



# BioTechniques<sup>®</sup>

## Editorial Calendar & Marketing Planner 2020

Helping you reach scientists involved in advanced  
methods and techniques critical for research innovation



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## NOTE FROM THE EDITOR



At *BioTechniques* we believe that reproducible and efficient methods are fundamental to scientific advancement, and as a result our mission has always been to support life scientists by providing the most efficient and

effective tools and techniques for the lab. This we aim to achieve through our provision of new-and-improved, peer-reviewed methods as well as discussion of the latest technical advances available to the research community.

2019 was an exciting year for the *BioTechniques* team, seeing us start a new collaboration to improve reproducibility, revamp our website to ensure it meets the needs of our audience, and launch new initiatives such as the 'Spotlight', which you can read more about in this media pack. Alongside our continued core focus on

methods, these developments are supporting our aim of bringing together the community and provoking interesting discussion.

2020 also promises to be a fantastic year with fabulous new opportunities. One big change will be to our print edition, which will morph into an exciting quarterly issue of method round-ups, interviews, news and views. This accompaniment to our usual monthly online issues will enhance our readers' experiences and provide a breadth of new opportunities to our advertisers, as well as helping us save the trees. We also have a number of new digital opportunities, and have planned content coverage for the year that promises to provide some wonderful results and discussion. I am looking forward to 2020 with anticipation!

**Francesca Lake**

Editor

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Learn more about *BioTechniques* at [www.biotechniques.com](http://www.biotechniques.com) and [www.future-science.com/journal/btn](http://www.future-science.com/journal/btn)

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## BIOTECHNIQUES KEY STATS

IMPACT  
FACTOR  
1.659

TOTAL  
QUALIFIED  
CIRCULATION  
80,037

135,841  
MONTHLY  
USERS

3,141,264  
ANNUAL PAGE  
VIEWS

659,970  
FOLLOWERS  
ON  
FACEBOOK

# OUR AUDIENCE

*BioTechniques'* combination of publishing platforms, editorial excellence and global reach creates a unique opportunity for advertisers to target life scientists where their products and services are most needed and where purchase decisions are most often made: at the lab bench.

## EDITORIAL EXCELLENCE

- The original peer-reviewed journal of life science methods
- One of the largest BPA-audited circulations among life science journals
- 100% requested, qualified subscription model
- High subscriber retention rate year on year means a highly engaged audience

## 100% FOCUS

on life science methods immediately utilizable in the majority of labs

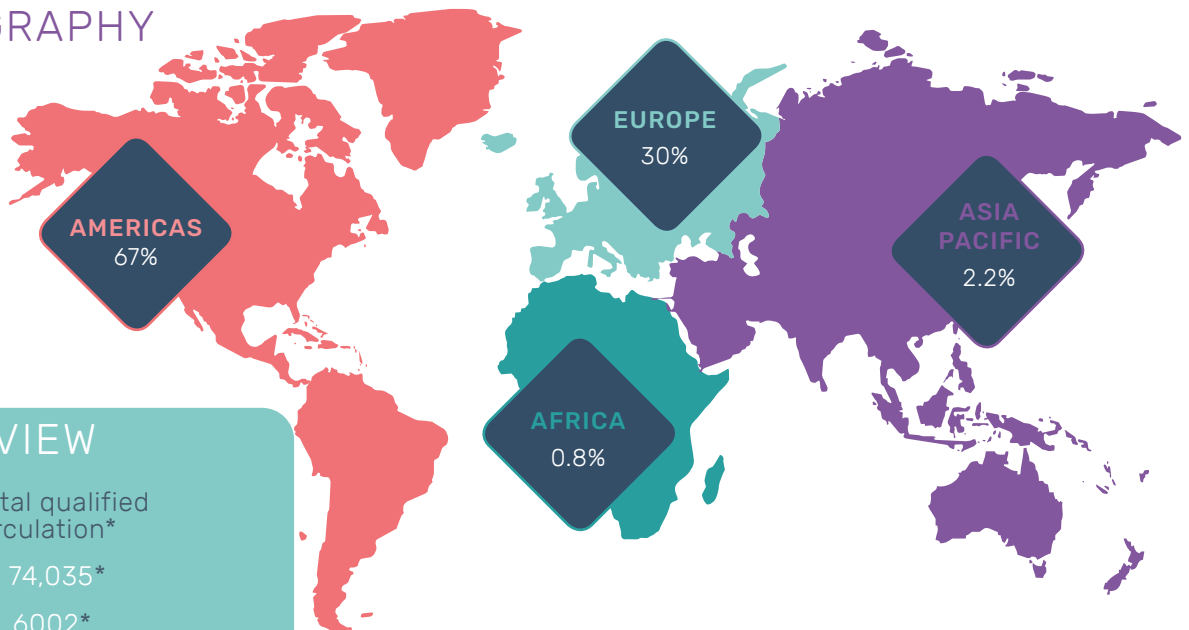
## LAUNCHED:

