



TheScientist | MEDIA KIT

**CREATIVE
CONTENT**
for Curious Scientists



WELCOME

Think, Create, Evolve.

At its core, laboratory science is a creative endeavor. It requires an artist's ability to see not just what is, but what could be. It requires a musician's ear to listen for and create conceptual counterpoint to the everyday scientific discussion. It requires a sculptor's hands to take and mold biological matter into an elegantly simplified model. So, too, is writing about science.

When a researcher picks up a copy of *The Scientist* or engages with us online, they're responding to the clarity of message, insightful tone, and seriously refreshing perspective. When a scientist encounters content designed to not only educate and illustrate, but also to expand one's sphere of awareness, it strikes a chord with them.

Our content strikes that chord, as evidenced by these compelling metrics:

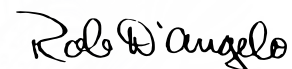
- More than 436,633 unique monthly visitors and 937,644 monthly page views to the-scientist.com*
- Our email audience: *The Scientist* Daily – 85,000+ subscribers; eTOC – 109,000+ subscribers; 3rd-party opt-in – 83,000+ subscribers²
- *The Scientist* Facebook page now has more than 2 million “likes” or followers³
- 2.4 million+ video views on Facebook in Q1 and Q2 2017, an average of 40,000+ views per video³

In 2018, *The Scientist* will be further extending its reach: Through its Creative Services Division (CSD), *The Scientist* is poised to deliver an ever-expanding suite of custom-content offerings, from inbound-marketing-informed

nurture streams and shareably engaging infographics, to clarity-inspired 3-D animations and results-oriented leadership pieces such as custom eBooks and targeted pay-per-lead campaigns. Whether your goal is to build up your internal library of collateral or to benefit from our diverse distribution channels, we're confident that our professional team will deliver the results you need.

When you choose a content partner, you're benefitting from their internal systems. We're proud to say that *The Scientist* is powered by HubSpot, so you can be confident that our audience targeting and segmentation are informed by the latest software and the most rigorously vetted audience in the market. Our email metrics, from our standard email blasts to our Smart Lists, prove that we know our audience, and we can get your message in front of the decision maker(s) you've been looking for.

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. When you choose *The Scientist* as your primary marketing tool, you choose to provide the right content to the right people at the right time.



— Rob D'Angelo
V.P., Group Publishing Director
The Scientist Group

Editor's note

Covering the life sciences is exciting work. Every day, the editorial team sifts through dozens of newly reported research results, making hard decisions about what to report on and how. As we do so, we are ever cognizant of remaining true to our mission: bringing our readers—who range from Nobel laureates and industry titans to aspiring young scientists—rigorous and trustworthy reporting about all aspects of the life sciences.

We know that our efforts bear fruit because more than 60 percent of our readers return again and again to access our articles. *The Scientist* continues to win publishing industry awards from Folio and from the American Society of Business Publication Editors, for both the print magazine and online news. And our original content is picked up by other news outlets, including Nature, STAT News, The Washington Post, RealClearScience, and Retraction Watch, and shared around social media sites such as Twitter and Reddit by researchers, businesses, lawmakers, and academic institutions. One story even merited a tweet by Nobelprize.org!

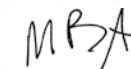
Even so, these are challenging times for science journalism. Our highly educated audience has a lot vying for their attention and we must offer unique content that is important to them—not only research news, but articles about the issues that affect their careers: science policy, ethics, funding, and more.

To that end, in 2017 we reported in depth on science policy changes being enacted by a new administration in Washington, DC, and the attendant uptick in activism by scientists. We broke news about federal grant cuts,

conference cancellations, and CRISPR criticisms. At the same time, we never lost sight of the science itself. We published special issues devoted to music and the brain, plant biology, nutrition science, cancer, and neuroscience, all containing a mix of articles written by leading life-science researchers, freelance writers, and *The Scientist's* crack staff journalists. Other popular articles included the science behind fasting diets, the use of gene drives to limit disease spread, repurposing of existing drugs, the latest in forensic research, mechanobiology discoveries, an in-depth look at the proteasome, and the influence of rapid evolution on ecosystem dynamics.

In 2018, we will publish special issues that focus on rare diseases, pain, and muscle physiology and function. Other plans for 2018 include growing the number of people who follow us on Facebook (more than 2 million strong) and on Twitter (more than 50 thousand to date); enhancing the experience of our mobile visitors (more than 30 percent of our readers) by upgrading the functionality of our mobile site; increasing the number of investigative and enterprising stories that involve original reporting by our news team; and streamlining our website to make the presentation of our articles more visually stunning.

As an editorial staff we will rise to any and all journalistic challenges to deliver a rich choice of content to our readers.



— Mary Beth Aberlin
Editor-in-Chief

EDITORIAL Coverage



As a brand, *The Scientist* delivers content both digitally and in print. Each month, 42,368 qualified members of the life-sciences community receive a print version of *The Scientist* magazine,^{1*} which has garnered awards both for its features (three each month) and for 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 121,000 digital eTOC subscribers² and is available digitally on the *The Scientist*'s website (the-scientist.com).

