



laboratory news

MEDIA INFORMATION 2019

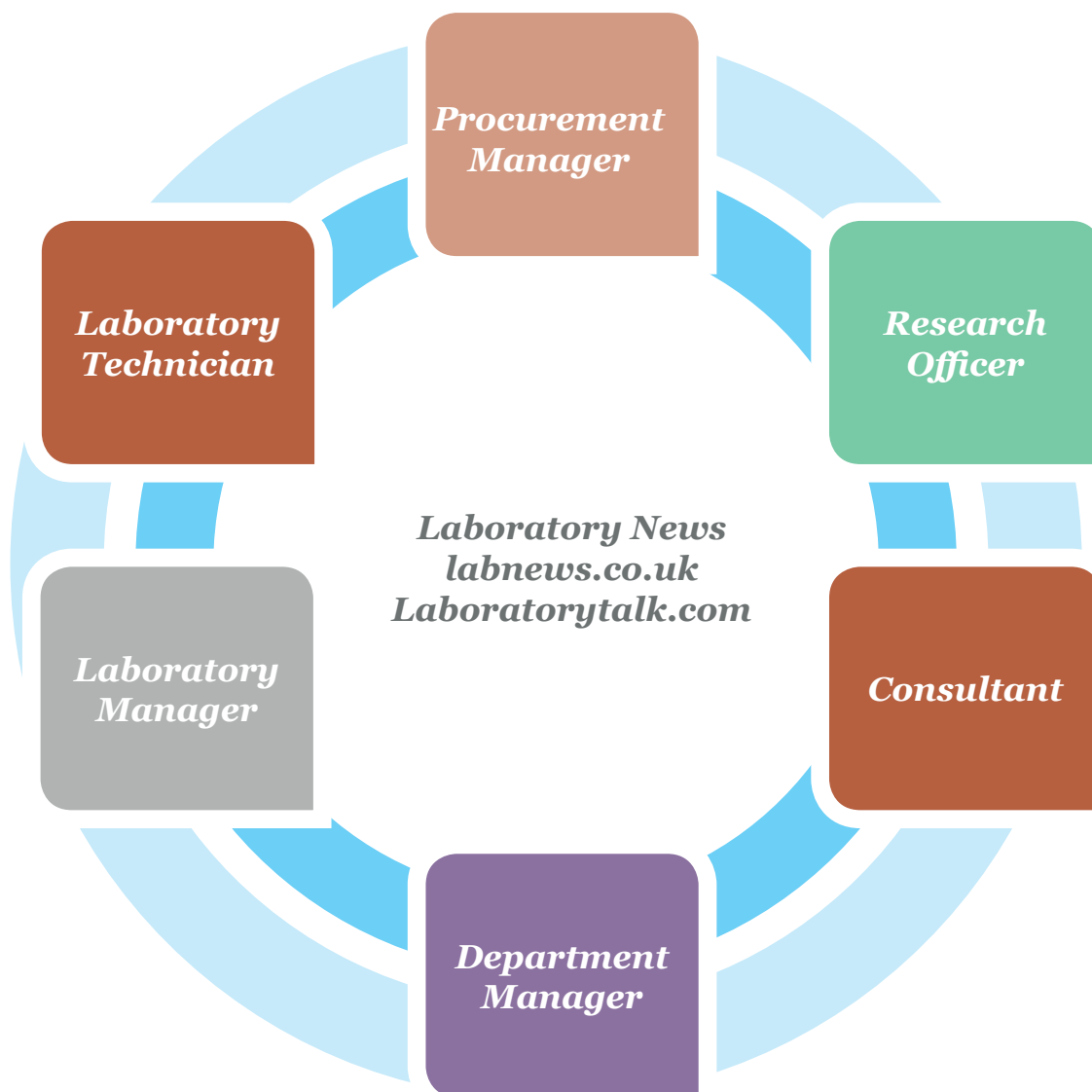
SYNTHESIS
SCIENCE

INTRODUCTION

The **Synthesis Science** portfolio.

Synthesis Science provides scientists with independent news, ideas and opinions across all areas of science. Through our print and digital channels we reach more buyers of scientific equipment than any other monthly science brand.

Our audience



BRAND COMMUNITY

Laboratory News is the leading monthly UK laboratory science magazine aimed at scientists and science professionals across the scientific disciplines. Since its launch in 1971 Laboratory News has provided the scientific community with independent coverage of the latest news, detailed analysis of the major issues and unbiased reports of the latest product developments.