1983

## IMPACT FACTOR:

1.659\*\*

## GEOGRAPHY



## OVERVIEW

80,037 total qualified circulation\*

- Print: 74,035\*

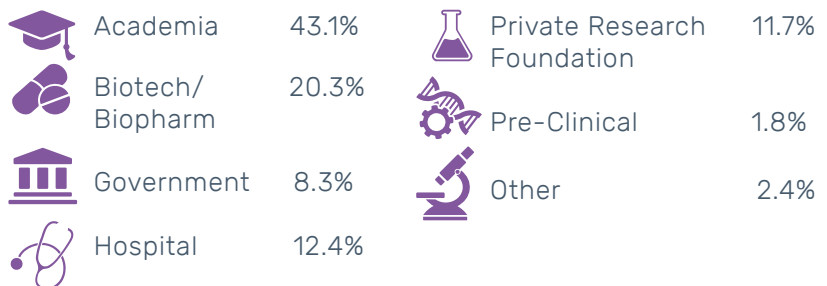
- Digital: 6002\*

135,841 monthly users\*

216,772 monthly page views\*

69,362 contacts available for list rental

653,420 followers on Facebook

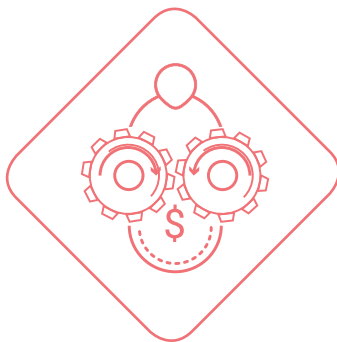


# PARTNERSHIP OPPORTUNITIES

By taking the time to understand your needs, we help you to achieve and surpass your marketing goals. Starting with your end goals, we build advertising packages, creating exciting opportunities for you to engage with your target audience.

We have an experienced in-house editorial and customer support team to support you every step of the way. We offer extra help with creating copy, repurposing your materials to make them social media friendly, and more. Importantly, we provide you with detailed data, allowing you to understand how your projects are performing.

We see our clients as partners, helping us to provide the life science community with the information they need to help them do their job better.



## LEAD GENERATION

Want to get people further down your sales funnel? Ready to buy your product? Generate leads with these options.

**Options include: Webinars, list rentals, Spotlights, infographics, gated content**



## BRAND AWARENESS

Need to get yourself noticed? Cement your position in the community? These options will keep you at the forefront of your potential customers' minds when they are ready to make a purchasing decision.

**Options include: Print and display advertising, company profiles, product listings, Application notes, eNewsletters**



## THOUGHT LEADERSHIP

People want to buy from people they trust. Stand out by showcasing your experts and advocates.

**Options include: Expert interviews, video promotion, In Focus, technology news, eBooks**

### NEED HELP GENERATING CONTENT?

Contact us to find out how our experienced editors can help.











# LEAD GENERATION

## LIST RENTALS

Target your potential customers with a focused email campaign. Reach over 69,000 people or use our granular selects to target your message to those that are most likely to purchase. Our highly qualified database consists of life science researchers from across the globe.

List selects include job title, function, type of organization, geographic region and over 40 different lab techniques.

## TOP 10 LIST SELECTS

Job Function	Total Qualified*	Technologies Used	Occurrences*
 Chemical Biology & Biochemistry	12,868	PCR/RT-PCR	32,327
 Clinical Research	7188	DNA Isolation & Purification	31,527
 Microbiology & Virology	6729	RNA Isolation & Purification	25,719
 Bioengineering/Biophysics	6607	Microscopy	22,008
 Analytical Chemistry	6424	Real-Time/Quantitative PCR	20,570
 Molecular Biology	6352	Cloning	19,273
 Cell & Developmental Biology	5854	Cell/Tissue Culture	17,926
 Drug Discovery/Development	4211	Nucleic Acid Electrophoresis	16,734
 Genomics/Genetics	3014	Gene Expression Analysis	16,098
 Cancer Research	2967	Antibody-Based Protein Detection	15,911

Minimum order size: 3000

Postal options are available to reach 91,000 readers.