Each week, *The Scientist*'s website covers the life sciences—inside and out—by posting original new content. In the first six months of 2017, the website received more than 2.6 million pageviews.⁴

The Scientist Daily, delivered to 85,000+ subscribers² 5 days/week, features the news scientists are talking about, short topic 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

Commissioned articles giving users' perspectives on the pros and cons of new lab equipment or techniques

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 well-known and highly respected industry experts and KOLs

#TS LabQuiz

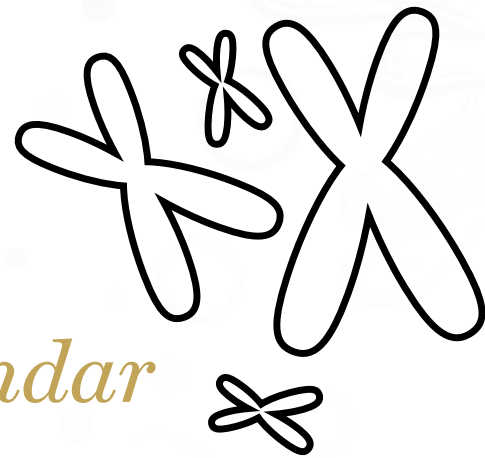
A fun, interactive trivia article that challenges readers to test their knowledge of a variety of life-science topics

#Sponsorship opportunities available

*June 2017 BPA Statement



EDITORIAL *Calendar*



MON.	EDITORIAL TOPICS**	LAB TOOLS TOPICS	EVENTS & BONUS DISTRIBUTION	AD CLOSE	MATERIAL DUE
JANUARY	• Focus on pain	• Epigenetics	<ul style="list-style-type: none"> • CHI: PepTalk: The Protein Science Week Jan 8-12 • Keystone Symposia: DNA & RNA Methylation Jan 21-25 • Keystone Symposia: Bioenergetics & Metabolic Disease Jan 21-25 	11/22	11/30
FEBRUARY	<ul style="list-style-type: none"> • Plant biology • Proteomes 	<ul style="list-style-type: none"> • Lab automation • Proteomics/mass spec 	<ul style="list-style-type: none"> • SLAS Feb 3-7 • Keystone Symposia: Mobile Genetic Elements & Genome Plasticity Feb 11-15 • CHI: Molecular Med Tri-Con Feb 11-16 • PITTCAN Feb 26-Mar 1 	12/28	1/4
MARCH	<ul style="list-style-type: none"> • Addiction research • Vaccines 	• Gene editing tools and cell therapy	<ul style="list-style-type: none"> • CHI: Biotherapeutics Analytical Summit Mar 12-16 • IBC: BioProcess International West Mar 19-22 • Keystone Symposia: Gene Control in Development and Disease Mar 23-27 • CHI: Oligonucleotide and Peptide Therapeutics Mar 26-28 	2/1	2/8
APRIL	• Focus on cancer	<ul style="list-style-type: none"> • Cancer research methods • Noninvasive biopsies 	<ul style="list-style-type: none"> • Keystone Symposia: Organs- and Tissues-on-Chips Apr 8-12 • AACR Apr 14-18 • CHI: Drug Discovery Chemistry Apr 30-May 4 • CHI: PEGS: The Essential Protein Engineering Summit Apr 30-May 4 	3/1	3/8
MAY	• Focus on rare diseases	• Drug discovery techniques	<ul style="list-style-type: none"> • IBC: TIDES: Oligonucleotide and Peptide Therapeutics May 7-10 • CHI Bio-IT World May 15-17 	3/29	4/5

