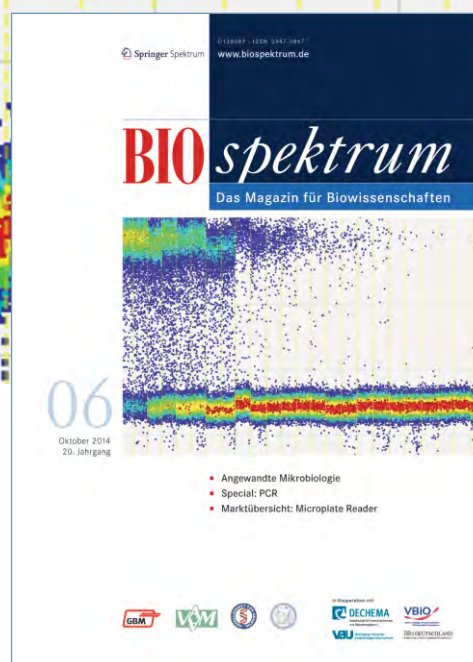


www.biospektrum.de

2015

Media Information



in cooperation with



MEDIA INFORMATION 2015 · TEAM



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Issue	Publication date	Deadline	Specials incl. list of producers	Market Surveys/Topics	Conferences/Events
VAAM Conference Proceedings	09.02.2015	10.01.2015		Bacterial cell biology, Synthetic microbiology, CRISPR systems and viruses	VAAM Annual Meeting, Marburg: 01.–04.03.2015
1 Anniversary issue BIOspektrum turns 20	12.02.2015	20.01.2015	Next-generation sequencing	Genomics, Bacterial cell biology, Single-cell analysis, Protein engineering, Mass spectrometry, Single-molecule techniques, DNA sequencing, Synthetic biology	VAAM Annual Meeting, Marburg: 01.–04.03.2015 DGPT Annual Meeting, Kiel: 10.–12.03.2015 DGZ Annual Meeting, Köln: 24.–27.03.2015
2	26.03.2015	27.02.2015	3D cell culture	Market survey: Pipettes Methods: High-throughput screening Gene editing, Transmembrane proteins, Signal transduction, Biotechnology	Deutsche Biotechnologietage, Köln: 23.–24.04.2015 66. Mosbacher Kolloquium: 26.–28.03.2015
3 Fair issue ACHEMA	13.05.2015	16.04.2015	Flow cytometry	Methods: Cell analysis DNA sequencing, Genetic engineering, Biopharmaceuticals, Synthetic biology, Biotechnology	Achema, Frankfurt a.M.: 15.–19.06.2015
4	22.06.2015	21.05.2015	Cell biology	Methods: Lab automation Gene splicing, Antibody research, Human genetics, Biotechnology	GBM/FEBS Conference, Berlin: 04.–09.07.2015
5 Preliminary Report Biotechnica/ Labvolution	02.09.2015	05.08.2015	PCR, qPCR	Methods: Next-generation sequencing Comparative genomics, Microscopy, Protein analysis, Biotechnology	MipTec, Basel: 22.–24.09.2015
6 Fair issue Biotechnica/ Labvolution	01.10.2015	03.09.2015	Lab automation	Methods: Cell-free protein synthesis Gene regulation, Peptide synthesis, Signal transduction, Personalized medicine, Biotechnology	Biotechnica/Labvolution, Hannover: 06.–08.10.2015
7	13.11.2015	22.10.2015	Molecular diagnostics	Market survey: Flow cytometry Methods: PCR, qPCR Human genetics, Microbiology, Antibiotic resistance, Imaging systems, Biotechnology	Medica, Düsseldorf: 16.–19.11.2015

