



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 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.

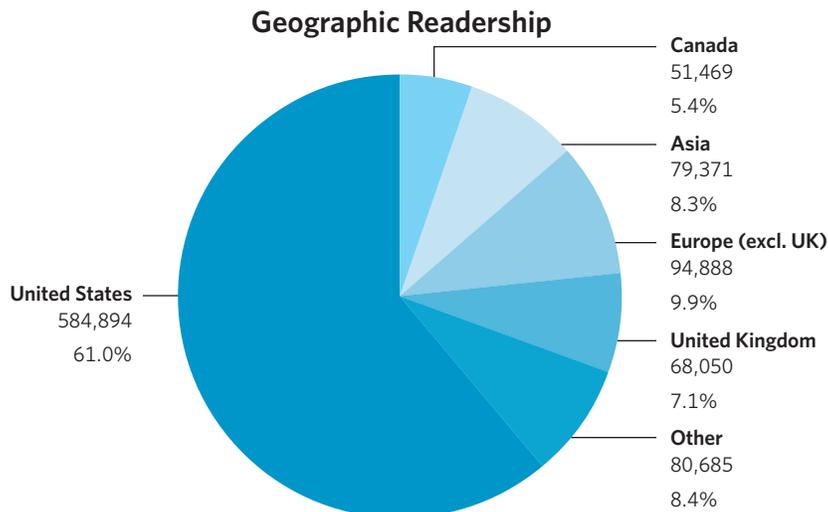
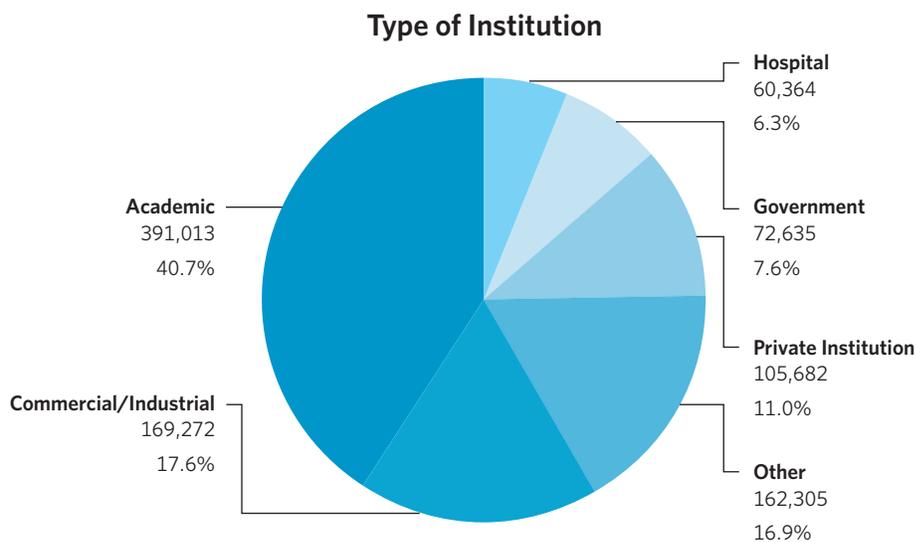
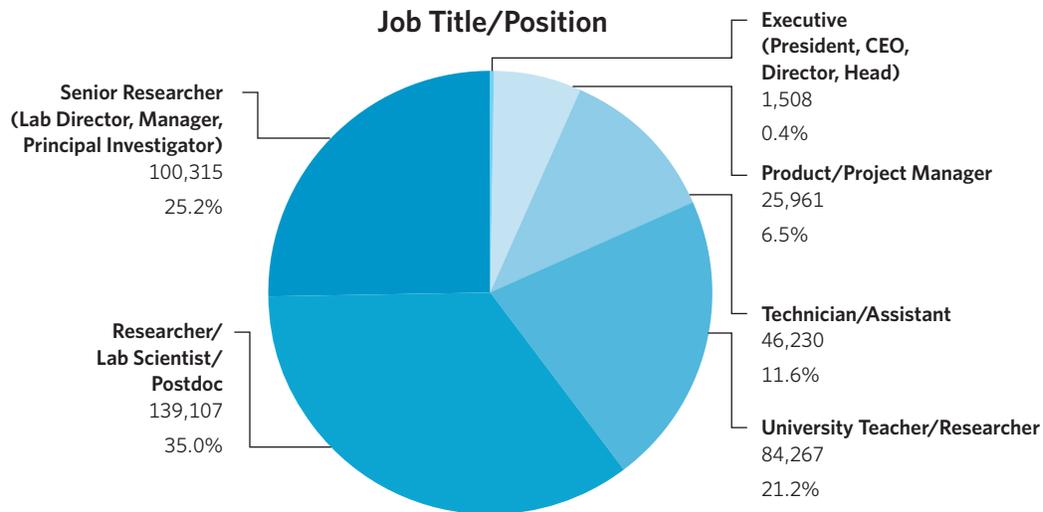
BLOGS generate tremendous amounts of traffic, and by targeting your ads based on keywords, you can secure an extensive, relevant audience for your message.

