>Miami Winter Symposia</b> - Miami, FL <b>Lab Automation</b> - Palm Springs, CA
2	February 1	January 12	Structural Biology Mass Spectrometry New Facilities	<b>PittCon</b> - Chicago, IL
3	March 1	February 9	Systems Biology Proteomics Best Places to Work: Postdocs	<b>DDT Europe</b> - London, UK
4	April 1	March 9	Cancer Research High Throughput Assays Careers in Cancer Research	<b>AACR</b> - Los Angeles, CA <b>SBS</b> - Montreal, Canada <b>NIH Spring Research Festival</b> - Bethesda, MD
5	May 1	April 13	Microbiology Antibody Design Best Places to Work: Industry	<b>FASEB</b> - Washington, DC <b>BIO</b> - Boston, MA <b>ASM</b> - Toronto, Canada
6	June 1	May 11	Stem Cells PCR Methods Job Hunting on the Web	<b>ENDO</b> - Toronto, Canada <b>ISSCR</b> - Cairus, Australia
7	July 1	June 8	Animal Models RNAi Mentoring	<b>Life Sciences 2007</b> - Glasgow, UK
8	August 1	July 13	Drug Discovery High Content Analysis Employee Benefits	<b>DDT&amp;D</b> - Boston, MA
9	September 1	August 10	AIDS Nanotechnology Salary Survey	<b>ACS</b> - San Francisco, CA <b>ELSO</b> - Dresden, Germany
10	October 1	September 7	Genetic Analysis SNP Genotyping Hot Career Trends	<b>NIH Fall Research Festival</b> - Bethesda, MD <b>ASHG</b> - San Diego, CA
11	November 1	October 12	Neuroscience Imaging Best Places to Work: Academia	<b>SfN</b> - San Diego, CA
12	December 1	November 9	Cell Signaling Immunofluorescence Careers in Biotech	<b>ASCB</b> - Washington, DC

\*Topics and events listed above are subject to change. For a comprehensive list of topics and events, ask your representative about our Monthly Preview Newsletter.

## Print and Online Packages

Combining the targeting power of the Internet with the pass-along reach of print, an integrated package of print and online job listing opportunities from The Scientist Careers is the most effective way to get results.

Our customized integrated packages allow for the increased exposure and visibility of your job listing to a wider audience of jobseekers.

Contact your representative today to have a print and online package customized for your needs.

## Preparing a Hiring Blitz?

Attract candidates and attention with:

- Two (2) Full Page 4c Print Ads
- Ten (10) Online Job Slots for 3 Months
- An Online Employer Profile for a Year

**\$10,000**

## Recruit Using Our Online Tools!

Proactively search for candidates with:

- Five (5) Online Job Postings in a Year
- An Online Employer Profile for a Year
- Resume Database Access for 3 Months

**\$2,000**

**careers@the-scientist.com**  
**215-351-1660 ext. 3019**

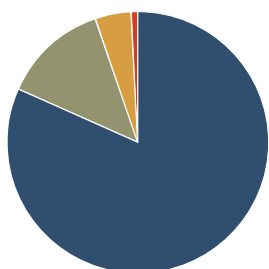
# The Scientist Print Readership

**CLASSIFIED ADVERTISING:** Reach The Scientist's active and influential audience of over 65,000 life science professionals through a variety of print advertising options. Purchase an advertising package and increase your frequency while reducing your cost per placement.

## Print Circulation

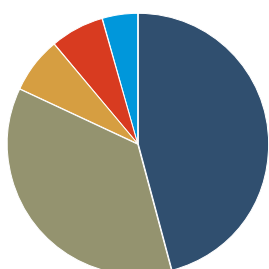
Qualified Controlled in Print	53,499
Qualified Controlled Digital Edition	8,310
Paid Individual Subscribers	2,122
Complimentary Issues	2,049
<b>Total Circulation</b>	<b>65,980</b>

## Geographic Readership



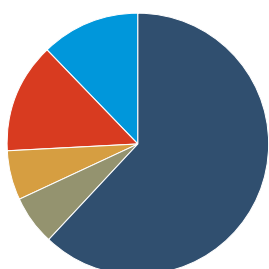
81.9%	■ U.S.	54,013
13.0%	■ Europe & U.K.	8,547
4.6%	■ Canada	3,007
0.6%	■ Other	413

