CONTENT-DRIVEN ENGAGEMENT

2017 MEDIA KIT
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 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
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. And in July 2016, our Facebook page reached 2 million likes, 62 percent of those via mobile.

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

*June 2016 BPA Statement

2. A. Park et al., “CRISPR/Cas9 allows efficient and combinatorial effects, pathway analysis, and simultaneous target mutations to study the impact of SNPs or somatic mutations on gene function. Further, it can be used to introduce gain-of-function and loss-of-function mutations in endogenous genes and animals.

3. Contact Horizon for help with any of these CRISPR applications, nurture streams, and more.

CRISPR technology is transforming life science research. With broad basic science and translational applications, CRISPR technology allows for the rapid generation of knockout cell lines and animals. Cas9-induced DSB. Indel (insertion/deletion) creates genomic DNA by HDR. Simultaneously target mutations to genome engineering, and characterize of CRIPSR-associated Cas9 RNA-guided endonuclease in adaptive bacterial immunity.

4. A. Park et al., “CRISPR/Cas9 allows efficient and combinatorial effects, pathway analysis, and simultaneous target mutations to study the impact of SNPs or somatic mutations on gene function. Further, it can be used to introduce gain-of-function and loss-of-function mutations in endogenous genes and animals.


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.

GRAPHIC DESIGN
Turn your staid workflows and stodgy pathways into visually engaging posters and infographics to improve engagement. Making your content easier and more enjoyable to interact with can mean the difference between a passing glance and a eye-catching reference piece displayed prominently in the lab.

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.
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, 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 subscribers 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 pageviews.

The Scientist Daily, delivered to 125,000+ subscribers 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*
<table>
<thead>
<tr>
<th>MON.</th>
<th>EDITORIAL TOPICS**</th>
<th>LAB TOOLS TOPICS</th>
<th>EVENTS &amp; BONUS DISTRIBUTION</th>
<th>AD CLOSE</th>
<th>MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Epigenetics, Forensic science</td>
<td>Epigenetics</td>
<td>Keystone Symposia: Transcriptional and Epigenetic Control in Stem Cells Jan 8-12 &lt;br&gt; CHI: PEP Talk Jan 9-13</td>
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<tr>
<td>FEBRUARY</td>
<td>Plant biology, Malaria</td>
<td>Drug discovery</td>
<td>SLAS Feb 4-8 &lt;br&gt; CHI: Molecular Medicine Tri-Conference Feb 19-24 &lt;br&gt; Keystone Symposia: Lipidomics and Bioactive Lipids in Metabolism and Disease Feb 26-Mar 2 &lt;br&gt; IBC: BioProcess International West Feb 28-Mar 2</td>
<td>11/23</td>
<td>12/1</td>
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<tr>
<td>MARCH</td>
<td>Focus on music</td>
<td>Gene editing tools and techniques</td>
<td>Keystone Symposia: Pattern Recognition Signaling: From Innate Immunity to Inflammatory Disease Mar 19-23</td>
<td>12/29</td>
<td>1/5</td>
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<tr>
<td>MON.</td>
<td>EDITORIAL TOPICS**</td>
<td>LAB TOOLS TOPICS</td>
<td>EVENTS &amp; BONUS DISTRIBUTION</td>
<td>AD CLOSE</td>
<td>MATERIAL DUE</td>
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<tr>
<td>JULY</td>
<td>• Marine biology</td>
<td>• Clinical research methods/diagnostics</td>
<td>• AACC Jul 30-Aug 4</td>
<td>6/15</td>
<td>6/22</td>
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<td>• Ecology</td>
<td>• Glycobiology</td>
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<td>SEPTEMBER</td>
<td>• Focus on pain</td>
<td>• Stem cells</td>
<td>• IBC: Biotech Week Boston Sep 25–28</td>
<td>8/3</td>
<td>8/10</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• IBC: BioProcess International Sep 25–28</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• CHI: Discovery on Target Sep 26–28</td>
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<td>OCTOBER</td>
<td>• Protein structural biology</td>
<td>• Genetics/genomics</td>
<td>• ASHG Oct 17–21</td>
<td>8/31</td>
<td>9/7</td>
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<tr>
<td></td>
<td>• Genetics/genomics</td>
<td>• Structural biology</td>
<td></td>
<td></td>
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<td>November</td>
<td>• Neuroscience</td>
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<td>• SfN Nov 11–15</td>
<td>9/28</td>
<td>10/5</td>
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<tr>
<td></td>
<td>• Salary survey</td>
<td>• Imaging</td>
<td></td>
<td></td>
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<tr>
<td>NOVEMBER</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>DECEMBER</td>
<td>• Top 10 innovations</td>
<td>• Cell separation/cytometry</td>
<td>• ACSB Dec 2–6</td>
<td>10/26</td>
<td>11/2</td>
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<tr>
<td></td>
<td>• Cell biology</td>
<td></td>
<td>• IBC: Antibody Engineering Dec 10–14</td>
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</table>