\*December 2018 BPA Interim Statement

## SPOTLIGHTS

Show your thought leadership alongside leading specialty experts and gain high-quality leads. All Spotlight content is housed on a dedicated channel and guided by our advisory panel of experts, and includes:

- Your experts alongside industry-leading specialists in a live panel discussion
- Mini-webinar (30 minutes pre-recorded)
- A survey to identify common dilemmas faced by our audience
- Infographics based on survey results that you can use for your own marketing campaigns
- Themed eNewsletters, including your news, products and features alongside highly valued editorial content
- Exclusive commentaries and interviews from experts – increasing their profile as well as showcasing your products and solutions in an interesting format
- Company logo on all promotional material
- Full contact details of all opt-in registrants and full analytics reports on your placements
- eBook of resulting features including your news, product features and branding to be used for your own campaigns

### OUR CRISPR SPOTLIGHT IN 2019 RECEIVED:

26,000+ page views  
 500+ webinar registrants  
 63,000 eNewsletter recipients with a 22% open rate, with nearly 40% of people clicking to read more.

BioTechniques  
 Spotlight



### THEMES FOR 2020

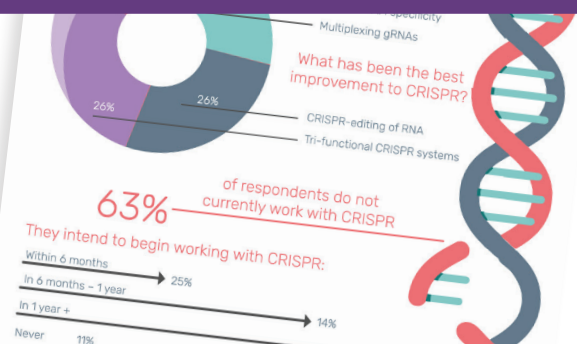
Quarter 1 – Jan-Mar:  
**Microbiome**

Quarter 2 – Apr-Jun:  
**3D Cell Culture**

Quarter 3 – Jul-Sep:  
**CRISPR**

Quarter 4 – Oct-Dec:  
**Sequencing**

Contact your sales rep for more details on the focuses for this year.



## WEBINARS

Generate fully validated leads with an engaging webinar on your technology and how it can be implemented in the lab. You will have your own webinar manager to support you throughout. We manage creation and promotion of your event and provide full training for those involved.

- Choose between live, pre-recorded or hybrid events with Q&A
- Fully customized registration form and audience console
- Unlimited polling and surveys with audience members
- Indefinite hosting on biotechniques.com
- Lead information from all opt-in registrants and full analytics reports

We manage marketing campaigns throughout, promoting your webinar across our online platforms, social media and within eNewsletters. Full analytics will be available to you throughout the campaign, after the webinar and 6 months post-event.



## INFOGRAPHICS AND PODCASTS

Save your marketing team and scientist time, we create highly valued editorial-led content relevant for your target audience. You provide the brief and we create the content to help you be seen as an educator in the field.

We manage all promotions across multiple channels to ensure your message reaches your target audience so all you have to do is check the results, which we provide in an easy-to-digest format. Podcasts and infographics can be placed behind a fully customised log-in wall so you can generate fully GDPR-compliant leads for your sales team.



### PODCASTS

Download and listen to the latest interviews from KOLs

Any time. Any place. Anywhere.



# PRINT ADVERTISING

## PRINT

A display ad in *BioTechniques* reaches the largest BPA-audited circulation of life scientists in the industry. Preferred placements are available wherever your products and services are mentioned.

## COVER TIPS

Let your ad make an impact by prominently displaying it on the front cover of *BioTechniques*.



## APPLICATION FORUM

An advertorial feature for reporting the details of a new product or the innovative use or application of an existing product. Available in print with bonus online publishing.

