

**CONTENT-DRIVEN
ENGAGEMENT**

TS

2017 MEDIA KIT

TheScientist
EXPLORING LIFE, INSPIRING INNOVATION

For the most dynamic content solutions, evolve with *The Scientist*.

To be successful, evolutionarily speaking, an organism must adapt to changes within its environment in order to survive. It should be no surprise, then, that *The Scientist* has been busy adapting to a changing publishing landscape, identifying the niche in which it continues to thrive. The team has grown and realigned to business needs, while keeping an eye toward cultivating content-driven engagement. Still, much has stayed the same. Our exciting, topical, and timely articles and infographics have reliably kept readers coming back for more, signalling that life-science researchers are looking to *The Scientist* for content that will Engage, Educate, and Entertain. We're building a team and a product that we're proud of.

A few highlights from our metrics over the past year:

- More than 470,000 unique monthly visitors and 970,000 monthly page views to the-scientist.com¹*
- Our email audience: *The Scientist* Daily – 125,000+ subscribers; eTOC – 200,000+ subscribers; 3rd-party opt-in – 169,000+ subscribers²
- *The Scientist* Facebook page now has more than 2 million “likes”
- 1.9 million+ video views on Facebook in Q1 and Q2 2016, with an average of 31,000+ views per video³

In the spirit of evolution, our 2017 initiatives include:

Expansion of The Scientist's Creative Services Group – Developing custom content for our customers, ranging from thought-leadership articles and nurture streams, to social media-friendly videos and educational infographics, *The Scientist* provides content-creation services to strengthen engagement with your customers.

Inbound-marketing adoption – We're committed to getting to know our audience better by using inbound marketing to better understand our readers' interests and active research areas. No longer bound by static subscription forms, our active analysis identifies the latest trends and interests in life-science research, and connects advertisers with relevant, up-to-date information to

CONTENT SOLUTIONS

ensure they interact with the right customers to meet their marketing goals. Inbound marketing also enables previously unattainable levels of customization, making the customer's trip from *The Scientist* to your content as intuitive and visually cohesive as possible.

Let us help you – We know that life-science marketers are facing an increasingly difficult marketing environment, with explosive growth in nontraditional media formats, and that they need a partner who can help them navigate the latest memes and methods. Life scientists are constantly evolving their research focuses and adopting new technologies; shouldn't your marketing be evolving apace? *The Scientist* aligns brands with an engaged audience through our uniquely integrated multimedia platform. In collaboration with our clients, we develop custom programs tailored to their specific needs. Start evolving by choosing *The Scientist* as your primary marketing tool, and take advantage of our proven and trusted reach to life-science researchers.



Rob D'Angelo
Publisher

ENGAGE, EDUCATE, ENTERTAIN

The *Scientist* turned 30 in 2016. Since our very first issue, a 32-page tabloid with the tagline, “The newspaper for the science professional,” *The Scientist* has always had the same mission: to bring our readers—who range from Nobel laureates and industry titans to aspiring young scientists—journalistically rigorous, original reporting about all aspects of life science research, from significant advances to what it means to be a scientist. Our current tagline, “Exploring life, inspiring innovation,” summarizes this aim.

The quality of our brand has been recognized in the last few years by Folio (2015: B-to-B full-issue winner in the science category and honorable mention for news coverage) and by the American Society of Business Press Editors (2016: national and regional AZBEE award winner for infographics and for news coverage).

In 2016, special issues focused on the latest research on sleep, cancer, senses other than the usual five, and neuroscience. In October, as a special nod to *The Scientist*’s 30th birthday, we looked at three decades of innovations in sequencing, gene editing, neural imaging and manipulation, microscopy, and stem-cell research. And our ever-popular annual Salary Survey and Top 10 Innovations list kept readers up to date on the job market and exciting new lab tools. The mix of journalist-reported and scientist-written features continued to draw large numbers of readers. Some of the most popular topics covered in the past year included: the human mycobiome, RNA epigenetics, the evolution of cooperation, modern sleep research, bacteriophage therapy, and the plight of today’s postdocs.

As a 30-something, we are mindful of the sea change in the way information is accessed. More than 30 percent of our readers now use mobile devices to connect with a growing array of TS content.⁴ And in July 2016, our Facebook page reached 2 million likes, 62 percent of those via mobile.⁴

So, we keep expanding and evaluating how we cover life science. In 2016, we introduced a number of strategies to increase our visibility on Facebook and to drive traffic to our website: short teaser videos announce the content of selected articles from the current month’s print issue; infographic posts draw readers to features; and we have begun to introduce interactive and animated graphics to better illustrate complex concepts. The fun and wildly popular LabQuiz series continues to keep researchers testing their life-science chops.

In a testament to their topicality, stories from our award-winning news coverage have been picked up by sources such as *The Atlantic*, *The Washington Post*, *MIT Technology Review*, *Gizmodo*, *Retraction Watch*, *RealClearScience*, *Reddit*, and *Hacker News*.