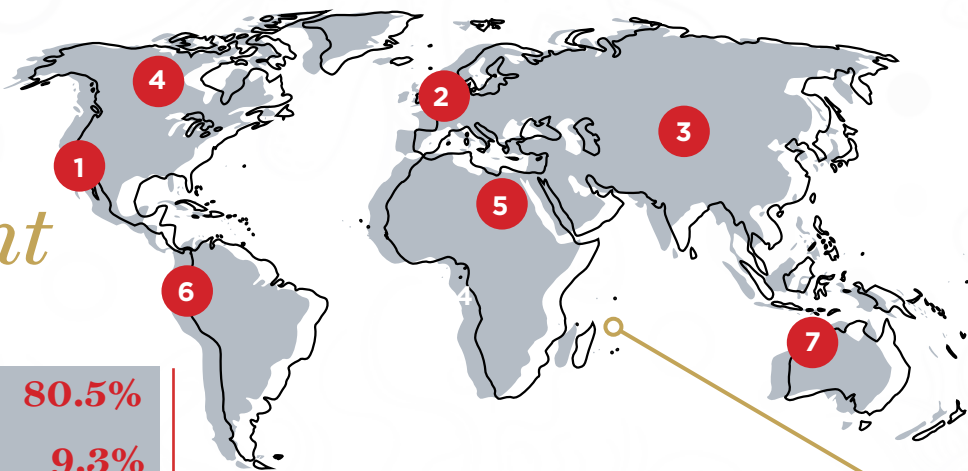
MON.	EDITORIAL TOPICS**	LAB TOOLS TOPICS	EVENTS & BONUS DISTRIBUTION	AD CLOSE	MATERIAL DUE
JUNE	<ul style="list-style-type: none"> • Deep biomes • PTSD 	• Immunology/antibodies	<ul style="list-style-type: none"> • ASM Jun 7-11 • CHI: Biomarkers & Immuno-Oncology World Congress Jun 11-13 • Keystone Symposia: New Frontiers in Neuroinflammation: What Happens when CNS and Periphery Meet? Jun 17-21 • CHI: The Liquid Biopsy Summit Jun 20-22 	4/30	5/7
JULY/AUGUST	<ul style="list-style-type: none"> • Marine Biology • Ecology 	<ul style="list-style-type: none"> • Metabolomics • Evolutionary biology 	<ul style="list-style-type: none"> • AACR Jul 29-Aug 2 • CHI: The Bioprocessing Summit Aug 13-17 • CHI: The Immuno-Oncology Summit Aug 27-31 	6/14	6/21
SEPTEMBER	• Focus on muscle	• Stem cells	<ul style="list-style-type: none"> • IBC: Biotech Week Boston Sept 2-8 • IBC: BioProcess Int'l Sept 4-7 • CHI: Discovery on Target Sept 25-28 	8/2	8/9
OCTOBER	<ul style="list-style-type: none"> • Genetics/genomics • Human migration 	• Genetics/genomics	<ul style="list-style-type: none"> • ASHG Oct 16-20 • The Scientist Expo 	8/30	9/6
NOVEMBER	<ul style="list-style-type: none"> • Neuroscience • Salary survey 	<ul style="list-style-type: none"> • Neuroscience • Imaging 	• SfN Nov 3-7	9/27	10/4
DECEMBER	<ul style="list-style-type: none"> • Top 10 innovations • Cell biology 	• Cell biology techniques	<ul style="list-style-type: none"> • ACSB Dec 8-12 • IBC: Antibody Engineering 	10/25	11/1

AUDIENCE Development

Our audience is your customer base. Leverage our reputation for providing accurate and engaging thought-leadership content to ensure that your messaging is reaching the scientists you're most interested in.

How do we do it? Our lists are vetted and segmented with the power of HubSpot CRM. When a reader interacts with your content, we can provide you with targeted details on their previous behaviors on our site(s). From a broad email blast to a targeted PPL campaign, we have the names and the eyeballs of millions of scientists. Wouldn't your brand benefit from a fresh perspective?

1. UNITED STATES	80.5%
2. EUROPE	9.3%
3. ASIA	3.2%
4. CANADA	2.6%
5. MIDDLE EAST/AFRICA	1.6%
6. CSAC	1.2%
7. OCEANIA, PACIFIC RIM	0.9%
8. OTHER	0.7%



GEOGRAPHIC BREAKDOWN^{1*}

PRINT^{1*}

PRINT— QUALIFIED CONTROLLED	42,368
DIGITAL— QUALIFIED CONTROLLED	14,146
TOTAL QUALIFIED	56,514

EMAIL²

THE SCIENTIST DAILY	MONTHLY TABLE OF CONTENTS (ETOC)	3RD-PARTY OPT-IN
85,195	109,000	83,000

*June 2017 BPA Statement

WEBSITE⁴

AVERAGE MONTHLY SESSIONS:	635,000
AVERAGE MONTHLY USERS:	429,000
AVERAGE MONTHLY PAGE IMPRESSIONS:	949,500

JOB TITLE^{1*}

IN THE LAB (Professors, Researchers, Fellows, Students)	49.4%
DECISION MAKERS (C-Suite, Chairpersons, PIs)	35.5%
IN THE CLINIC (Physicians, Nurses, Technicians, Med Students)	4.3%
CONSULTANTS	3.6%
PROCESS ENGINEERS	1.0%
TECHNOLOGY TRANSFER	0.7%
TEACHERS	0.2%
OTHER	3.2%

AREAS OF WORK^{1*}

MOLECULAR BIOLOGY	42.5%
BIOCHEMISTRY	33.4%
CELL BIOLOGY	26.5%
MICROBIOLOGY	25.8%
CHEMISTRY	25.2%
BIOTECHNOLOGY	21.8%
PHARMACOLOGY	21.5%
GENETICS	21.2%
IMMUNOLOGY	20.5%
CLINICAL RESEARCH	16.8%
CANCER/ONCOLOGY	15.6%
DRUG DISCOVERY/DEVELOPMENT	15.6%
GENOMICS	14.9%

