

www.biospektrum.de

2022

Media Information



in cooperation with
VBIO
Verband Biologie, Biowissenschaften
& Biomedizin in Deutschland

1

MEDIA INFORMATION 2022 · TEAM



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Issue	Publication date	Deadline	Specials incl. supplier list	Market Surveys/ Product specials/ Topics	Conferences/Events
1	14.02.	17.01.	Special COVID-19 Research	DNA-metabarcoding, membrane receptors, glycobiology, anti-microbial resistance	VAAM annual meeting, Düsseldorf: 20.02.-23.02. Bonusdistribution DGPT 8 th German Pharm-Tox-Summit, München, March Bonusdistribution
2 Show Issue ACHEMA and German Biotechnology Days	24.03.	25.02.	Special Molecular Medicine Special Virology	Product special: Pipettes Computational biology, metabolomic data mining, protein complexes, CRISPR-Cas	GBM Mosbacher Kolloquium, 31.03.-02.04. Bonusdistribution Meeting: German Society of Virology, München: 30.03.-02.04. Bonusdistribution ACHEMA, Frankfurt a.M.: 04.04.-08.04. Deutsche Biotechnologietage, Hamburg: 04.05.-05.05. Bonusdistribution
3 Pre Issue analytica	16.05.	14.04.	Special Next Generation Sequencing Special Genomics	Market Surveys: Live Cell Imaging Equipment Nanosensors, bio layer interferometry, molecular cell biology, membrane proteins	

Issue	Publication date	Deadline	Specials incl. supplier list	Market Surveys/ Product specials/ Topics	Conferences/Events
4 Show Issue analytica	14.06.	16.05.	Special Cellbiology/Cell Analytics	Ribosome profiling; structural biology, gene expression, pharmacology	analytica, München: 21.06.-24.06. Bonusdistribution
5	01.09.	29.07.	Special Stemcell Technology Special Next Generation Scientists	Product special: Mikroplate Reader Enzyme design, bio catalysis, bio manufacturing, single cell culture	
6	10.10.	09.09.	Special Antibody Technology	Market Surveys: Gel Documentationsystems Antibody programming, bioenergetics, microbiology, non-ribosomal peptide synthesis	
7	18.11.	21.10.	Special Cell Imaging	Helium-ion microscopy, RNA-sequencing, bio membranes, protein degradation	

Valid from October 1, 2021

1 Back Format
210 mm (width) x 297 mm (height), DIN A4
2 Type Area
180 mm x 260 mm Number of columns: 3 columns at 58 mm each or 4 columns at 42.5 mm each
3 Print process, binding, mechanical data
Offset printing, adhesive binding, bleed 3 mm. Our printing office produces with Ctp (Computer to Plate).
4 Publishing Dates
7 issues/year Publishing dates and deadlines: please see publication schedule
5 Advertising Department
Phone: +49 (6201) 2 90 92-0 Fax: +49 (6201) 2 90 92-20 email: info@top-ad-online.de www.top-ad-online.de
6 Terms of Payment
2% discount on payments made within 10 days net within 30 days from date of invoice USt.Ident.-No. (VAT-ID) DE 170 864 101

7 Advertising Formats and Rates in €
<i>Format</i> <i>Width x Height in mm</i> <i>Basic rate b/w</i>
1/1 page 180 x 260 € 5,120.-
Junior page 135 x 190 € 2,800.-
1/2 page 90 x 260 or € 2,700.- 180 x 130
1/3 page 60 x 260 or € 1,910.- 180 x 85
1/4 page 90 x 130 or € 1,580.- 180 x 65
1/6 page 60 x 130 or € 1,040.- 180 x 40
1/8 page 90 x 65 or € 810.- 180 x 33

8 Special Placement
2 nd and 4 th cover page € 5,270.-
Banderole € 7,200.-
plus technical costs (no discount and no deduction of agency commission) € 2,140.-

9 Colour Surcharge (no discount)
Charge per colour (Euro Scale) € 390.-
Charge per 4-colour advertisement € 1,100.-
Charge per 4-colour advertisement ¼ page and smaller € 780.-
Charge per 4-colour advertisement ½ page and smaller € 550.-
Special colour € 700.-
(A special colour that can be printed from a 4-colour print will be charged € 390.- according to the Euro Scale)