In 2017, we plan to redesign our website and mobile app to optimize the experience of readers. And, of course, we will continue to deliver the best possible life-science reporting.



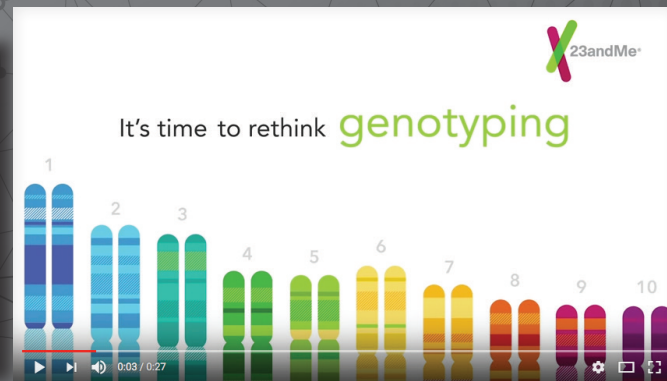
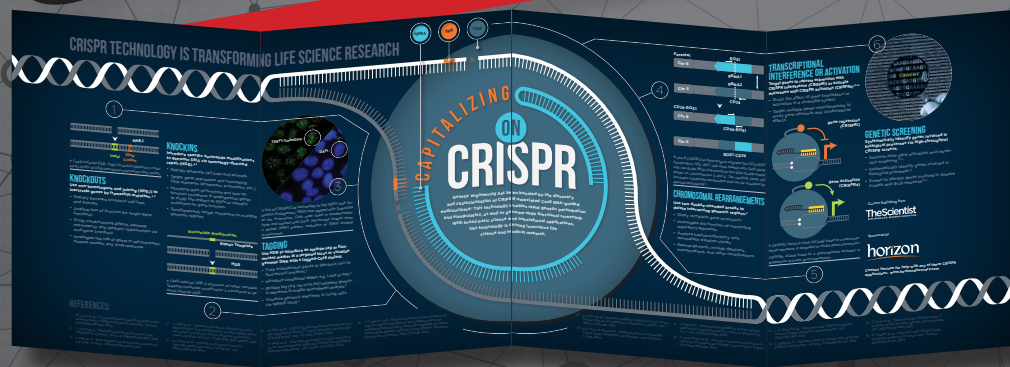
Mary Beth Aberlin
Editor in Chief

⁴June 2016 BPA Statement

THE SCIENTIST

CREATIVE SERVICES

The Scientist's Creative Services Group gives you unparalleled access to a network of talented scientific specialists who will work with you to create custom content that informs, educates, and engages. Work with our dedicated Creative Services team to produce high-quality, scientific or product-focused content, and leverage the power of The Scientist's network to strengthen and grow engagement with customers. Together, we can develop a marketing strategy to drive leads with custom technical articles, videos, infographics, posters, white papers, application notes, nurture streams, and more.





VIDEO

If a photo is worth 1,000 words, then one minute of video is worth 1.8 million words, according to Dr. James McQuivey of Forrester Research. Video takes your message from static to automatically engaging, and is a preferred medium for busy scientists who have limited time. Our team has the expertise to turn your concepts into action.



CONTENT CREATION

Whether you need a single piece of content, or an entire website's worth, partner with our skilled team of writers who will work to generate scientifically sound and compelling written content. We're just as comfortable developing an application note as we are writing for the web, so SEO and brand positioning are baked in. We're driven to exceed your expectations.



NURTURE STREAMS

Inbound marketing is making it possible to find and retain the right leads, so your content pipeline had better be ready! Nurture streams offer multi-touchpoint experiences for your customers, meeting them where they are in the buyer's journey, with landing pages, email blasts, and social media posts.

TS TOOLKIT

Laboratory refrigerators were made for TS Toolkits posters, and TS Toolkits were made to highlight the science behind an exciting topic, while positioning the sponsoring company as a leader in that space. We'll work with you to identify a topic that will both illuminate the science and elevate your brand.

WEBINARS

Live webinars are interactive mini-seminars taught by experts respected in their fields. Since the audience self-selects for interest in the webinar's topic, they are a great lead generation opportunity. What's more, they provide a service to researchers that they may not find elsewhere, engendering positive feelings (and brand awareness) for the sponsor.

SOCIAL MEDIA ENGAGEMENT

Scientists are innately curious people, so they love testing their knowledge of scientific trivia with our LabQuizzes. Each LabQuiz presents a scientific topic in a fun, sharable style, all while offering educational value. They're a great choice for developing brand awareness, and they foster strong lead generation.