** Editorial topics subject to change
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

<table>
<thead>
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<th>Platform</th>
<th>Qualified Controlled</th>
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<tr>
<td>Print</td>
<td>45,790</td>
</tr>
<tr>
<td>Digital</td>
<td>10,710</td>
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<tr>
<td><strong>Total Qualified</strong></td>
<td>56,500</td>
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### EMAIL

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<thead>
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<tr>
<td><em>The Scientist Daily</em></td>
<td>125,974</td>
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<tr>
<td>Monthly Table of Contents (eTOC)</td>
<td>201,925</td>
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<td>3rd-Party Opt-in Email</td>
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### WEBSITE

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<tr>
<th>Metric</th>
<th>Qualified Controlled</th>
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<tr>
<td>Average Monthly Sessions</td>
<td>643,012</td>
</tr>
<tr>
<td>Average Monthly Users</td>
<td>470,361</td>
</tr>
<tr>
<td>Average Monthly Page Impressions</td>
<td>970,834</td>
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### Social Media

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<th>Platform</th>
<th>Count</th>
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<td>Facebook</td>
<td>2,001,841</td>
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<tr>
<td>Twitter</td>
<td>41,562</td>
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<tr>
<td>LinkedIn</td>
<td>4,105</td>
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</table>

See page 12 for additional social media extensions.

### Geographic Breakdown

<table>
<thead>
<tr>
<th>AREA</th>
<th>PRINT %</th>
<th>WEBSITE %</th>
<th>EMAIL % - 3rd-Party Opt-in %</th>
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<tbody>
<tr>
<td>United States</td>
<td>79.8</td>
<td>53.0</td>
<td>71.2</td>
</tr>
<tr>
<td>Europe</td>
<td>9.0</td>
<td>20.2</td>
<td>12.5</td>
</tr>
<tr>
<td>Canada</td>
<td>4.5</td>
<td>10.4</td>
<td>5.9</td>
</tr>
<tr>
<td>Asia</td>
<td>2.8</td>
<td>5.3</td>
<td>3.5</td>
</tr>
<tr>
<td>Middle East, Africa</td>
<td>1.3</td>
<td>3.7</td>
<td>1.8</td>
</tr>
<tr>
<td>Oceania, Pacific Rim</td>
<td>0.8</td>
<td>3.5</td>
<td>1.7</td>
</tr>
<tr>
<td>Unknown</td>
<td>0.1</td>
<td>0.2</td>
<td>1.4</td>
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*Central, South America & Caribbean