Valid from October 1, 2014

1 Back Format	210 mm (width) x 297 mm (height), DIN A4																												
2 Type Area	180 mm x 260 mm Number of columns: 3 columns at 58 mm each or 4 columns at 42.5 mm each																												
3 Print process, binding, mechanical data	Offset printing, adhesive binding, bleed 3 mm. Our printing office produces with Ctp (Computer to Plate).																												
4 Publishing Dates	7 issues/year Publishing dates and deadlines: please see publication schedule																												
5 Advertising Department	Phone: +49 (6201) 2 90 92-0 Fax: +49 (6201) 2 90 92-20 email: info@top-ad-online.de www.top-ad-online.de																												
6 Terms of Payment	2% discount on payments made within 10 days net within 30 days from date of invoice USt.Ident.-No. (VAT-ID) DE 170 864 101																												
7 Advertising Formats and Rates in €	<table> <tr> <th>Format</th><th>Width x Height in mm</th><th>Basic rate b/w</th></tr> <tr> <td>1/1 page</td><td>180 x 260</td><td>€ 4,640.-</td></tr> <tr> <td>Junior page</td><td>135 x 190</td><td>€ 2,520.-</td></tr> <tr> <td>1/2 page</td><td>90 x 260 or 180 x 130</td><td>€ 2,440.-</td></tr> <tr> <td>1/3 page</td><td>60 x 260 or 180 x 85</td><td>€ 1,710.-</td></tr> <tr> <td>1/4 page</td><td>90 x 130 or 180 x 65</td><td>€ 1,420.-</td></tr> <tr> <td>1/6 page</td><td>60 x 130 or 180 x 40</td><td>€ 940.-</td></tr> <tr> <td>1/8 page</td><td>90 x 65 or 180 x 32.5</td><td>€ 710.-</td></tr> <tr> <td>Millimeter price for 1 column (58 mm) for recommendation ads</td><td></td><td>€ 5.50</td></tr> </table>		Format	Width x Height in mm	Basic rate b/w	1/1 page	180 x 260	€ 4,640.-	Junior page	135 x 190	€ 2,520.-	1/2 page	90 x 260 or 180 x 130	€ 2,440.-	1/3 page	60 x 260 or 180 x 85	€ 1,710.-	1/4 page	90 x 130 or 180 x 65	€ 1,420.-	1/6 page	60 x 130 or 180 x 40	€ 940.-	1/8 page	90 x 65 or 180 x 32.5	€ 710.-	Millimeter price for 1 column (58 mm) for recommendation ads		€ 5.50
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8 Special Placement	2 nd and 4 th cover page € 4,820.- Banderole € 6,500.- plus technical costs (no discount and no deduction of agency commission) € 1,950.-																												
9 Colour Surcharge (no discount)	Charge per colour (Euro Scale) € 390.- Charge per 4-colour advertisement € 1,100.- Charge per 4-colour advertisement 1/4 page and smaller € 780.- Special colour € 750.- (A special colour that can be printed from a 4-colour print will be charged € 390.- according to the Euro Scale)																												

10 Surcharge for Special Formats	For Bleed Formats (no discount) € 220.- Sizes (width x height) for bleeds ads (including 3 mm bleed): 1/1 page 216 x 303 mm 1/2 page horizontal 216 x 151.5 mm 1/2 page vertical 105 x 303 mm 1/3 page b/w vertical 73 x 303 mm 1/3 page b/w horizontal 216 x 102 mm	
11 Rates for Recruitment and Congress Ads	Vacancies per mm (per column 45 mm) € 3.- Positions wanted per mm (per column 45 mm) € 1.50 Box number charge € 7.- Special sizes and rates (width x height in mm): 1/1 page b/w vertical 180 x 260 € 2,500.- 1/2 page b/w vertical 90 x 260 or € 1,250.- 1/2 page b/w horizontal 180 x 130 1/4 page b/w vertical 90 x 130 € 625.- Recruitment ads will be published free of charge on our website www.biospektrum.de on the publication date of our print issue. The following special rates apply for individual members of the scientific societies GBM, GfG, GfE and VAAM: Vacancies € 55.- Positions wanted € 10.-	
12 Discounts	Within 12 months on b/w rates: Series Discount: from 3 inserts onwards = 5% from 6 inserts onwards = 10% from 9 inserts onwards = 15% from 12 inserts onwards = 20% Quantity Discounts: from 2 pages onwards = 5% from 4 pages onwards = 10% from 6 pages onwards = 15% from 8 pages onwards = 20%	
13 Bound Inserts	2-page (DIN A4) € 4,540.- 4-page (2 x DIN A4) € 5,950.- 2-page inserts should be delivered untrimmed, 4-page inserts folded and untrimmed. Paper weight must not exceed 135 g. Technical details will be disclosed when placing the order. Regardless of the length, one insert will count as one ad. Quantity discounts are available.	
14 Loose Inserts (no discount)	up to 25 g € 4,950.- (incl. postal charges) up to 50 g € 5,690.- (incl. postal charges) Sending a sample is required before order acceptance.	
15 Postal Address for Bound and Loose Inserts	Stürtz GmbH, Lager Alfred-Nobel-Strasse 33, Einfahrt 1 D-97080 Würzburg Delivery times Mon. – Fri. 6:30 – 19:30 Delivery 10 days before publication date at the latest. Way-bill remark: BIOSpektrum, Issue Nr. ...	