EDITORIAL COVERAGE

As a brand, *The Scientist* delivers content both digitally and in print. Each month, 56,500 qualified members of the life-sciences community receive a print version of *The Scientist* magazine,^{1*} which has received awards both for its features (three each month) and accompanying infographics. Monthly columns explore the latest scientific discoveries, trends in research, innovative techniques, new technology, business, and careers. The magazine's content is sent to more than 200,000 digital eTOC subscribers² and is available digitally on the *The Scientist's* website (the-scientist.com).

Every weekday, *The Scientist's* website covers the life sciences—inside and out—by posting original, new content. In the first six months of 2016, the website received more than 5.8 million pageviews⁴.

The Scientist Daily, delivered to 125,000+ subscribers² 5 days/week, features news, short news summaries, opinions, an article from the current issue of the magazine, and an image of the day.

MONTHLY COLUMNS

NOTEBOOK Four short, front-of-the book articles that go behind the scenes to report on how life-science research gets done

MODUS OPERANDI An infographic-illustrated description of an innovative new scientific technique

THE LITERATURE A précis of three recently published scientific papers chosen from different life-science fields

PROFILE An in-depth conversation with an eminent life scientist

SCIENTIST TO WATCH A look at an up-and-coming young scientist

LAB TOOLS Two commissioned articles giving users' perspectives on the pros and cons of new lab equipment or techniques designed to solve a particular problem

BIO BUSINESS A look at what's hot in the biotech field

CAREERS On being a scientist

READING FRAMES A one-page essay by the author of a newly published book covering some aspect of the life sciences

FOUNDATIONS

End page of each issue covering a topic of historical interest to life scientists

#TS TOOLKIT *The Scientist* poster series covers a range of life-science subjects focusing on techniques, tools, and hot topics

THE SCIENTIST WEBSITE

NEWS Reported news features and investigative stories

THE NUTSHELL Short news summaries

OPINION From the pens of life scientists

IMAGE OF THE DAY Thought-provoking images of life

MULTIMEDIA Infographics, slideshows, and videos to enrich print and web content

#WEBINARS Interactive scientific panel discussions featuring industry experts and key opinion leaders who are well-known and highly respected in their field of work

#TS LABQUIZ A fun, interactive trivia article that challenges readers to test their knowledge of a variety of life-science topics

#Sponsorship opportunities available

*June 2016 BPA Statement

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BY WALEED RAHMANI, SARTHA SINHA, AND JEFF BIERNASKIE

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EDITORIAL CALENDAR

MON.	EDITORIAL TOPICS**	LAB TOOLS TOPICS	EVENTS & BONUS DISTRIBUTION	AD CLOSE	MATERIAL DUE
JANUARY	<ul style="list-style-type: none"> •Epigenetics •Forensic science 	<ul style="list-style-type: none"> •Epigenetics 	<ul style="list-style-type: none"> • Keystone Symposia: Transcriptional and Epigenetic Control in Stem Cells Jan 8-12 • CHI: PEP Talk Jan 9-13 	11/23	12/1
FEBRUARY	<ul style="list-style-type: none"> •Plant biology •Malaria 	<ul style="list-style-type: none"> •Drug discovery 	<ul style="list-style-type: none"> • SLAS Feb 4-8 • CHI: Molecular Medicine Tri-Conference Feb 19-24 • Keystone Symposia: Lipidomics and Bioactive Lipids in Metabolism and Disease Feb 26-Mar 2 • IBC:BioProcess International West Feb 28-Mar 2 	12/29	1/5
MARCH	<ul style="list-style-type: none"> •Focus on music 	<ul style="list-style-type: none"> •Gene editing tools and techniques 	<ul style="list-style-type: none"> • PITTCON Mar 5-9 • Keystone Symposia: Pattern Recognition Signaling: From Innate Immunity to Inflammatory Disease Mar 19-23 	2/2	2/9
APRIL	<ul style="list-style-type: none"> •Focus on cancer 	<ul style="list-style-type: none"> •Cancer research methods •Single-cell tumor genotyping 	<ul style="list-style-type: none"> • AACR Apr 1-5 • Keystone Symposia: Genomic Instability and DNA Repair Apr 2-6 • Experimental Biology Apr 22-26 • Keystone Symposia: B Cells and T Follicular Helper Cells – Controlling Long-Lived Immunity Apr 23-27 • CHI: Drug Discovery Chemistry Apr 24-26 	3/2	3/9
MAY	<ul style="list-style-type: none"> •Developmental biology •Artificial intelligence (AI) 	<ul style="list-style-type: none"> •Lab software/automation 	<ul style="list-style-type: none"> • IBC: TIDES Apr 30-May 3 • CHI: PEGS: The Essential Protein Engineering Summit May 1-5 • CHI: Bio-IT World May 23-25 	3/30	4/6
JUNE	<ul style="list-style-type: none"> •Nutrition science, nutrigenomics •Food allergies 	<ul style="list-style-type: none"> •Antibodies/immunology 	<ul style="list-style-type: none"> • ASM Jun 1-5 • CHI: World Preclinical Congress Jun 13-15 • Keystone Symposia: Neuroinflammation: Concepts, Characteristics, Consequences Jun 19-23 	4/27	5/4