10 Surcharge for Special Formats
For Bleed Formats (no discount) € 220.-
Visible print format is DIN A4 (210 mm width, 297 mm height). All pages are trimmed (3 mm) mechanically to avoid white edges. Please set your files corresponding to the following dimensions. <i>Printing size (width x height)</i> <i>3 mm trim file size</i>
1/1 page: 210 x 297 top, bottom, right & left 216 x 303
1/2 page vertical: 102 x 297 top, bottom & right 105 x 303
1/2 page horizontal: 210 x 148 bottom, right & left 216 x 151
1/3 page vertical: 70 x 297 top, bottom & right 73 x 303
1/3 page horizontal: 210 x 99 bottom, right & left 216 x 102

11 Rates for Recruitment and Congress Ads
Vacancies per mm (per column 45 mm) € 3.-
Positions wanted per mm (per column 45 mm) € 1.50
Box number charge € 7.-
Special sizes and rates (width x height in mm):
1/1 page b/w vertical 180 x 260 € 2,500.-
1/2 page b/w vertical 90 x 260 or € 1,250.-
1/2 page b/w horizontal 180 x 130
1/4 page b/w vertical 90 x 130 € 625.-
Recruitment ads will be published free of charge on our website www.biospektrum.de on the publication date of our print issue.
The following special rates apply for individual members of the scientific societies GBM, GfG, DGPT and VAAM:
Vacancies € 55.-
Positions wanted € 10.-

12 Discounts
Within 12 months on b/w rates:
Series Discount: Quantity Discounts:
from 3 inserts onwards = 5% from 2 pages onwards = 5%
from 6 inserts onwards = 10% from 4 pages onwards = 10%
from 9 inserts onwards = 15% from 6 pages onwards = 15%
from 12 inserts onwards = 20% from 8 pages onwards = 20%

13 Bound Inserts
2-page (DIN A4) € 4,980.-
4-page (2 x DIN A4) € 6,530.-
2-page inserts should be delivered untrimmed, 4-page inserts folded and untrimmed. Paper weight must not exceed 135 g. Technical details will be disclosed when placing the order. Regardless of the length, one insert will count as one ad. Quantity discounts are available.

14 Loose Inserts (no discount)
up to 25 g (incl. postal charges) € 5,650.-
up to 50 g (incl. postal charges) € 6,480.-
Sending a sample is required before order acceptance.

15 Postal Address for Bound and Loose Inserts
Please send bound and loose inserts to our printer. After placing your order we will let you know the delivery period and the address for shipment.

1 Short Profile

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

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

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

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

Honored twice with the prize Professional journal of the year

From the jury statement:

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

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



2 Memberships

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3 Organ

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

4 Partners

VBIO – Association for Biology, Biological Sciences & Biomedicine in Germany

5 Published by

Springer Verlag GmbH

6 Editorial

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8 Volume

Volume 27 (2021)
 Frequency of publication: 7 issues/year

9 Publisher

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 Tiergartenstraße 17, D-69121 Heidelberg

10 Phone

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11 Internet

www.biospektrum.de; www.springer.com

12 Dates and Topics

see publication schedule

6

13 Analysis of Volume 2019 = 7 issues

Size:	DIN A4
Complete Edition:	816 pages
Editorial Content:	727 pages = 89.0 %
Advertising:	89 pages = 11.0 %
(thereof) recruitment ads:	1 pages
(thereof) publisher ads:	18 pages
Loose Inserts:	11 units

14 Analysis of Editorial Content 2019 = 7 issues

Category:	
Cover pages/Table of contents/Editorial	35 pages = 4.8 %
News	21 pages = 2.8 %
Science	267 pages = 36.8 %
Specials	88 pages = 12.1 %
Methods and Applications	63 pages = 8.7 %
Biotechnology	73 pages = 10.0 %
Society news	125 pages = 17.2 %
Career Opportunities	55 pages = 7.6 %

BIOspektrum is structured by the five categories Science, Methods and Applications, Society news, Biotechnology and Career Opportunities – each of these equipped with a broad variety of highly relevant content. From the first to the last page an informative and delightful overview of scientific topics throughout each issue. Ads will have optimum impact wherever placed.