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.

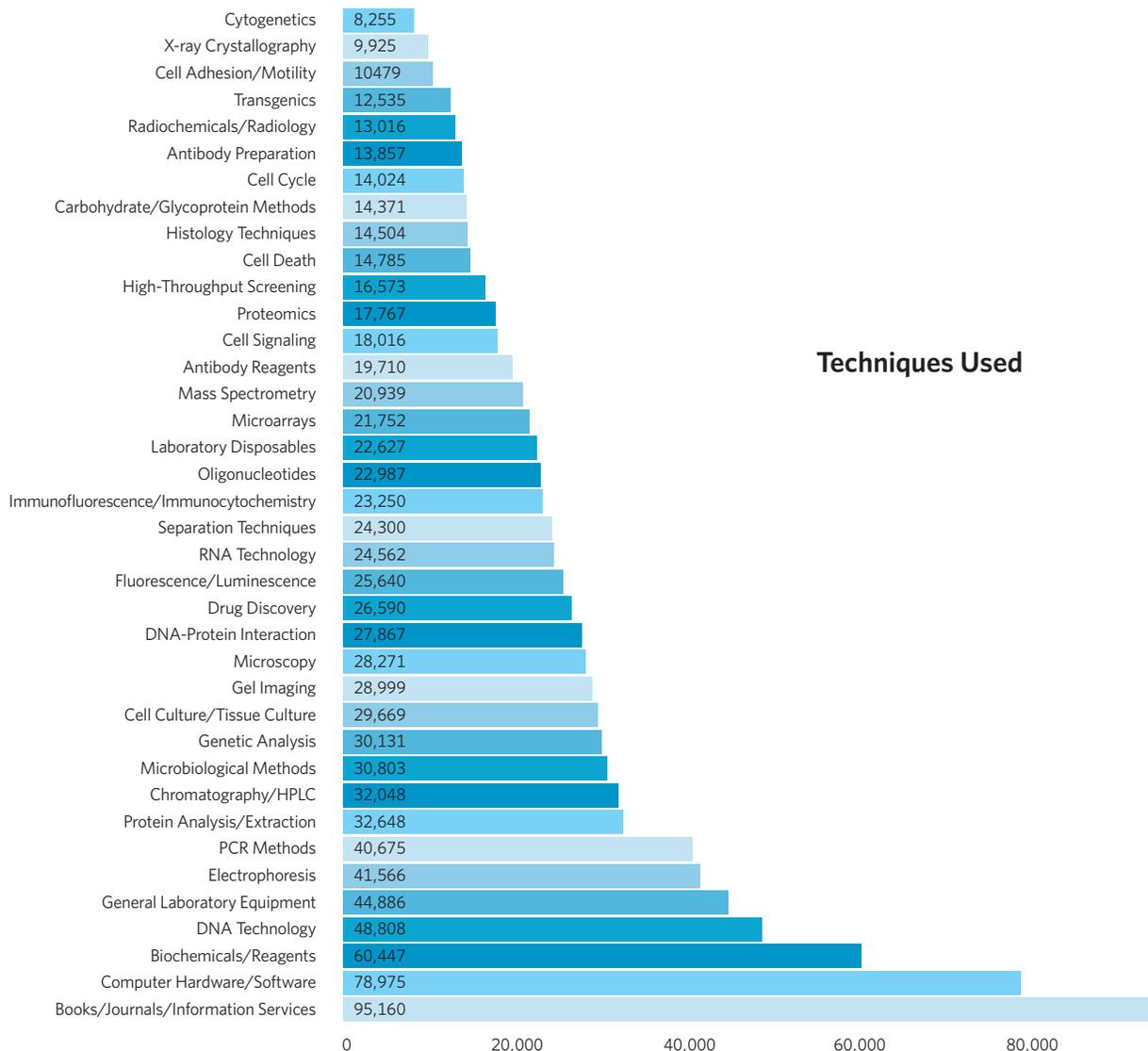
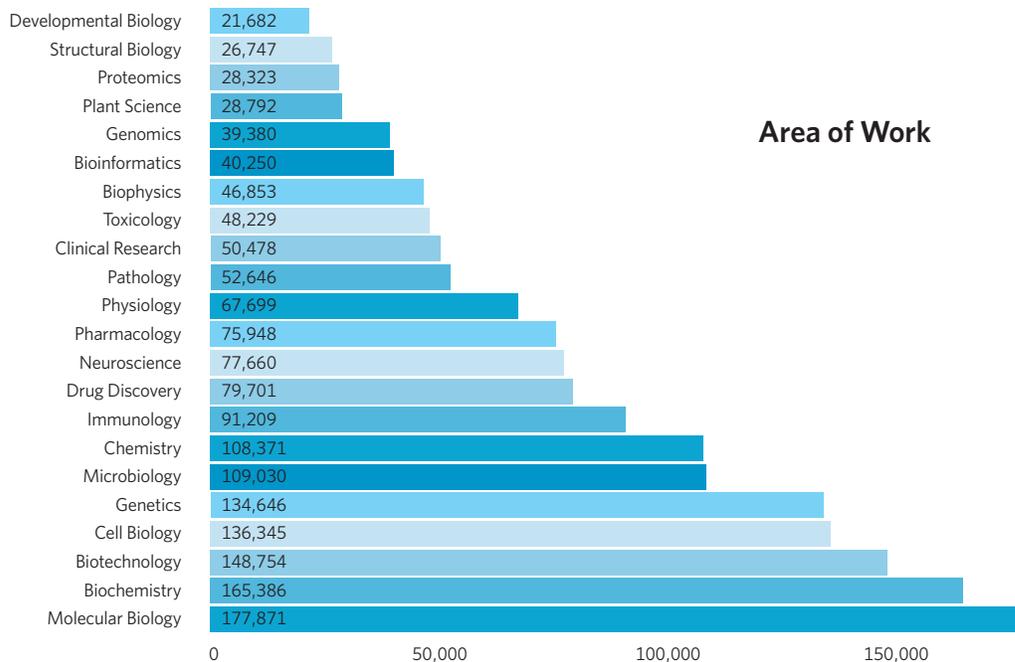
Contact us at adsales@the-scientist.com or at (215) 351-1660 ext. 3010 and let us customize an online advertising package that helps you meet your budget and achieve your goals.

The Scientist Online Readership

Total Number of Registered Users	960,131
Average Monthly Unique Visitors	400,000
Average Monthly Page Views	1,600,000



The Scientist Online Readership



The Scientist - E-mail

Create the perfect targeting mix for your next E-mail campaign. Use the following list to determine the segments of *The Scientist's* audience that are best suited to receive your message. Select your message recipients by Geography, Area of Work, Job Title, Techniques Used and Institution type.