BIOspektrum Conference Issue: VAAM annual meeting, March 1–4, 2015, Marburg

Advertising Formats and Rates in €			Colour Surcharge (no discount)	
<i>Format</i>	<i>Width x Height in mm</i>	<i>Basic Rate b/w</i>	Surcharge per colour (Euro Scale)	€ 300.–
1/1 page	180 x 260	€ 1,100.–	Special Colour	€ 460.–
1/2 page	90 x 260 or 180 x 130	€ 590.–	Surcharge for 4-colour ad	€ 600.–
1/3 page	60 x 260 or 180 x 85	€ 410.–	Bleed	€ 150.–
1/4 page	90 x 130 or 180 x 65	€ 320.–		
Special Placement			Loose inserts (no discount)	
2 nd and 4 th cover page, 1 st right page		€ 1,300.–	up to 25 g (incl. postal charges)	€ 1,400.–
			Circulation	
			1,750 copies: The issue will be handed out to all visitors of the VAAM-meeting.	

Advertising Rates #8 valid from October 1, 2014

1 Head banner				4 Recruitment ads (no discount)	
<i>Field</i>	<i>Placement/Format</i>	<i>Length of Time</i>	<i>Monthly Rate</i>	text ads	free of charge
Starting page	left or right, 250 x 75 pixel	monthly	€ 790.–	ads with frame and logo (PDF-file: max. 60 kB)	€ 150.–/month
Other pages	left or right, 250 x 75 pixel	monthly	€ 500.–		
2 Button				5 Deadlines and file delivery (button, banner)	
<i>Field</i>	<i>Placement/Format</i>	<i>Length of Time</i>	<i>Monthly Rate</i>	All banners and buttons can only be charged monthly. Advertisement data, including a corresponding weblink, are required one week before the publishing date. Please send the data to info@top-ad-online.de .	
Starting page (max. 3)	200 x 75 pixel	monthly	€ 780.–		
Other pages	200 x 75 pixel	monthly	€ 490.–		
3 Discounts				6 Document format	
From annual turnover € 2,000.–:	5 %			jpg, gif	
From annual turnover € 5,000.–:	10 %			max. data size:	120 KB
From annual turnover € 10,000.–:	15 %			Banner:	250 x 75 pixel
From annual turnover € 15,000.–:	20 %			Button:	200 x 75 pixel
				7 Documents for recruitment ads	
				Please send your free text ad to biospektrum@springer.com . The max. format of a PDF ad is DIN A4 with a max. file size of 60 KB. If you would like to place an ad in PDF format, please contact Bernd Beutel from top-ad.	

www.biospektrum.de: A lively online portal

Our website **BIOspektrum**-online is freely accessible to a large extent in order to facilitate networking and usability for young academics.

Upon publication, all scientific articles from the print issue are made freely available to society members with a personal login.