### Areas of Work

<table>
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<tr>
<th>AREA</th>
<th>%</th>
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<tbody>
<tr>
<td>Biochemistry</td>
<td>27.2</td>
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<tr>
<td>Biotechnology</td>
<td>19.5</td>
</tr>
<tr>
<td>Biophysics/Bioengineering</td>
<td>15.9</td>
</tr>
<tr>
<td>Cancer/Oncology</td>
<td>12.6</td>
</tr>
<tr>
<td>Cell Biology</td>
<td>23.4</td>
</tr>
<tr>
<td>Chemistry</td>
<td>24.6</td>
</tr>
<tr>
<td>Clinical Research</td>
<td>14.8</td>
</tr>
<tr>
<td>Drug Discovery/Development</td>
<td>14.5</td>
</tr>
<tr>
<td>Genetics</td>
<td>21.1</td>
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<tr>
<td>Genomics</td>
<td>11.9</td>
</tr>
<tr>
<td>Immunology</td>
<td>18.4</td>
</tr>
<tr>
<td>Preclinical/Translational Research</td>
<td>10.2</td>
</tr>
<tr>
<td>Proteomics</td>
<td>10.7</td>
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<tr>
<td>Stem Cell</td>
<td>10.4</td>
</tr>
<tr>
<td>Toxicology</td>
<td>11.4</td>
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<tr>
<td>Other</td>
<td>18.1</td>
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</table>

### Institution Type

<table>
<thead>
<tr>
<th>TYPE</th>
<th>%</th>
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<tbody>
<tr>
<td>Academic Institution</td>
<td>40.6</td>
</tr>
<tr>
<td>Government Laboratory</td>
<td>8.7</td>
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<tr>
<td>Commercial/Industrial Organization</td>
<td>30.6</td>
</tr>
<tr>
<td>Medical Center or Clinical Laboratory</td>
<td>6.1</td>
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<tr>
<td>Private Institution</td>
<td>13.1</td>
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<tr>
<td>Other</td>
<td>0.9</td>
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### Job Title

<table>
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<tr>
<th>TITLE</th>
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<tbody>
<tr>
<td>Laboratory Director/Department Head</td>
<td>24.1</td>
</tr>
<tr>
<td>Staff Scientist, Senior Researcher</td>
<td>14.8</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>11.3</td>
</tr>
<tr>
<td>Post-doctoral Fellow</td>
<td>10.7</td>
</tr>
<tr>
<td>Laboratory Manager</td>
<td>2.1</td>
</tr>
<tr>
<td>Graduate/Medical Student</td>
<td>9.9</td>
</tr>
<tr>
<td>Corporate Management</td>
<td>8.0</td>
</tr>
<tr>
<td>Medical Professional</td>
<td>3.9</td>
</tr>
<tr>
<td>Laboratory Technician</td>
<td>3.1</td>
</tr>
<tr>
<td>Other</td>
<td>12.1</td>
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### Highest Degree Held

<table>
<thead>
<tr>
<th>DEGREE</th>
<th>%</th>
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<tbody>
<tr>
<td>High School</td>
<td>2.3</td>
</tr>
<tr>
<td>MD and/or PhD</td>
<td>55.0</td>
</tr>
<tr>
<td>Undergraduate Degree (BS, BA, etc.)</td>
<td>17.5</td>
</tr>
<tr>
<td>Graduate (MS, MA, etc.)</td>
<td>18.9</td>
</tr>
</tbody>
</table>

*June 2016 BPA Statement
Social Media

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 Networking

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

- **Facebook Page Likes**
  - The Scientist: 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
  - The Scientist Careers: 11,372

- **AVG. DAILY**
  - People Talking About: 3,425
  - Engaged Users: 9,123
  - Total Reach: 268,013
  - Total Impressions: 814,589

- **AVG. WEEKLY**
  - People Talking About: 20,617
  - Engaged Users: 54,608
  - Total Reach: 1,085,254
  - Total Impressions: 5,658,644

- **AVG. 28 DAYS**
  - People Talking About: 72,157
  - Engaged Users: 184,345
  - Total Reach: 2,962,885
  - Total Impressions: 22,534,010