SELECT CATEGORIES

Area of Work

- Biochemistry
- Bioinformatics
- Biophysics
- Biotechnology
- Cell Biology
- Chemical Biology
- Chemistry
- Clinical Research
- Developmental Biology
- Drug Discovery
- Genetics
- Genomics
- Immunology
- Microbiology
- Molecular Biology
- Neuroscience
- Pathology
- Pharmacology
- Physiology
- Plant Science
- Proteomics
- Structural Biology
- Toxicology

Job Title

- Senior Researcher
- Researcher/Lab Scientist/Postdoc
- Technician/Assistant
- Product Manager
- Educator
- Graduate Student

Institution Type

- Commercial/Industrial
- Academic
- Hospital
- Private Institution
- Government

Geography

Americas:

- Brazil
- Canada
- Mexico
- USA

Europe:

- Belgium
- France
- Germany
- Ireland
- Italy
- Netherlands
- Spain
- Sweden
- Switzerland
- UK

Middle East:

- Israel

Pacific Rim:

- Australia
- China
- India
- Japan
- New Zealand
- Singapore

...more available

Techniques Used

- Antibody preparation
- Antibody reagents
- Biochemicals
- Books/Journals/Info Sciences
- Carbohydrate/Glycoprotein methods
- Cell Adhesion/Motility
- Cell culture/Tissue culture
- Cell cycle
- Cell death
- Cell signalling
- 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
- Radiochemicals/Radiography
- RNA technology
- Separation techniques
- Transgenics
- X-ray crystallography

2006 Rate Card - *The Scientist on the Web*

At The-Scientist.com we can help you plan and implement an online campaign of any scale and budget. With hundreds of thousands of visitors each month, cutting-edge tools for delivering ads, unique ad placements and superior service, our online programs are custom built to help you achieve your goals.

NEW MULTIMEDIA OPPORTUNITIES FOR 2006

For 2006, The-Scientist.com is introducing a variety of new technologies and positions designed to deliver your message as efficiently and effectively as possible.

<p>Video: Video is one of the most powerful tools available for communicating product information. Use The-Scientist.com's video capabilities to promote new product lines, conduct demonstrations, brand your image and more. \$5,000/60 days</p> <p><i>Unique Video Branding Opportunity:</i> Sponsor editorial videos produced by The-Scientist.com. Each of our videos will be released in a weekly series of five segments and archived for a full year. \$3,000 per Series</p>	<p>Slideshows: Step-by-step demonstrations of your product are made easy and affordable with The-Scientist.com's slideshows. Utilize a unique mix of audio and still photography to create a powerful, interactive advertisement. \$3,000/60 days</p> <p><i>Unique Slideshow Branding Opportunity:</i> Sponsor editorial slideshows produced by The-Scientist.com. Each slideshow will be posted to The-Scientist.com for two weeks and archived for a full year. \$1,500 per Slideshow</p>
<p>Podcasting: Merging the power of the Internet with the reach of radio, Podcasts allow advertisers to reach out to consumers over the Web and through personal listening devices, with tremendous frequency and cost effectiveness. Sponsorships are available on a weekly, monthly and yearly basis. Individual ads can be purchased on a per broadcast basis or you can even create your own dedicated podcast. Sponsor: \$1,250 per episode; \$4,500 per month. Individual Ads: \$500 per episode</p>	<p>Blog Sponsorship: Blogs drive tremendous amounts of traffic on topics ranging from research breakthroughs to careers, conference reviews to scientific commentary, and more. By advertising on The-Scientist.com's blogs you can target your text, banner and skyscraper ads based on keywords or topics, ensuring a targeted but expansive audience for your promotions. (see below for pricing)</p>

IMPRESSION-BASED ADVERTISING OPTIONS

	STANDARD DIMENSIONS	PRICE
Banners	468 x 60	\$ 25/CPM
Tiles	250 x 250	\$ 30/CPM
Skyscrapers	160 x 600	\$ 35/CPM

E-MAILS

Drive your information directly to thousands of life scientists with an E-mail campaign.