MAGAZINE

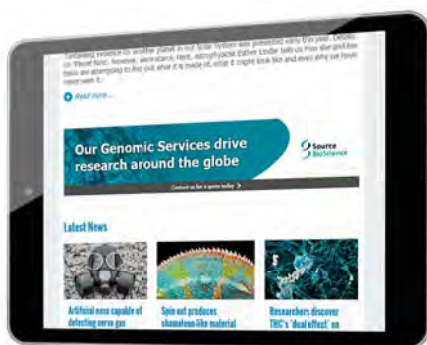
Magazine circulation
9000

Readers per copy
3.00

Digital circulation
9,300

EMAIL

9,500
Email newsletter subscribers



SOCIAL MEDIA

f 2700+
t 8300+
g+ 2000+



ONLINE

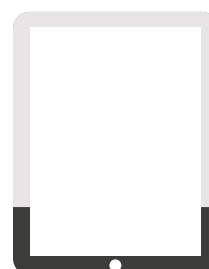
33,000
Visitors each month



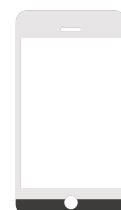
60%



31%

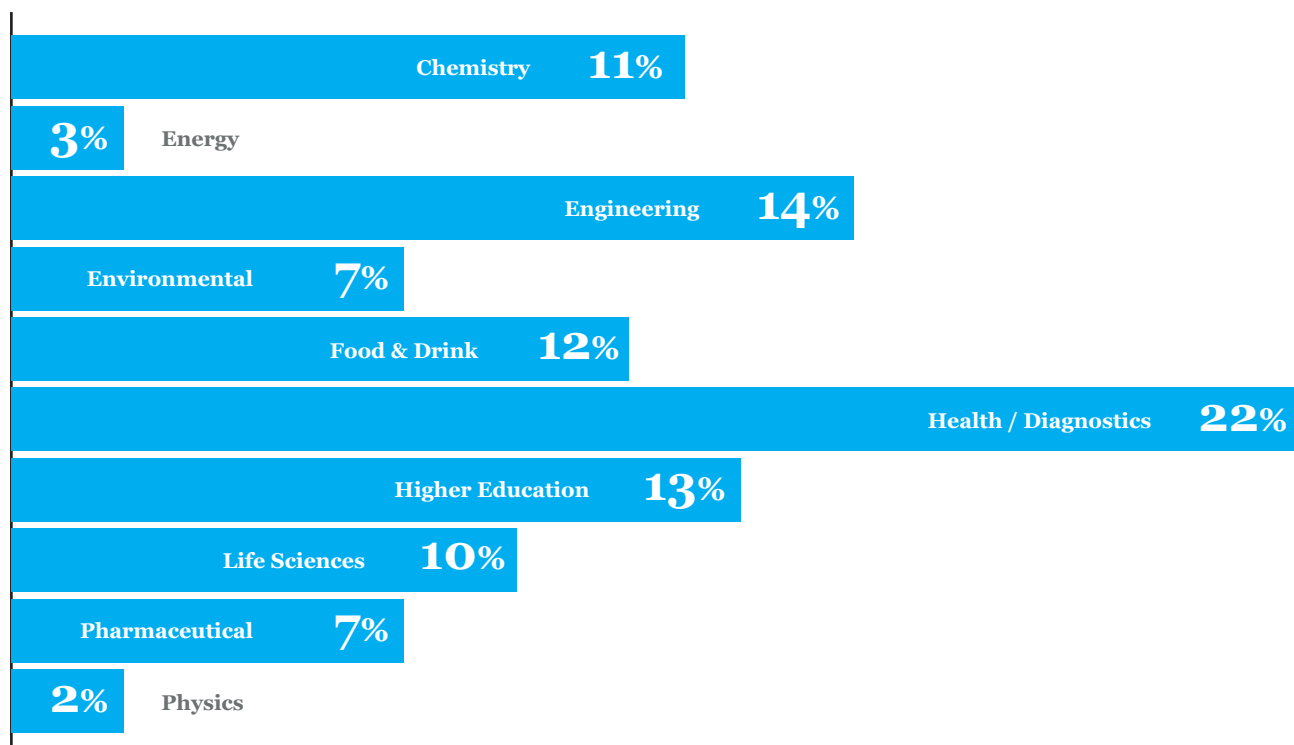


9%

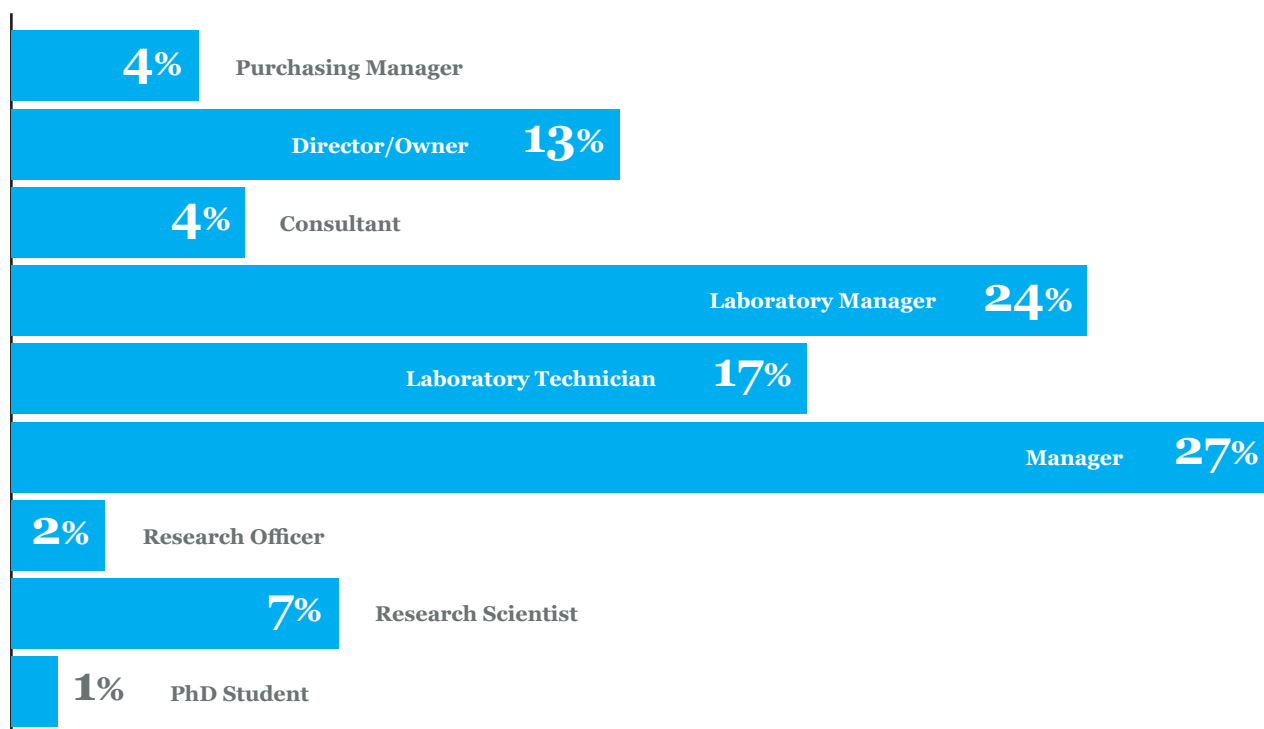


Laboratory News was launched in September 1971 as a product focused magazine. Since then it has developed and matured and now leads the way in scientific news, reviews and feature articles. Laboratory News is now well established as the independent source of news analysis, comment and detailed technical articles for UK scientists.

Circulation by sector



Circulation by job function



EDITORIAL FEATURES

JANUARY

- Lab Management
- Microbiology
- Proteomics & Genomics
- **The Knowledge**
Separation techniques

FEBRUARY

- Data Handling
- Materials Science
- Immunology
- **The Knowledge**
Robotics & Automation

MARCH

- Environmental Science
- Nanotechnology
- Drugs & Pharmaceuticals
- **The Knowledge**
Spectroscopy

APRIL

- Lab Management