NEUROSCIENCE	14.7%
PATHOLOGY/MOLECULAR DIAGNOSTICS	14.5%
BIOINFORMATICS/COMPUTATIONAL BIOLOGY	13.9%
BIOPHYSICS/BIOENGINEERING	13.8%
PHYSIOLOGY	13.3%
TOXICOLOGY	11.5%
PRECLINICAL/TRANSLATIONAL RESEARCH	11.3%
PROTEOMICS	10.6%
STEM CELL	9.9%
OTHER	8.8%
PLANT SCIENCE	7.8%

INSTITUTION TYPE¹

ACADEMIA (University, College)	39.4%
INDUSTRY (Biotech, Pharma)	30.8%
PRIVATE INSTITUTION	12.4%
GOVERNMENT LABORATORY	9.2%
MEDICAL CENTER OR CLINICAL LABORATORY	6.9%
OTHER	1.2%

HIGHEST DEGREE HELD¹

MD AND/OR PHD	45.1%
GRADUATE	16.0%
UNDERGRADUATE DEGREE	9.1%
OTHER	1.1%
HIGH SCHOOL	0.6%



ADVERTISING Options

Planning ahead for next year? Make advertising with *The Scientist* an integral part of your marketing calendar. By serving your content to our engaged audience, you'll see tangible rewards. . .

. . . rewards that drive traffic, build brand awareness, expand your funnel, and grow your bottom line.

PRINT ADVERTISING

A display ad in *The Scientist* reaches 56,514 BPA-audited^{1*} 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, and online/print catalogues. Whatever your needs! Contact your account manager today to learn more.

DIGITAL ADVERTISING

Banner Advertising

Banners deliver cost-effective and highly visible coverage for all your products and services. Available in a variety of shapes and 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 85,000+ 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 (eTOC)

Electronic Table of Contents emails are sent to more than 109,000 opt-in registrants² at the beginning of the month as a companion to the monthly magazine.

Monthly Outside the Cover (OTC)

Outside the Cover emails serve as a supplement to the print magazine and the monthly Table of Contents emails. 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 Email Blasts (Opt-In)

Deliver your custom-designed text or HTML emails to the audience of your choice. Target more than 83,000+ opt-in recipients² by area of work, geography, job title, technique used, and more.

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 researchers 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.

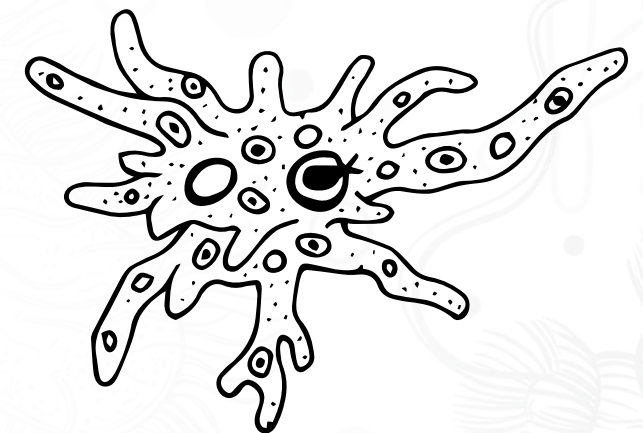
Targeted eSubject Sponsorship

An exclusive opportunity to sponsor e-newsletters covering breaking conference news. 2018 conferences are AACR, ASM, ASHG, SfN, and ASCB.

Ready to grow? Here's how:

Email²

TS Daily	
Open Rate	22.06% (18,572)
Article Engagement Rate	4.12% (3,743)
Average Daily Sponsorship Clicks	51



3rd Party Opt-in	Average	Minimum	Maximum
Open Rate	24.5%	8%	51.91%
Click-Through Rate	4.24%	0.17%	15.66%

3rd Party Opt-in Smart List	Average	Minimum	Maximum
Open Rate	35.60%	23.27%	51.07%
Click-Through Rate	3.65%	0.46%	8.48%

Digital Advertising²

Website Banners	Leaderboard	Top Boombox	Middle Boombox	Anchor	Peel Back
Click-Through Rate	0.82%	0.36%	0.53%		
Average Clicks (2 wk)				1,006	1,657

*June 2017 BPA Statement

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

CREATIVE SERVICES



What's Your Objective?

SMART CONTENT TO FAST-TRACK YOUR GOALS

Between marketing campaigns and brand initiatives, you already have a full calendar. Selecting the right products to fill your content pipeline shouldn't be complicated or confusing. Start here and identify your objectives. Our icons will help guide you to the best products for delivering the results you need.



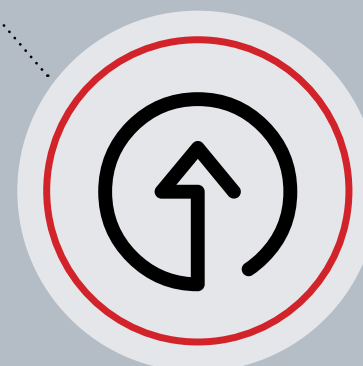
Brand Awareness

Whether yours is an established brand moving into uncharted territory, or a new brand looking to carve out a unique spot in the market, brand awareness is your objective. Brand-awareness products help you begin a lasting conversation with your customers and customers-to-be. We can help you to make the right impression from the get-go.