- BIOspektrum-online** provides a space for banner advertising, weekly updated news, product descriptions (as a service for companies), and many services for scientists: an extensive calendar of scientific events running until 2018, job offers, a **BIOspektrum** archive (1999–2010) incl. full-text search across all published articles – and of course all information concerning the journal and how to subscribe.
- All **BIOspektrum** articles are available online in the scientific article database SpringerLink (www.springerlink.com) and will be published there before print.

The screenshot displays the homepage of the **BIOspektrum** online portal. At the top, there's a navigation bar with links for 'STARTSEITE', 'STELLEN', 'REISEN', 'HINWEISE', and 'ZUR'. Below this, a main content area features several sections: 'BIOspektrum Suche' with a search bar, 'Aktuelle Ausgabe' (Current Issue) with a preview of the latest issue, 'Alle Nachrichten' (All News) with a list of recent articles, and 'Dienstleistungen' (Services) including 'Laborbücher im Springer Shop' and 'Fernstudium Biologie'. A sidebar on the right contains 'Stellenmarkt' (Job Market) and 'Spezial' (Special) sections. The bottom of the page has a footer with contact information and a copyright notice.

1 Short Profile

BIOspektrum 2015

BIOspektrum is the leading journal of the publisher Springer Spektrum, a part of Springer Verlag Heidelberg.

From its creation in 1995, **BIOspektrum** has expanded increasingly. This positive evolution was further fueled by its relaunch in 2006.

BIOspektrum is a scientific journal published in close cooperation with a number of German scientific societies in the molecular biology field (GBM, VAAM, GfG and DGPT), and also partners with biotechnological research organizations (VBU, DECHEMA and BIO Deutschland) and the biological umbrella organization VBIO.

As a members' journal, **BIOspektrum** has immensely benefited from these partnerships, and as a result, enjoys high acceptance among readers and a loyal target audience. Our authors are all outstanding scientists in their field.

Honored twice with the prize Professional journal of the year

From the jury statement:

"BIOspektrum combines high-level content and aesthetics. It is clearly structured and arouses the reader's curiosity. Every section contains detailed scientific articles with excellent illustrations, shorter essays and news. The appealing layout and the typography are exemplary.

This is scientific content, written by scientists and for scientists, their institutions and companies, and feels enjoyable even to the non-scientist."



2 Memberships

–

3 Organ

GBM – German Society for Biochemistry and Molecular Biology, Frankfurt a. M.
VAAM – Association for General and Applied Microbiology, Lieskau
GfG – German Genetics Society, Konstanz
DGPT – German Society for experimental and clinical Pharmacology and Toxicology, Mainz

4 Partners

VBU – Association of German Biotechnology Companies
DECHEMA – Society for Chemical Engineering and Biotechnology, Frankfurt a. M.
VBIO – Association for Biology, Biological Sciences & Biomedicine in Germany
BIO Deutschland, Biotechnologie-Industrie-Organisation Deutschland e.V., Berlin

5 Published by

Springer Verlag GmbH

6 Editorial

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8 Volume

Volume 21 (2015)
Frequency of publication: 7 issues/year

9 Publisher

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10 Phone

+49 (6221) 4870

11 Internet

www.biospektrum.de

12 Dates and Topics

see publication schedule

13 Subscription Rates

Private subscribers (p. a.)	€ 62.–
Companies/libraries (p. a.)	€ 157.50
Students (p. a.)	€ 25.–
Single Issue	€ 22.–
All prices include 7% value-added tax. Postage is included for private subscribers and students.	

14 Analysis of Volume

2013 = 7 issues

Size:	DIN A4
Complete Edition:	827 pages
Editorial Content:	709 pages = 85.7 %
Advertising:	118 pages = 14.3 %
(thereof) recruitment ads:	5 pages = 4.2 %
(thereof) publisher ads:	21 pages = 17.8 %
Loose Inserts:	25 units

15 Analysis of Editorial Content

2013 = 7 issues

Category:	
Cover pages/Table of contents/Editorial	28 pages = 3.9 %
News	44 pages = 6.2 %
Science	274 pages = 38.7 %
Specials	88 pages = 12.4 %
Methods and Applications	41 pages = 5.8 %
Biotechnology	76 pages = 10.7 %
Society news	122 pages = 17.2 %
Career Opportunities	36 pages = 5.1 %