- Analytical Chemistry
- Proteomics & Genomics
- **The Knowledge**
Gases & Gas Handling

MAY

- Neuroscience
- Materials Science
- Forensics
- **The Knowledge**
Liquid Handling

JUNE

- Food Science
- Particle Physics
- Microbiology
- **The Knowledge**
Chromatography/
Spectroscopy

JUL/AUG

- Clinical Chemistry
- Particle Analysis
- Data Handling
- **The Knowledge**
Water Testing & Purification

SEPTEMBER

- Lab Management
- Proteomics & Genomics
- Chemistry
- **The Knowledge** High Throughput Screening

OCTOBER

- Cell Biology
- Clinical Diagnostics
- Astrophysics
- **The Knowledge**
Laboratory Design

NOV/DEC

- Food Science
- Immunology
- Drugs & Pharmaceuticals
- **The Knowledge**
Laboratory Design

MECHANICAL SPECIFICATIONS

Ad Size (Height x Width)	Bleed	Trim	Type
Double page spread	286 x 426mm	280 x 420mm	260 x 400mm
Full page	286 x 216mm	280 x 210mm	260 x 190mm
Half page Horizontal	138 x 216mm	135 x 210mm	125 x 190mm
Half Page Vertical	286 x 103mm	280 x 100mm	260 x 90mm
Quarter page horizontal	n/a	n/a	65 x 190mm
Page Sponsor (Eighth Page Horizontal)	n/a	n/a	33 x 190mm
Front cover advertisement	n/a	n/a	40 x 190mm

All files should be supplied in PDF 1.3 format.