Lead Generation

Your marketing is only as effective as your leads database allows it to be. To hone your list, you'll need to offer compelling content in exchange for high-quality leads. While most of our products could be repurposed for lead generation, several of them are our *lead-gen specialists*, driving high-quality, action-ready contacts.



Inbound Marketing

The introduction of inbound methodology turned the marketing world upside-down, and led to the coronation of content as king. Content still reigns supreme, and we can help you to build your empire of marketing collateral, from landing pages to social-media posts, and anywhere in between. Your customers are looking for information. Be ready to answer their questions.



Education

Content that educates is the best way to establish your brand as a thought leader in your field. Most companies fail to see the ROI of early-funnel educational content, since it is frequently brand agnostic. But smart marketers know that providing high-quality educational content helps to foster a bond of trust between customer and company. Don't miss out!



Storytelling

As any high-school student could tell you, every story has a beginning, a middle, and an end. So, too, do the most effective cross-functional marketing campaigns. By sharing the story of your brand, your product, or your science, you control the narrative. Storytelling is excellent for positioning and longer-form, experiential pieces.

CREATIVE CONTENT *for Curious Scientists*

How Can We Help?

SMART SOLUTIONS FOR YOUR CONTENT NEEDS

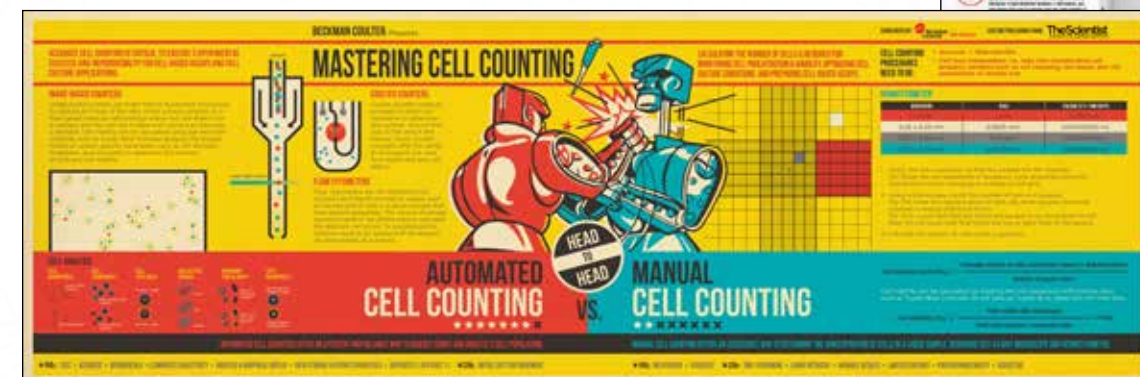
Our team of dedicated content-development professionals brings advanced degrees, marketing expertise, and a passion for clearly and creatively sharing the stories behind your science. Whether you need a few cornerstone pieces for your digital-content catalog or a complete solution for all of your content needs across the spectrum of depth, medium, and complexity, *The Scientist* Creative Services Division will support you.

Custom Content Development: What does it mean for content to be by scientists, for scientists? Our team of writers and editors are all PhD-level scientists who walked the walk at the bench, and are able to talk the talk in a way that articulates scientific concepts in a refreshing but rigorous manner.

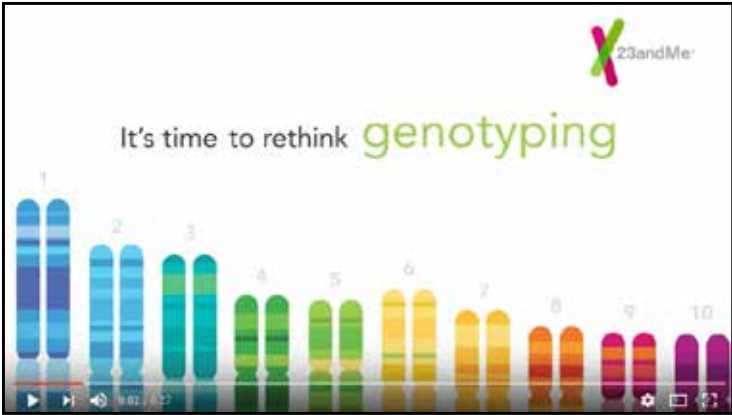


- **Long-form technical content:** Do you need 2,000 words on synaptic tethering proteins? A white paper or application note on the latest genome-engineering methods? An in-depth comparison of particle isolation and analysis methods? We'll produce accurate, referenced work that you'll be proud to share with your customers.
- **Short-form article or blog post:** Are you having trouble keeping a steady stream of short, shareable articles to keep your website content fresh? Let our team keep your pipeline full and your content hot.
- **Website content development:** Your website is often a customer's first impression of your company. Don't bore them or lecture them. Instead, start the engagement off right with interesting, compelling, and user-focused content.