## INSERTS AND OUTSERTS

*BioTechniques* can accommodate various sizes and formats. Limited to two per issue so your message stands out. Target your reach to any of the selects on our circulation page, including:

- Full circulation
- Geographic regions
- Job functions
- Job titles
- Technologies used in the lab
- Professional affiliation

## EDITORIAL CALENDAR

	JAN-MAR Quarter 1	APR-JUN Quarter 2	JUL-SEP Quarter 3	OCT-DEC Quarter 4
Bonus distribution	AACR, FASEB, ACS Spring, EB, ASMS, ASCB	ASM Microbe, FEBS, ACS Fall	NIH Research, ASHG, SfN	SLAS, AACR, PITTCON
Tech news themes	Precision Medicine Cell Engineering Cancer Research	Big Data & Software Microbiology Antibodies	Sequencing & PCR Cell Culture Neuroscience	Structural Biology CRISPR Reproducibility
Ad closing deadline	21 Feb	20 May	19 Aug	19 Nov
Material deadline	27 Feb	27 May	26 Aug	25 Nov
App note deadline	19 Feb	20 May	19 Aug	19 Nov
Readex	x		x	

# DIGITAL ADVERTISING

## BANNER ADS

Capitalize on the traffic *BioTechniques* creates by placing your adverts and products in high-profile positions across our sites.

Your adverts will get great visibility to our readers by appearing across BioTechniques.com, eNewsletters and on the journal hosting website.

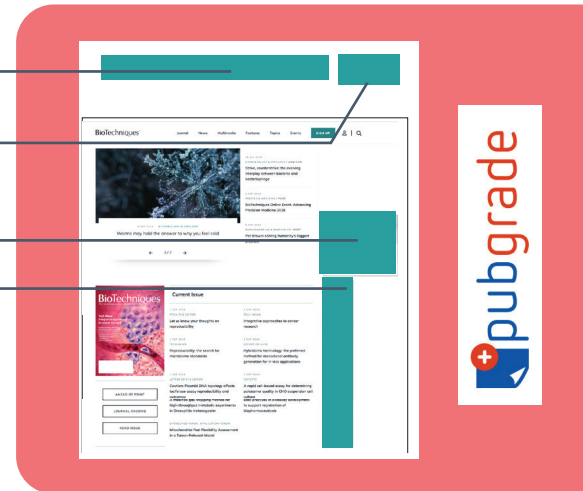
Utilise our **contextual targeting via PubGrade** so your advertisements are placed adjacent to relevant articles that contain your chosen (granular) keywords or phrases across *BioTechniques* and our full portfolio of journals.

Leaderboard

Button

MPU

Skyscraper



## eNEWSLETTERS

Reach out to our fully qualified contacts by featuring your content, products and news alongside highly sought-after editorial content. All of our eNewsletters are requested, guaranteeing you an engaged and receptive audience.

**eNewsletters average 18,000 views, with an open rate of 18.5%.**

### DAILY eNEWSLETTERS

Daily digest of news as it happens, features from both the journal and BioTechniques.com.  
74,982 subscribers

- Daily, Monday to Friday

### WEEKLY eNEWSLETTERS

Compilation of the week's biggest news stories and articles from the journal and online features.  
87,816 subscribers

- Every Saturday

### TECHNOLOGY SPECIFIC

Focused newsletter that includes the latest methodological and technical information around an area of interest to our readers.  
53,808 subscribers

- Monday and Wednesday

### Topics this year include:

- Analytical Chemistry
- Bioengineering
- Bioinformatics
- Biosolutions
- Cancer Research
- Cell Analysis/ Culture
- Cell Development Biology
- Clinical Research
- Custom Tech
- DNA Sequencing
- Drug Development
- Drug Discovery
- Epigenetics
- Gene Editing
- Genomics
- Immunology
- Microscopy/Imaging
- Microbiology
- Molecular Biology
- Neuroscience
- PCR/Cloning
- Preclinical
- Protein Analysis
- Virtual Reality/ Augmented Reality

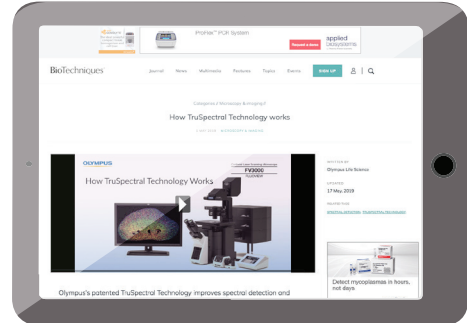
**Want something different?** Make the most of our editorial excellence to create eNewsletters around a topic of your choice.

# BRAND AWARENESS

## VIDEO

Get your videos in front of those that are likely to purchase your products. Include your video on the homepage of BioTechniques.com, in our eNewsletters and across our social media channels.