MON.	EDITORIAL TOPICS**	LAB TOOLS TOPICS	EVENTS & BONUS DISTRIBUTION	AD CLOSE	MATERIAL DUE
JULY	• Marine biology	• Clinical research methods/diagnostics		6/1	6/8
AUGUST	• Ecology	• Glycobiology	• AACC Jul 30-Aug 4	6/29	7/6
SEPTEMBER	• Focus on pain	• Stem cells	• IBC: Biotech Week Boston Sep 25-28 • IBC: BioProcess International Sep 25-28 • CHI: Discovery on Target Sep 26-28	8/3	8/10
OCTOBER	• Protein structural biology • Genetics/genomics	• Genetics/genomics • Structural biology	• ASHG Oct 17-21	8/31	9/7
NOVEMBER	• Neuroscience • Salary survey	• Neuroscience • Imaging	• SfN Nov 11-15	9/28	10/5
DECEMBER	• Top 10 innovations • Cell biology	• Cell separation/cytometry	• ACSB Dec 2-6 • IBC: Antibody Engineering Dec 10-14	10/26	11/2

** Editorial topics subject to change

AUDIENCE DEVELOPMENT

Through our uniquely integrated multimedia platform, *The Scientist* aligns life-science brands with an engaged audience—from early-career scientists to experienced innovators and leaders of life-science research.

Our audience is the vanguard of scientific discovery, and we want to deliver topical, exciting, and scientifically sound content to them, wherever they may be and however they may choose to consume it. To achieve this lofty goal, we needed to first identify our audience's needs and wants, as well as their habits and preferences. We did this by implementing an inbound-marketing approach, keeping us on track with our audience, and keeping you on track with your marketing goals.

THE SCIENTIST ALLOWS YOU TO REACH YOUR TARGET AUDIENCE AND GET THE CAMPAIGN RESULTS NEEDED TO MEET GOALS AND FILL THE MARKETING FUNNEL WITH NEW LEADS. - EMILY KIRKWOOD, LI-COR BIOSCIENCES

PRINT^{1*}

Print - Qualified Controlled	45,790
Digital - Qualified Controlled	10,710
Total Qualified	56,500

EMAIL²

<i>The Scientist</i> Daily	125,974
Monthly Table of Contents (eTOC)	201,925
3rd-Party Opt-in Email	169,058

WEBSITE¹

Average Monthly Sessions	643,012
Average Monthly Users	470,361
Average Monthly Page Impressions	970,834

SOCIAL MEDIA³

Facebook	2,001,841
Twitter	41,562
LinkedIn	4,105

See page 12 for additional social media extensions.

GEOGRAPHIC BREAKDOWN

PRINT ¹ %	WEBSITE ⁴ %	EMAIL % - 3rd-Party Opt-in ²
United States 79.8	United States 53.0	United States 71.2
Europe 9.0	Europe 20.2	Europe 12.5
Canada 4.5	Asia 10.4	Asia 5.9
Asia 2.8	Canada 5.3	Canada 3.5
*CSAC 1.0	*CSAC 3.7	*CSAC 2.1
Middle East, Africa 1.3	Western Asia, Africa 3.7	Oceania, Pacific Rim 1.8
Oceania, Pacific Rim 0.8	Oceania, Pacific Rim 3.5	Middle East, Africa 1.7
Unknown 0.1	Unknown 0.2	Unknown 1.4

*Central, South America & Caribbean

JOB TITLE²

TITLE %	TITLE %
Laboratory Director/Department Head 24.1	Graduate/Medical Student 9.9
Staff Scientist, Senior Researcher 14.8	Corporate Management 8.0
Undergraduate Student 11.3	Medical Professional 3.9
Post-doctoral Fellow 10.7	Laboratory Technician 3.1
Laboratory Manager 2.1	Other 12.1

AREAS OF WORK¹

AREA %	AREA %
Biochemistry 27.2	Microbiology 24.0
Bioinformatics/Computational Biology 11.4	Molecular Biology 39.4
Biotechnology 19.5	Neuroscience 13.9
Biophysics/Bioengineering 15.9	Pathology/Molecular Diagnostics 14.0
Cancer/Oncology 12.6	Pharmacology 19.5
Cell Biology 23.4	Physiology 13.4
Chemistry 24.6	Plant Science 7.3
Clinical Research 14.8	Preclinical/Translational Research 10.2
Drug Discovery/Development 14.5	Proteomics 10.7
Genetics 21.1	Stem Cell 10.4
Genomics 11.9	Toxicology 11.4
Immunology 18.4	Other 18.1