PDF files should adhere to the PPA 'Pass for Press' standard.

Full details can be found at: www.pass4press.com.

Please contact sean.marshall@synthesismedia.co.uk for any mechanical queries.

ONLINE



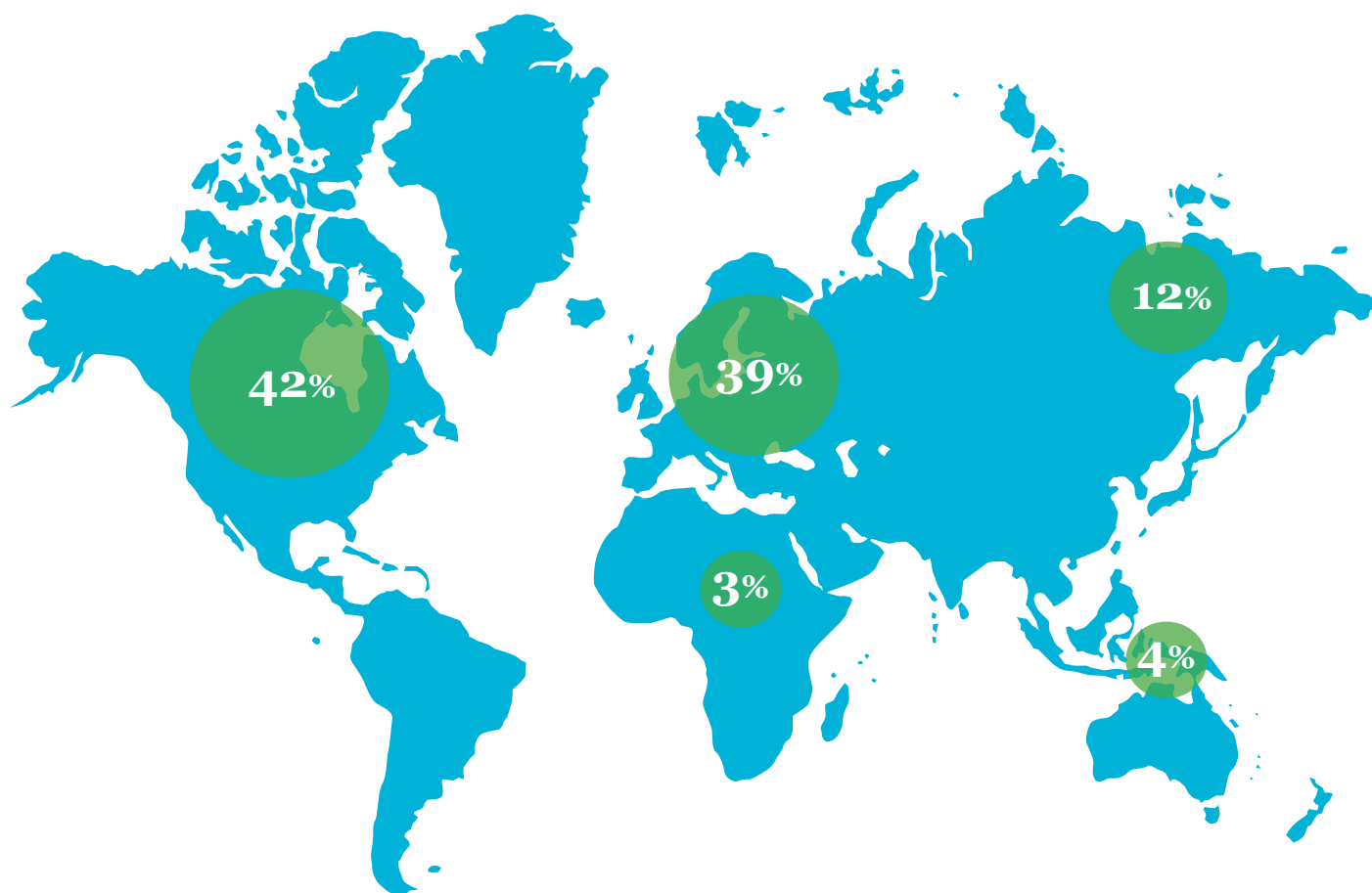
Labnews.co.uk provides the most clear and comprehensive website for scientists. This allows them fast access to the leading stories affecting science, as well as comprehensive product information.