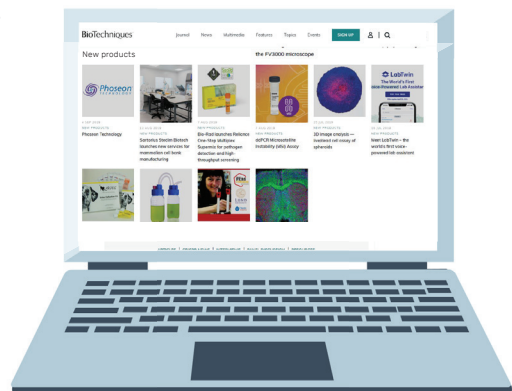
Videos receive, on average, over 1000 page views.



## NEW PRODUCT LISTINGS

Showcase your products to the people who are most likely to purchase – the scientist at the bench. Feature your products in the journal, online and in popular eNewsletters.

Interested in gaining leads for your feature? Ask your sales rep for more information about our new gating options.



## COMPANY PROFILES

Company profiles are an economical and low-maintenance way to have an ongoing conversation with our audience. A microsite on BioTechniques.com features all your news, events and features in 2020. We create and promote the features – you just need to look at the quarterly reports to see how effective this has been to drive traffic to your site!



# THOUGHT LEADERSHIP

## EXPERT INTERVIEWS

Showcase your specialists' skills and thought leadership with an expert interview, giving your customers an authentic reason to believe in your company and products. We appreciate your experts are busy, so will arrange the interview around their availability, and these can be filmed, done by phone or by email – making it easy for your experts!

Interviews will be promoted across all our digital channels on BioTechniques.com, eNewsletters and social media for at least 1 month.



### Want more exposure?

A high-profile summary can be included in the quarterly print and digital issue of *BioTechniques*.

## ATTENDING CONFERENCES?

Make the most of your marketing spend. Utilize our themed eNewsletters to inform your potential customers why they should visit your booth, posters and talks.

Provide your new leads with an exciting follow-up activity, trust us to create informative and insightful expert interviews and product profiles. These are filmed at the meeting and edited by our experienced production team to provide you with a high-quality and informative video about your services and products.

Reach our worldwide audience by utilizing marketing material you already have by featuring your videos, products and white papers alongside highly sought-after editorial-led content from the meeting in themed eNewsletters.



## IN FOCUS

In this feature, we focus on a hot topic area for 1 month. We explore the topics with:

1. An introductory animated video (<2 minutes in length)
2. An infographic highlighting the top tips and tricks from experts
3. An expert podcast

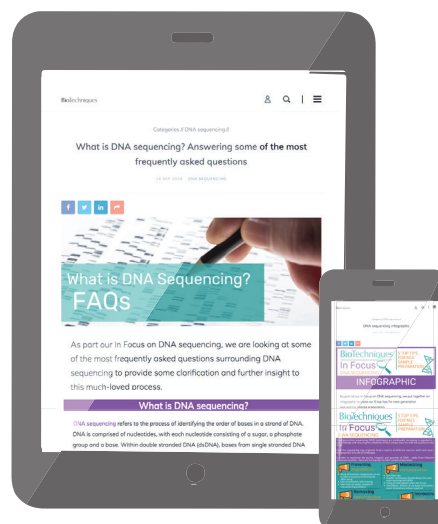
These are created in house by *BioTechniques* in consultation with you and your experts. They are hosted on BioTechniques.com and promoted across all our channels for 1 month. You can also utilize the resulting materials for your own promotions and marketing campaigns.

Topics covered:

- |                        |                     |
|------------------------|---------------------|
| 1. Antibodies          | 6. Microbiology     |
| 2. Big Data & Software | 7. Neuroscience     |
| 3. Cancer Research     | 8. PCR              |
| 4. Cell Culture        | 9. Protein Analysis |
| 5. CRISPR              | 10. Reproducibility |
|                        | 11. Sequencing      |

# BioTechniques<sup>®</sup>

## In Focus

## eBOOKS

Custom eBooks are a collaborative editorial effort between *BioTechniques* and the exclusive sponsor, incorporating technology news, peer-reviewed papers and various forms of sponsor-derived assets (Application notes, case studies, infographics, videos, etc.). They are distributed to a target audience and can be gated for lead generation.