INSTITUTION TYPE¹

TYPE %	TYPE %
Academic Institution 40.6	Government Laboratory 8.7
Commercial/Industrial Organization 30.6	Medical Center or Clinical Laboratory 6.1
Private Institution 13.1	Other 0.9

HIGHEST DEGREE HELD²

DEGREE %	DEGREE %
High School 2.3	MD and/or PhD 55.0
Undergraduate Degree (BS, BA, etc.) 17.5	Other 6.3
Graduate (MS, MA, etc.) 18.9	

*June 2016 BPA Statement

SOCIAL MEDIA

1.9 MILLION+ VIDEO VIEWS

on Facebook in Q1 and Q2 2016, an average of 31,000+ views per video

FACEBOOK

The Scientist is full of opinions, and so are our readers. We encourage them to communicate openly and create a community dialogue in multiple formats. One unique aspect of *The Scientist's* social communities is that they enable interactions with scientists at all different levels, from graduate students to PIs and directors. Previously thought of as an impenetrable, noisy venue for content marketing, it has become a valid touchpoint for communicating ideas, and *The Scientist* can help you break through.

SOCIAL NETWORKING³

People are interacting with *The Scientist* on their preferred social networking platforms:



The Scientist is actively engaging with readers across networks, keeping the conversation going when the lights are off and the lab door is locked. We have an average post impression of more than **100,000+** Facebook users!



2.0 MILLION+

Likes

2.9 MILLION+

monthly reach



41,562

followers via @TheScientistLLC

447,000

average monthly tweet impressions



2,521 FOLLOWERS

via *The Scientist* company page

1,584 FOLLOWERS

via *The Scientist* Magazine group page

PAGE	LIKES
<i>The Scientist</i>	2,001,841
NeuroScientist News	1,107,062
Genetic Engineering Techniques	544,895
Microbiology & Immunology	520,943
Cancer Research & Technology	316,433
Cell Biology Research	65,441
Stem Cell and Regenerative Science	14,690
<i>The Scientist</i> Careers	11,372

	AVG. DAILY	AVG. WEEKLY	AVG. 28 DAYS
People Talking About	3,425	20,617	72,157
Engaged Users	9,123	54,608	184,345
Total Reach	268,013	1,085,254	2,962,885
Total Impressions	814,589	5,658,644	22,534,010

Average post total reach	70,265
Average post total impressions	107,411

RESULTS & CASE STUDIES

Owing, in large part, to the engagingly educational content served up in print and on the web, *The Scientist* has an expansive reach across the life sciences. Our readers are at the bench, in the lab meeting, and making purchasing decisions. Work with us, and benefit from our extensive network of active researchers and decision makers.

WEBINARS²

300-1200+ REGISTRANTS PER EVENT	
Average Registrants	642
Average Live Attendees	180
Average On-demand Attendees	148
Average Total Attendance	328

EMAIL²

THE SCIENTIST DAILY	
Open Rate	15.1% (23,259)
Click-Through Rate	19.4% (4,524)
Avg. Daily Sponsorship Clicks	77
Avg. Weekly Sponsorship Clicks	381

3RD-PARTY OPT-IN	AVG.	MIN.	MAX.
Open Rate	16.8%	8.8%	22.9%
Click-Through Rate	6.0%	0.3%	29.0%

3RD-PARTY OPT-IN SMART LIST	AVG.	MIN.	MAX.
Open Rate	39.6%	35.8%	41.9%
Click-Through Rate	9.5%	3.2%	14.3%

DIGITAL ADVERTISING²

HIGH-IMPACT ZONES	AVG. 2 WEEK	TYPE	AVG. CTR
Anchor	1081 clicks	Leaderboard	0.17%
Peel Back	893 clicks	Top Boombox	0.25%
		Middle Boombox	0.16%

CASE STUDIES



ADVERTISER A

1x print ad: **56,400+** reach
 TS Toolkit: **44,000+** reach
 2x multi-sponsored webinar: **1,200+** leads
 High-impact banner: **600,000+** impressions; **1,800+** clicks
 Facebook post: **35,000+** views; **132+** clicks

ADVERTISER B

Print ads: **56,400+** reach
 5x top boombox banner: **690,000+** impressions; **1500+** clicks
 2x daily eNL sponsorship: **170,000+** ad impressions; **650+** clicks
 Custom emails: **16.07%** avg. open rate; **8.98%** avg. click through rate
 2x LabQuiz: **895,000+** FB post reach; **22,000+** quiz starts; **600+** leads
 Facebook post: **32,000+** reach; **28** link clicks

ADVERTISER C

High-impact banner: **570,000+** impressions; **725+** clicks
 3x middle boombox banner: **260,000+** impressions; **340+** clicks
 1x Partial e-Daily Newsletter sponsorship: **50,000+** ad impressions; **200+** clicks
 5x Partial eTOC sponsorship: **45,000+** ad impressions; **260+** clicks

ADVERTISER D

Print guide ad: **56,400+** reach
 Custom email: **15.24%** avg. open rate; **10.09%** avg. click through rate
 LabQuiz: **390,000+** FB post reach; **3,000+** quiz starts; **65+** leads
 1x boombox banner: **65,000+** impressions; **185+** clicks

PRODUCT PORTFOLIO

PRINT ADS

A display ad in *The Scientist* reaches 56,500 BPA-audited* life-science innovators and decision makers. As a value add, 6 times per year we offer ad awareness studies** to determine a print ad's attention getting, believability, and informational value. Plus, readers are able to request direct contact by your company through a qualifying question. Great lead-generation opportunity!