Sponsored E-mails: Reach over 250,000 E-mail recipients by sponsoring The-Scientist.com's Daily E-mails or our monthly Table of Contents E-mail distributed in advance of each issue. **\$200/CPM**

Direct E-mails: Deliver your text or HTML E-mails to the selected audience of your choice. Target recipients by area of work, geography, job title, techniques used and more. **\$375/CPM; Selection: \$10/CPM**

Custom List Creation: Have new registrants at The-Scientist.com opt in to receive E-mailed product information from your own dedicated list. **\$1000 set up fee; \$5 per E-mail address**

WEB PACKAGES

Combine multiple Web-based advertising options for a dynamic and compelling campaign.

SAMPLE PACKAGE

Sponsored Banner Wraps: Control horizontal and vertical advertising space on any page or set of pages. Package includes banner ads at the top and bottom and a skyscraper ad on the side of each page. Select ad position by keywords and impression counts to ensure a sizable and targeted viewership for your ads: **\$45/CPM**

Contact your representative from *The Scientist* today at adsales@the-scientist.com or 215-351-1660 x3010 for more information.

The Scientist – Web Advertising Specifications

BANNERS, SKYSCRAPERS & TILES

Banners **Artwork and target URL's are due one week prior to launch of campaign

468 x 60

Banner maximum file size 25K

Artwork should be provided as either a .gif or .jpg

Flash is accepted

Skyscrapers **Artwork and target URL's are due one week prior to launch of campaign

160 x 600

Skyscraper maximum file size 30K

Artwork should be provided as either a .gif or .jpg

Flash is accepted

In Line Tiles **Artwork and target URL's are due one week prior to launch of campaign

300 x 250

Tile maximum file size 25K

Artwork should be provided as either a .gif or .jpg

Flash is accepted

Daily Email **Artwork and target URL's are due one week prior to launch of sponsorship

468 x 60 banner

160 x 600 skyscraper

Banner maximum file size 25K

Skyscraper maximum file size 30K

Artwork should be provided as either a .gif or .jpg

Flash is accepted

SLIDE SHOWS

Complete Slide Show files should be in SMIL format (Synchronized Multimedia Integration Language) if delivered to The Scientist in a fully completed form.

Images:

Text heavy images should be delivered as .gifs at 640 x 480. Image Only images should be delivered as .jpps or .gifs at 480 x 360.

Acceptable file formats for images are .gif, .jpg, .tif, .bmp or powerpoint. however .gifs and .jpps are preferred.

Audio:

Should be delivered as an AIFF file at CD quality of 16 bits with 44.1 khz sampling or as 320 kb per second mp3 file.

If the recording is done in a lab please allow 5 seconds of ambient noise before the start of the voiceover.

If the slideshow is a complete version, delivery is required 5 days prior to the launch of campaign. If the audio is complete, delivery is required 5 days prior to the launch of campaign. If video assembly is required materials must be delivered 10 days prior to the launch of campaign.

**If the client needs voiceover prepared there is a \$500 to \$1000 charge.

VIDEOS

Videos should be delivered on a DVD at full resolution in DV or QuickTime format.

Delivery is required 10 days prior to launch of campaign.

PODCASTS

**Artwork and target URL's are due one week prior to launch of sponsorship

Images:

Tile maximum file size 25K. Artwork should be provided as either a .gif or .jpg.

Audio:

In program sponsorships are 10-15 seconds length. Final script for voiceover recording is due to The Scientist 10 days prior to broadcast.

Title sponsorships are 15-20 seconds in length. Final script for voiceover recording is due to The Scientist 10 days prior to broadcast.

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.

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