# DIGITAL EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH
<b>In Focus</b> Precision Medicine	<b>In Focus</b> Cell Engineering	<b>In Focus</b> Cancer Research
<b>Special Editorial Feature</b> Chromatography   Microbiome	<b>Special Editorial Feature</b> Engineering   Sleep Science	<b>Special Editorial Feature</b> Cell Imaging   Forensics
<b>Meeting</b> SLAS		<b>Meeting</b> ACS Spring

**Spotlight: Microbiome**

This Spotlight will explore:

- Microbiome interplay and control
- Metabolomic and metagenomic profiling of patients with different disease types
- Selective modification of microbiota
- The implications of microbial colonization in space travel and the impact of space travel on the gut microbiome
- Regulating microbiome research

JULY	AUGUST	SEPTEMBER
<b>In Focus</b> Reproducibility	<b>In Focus</b> Cell Culture	<b>In Focus</b> Neuroscience
<b>Special Editorial Feature</b> Diagnostics		<b>Special Editorial Feature</b> Dementia   Organoids
<b>Meeting</b> SLAS	<b>Meeting</b> ACS Fall	<b>Meeting</b> NIH research festival

**Spotlight: CRISPR**

This Spotlight will explore:

- The use of CRISPR as a diagnostic tool
- The advance of CRISPR therapeutics for genetic disorders
- CRISPR in oncology
- The ethics of using this technique
- Challenges faced in bringing CRISPR to the clinic

**In Focus**

Use these popular features to get your brand and products in front of the people who are likely to buy your product

**Topics**

Utilize our editorial calendar to place your product, poster or advert alongside relevant, highly sought-after content

**Spotlight**

Get 3 months' exposure next to highly sought-after editorially led content; utilize for lead generation and gaining insight into your target audience

APRIL	MAY	JUNE
<b>In Focus</b> Big Data & Software	<b>In Focus</b> Microbiology	<b>In Focus</b> Antibodies
<b>Special Editorial Feature</b> Climate Change   Genomic Data	<b>Special Editorial Feature</b> Proteomics   Cell Culture	
<b>Meeting</b> AACR, FASEB, EB	<b>Virtual Symposia</b> The Gold Standard Lab	<b>Meeting</b> ASM Microbe
	<b>Meeting</b> ASMS	

**Spotlight: 3D Cell Culture**

This Spotlight will explore:

- The genetic engineering tools available to build relevant organoids
- The latest advances in biomaterials enabling effective organoid construction
- New imaging approaches
- Key challenges facing organoid construction and application, and how they can be overcome
- The future for 3D cell culture research

OCTOBER	NOVEMBER	DECEMBER
<b>In Focus</b> Structural Biology	<b>In Focus</b> CRISPR	<b>In Focus</b> Sequencing & PCR
<b>Special Editorial Feature</b> Viral Vectors	<b>Virtual Symposia</b> Precision Medicine II	
<b>Meeting</b> ASHG, SfN		<b>Meeting</b> ASCB

**Spotlight: Sequencing**

This Spotlight will explore:

- What are error rates and how can they be corrected?
- Method development in order to address the error rate concerns
- Library preparation technology

**Filming**

Make the most of your experts and products attending a conference and work with us to create exciting interviews and product introduction videos

**Virtual Symposia**

Utilize the marketing material you have and engage researchers across the globe to get extra leads for your sales team

# ADVERTISING OPTIONS AND RATES

OPPORTUNITY	
List Rental	
Webinars	
Spotlight Sponsor	
Spotlight Co-sponsor	
Infographics	
In Focus	
eBook	
Expert Interview	Video
Expert Interview	Audio
Expert Interview	Text – BioTechniques.com only
Expert Interview	Text – 2-page journal spread
Display Advertising	Leaderboard
	MPU
	Skyscraper
	Button
	Bottom Leaderboard
	Contextual MPU
Print Advertising	Full Page
	1/2 Page
	1/3 Page
	IFC Cover
	OB Cover
	Cover Tip/Inserts
Application Notes	
eNewsletters	Daily
	Weekly
	Tech-Specific
	Custom Topic Tech
	e-Table-of-Contents
Product Listings	
Video Listings	
Company Profile	



## OUR OTHER SITES

Cross-promote your products on our sister sites.

Ask your sales rep for more information.



# ADVERTISING PARTNERS





# CONTACT US

## *BioTechniques*

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### Social



Twitter: [@MyBioTechniques](https://twitter.com/MyBioTechniques)



Facebook: [www.facebook.com/biotechniques](http://www.facebook.com/biotechniques)



LinkedIn: [www.linkedin.com/company/biotechniques/](http://www.linkedin.com/company/biotechniques/)



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## **BioTechniques**