## Type of Institution



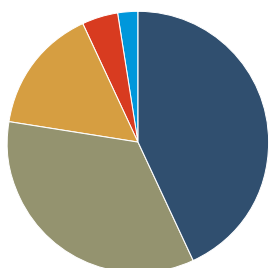
46.0%	■ Academic	27,887
36.1%	■ Commercial/Industrial	21,912
7.0%	■ Government	4,268
6.6%	■ Private	3,994
4.3%	■ Hospital	2,595

## Highest Degree Held



62.6%	■ PhD	30,715
6.4%	■ MD	3,147
6.1%	■ MD/PhD	3,007
13.8%	■ MS	6,297
12.1%	■ BS	5,931

## 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 Teachers/Researchers	7,185
4.4%	■ Technician/Assistant	2,066
2.4%	■ Product/Project Manager	1,102

## 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

**64% of our readers pass along their copy of The Scientist**

**78% of our readers are high level decision makers**

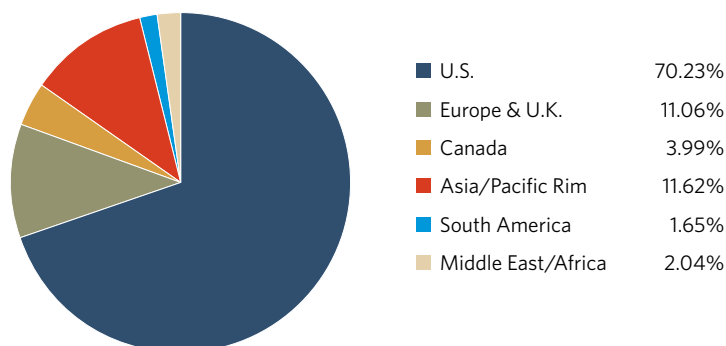
**On average our readers spend 30 minutes per month reading their copy of The Scientist**

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

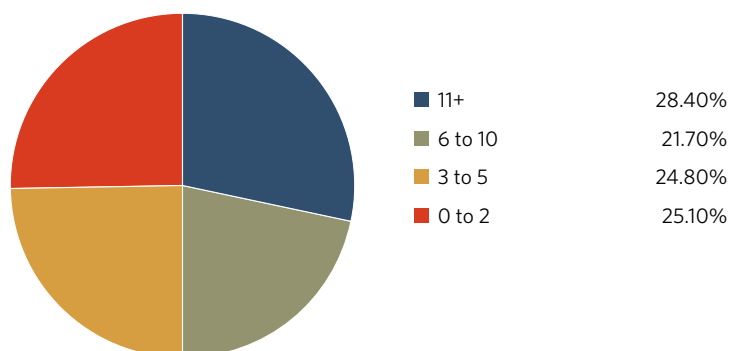
# The Scientist Careers Online Audience

**ONLINE ADVERTISING:** The Scientist Careers offers traditional postings plus a variety of effective recruitment marketing tools. Combine any of our posting packages and our featured web extras for a complete solution that drives traffic to specific openings while raising your overall brand awareness.

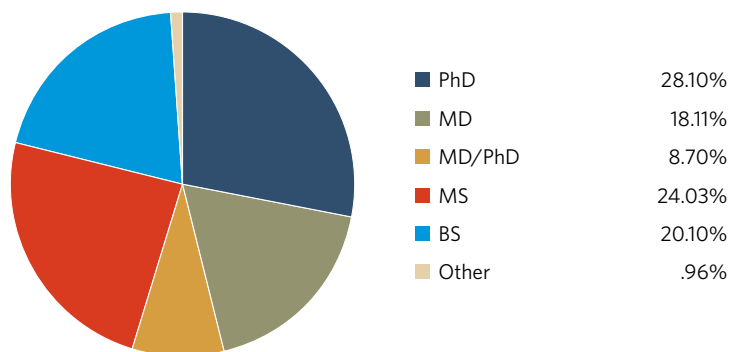
## Geographic Breakdown



## Years of Experience



## Highest Degree Held



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

## Jobseeker Statistics

Registered Jobseekers	22,000
Resumes in Database (Since 2005)	15,000
Third-Party Opt-in Recipients	14,500

## Monthly Reach

Average Monthly Visitors	133,000
Average Monthly Page Views	670,000

## Live Career Events

In addition to meeting your recruitment needs in print and online, The Scientist Careers has hosted national and regional live career events aimed at matching talented jobseekers with representatives from the diverse Life Science industry.