COVER TIPS & BELLY BANDS

Advertise your product/service on the front cover of *The Scientist*. This high-impact advertising allows you to target your investment with full circulation and/or North America-only distribution.

INSERTS & OUTSERTS

Be creative! Develop your own ad for *The Scientist*. We'll accept a maximum of 2 inserts per issue. Provides great impact! You can select specific targets, including:

- Full or partial circulation
- Geography (minimum quantity applies)

THE GUIDE

Formatted ads that are used to promote new products, new literature, online/print catalogues. Whatever your needs! Contact your account manager today to learn more.

**The Scientist will limit the number of ads chosen for the ad awareness study.

DIGITAL ADVERTISING

BANNER ADVERTISING

Banners deliver cost-effective and highly visible coverage for all your products and services. Available in a variety of shapes & sizes, banners are ideal for branding or new product announcements. Options include:

Leaderboard | Skyscraper | Button | Boombox | Rollover | Floating Ads

HIGH IMPACT: Peel Back | Anchor

EMAIL ADVERTISING

THE SCIENTIST DAILY

Reach up to 125,000+ subscribers² for five consecutive business days with a banner wrap-around enclosing our daily e-newsletter. Our popular breaking-news emails ensure maximum branding and a sizable viewership for your advertisements.

MONTHLY TABLE OF CONTENTS (E-TOC)

Electronic Table of Contents e-mails are sent to more than 200,000 opt-in registrants² at the beginning of the month as a companion to the monthly magazine.

MONTHLY OUTSIDE THE COVER (OTC)

Outside the Cover e-mails serve as a supplement to the print magazine and the monthly Table of Contents e-mails. Sent to more than 180,000 opt-in registrants², the OTC is a monthly digest of the most popular online-only stories and contains expanded content related to the month's print articles. Sent out mid-month, the OTC content is only available online.

DIRECT THIRD PARTY E-MAIL BLASTS (OPT-IN)

Deliver your custom-designed text or HTML e-mails to the audience of your choice. Target more than 169,000+ opt-in recipients² by area of work, geography, job title, technique used, and more.

[New] SMART LISTS THIRD-PARTY EMAIL BLASTS (OPT-IN)

Our Smart Lists deliver previously unattainable levels of customization to allow you to interact with the right customers for your marketing needs. Reach a niche-targeted list of scientists who are actively engaged with *The Scientist* brand. From research areas such as genome editing, 3-D stem cell culture, exosomes, or antibody-drug conjugates, to targeting specific companies or institutions, our team will work with you to develop a custom list. Ask your account manager for more information.

TARGETED E-SUBJECT SPONSORSHIP

An exclusive opportunity to sponsor e-newsletters covering breaking conference news. 2017 conferences are AACR, ASM, ASHG, SfN, and ASCB.



CONTENT MARKETING WEBINARS

The Scientist will provide custom management to develop, produce, host, and promote a scientific webinar featuring industry experts and key opinion leaders who are well-known and highly respected in their field of work. *The Scientist* webinars are powered by the On24 platform.

THE SCIENTIST WILL

- assist in panel/speaker selection
- provide moderator: Susan Harrison Uy, PhD/Elizabeth Young, PhD
- arrange recording, promotion, and online streaming
- manage registration, data collection, and delivery of qualified leads
- feature the webinar online for one year, then index and archive the content
- EXISTING WEBINAR: will promote a sponsor's already-existing webinar through a series of email blasts and host it on *The Scientist* website

PAY-PER-LEAD

Leverage *The Scientist*'s pay-per-lead program to deliver quality results. Sponsored infographics, posters, white papers, application notes, and technical articles are hosted on *The Scientist* website and promoted to our engaged audience of life-science researchers. Work with our dedicated team to develop a robust digital marketing strategy to generate leads with optimized audience targeting and landing pages.

TS TOOLKIT

Our TS Toolkit poster series covers a range of life-science subjects focusing on techniques, tools, and hot topics. The poster will be available on *The Scientist* website for download following insertion in the print magazine.

