<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Deadline</th>
<th>Specials incl. list of producers</th>
<th>Market Surveys/Topics</th>
<th>Conferences/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13.02.2020</td>
<td>17.01.2020</td>
<td>Stem Cell Research</td>
<td>Biotechnology, Cell signaling, Liquid Biopsy, Array-Technology</td>
<td>DGPT Annual Conference, Leipzig, 2.3.–5.3.2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>DGHM/VAAM Conference, Leipzig, 8.3.–11.3.2020</td>
</tr>
<tr>
<td>2</td>
<td>24.03.2020</td>
<td>28.02.2020</td>
<td>Liquid Handling &amp; Sample Preparation</td>
<td>Biotechnology, Single Cell Analysis, Genome Editing, Chromatography</td>
<td>Analytica, München, 31.3.–3.4.2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GBM Mosbacher Kolloquium, 2.4.–4.4.2020</td>
</tr>
</tbody>
</table>

25th Anniversary Edition

BIOspektrum analytica preview

Edition

analytica preview
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Deadline</th>
<th>Specials incl. list of producers</th>
<th>Market Surveys/Topics</th>
<th>Conferences/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>22.06.2020</td>
<td>27.05.2020</td>
<td><strong>Cell Biology/Cell Analytics</strong></td>
<td>Biotechnology, Enzyme Technology, Molecular Diagnostics, Synthetic Biology</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>04.09.2020</td>
<td>07.08.2020</td>
<td><strong>Lab Automation</strong></td>
<td><strong>Market Survey: Western-Blot-Instruments</strong> Biotechnology, DNA-Extraction, Protein-Labelling, Microbiom Research</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>09.10.2020</td>
<td>09.09.2020</td>
<td><strong>PCR &amp; qPCR</strong></td>
<td>Biotechnology, Cell-Imaging, Biomarkers, Design Molecules Medica, Düsseldorf, 16.–19.11.2020</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>19.11.2020</td>
<td>23.10.2020</td>
<td><strong>High Content Cell Imaging</strong></td>
<td><strong>Market Survey: Microtiter Plates</strong> Biotechnology, Cell Communication, Stem Cell Technology, Protein Engineering</td>
<td></td>
</tr>
</tbody>
</table>
Valid from October 1, 2019

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

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.

<table>
<thead>
<tr>
<th>Printing size (width x height)</th>
<th>3 mm trim file size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page: 210 x 297</td>
<td>top, bottom, right &amp; left 216 x 303</td>
</tr>
<tr>
<td>1/2 page vertical: 102 x 297</td>
<td>top, bottom &amp; right 105 x 303</td>
</tr>
<tr>
<td>1/2 page horizontal: 210 x 148</td>
<td>bottom, right &amp; left 216 x 151</td>
</tr>
<tr>
<td>1/3 page vertical: 70 x 297</td>
<td>top, bottom &amp; right 73 x 303</td>
</tr>
<tr>
<td>1/3 page horizontal: 210 x 99</td>
<td>bottom, right &amp; left 216 x 102</td>
</tr>
</tbody>
</table>

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   | € 625.–   |
| 1/4 page b/w vertical         | 90 x 130    |           |

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.–
### Advertising Formats and Rates in €

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height in mm</th>
<th>Basic rate b/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>180 x 260</td>
<td>€ 4,980.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>135 x 190</td>
<td>€ 2,710.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 260 or 180 x 130</td>
<td>€ 2,620.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>60 x 260 or 180 x 85</td>
<td>€ 1,850.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90 x 130 or 180 x 65</td>
<td>€ 1,540.–</td>
</tr>
<tr>
<td>1/6 page</td>
<td>60 x 130 or 180 x 40</td>
<td>€ 1,010.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90 x 65 or 180 x 33</td>
<td>€ 780.–</td>
</tr>
</tbody>
</table>

Millimeter price for 1 column (58 mm) for recommendation ads: € 5.50

### Special Placement

<table>
<thead>
<tr>
<th>Special Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd and 4th cover page</td>
<td>€ 5,120.–</td>
</tr>
<tr>
<td>Banderole</td>
<td>€ 6,990.–</td>
</tr>
<tr>
<td>plus technical costs</td>
<td>€ 2,000.–</td>
</tr>
</tbody>
</table>

### Colour Surcharge (no discount)

<table>
<thead>
<tr>
<th>Colour Surcharge</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charge per colour (Euro Scale)</td>
<td>€ 390.–</td>
</tr>
<tr>
<td>Charge per 4-colour advertisement</td>
<td>€ 1,100.–</td>
</tr>
<tr>
<td>Charge per 4-colour advertisement 1/4 page and smaller</td>
<td>€ 780.–</td>
</tr>
<tr>
<td>Special colour</td>
<td>€ 700.–</td>
</tr>
</tbody>
</table>

(A special colour that can be printed from a 4-colour print will be charged € 390.– according to the Euro Scale)

### Discounts

Within 12 months on b/w rates:

- **Series Discount:**
  - from 3 inserts onwards = 5%
  - from 6 inserts onwards = 10%
  - from 9 inserts onwards = 15%
  - from 12 inserts onwards = 20%

- **Quantity Discounts:**
  - from 2 pages onwards = 5%
  - from 4 pages onwards = 10%
  - from 6 pages onwards = 15%
  - from 8 pages onwards = 20%

### Bound Inserts

<table>
<thead>
<tr>
<th>Bound Inserts</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page (DIN A4)</td>
<td>€ 4,830.–</td>
</tr>
<tr>
<td>4-page (2 x DIN A4)</td>
<td>€ 6,330.–</td>
</tr>
</tbody>
</table>

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.