Previous events presented by The Scientist Careers include: BIO 2005, BIO 2006 and Biotech 2006. Ask your representative for more information about combining our live career events hosting capabilities with your organization's needs.

## Career Affiliate Website Program

The Scientist Careers can provide a focused, robust career portal for your online community. With a customized career portal, your organization can have anything from a fully managed job site with no need for infrastructure or capital costs to a bare bones career engine where you develop the content and manage the marketing.

To find out how we can create a full featured career site for your organization, contact your representative.

# Recruit with The Scientist Careers

## The Scientist Careers | In Print

Advertising Submission Deadlines					
#	Issue Date	Closing Date	#	Issue Date	Closing Date
1	January 1	December 8	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 13	11	November 1	October 12
6	June 1	May 11	12	December 1	November 9

Classified Advertising Rates				
	1x	3x	6x	12x
Spread	\$7,630	\$7,135	\$6,915	\$6,510
Full Page	\$4,800	\$4,490	\$4,350	\$4,095
2/3 Page (V)	\$3,580	\$3,350	\$3,245	\$3,055
1/2 Page (H,V)	\$2,800	\$2,620	\$2,540	\$2,390
1/3 Page (V)	\$1,950	\$1,820	\$1,770	\$1,660
1/4 Page (V)	\$1,490	\$1,390	\$1,350	\$1,270
1/6 Page (V)	\$1,020	\$950	\$925	\$870
Line Ads*	\$185	\$170	\$165	\$155

\*Price per Column Inch

Measurements and Specifications		
Inches	No Bleed	Bleed
Spread	16.000 x 9.333	17.250 x 10.750
Full Page	7.333 x 9.333	8.750 x 10.750
2/3 Page (V)	4.625 x 9.333	5.333 x 10.750
1/2 Page (H)	7.333 x 4.500	8.750 x 5.333
1/2 Page (V)	3.375 x 9.333	4.1875 x 10.750
1/3 Page (V)	2.250 x 9.333	2.875 x 10.750
1/4 Page (V)	3.375 x 4.500	4.1875 x 5.3125
1/6 Page (V)	2.250 x 4.500	
Line Ads	2.250 Wide	
Millimeters	No Bleed	Bleed
Spread	406 x 237	438 x 273
Full Page	186 x 237	222 x 273
2/3 Page (V)	117 x 237	135 x 273
1/2 Page (H)	186 x 114	222 x 135
1/2 Page (V)	86 x 237	106 x 273
1/3 Page (V)	57 x 237	73 x 273
1/4 Page (V)	86 x 114	106 x 135
1/6 Page (V)	57 x 114	
Line Ads	57 Wide	

## Material Delivery and Specifications

We will accept and layout line and display ads as well as post online listings for you. 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 camera-ready art:

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](http://www.magsend.com) or contact your account representative.

## The Scientist Careers | Online

Single Job Posting for 60 Days	\$295
--------------------------------	-------

Packages		
Segments (per month)	3 Months	1 Year
200+ Jobs	\$5,250	\$17,500
125 to 200 Jobs	\$4,500	\$15,000
75 to 125 Jobs	\$3,750	\$12,500
25 to 75 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 scraping is available. A programming fee will apply.

Resume Database Access		
	3 Months	1 Year
Resume Database Access	\$1,750	\$5,500

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

Featured Job Listing (Dedicated Job Slot)	
Monthly Opportunities Newsletter Slot	\$200
Monthly Homepage Listing Slot	\$200
Monthly Newsletter Sponsorship Wrap	\$1,250

Featured Employer Package	\$12,500
---------------------------	----------

Includes **Careers Homepage Logo, Employer Profile, Diversity Listings, Resume Database Access** and up to **25 Jobs per Month Package** for 1 Year.

Targeted E-mail Advertising		\$375/CPM
Deliver your text or HTML E-mails to the candidates of your choice. Target by area of work, geography and more.	\$10/CPM Selection Fee	

Impression Based Advertising Options		
Ad Type	Dimension	Price
Banners	468 x 60	\$ 25/CPM
Skyscrapers	160 x 600	\$ 35/CPM

Sponsored Banner Wrap	
Control horizontal and vertical space of any page, series of pages or E-mail with top and bottom banners and a skyscraper ad: <b>\$45/CPM</b>	
<b><a href="http://careers@the-scientist.com">careers@the-scientist.com</a></b>	