CUSTOM CONTENT CREATION

Work with our dedicated team to produce high quality, engaging content and leverage the power of *The Scientist*'s audience to strengthen and grow engagement with customers. Develop a marketing strategy to drive leads with custom web content, technical articles, infographics, posters, white papers, application notes, and more.

VIDEO

Let our Creative Services team guide you through the art of video production and create engaging video content that will expand your reach in the evolving digital landscape. Ask your account manager about our custom-video opportunities to help promote your products and services.

INTEGRATED PROGRAMS

The Scientist offers life-science vendors an integrated, multimedia platform to connect with scientific leaders and innovators who are heavily involved in the selection of life-science vendors and products. Ask your account manager about our integrated program offerings and how using *The Scientist* as a primary marketing tool can help you accomplish your goals.

ENGAGING ACTIVITIES

SOCIAL MEDIA

Work with *The Scientist*'s social media team to share your brand's content through our Facebook pages. A typical and well-performing advertiser post can generate 200–3,000 clicks on a single post and can reach well over 60,000 readers.³ Outstanding viral performers can generate in excess of 5,000 clicks and be seen by millions of viewers³.

TS LABQUIZ

TS LabQuiz is a fun 5-question article that engages readers on a range of life-science topics. Challenge scientists with our creative, research-focused quizzes. An innovative lead-generation opportunity!

*June 2016 BPA Statement

AD SPECS

PRINT

SPREAD

Trim size: 10.5" H x 17" W
W/bleed: 10.75" H x 17.25" W
Live area (min. safety area): 10" H x 16.5" W

FULL PAGE

Trim size: 10.5" H x 8.5" W
W/bleed: 10.75" H x 8.75" W
Live area (min. safety area): 10" H x 8" W

1/2 PAGE HORIZ.:

Trim size: 5.125" H x 8.5" W
W/bleed: 5.375" H x 8.75" W
Live area (min. safety area): 4.625" H x 8" W

1/2 PAGE VERT.:

Trim size: 10.5" H x 4.16" W
W/bleed: 10.75" H x 4.41" W
Live area (min. safety area): 10" H x 3.66" W

2/3 PAGE VERT.:

Trim size: 10.5" H x 5.375" W
W/bleed: 10.75" H x 5.5" W
Live area (min. safety area): 10" H x 4.875" W

1/3 PAGE VERT.:

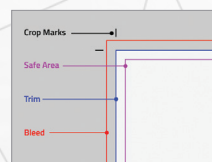
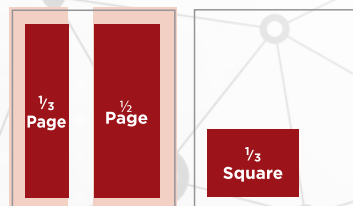
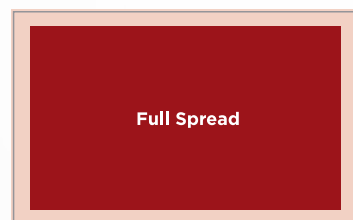
Trim size: 10.5" H x 3" W
W/bleed: 10.75" H x 3.25" W
Live area (min. safety area): 10" H x 2.5" W

1/4 PAGE VERT.:

Trim size: 5.125" H x 4.16" W
W/bleed: 5.375" H x 4.41" W
Live area (min. safety area): 4.625" H x 3.66" W

1/3 PAGE SQ.:

Trim size: 4" H x 4.75" W
Does not bleed: 4" H x 4.75" W
Live area (min. safety area): 4" H x 4.75" W



Formats: Advertising materials must be prepared in digital formats as specified. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For Guide and Classified ads, please submit the text electronically, either within an email message or as an attachment, in MS Word.

Images: We prefer TIFF, EPS, JPEG, or PDF file formats. Any digital images must have an original resolution of at least 266 dpi.

SEND MATERIALS TO: ad.production@thescientist.com

HIGH-IMPACT

COVER TIP-ON

Cover tip-ons are affixed by glue. Trim size: 6" H x 8" W; 6.25" H x 8.25" W

POLYBAGGED OUTSERT

Outsert weight limit may apply. Trim size: 10.5" H x 8.5" W; 10.75" H x 8.75" W

TIP-IN Tip-ins are affixed by glue. Trim size: 10.25" H x 8" W; 10.5" H x 8.25" W

INSERT/SUPPLEMENTS

Inserts and supplements are bound into the magazine at limited locations. Insert weight limit may apply. 10.75" H x 8.75" W; Trim size: 10.5" H x 8.5" W; Live area (min. safety area): 10" H x 8" W

BELLY BAND

Width variable – based on issue thickness. 6.25" H x 18" W; Trim size 6" H x 17.25" W; Live area (min. safety area) 5.75" H x 8" W