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

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

1.9 MILLION+ VIDEO VIEWS

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

## RESULTS & CASE STUDIES

**WEBINARS**

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<thead>
<tr>
<th>300-1200+ REGISTRANTS PER EVENT</th>
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<tbody>
<tr>
<td>Average Registrants</td>
<td>642</td>
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<tr>
<td>Average Live Attendees</td>
<td>180</td>
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<tr>
<td>Average On-demand Attendees</td>
<td>148</td>
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<tr>
<td>Average Total Attendance</td>
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**EMAIL**

**THE SCIENTIST DAILY**

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<th></th>
<th>avg.</th>
<th>min.</th>
<th>max.</th>
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<tr>
<td>Open Rate</td>
<td>15.1%</td>
<td>(23,259)</td>
<td>8.8%</td>
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<tr>
<td>Click-Through Rate</td>
<td>19.4%</td>
<td>(4,524)</td>
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<td>Avg. Daily Sponsorship Clicks</td>
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<td>381</td>
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</tbody>
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**3RD-PARTY OPT-IN**

<table>
<thead>
<tr>
<th></th>
<th>avg.</th>
<th>min.</th>
<th>max.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>16.8%</td>
<td>8.8%</td>
<td>22.9%</td>
</tr>
<tr>
<td>Click-Through Rate</td>
<td>6.0%</td>
<td>0.3%</td>
<td>29.0%</td>
</tr>
</tbody>
</table>

**3RD-PARTY OPT-IN SMART LIST**

<table>
<thead>
<tr>
<th></th>
<th>avg.</th>
<th>min.</th>
<th>max.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>39.6%</td>
<td>35.8%</td>
<td>41.9%</td>
</tr>
<tr>
<td>Click-Through Rate</td>
<td>9.5%</td>
<td>3.2%</td>
<td>14.3%</td>
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</tbody>
</table>

**DIGITAL ADVERTISING**

<table>
<thead>
<tr>
<th>HIGH-IMPACT ZONES</th>
<th>AVG. 2 WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor</td>
<td>1081 clicks</td>
</tr>
<tr>
<td>Peel Back</td>
<td>893 clicks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE</th>
<th>AVG. CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>0.17%</td>
</tr>
<tr>
<td>Top Boombox</td>
<td>0.25%</td>
</tr>
<tr>
<td>Middle Boombox</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

**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.
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.

**CONTENT MARKETING**

**WEBINARS**
*June 2016 BPA Statement*

**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. Outstanding viral performers can generate in excess of 5,000 clicks and be seen by millions of viewers.

**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!
**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**

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
**BANNER ADS**

**Impression-Based Advertising Options**

- 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.

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

**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.
EXPLORE LIFE, INSPIRING INNOVATION
Contact The Scientist

Publisher
Rob D’Angelo
rdangelo@the-scientist.com

Editor-in-Chief
Mary Beth Aberlin
maberlin@the-scientist.com

Administration
Audience Development Manager
Brian McGann
bmcgann@labx.com

Business Development Administrator
Aoife Thomas
athomas@the-scientist.com

Advertising & Marketing
Senior Account Executive (Northeast U.S. and Eastern Canada)
Ashley Haire
ashleyh@the-scientist.com

Senior Account Executive (Western U.S. and Western Canada)
Karen Evans
kevans@the-scientist.com

Senior Account Executive (Europe, ROW, Careers)
Melanie Dunlop
melanied@the-scientist.com

Account Executive (Southeast and Midwest U.S.)
Nicole Dupuis
ndupuis@the-scientist.com

Creative Services
Senior Director, Creative Services
Susan Harrison Uy, PhD
sharrisonuy@the-scientist.com

Director of Video Services
Vince Navarro, MFA
vnavarro@the-scientist.com

Technical Editor
Elizabeth Young, PhD
eyoung@the-scientist.com

Technical Editor
Kimberly Belfry, PhD
kbelfry@the-scientist.com

Social Media Editor
Kathryn Loydall, PhD
kloydall@the-scientist.com

Production & Design
Production Manager
Greg Brewer
gregb@the-scientist.com

Art Director
Lisa Modica
lmodica@the-scientist.com

Graphic Designer
Erin Lemieux
elemieux@the-scientist.com

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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