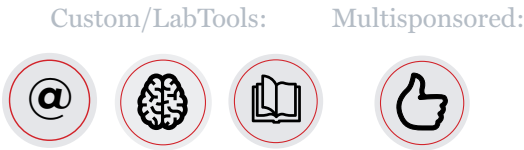
Graphic Design: Let us design and develop your infographics and campaign themes for maximal impact with a solid basis in scientific fact. You won't find any left-handed DNA here!



Video: For your brand to stay relevant, your content needs to be in a format your customers are actively consuming on a daily basis. Video and animation are fast becoming the surest paths to customer engagement. *The Scientist* video team has the deep expertise with custom video production, 3-D animations, and tailored solutions that will set you and your messaging apart from the crowd.



Webinars: *The Scientist* Webinars can be an essential tool in your growth strategy, whether you're looking to reach a new, more-targeted audience, or if you want to ensure that your company is top-of-mind when customers are placing their next order.



	Webinar Stats ²
Registrants per Event	500–2,000
Average Registrants	1,125
Average Live Attendees	330
Average On-demand Attendees	300

- **Social-Optimized Videos:** Need to bring an engaged audience to your content? Use a social-optimized video that can be shared across social-media channels. These short 20–30 second clips with on-screen text are able to cut through the crowded messaging on social media and make your case to your target audience.
- **Booth or Scientific Symposium Video:** Capture the excitement of your sponsored workshop at the next annual meeting with a full-length video and promotional package. Not sponsoring a symposium? Show your customers what they missed at the meeting from your branded booth.
- **Customer Testimonial or Product Feature:** Filmed on-location, these 3–5 minute videos include dynamic footage intercut with B-roll synced to interview audio or professional voice-over. Watch as your product's unique value proposition comes to life on screen!
- **2-D or 3-D Animated Video:** Sometimes, life-science phenomena are better explained on a macro- or microscale with creative, fact-driven animation.
- **Custom Webinars:** Own a topic, and educate our audience on the latest discoveries and lingering challenges within their field of interest. Custom webinars are sponsored by a single company, providing you with an exclusive opportunity to educate your customers.
- **Multisponsored Webinars:** By sponsoring a webinar with up to three other like-minded companies, you'll position your brand as a leader in your market space while building your brand's mindshare.
- **LabTools Webinars:** When your product or target application is new and the hot research is still embargoed, work with us to host a LabTools webinar, and be the first to position your company in that space.

Nurture Streams: Also known as drip campaigns, nurture streams let you speak to a heterogeneous audience and offer them relevant content, no matter what phase of the buyer's journey they're in. By combining the power of our persuasive landing pages, thematically linked email blasts, and targeted lists, you'll be driving new, qualified leads in no time!



Pay-Per-Lead Campaigns: The pay-per-lead model of lead generation is more cost effective for companies with smaller budgets, as you only pay for the leads you receive. Whether you're in the market for 500 emails or 50 purchase-ready leads, we have a package that will fit your timeline and bottom line. With our original, custom content and targeted lists, we can get you upwards of 250 downloads with a single email blast!



Toolkits: Our in-issue centerfold posters are a reader favorite, and they drive impressive engagement. Use the power of our magazine to position your brand as a thought leader within the field while also conveying valuable information about the hottest scientific topics. With only two Toolkits per issue, your poster will be sure to catch everyone's attention.



Creative Content, Continued.

Social Media: Companies who engage with their customers via social media have an opportunity to tell a unique story that helps to differentiate the company from its closest competitors. By teaming up with *The Scientist*, your content will enjoy an audience of more than 2 million scientists.³



eBooks: eBooks offer an opportunity to associate your brand with a topic of immediate interest to our readers. We offer exclusive sponsorships, meaning that your topic won't be resold or recreated for another company, maintaining the value of your custom-developed and custom-written eBook.



- Upcoming eBook Topics:
- The CRISPR Revolution
 - The Epigenetics of Cancer
 - RNA Screening: Seeking miRNA and siRNA
 - A Primer on Bioinformatics

Podcasts: Finding new formats to engage with your customers can be tricky in the postmodern Internet age. Podcasts are an effective method for breaking through the noise and capturing a listener's attention.



LabQuiz: A perennial favorite, LabQuizzes are a sure-fire way to engage with your customers in a fun, low-pressure manner. Quizzes help to foster positive feelings about your brand. With a quirky tone and surprising results, LabQuizzes can and do go viral.



SOCIAL Media

LET'S NETWORK

What sets *The Scientist* apart from its competitors? While our seriously refreshing articles and creative custom content are of undisputed quality, it's our social reach that gives our brand its unique position and persuasive power. Social media is no longer on the fringe, and smart brands are starting to embrace the chance to engage with their customers outside of the traditional marketing experience.

No matter where your target audience spends their time online, *The Scientist* is poised to offer you a direct touchpoint.