### Loose Inserts (no discount)

<table>
<thead>
<tr>
<th>Loose Inserts</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g (incl. postal charges)</td>
<td>€ 5,490.–</td>
</tr>
<tr>
<td>up to 50 g (incl. postal charges)</td>
<td>€ 6,290.–</td>
</tr>
</tbody>
</table>

Sending a sample is required before order acceptance.

### 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.
**Short Profile**

**BIOspektrum 2020**

**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.”
Memberships

2

Organ

3

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

Partners

4

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

Published by

5

Springer Verlag GmbH

Editorial

6

BIOspektrum
Springer Verlag GmbH/Springer Spektrum
Tiergartenstraße 17
D-69121 Heidelberg
Phone: +49 (6221) 4878043
Fax: +49 (6221) 48768043
email: biospektrum@springer.com
www.biospektrum.de

Analysis of Volume

13

2018 = 7 issues

Size:
DIN A4
Complete Edition:
762 pages
Editorial Content:
674 pages = 88.5 %
Advertising:
(thereof) recruitment ads:
1 pages
(thereof) publisher ads:
27 pages
Loose Inserts:
18 units

Analysis of Editorial Content

14

2018 = 7 issues

Category:
Cover pages/Table of contents/Editorial 28 pages = 4.2 %
News 48 pages = 7.2 %
Science 258 pages = 38.3 %
Specials 63 pages = 9.3 %
Methods and Applications 62 pages = 9.2 %
Biotechnology 55 pages = 8.2 %
Society news 134 pages = 19.8 %
Career Opportunities 26 pages = 3.8 %

BIOspektrum is structured by the five categories Science, Methods and Applications, Society news, Biotechnology and Carrier 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.
### Circulation inspection

- **Circulation analysis**

  **Copies per issue: 3rd quarter 2019**
  - Printed copies: 14,920
  - Distributed copies: 14,890
  - Copies sold: 10,208
  - Copies for society members: 10,186
  - Other sales: 5
  - Complimentary copies: 4,682
  - (thereof) laid out on display: 870
  - Number of display locations: 6
  - Surplus/archive copies: 30

**BIOspektrum** has the highest number of subscribed copies of all Life Science and biotechnology journals in Germany.

**BIOspektrum** is IVW inspected – a seal of quality for circulation control.

### Geographical Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Fraction</th>
<th>Projection (ca.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Republic of Germany</td>
<td>90.1 %</td>
<td>13,437</td>
</tr>
<tr>
<td>Other countries</td>
<td>9.9 %</td>
<td>1,483</td>
</tr>
<tr>
<td>Distributed copies</td>
<td></td>
<td>14,920</td>
</tr>
</tbody>
</table>

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

### Industry Sectors

<table>
<thead>
<tr>
<th>Industry Stecctors</th>
<th>Fraction</th>
<th>Projection (ca.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical/Chemical Industry</td>
<td>19 %</td>
<td>2,835</td>
</tr>
<tr>
<td>Biotech/Life Science Industry</td>
<td>19 %</td>
<td>2,835</td>
</tr>
<tr>
<td>Research Laboratories/Institutes, Universities and Large Research Facilities</td>
<td>48 %</td>
<td>7,162</td>
</tr>
<tr>
<td>University Hospitals</td>
<td>6 %</td>
<td>895</td>
</tr>
<tr>
<td>Private service providers/Consulting</td>
<td>6 %</td>
<td>895</td>
</tr>
<tr>
<td>Other</td>
<td>2 %</td>
<td>298</td>
</tr>
<tr>
<td>Distributed copies</td>
<td>100 %</td>
<td>14,920</td>
</tr>
</tbody>
</table>

The typical core readers of **BIOspektrum** are life scientists and biotechnologists, among them approx. 30 % working in industry and approx. 70 % working in academic research.
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 (telefonic) sample survey of 250 interviews, carried out in 2018 by Kantar TNS, Media Research Bielefeld.
Advertising Rates #13 valid from October 1, 2019

1 Brief characteristic

Relaunch 2020: by January 1, 2020 the website www.biospektrum.de is 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.

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 will become an even more attractive information platform for a broad specialist and scientific community.

2 Digital Advertising

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

3 Internet

www.biospektrum.de

4 Placement of advertising

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.
## 5 Formats and prices in € (net)

<table>
<thead>
<tr>
<th>Format</th>
<th>Price per month</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format: 860 x 110 pixels, for mobile 320 x 150 pixels</td>
<td>€ 1.580.–</td>
<td></td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format: 120 x 600 pixels, for mobile 320 x 150 pixels</td>
<td>€ 1.380.–</td>
<td></td>
</tr>
<tr>
<td><strong>Billboard</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format: 860 x 110 pixels, for mobile 320 x 150 pixels</td>
<td>Placement below the cover picture: € 1.280.– Place at the bottom of the page: € 980.–</td>
<td></td>
</tr>
<tr>
<td><strong>Promotion Ad</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format: 280 x 280 pixels, for mobile 320 x 150 pixels</td>
<td>€ 980.–</td>
<td></td>
</tr>
<tr>
<td><strong>Content Ad</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format: to be defined, possible from 2nd quarter 2020</td>
<td>€ 1.180.–</td>
<td></td>
</tr>
</tbody>
</table>

## 6 Job advertisements

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.–

## 7 Discounts

- from 3 months = 5%
- from 6 months = 10%
- from 9 months = 15%
- from 12 months = 20%

## 8 File formats/tracking

- jpg, png or gif formats, max. data size 250 KB.
- External trackings can be installed.
- Rotations possible on request.
The BIOSpektrum editorial office:

BIOSpektrum
Springer-Verlag GmbH/
Springer Spektrum
Tiergartenstraße 17
D-69121 Heidelberg
Phone: +49 (62 21) 4878043
Fax: +49 (62 21) 48768043
email: biospektrum@springer.com

The top-ad advertising team:

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