

MEDIA KIT 2007

# The Scientist | Leads

"I think The Scientist has identified a good niche. It's for recreation but serious recreation. I think it does that better than any other publication."

—Lenny Guarante,  
Professor of  
Biology, MIT



## Quality. Breadth. Focus.

### QUALITY

For your branding and marketing efforts you want an audience that is both receptive to your message and willing to act upon it.

That's where we come in: The readership of The Scientist is hungry for cutting edge developments, new technologies, and science breakthroughs. It's an audience primed for your message.

The Scientist occupies a unique niche in the world of life science magazines. We provide readers with serious entertainment, keeping them up to date with research advances, business, science in culture, technology developments and career advice.

Using The Scientist you can target and interact with the entire life sciences community, or with a particular subgroup. We can help identify the audience that is most interested in your products, that has influence in the workplace and that commands purchasing authority.

### BREADTH

The Scientist's print audience is extensive: 65,000 highly qualified subscribers, just the people that you want to reach. Our clients successfully promote scientific and laboratory equipment, reagents and kits, seminars and events, books and magazines, electronics and computer equipment, career training and more.

For even greater coverage consider the online third-party opt-in list of 140,000 life science professionals.

### FOCUS

For extensive targeting, use The Scientist's database of mailing and E-mail addresses. Interested in principal investigators? Lab directors? Scientists in industry? The list is indexed by multiple demographics including primary and related areas of work, job title, institution type, geographic region, highest degree held, techniques used and more.

To begin accessing the leading life sciences audiences, contact your The Scientist advertising representative today!

The Scientist's audience of life science professionals with purchasing power in the U.S., Canada and Europe is both receptive to your message and willing to act upon it.

Industry postal and E-mail lists inquiries are available through your representative.

[adsales@the-scientist.com](mailto:adsales@the-scientist.com)  
215-351-1660 ext. 3021

Publication and event postal and E-mail list inquiries are also available through MKTG Services.



[kfischette@mktgservices.com](mailto:kfischette@mktgservices.com)  
215-867-4091

# 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](mailto: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

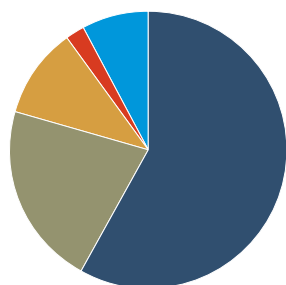
	Count	Price
Third-Party Opt-In E-mail Addresses	140,000	\$300.00 /M
U.S. Opt-In E-mail Addresses	76,000	\$300.00 /M
International Opt-In E-mail Addresses	64,000	\$300.00 /M
Transmission Fee		\$100.00 /M

Special combination pricing available upon inquiry.

## Available Segment Selections and Additional Fees

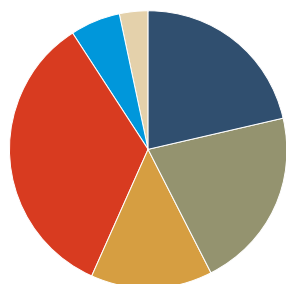
Geography (Country/State)	\$10.00 /M
Area of Work	\$15.00 /M
Institution Type	\$15.00 /M
Job Title/Job Function	\$15.00 /M
Highest Degree Held	\$15.00 /M

## 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

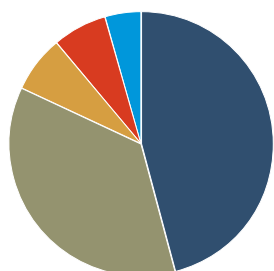
	Count	Price
Active U.S. Subscribers	54,013	\$165.00 /M
PhD's & MD's Active Subscribers	36,869	\$180.00 /M
Active International Subscribers	11,967	\$200.00 /M
Catalog Rate		\$90.00 /M
Fundraiser Rate		\$80.00 /M

Special combination pricing available upon inquiry.

## Available Segment Selections and Additional Fees

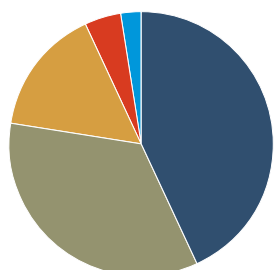
1 Month Hotline	\$20.00 /M
3 Month Hotline	\$15.00 /M
6 Month Hotline	\$10.00 /M
Geography (Country/State/SCF/Zip)	\$10.00 /M
Area of Work	\$15.00 /M
Institution Type	\$10.00 /M
Job Title/Job Function	\$15.00 /M
Highest Degree Held	\$15.00 /M
Key Coding	\$3.00 /M

## 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  
 Abgent  
 Agilent Technologies  
 American Assoc Advmnt Science  
 American Chemical Society  
 American Society For Microbiology  
 Amersham Biosciences Corp.  
 Applied Biosystems  
 Assoc of Clinical Res. Prof.  
 Cambridge Bioscience

Diversified Biotech Inc.  
 Genetix  
 Graphpad Software, Inc.  
 I.Q.P.C.  
 Infocast  
 Invitrogen Corporation  
 ISI Researchsoft  
 Mathworks, Inc.  
 Nature Publishing Group  
 Pierce Biotechnology, Inc.

Reed Exhibition Companies  
 Science Services, Inc.  
 Scientific American  
 Skeptical Inquirer  
 Stratagene  
 Strategic Research Institute  
 Systat Software, Inc.  
 Thermo Electron Corp.  
 Thomson Am Health Consultants  
 Thomson Scientific

**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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