GUIDE ADVERTISEMENT

Formatted by *The Scientist*

1/6 PAGE: 3" H x 3.5" W

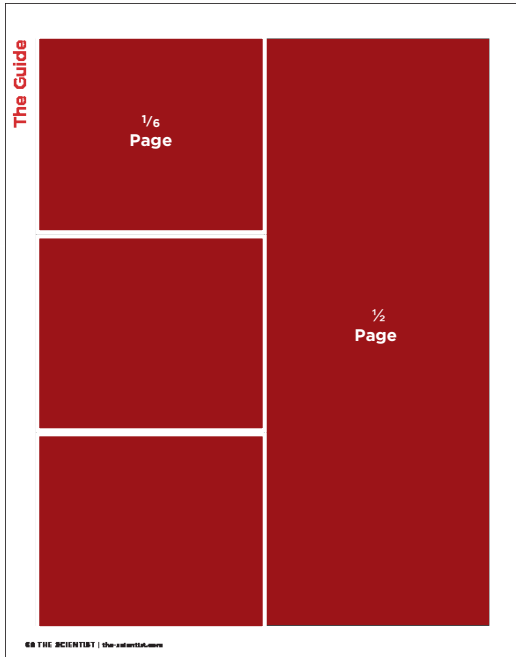
Please submit the following materials:

- Body text: 60 words maximum
- Headline: 36 characters maximum
- Company contact information: phone, fax, e-mail, and web address only
- Photo or illustration measuring 2" H x 1.5" W

1/2 PAGE: 9" H x 3.5" W

Please submit the following materials:

- Body text: 275 words maximum
- Headline: 65 characters maximum
- Company contact information: phone, fax, e-mail, and web address only
- Photo or illustration measuring 2" H x 3.1875" W
- Company logo



EMAIL

SPONSORED EMAIL

(The Scientist Daily and eTOC/OTC)

- Sponsorship of *The Scientist* Daily, monthly eTOC, or OTC includes two leaderboard banners and a skyscraper banner.

2x Leaderboard	728 x 90	40K (max. file size)
Skyscraper	160 x 600	40K (max. file size)

DIRECT E-MAIL

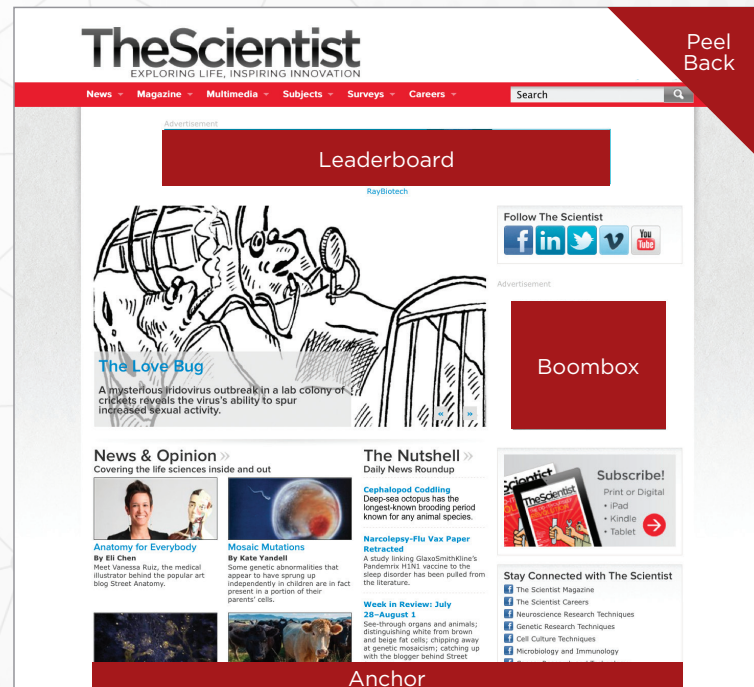
- Text or HTML email material and target recipient selections are due one week prior to launch of campaign.
- Do not include any executable code, JavaScript, ActiveX, etc.
- Please do not attach any images. *The Scientist* will not host images. Point to image files on an external website.

BANNER ADS

Impression-Based Advertising Options

	WEBSITE	MOBILE	MAX. FILE SIZE
Leaderboard	728x90	320x50	35k
Boombox	300x250	300x250	35k
Peel Back	500x500 / 100x100 (Top Right 50%)		35k
Anchor	960x45	300x50	35k

- Artwork must be provided as GIFs or JPGs.
- Animated GIFs must be limited to 3 frames and must go through the full rotation no more than 3 times (non-animated ads preferred).
- Flash banners are NOT accepted
- Please contact your account manager for rich media ad specs.



THE SCIENTIST

EXPLORING LIFE, INSPIRING INNOVATION

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1. BPA Worldwide June 2016 Circulation Statement, total qualified = 56,500
2. Publisher's own data, as of as of July 1, 2016
3. Statistics provided by Facebook, Twitter, Google, and LinkedIn, as of July 1, 2016
4. Publisher's own data, provided by Google Analytics. Average monthly numbers from January through June 2016

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