1 Circulation inspection



2 Circulation analysis

Copies per issue:
3rd quarter of 2014

Printed copies	14,600
Distributed copies	14,559
Copies sold	12,750
Subscription copies	12,747
(thereof) Copies for society members	12,580
Other sales	3
Complimentary copies	1,809
(thereof) laid out on display	708
Number of display locations	9
Surplus/archive/receipt copies	41

BIOspektrum has the highest number of sold subscription copies of all life science and biotechnology journals in Germany.

BIOspektrum is IVW-inspected – a seal of approval from the print inspectors.

3 Geographical Distribution

Federal Republic of Germany	91.6 %	13.341
Other countries	8.4 %	1,218
Distributed copies		14,559

The core readership of **BIOspektrum** is located in Germany. The copies distributed abroad are predominantly sold in Switzerland and Austria.

4 Industry Sectors

	Fraction of distributed copies	
	%	Projection (ca.)
Pharmaceutical/Chemical Industry	12 %	1,747
Biotech/Life Science Industry	12 %	1,747
Research Laboratories/Institutes, Universities and Large Research Facilities	60 %	8,736
University Hospitals	5 %	728
Private service providers/Consulting	7 %	1,019
Other	4 %	582
Distributed copies	100 %	14,559

The typical core readers of **BIOspektrum** are life scientists and biotechnologists, among them approx. 30 % working in industry and approx. 70 % working in academic research.

MEDIA INFORMATION 2015 · READERSHIP ANALYSIS RESULTS 2014

Survey method

TNS Infratest MediaResearch, Bielefeld, conducted a readership structure analysis on a sample of 250 net phone interviews using the ZAW framework for advertising media analysis.

Profile Assessment (top two categories)

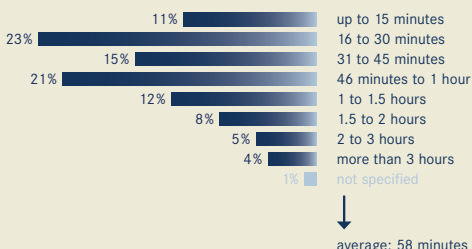


Nearly all readers surveyed (97 %) would recommend **BIOspektrum** to a friend or colleague – an excellent result and testament to the journal's quality.

69 % of the readers cited the product information provided in **BIOspektrum** as an important criterion (benchmark 39.7 %).

Duration of reading

The above-average reading duration of 58 minutes per issue shows that **BIOspektrum** is read not only regularly but also intensively.



Additional readers/Archiving

BIOspektrum has an average number of 2 additional readers per issue.

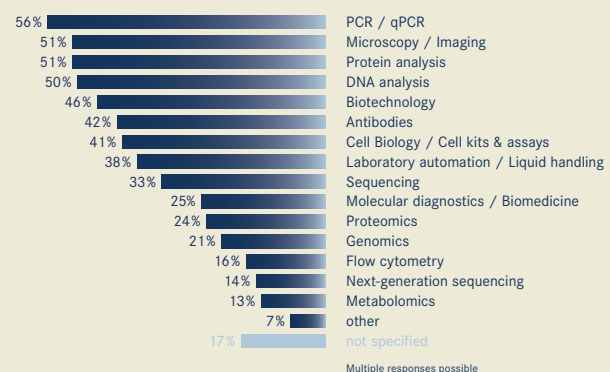
A total of 85 % of the readers archive either the journal or parts of it. As such, **BIOspektrum** and the adverts in it still reach readers long after the publication date.

Decision-making responsibilities/Investment volume

In total, 79 % of the readers make investment decisions or serve as consultants.

The average investment sum available per person for laboratory instruments and equipment is 85,000 Euros, plus an additional 59,000 Euros for laboratory consumables.

Scientific Fields and Methods



If you are interested in the detailed results of the readership analysis, please request the full brochure from info@top-ad-online.de.