On average **33,000** unique visits per month.

Significant year on year visitor increases of **13%** from

2018. **67%** of visitors from organic search engine results.

Users by location



WEB OPPORTUNITIES

The below options allow you to reach our global audience of buyers. You can run adverts on a CPM (cost per thousand) or tenancy basis and even geo-target ads to specific countries. These are high profile slots, providing you with great visibility and a real potential to generate good click through rates and sales leads.

Leaderboard

MPU

Billboard

Mosaic tile

Leaderboard 728x90

Mosaic 220x220

Billboard 1160x200

MPU 300x250

MPU 300x250

sky 160x600

sky 160x600

MPU 300x250

Exclusive mobile ad

With the rise of smart phones, more and more scientists are engaging with Lab News via their mobile device. Traffic to our mobile site is increasing year on year and we are providing you the opportunity to advertise on an exclusive ad slot.

Lab News takeover

The Lab News Takeover is a premium slot that provides you with high profile branding and clicks through to your website.

SPONSORSHIP



Editor's comment – each month Phil Prime tackles the big issues relevant to today's scientist. His video currently enjoys hundreds of views each month and this number is on the increase.

Sponsor his video, which is prominently displayed on our homepage, and we'll include an animated logo at the start and a sting at the end.

Lab News Digital – the digital edition of Lab News is going from strength to strength with over 1000 regular readers. Each edition is also now emailed to a growing list of recipients who like to view Lab News online.

Sponsor our digital version and enjoy prominent advertising alongside the front cover of each digital issue for the duration of your sponsorship.



Puzzles, Competitions and Giveaways – each month labnews features a number of competitions and giveaways which attract significant amounts of visitor traffic. These promotions are also flagged in Lab News magazine. Similarly the winners and puzzle solutions are also featured here.

Sponsor this and enjoy prominent advertising on the puzzles homepage and also in the magazine.



Diary – our comprehensive diary lists all the major events taking place in the UK and beyond. Exhibitions, conferences, roadshows and even product launches can be listed here.

Sponsor this and enjoy prominent advertising on the diary page and also in the magazine.



EMAILS

Email sponsorships

Since their launch in 2004 the Lab News email broadcasts have proven to be the most effective way to reach buyers and influence their purchasing decisions.

Lab News emails are:

- Sent out weekly to over 9,200 recipients
- Enjoy an open rate of 22-28%
- Have an engagement rate of 10-12%

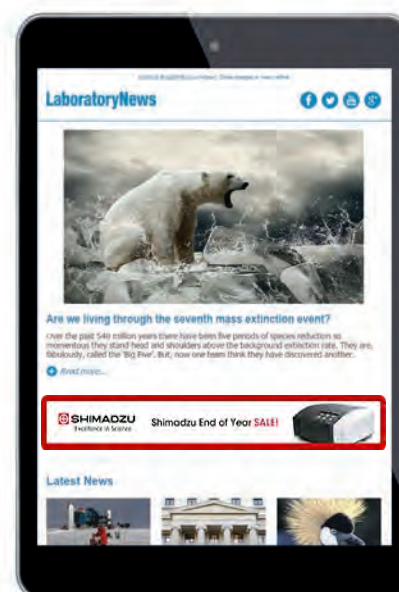
Exclusive HTML email

- High impact, unrivalled inbox marketing
- Unlimited hotlinks throughout
- Full open and engagement report provided within 7 days



Sponsored editorial email

- Two banner ads alongside editorial content
- Prominent ads, one guaranteed above the fold
- Linked through to URL of your choice
- Full open and engagement report provided within 7 days



RATE CARD

Ad Position	£
Double page spread	5,734
Full page	3,217
Half page	1,750
Quarter page horizontal	1,014
News Box (<i>maximum 4 per issue</i>)	575
Front cover advertisement	1,347
Page Sponsor	595

Online	£
Leaderboard	130/000
MPU	95/000
Lab News Takeover	2,995pcm
Puzzles, Competitions and Giveaways	495pcm 995 (3 months)
Lab News Digital	695 (3 months)
issue sponsorship	995 (6 months)

Inserts
Please contact a member of the team

Lead Gen
Please contact a member of the team

Year Planner/Periodic Table	£
Single box	500
Double box	995
Triple box	1,200

Email	£
Exclusive HTML Sponsored editorial email	2,045 695

MEET THE TEAM



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