7

1 Circulation inspection	
2 Circulation analysis	
<i>Copies per issue: 3rd quarter 2020</i>	
Printed copies	14,400
Distributed copies	14,391
Copies sold	9,818
Copies for society members	9,803
Other sales	3
Complimentary copies	4,573
(thereof) laid out on display	0
Number of display locations	0
Surplus/archive copies	9
<p>BIOspektrum has the highest number of subscribed copies of all Life Science and biotechnology journals in Germany.</p> <p>BIOspektrum is IVW inspected – a seal of quality for circulation control.</p>	

3 Geographical Distribution		
Federal Republic of Germany	94.5 %	13,603
Other countries	5.5 %	788
Distributed copies		14,391
<p>The core readership of BIOspektrum is located in Germany. The copies distributed abroad are predominantly sold in Switzerland and Austria.</p>		
4 Industry Sectors		
	<i>Fraction of distributed copies % Projection (ca.)</i>	
Pharmaceutical/Chemical Industry	19 %	2,734
Biotech/Life Science Industry	19 %	2,734
Research Laboratories/Institutes, Universities and Large Research Facilities	48 %	6,907
University Hospitals	6 %	864
Private service providers/Consulting	6 %	864
Other	2 %	288
Distributed copies	100 %	14,991
<p>The typical core readers of BIOspektrum are life scientists and biotechnologists, among them approx. 40 % working in industry and approx. 60 % working in academic research.</p>		

About the BIOspektrum readers

- 60 % work in universities and research institutions and 40 % in the relevant economic sectors
- 90 % can recommend **BIOspektrum** to others
- 96 % say that **BIOspektrum** reports objectively and factually
- 57 % find product information in **BIOspektrum** important
- Each reader shares his copy with to 2 more readers
- Above-average reading duration of 51 minutes per issue
- The investment budget available annually, which is allocated to the individual on average is for laboratory equipment at 81,000 Euro and for consumables at an additional 55,000 Euro.
- With 90 %, scientific journals are 2nd best used information sources, after search engines



Source: Reader structure analysis by oral (telephonic) sample survey of 250 interviews, carried out in 2018 by Kantar TNS, Media Research Bielefeld.

Advertising Rates #15 valid from October 1, 2021

1 Brief characteristic	
<p>Relaunch 2020: by January 1, 2020 the website www.biospektrum.de was relaunched in a new design. With a variety of up-to-date content: Special articles, Application reports, new products, methods and Biotechnology articles, an extensive job market and the latest scientific news.</p> <p>In cooperation with "Spektrum der Wissenschaft" (the German Scientific American Company), the site is created with a flexible and modern front end in a new layout. For all devices. With a number of new advertising formats. BIOSpektrum online became an even more attractive information platform for a broad specialist and scientific community.</p>	
2 Digital Advertising	
<p>top-ad Bernd Beutel Schlossergässchen 10, D-69469 Weinheim Phone: +49 (62 01) 290 92-0, Fax: +49 (62 01) 290 92-20 email: info@top-ad-online.de www.top-ad-online.de</p>	
3 Internet	
<p>www.biospektrum.de</p>	
4 Placement of advertising	
<p>The advertising spaces can be seen on all pages and can be booked monthly. The evaluation of the advertising takes place monthly with google adserver.</p>	
5 Formats and prices in € (net)	
	<p>Leaderboard Format: 860 x 110 pixels, for mobile 320 x 150 pixels Price per month: € 1,630.-</p>
	<p>Skyscraper Format: 120 x 600 pixels, for mobile 320 x 150 pixels Price per month: € 1,430.-</p>
	<p>Billboard Format: 860 x 110 pixels, for mobile 320 x 150 pixels Price per month: Placement below the cover picture: € 1,220.- Placement at the bottom of the page: € 1,020.-</p>
	<p>Promotion Ad Format: 280 x 280 pixels, for mobile 320 x 150 pixels Price per month: € 1,020.-</p>

The screenshot displays the BIOSpektrum website interface. At the top, there's a navigation bar with 'Suchbegriff' and 'Starten'. Below it, a main banner features a chemical structure and the text 'Das Magazin für Biowissenschaften'. A sidebar on the right promotes 'Weiterbildung für Laborfachkräfte'. The main content area includes several articles and advertisements: 'Zellatmung: Das letzte Puzzlestück', 'Nachgefragt: Prof. Dr. Ilka M. Axmann im Interview', 'Wenn Bakterien etwas gegen Bakterien haben', 'Nachgefragt: Prof. Dr. Alexander Grünberger im Interview', and 'Artenvielfalt ist der Motor der Ökosysteme'. There are also sections for 'Terminare' (conferences) and 'Stellenmarkt' (job market).

6 Job advertisements	
<p>Format: Display with logo and frame (PDF format), max. DIN A 4, plus a logo as a separate file Placement in the job market – Price per month: € 300.-</p>	
7 Discounts	
<p>from 3 months = 5% from 6 months = 10% from 9 months = 15% from 12 months = 20%</p>	
8 File formats/tracking	
<p>jpg, png or gif formats, max. data size 250 KB. External trackings and rotations possible on request.</p>	

10

11