2.0+ Million Likes, 6+ Million Monthly Reach³
2.4+ Million Video Views on Facebook in Q1 & Q2 2017³
(an average of 40,000 views per video)

	Avg. Daily	Avg. Weekly	Avg. 28 Days
Total Reach	200,516	1,513,894	6,055,578
Engaged Users	7,259	54,806	219,224
Average Post Reach			111,972



50,000+ Followers³
@TheScientistLLC
2.0+ Million Monthly
Tweet Impressions³ (July 2017)



3,000+ Followers³

Facebook Pages

The Scientist

Microbiology & Immunology

Genetics in Life Sciences

Cancer Research News

Cell Biology Research

Stem Cell and Regenerative Science

The Scientist Careers

Biology Brief (February 2017)

Biochemistry & Chemistry (March 2017)

Bench to Bedside (March 2017)

Likes³

2,085,366

537,394

532,657

311,974

68,198

22,620

13,373

4,598

7,278

9,262

THE SCIENTIST GROUP'S SOCIAL-MEDIA POSTING GUIDELINES: *Facebook*

Word count: Word count is flexible. We notice little discernible impact on performance. The best posts offer synergy between the text and image(s).

Facebook Branded-Content Policy

All client posts on *The Scientist* Group's Facebook pages must follow Facebook's branded content policy. Be sure to include your company's Facebook page URL for hyperlink generation in the post.

Link-share style graphic specs:

- Design specs: 1200 x 628 pixels
- Image ratio: 1.9:1
- Image text: should be minimal, large amounts will receive little to no delivery by Facebook

Facebook converts images to the following sizes for display:

- **Desktop:** 470 x 246 pixels
- **Mobile:** 560 x 292 pixels

Please note: If we receive other image sizes, they will be posted as a photo-share, which is generally less effective.

Video-share graphic specs:

- Per Facebook's branded content policy, videos cannot contain:
 - A company logo in the first 3 seconds
 - A company logo for > 5 consecutive seconds
 - Banner ads

Hashtags:

- Use with discretion
- Maximum of 1–2 per post if applicable (>3 tends to result in a drop in engagement)
- Should be specific (e.g., subject, event, etc.) to create a relevant conversation

What a well-performing post can deliver:

A well-performing sponsored post can generate 200–3,000 clicks, reaching over 60,000 readers. Outstanding viral performers can see in excess of 5,000 clicks and be seen by millions of viewers.



Tips for Building Facebook Posts:

- When deciding on content, ask yourself: Is it entertaining? Interesting? Informative? Advertising success on social media is directly influenced by how engaging the content is. If it is not engaging, it will stop spreading before anyone has a chance to see it.
- Visuals are extremely important. Whether it is fun or just impressive, a good image can go a long way toward driving engagement.
- Opt for multi-media posts (e.g., videos, infographics, etc.), which can boost engagement when the content is compelling.
- Tell a story. Offer a resource. Challenge the reader instead of "selling" a product.
- Keep in mind that Facebook is constantly evolving. They continue to limit the reach of sales-pitch and product-pushing posts via updates to their algorithm.

Twitter

- The short half-life of a tweet means that your post must be short (<144 characters), attention-getting, and easily acted upon.
- Suggestions regarding hashtags previously mentioned also apply
- The inclusion of a link in the headline often receives more clicks if embedded in the middles of the text, rather than end
- Very short videos, max 20–30 seconds

LinkedIn

- Content shared via LinkedIn should maintain a professional tone and address a challenge faced by the audience.
- Hashtags are discouraged
- Longer, detailed posts often score a larger reach (audience is primarily senior level)
- Videos must go beyond entertainment to education



AD SPECS

Print & Digital

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 Horizontal

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 Vertical

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 Vertical

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 Vertical

Trim size: 10.5" H x 2.875" W
w/bleed: 10.75" H x 3" W
Live area (min. safety area): 10" H x 2.375" W

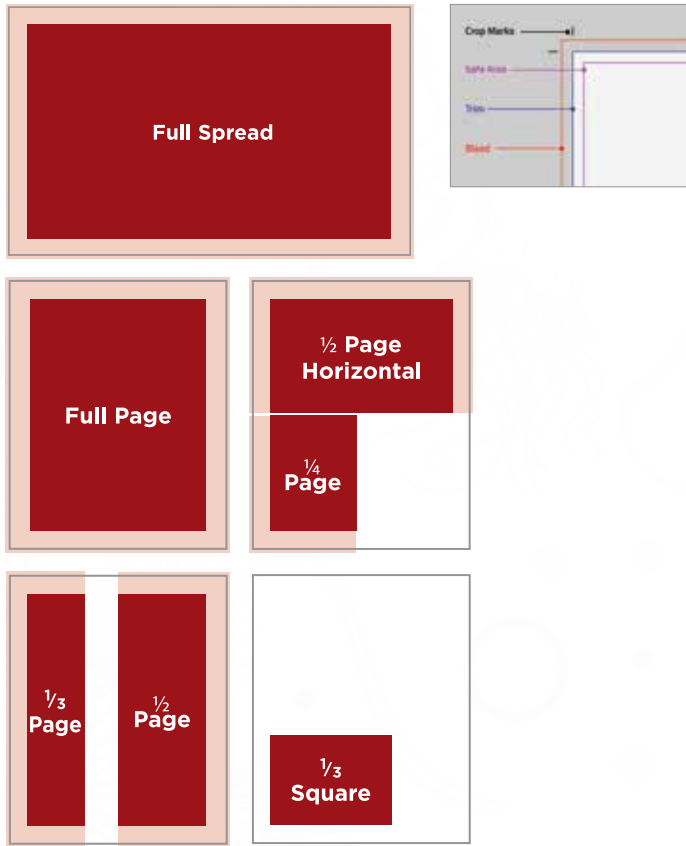
1/4 Page Vertical

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 Square

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; w/bleed 6.25" H x 8.25" W

Polybagged Outsert

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

Tip-In

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

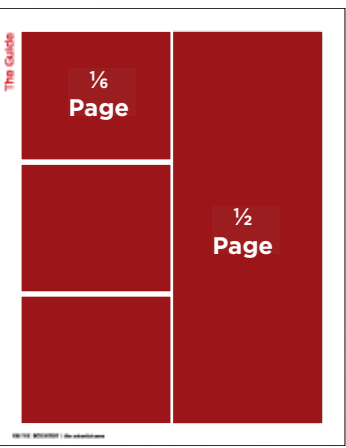
Inserts/Supplements

Inserts and supplements are bound into the magazine at limited locations. Insert weight limit may apply.
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

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, email, 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, email, 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 Email

- 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.

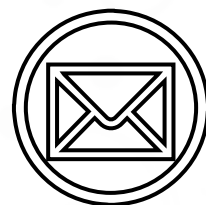
Banner Ads

Impression-Based Advertising Options

- Artwork must be provided as GIFs or JPEGs.
- 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.

	Website	Mobile	Max. File Size
Leaderboard	728 x 90	320 x 50	35k
Boombbox	300 x 250	300 x 250	35k
Peel Back	500 x 500 / 100 x 100 (Top Right 50%)		35k
Anchor	960 x 45	300 x 50	35k

CONTACT



VP, GROUP PUBLISHING DIRECTOR

THE SCIENTIST GROUP

Rob D'Angelo

rdangelo@the-scientist.com

EDITOR-IN-CHIEF

Mary Beth Aberlin

mbaberlin@the-scientist.com

ADMINISTRATION

AUDIENCE DEVELOPMENT MANAGER

Brian McGann

bmcgann@the-scientist.com

SALES AND MARKETING COORDINATOR

Katie Prud'homme

katiep@the-scientist.com

ADVERTISING & MARKETING

ASSOCIATE SALES DIRECTOR

KEY ACCOUNTS

Ashley Haire

ashleyh@the-scientist.com

SENIOR ACCOUNT EXECUTIVE

(NORTHEAST U.S., EASTERN CANADA, EUROPE, ROW, CAREERS)

Melanie Dunlop

melanied@the-scientist.com

ACCOUNT EXECUTIVE

(SOUTHEAST U.S., MIDWEST U.S.)

Anita Bell

abell@the-scientist.com

SENIOR ACCOUNT EXECUTIVE

(WESTERN U.S., WESTERN CANADA)

Karen Evans

kevans@the-scientist.com

CREATIVE SERVICES & SOCIAL MEDIA

DIRECTOR, CREATIVE SERVICES

Elizabeth Young, PhD

eyoung@the-scientist.com

DIRECTOR, VIDEO SERVICES

Vince Navarro, MFA

vnavarro@the-scientist.com

TECHNICAL EDITOR

Nathan Ni, PhD

nni@the-scientist.com

TECHNICAL EDITOR

Daniela Ventro, PhD

dventro@the-scientist.com

SOCIAL MEDIA EDITOR

Kathryn Loydall, PhD

kloydall@the-scientist.com

SOCIAL MEDIA EDITOR

(MATERNITY LEAVE COVERAGE)

Lisa Winter

lwinter@the-scientist.com

SOCIAL MEDIA COORDINATOR

Catherine Rocheleau

crocheleau@labx.com

SOCIAL MEDIA COORDINATOR

Alex Grant

agrants@labx.com

SOCIAL MEDIA COORDINATOR

Meaghan Brownley

mbrownley@labx.com

PRODUCTION & DESIGN

PRODUCTION MANAGER

Greg Brewer

gbrewer@labx.com

ART DIRECTOR

Lisa Modica

lmodica@the-scientist.com

GRAPHIC DESIGNER

Erin Lemieux

elemieux@the-scientist.com

JUNIOR GRAPHIC DESIGNER

Luiza Augusto

laugusto@labx.com

1. BPA Worldwide June 2017 Circulation Statement, total qualified = 56,514

2. Publisher's own data, as of July 15, 2017

3. Statistics provided by Facebook, Twitter, and LinkedIn, as of July 15, 2017

4. Data, provided by Google Analytics; average

monthly numbers from January through June 2017

