

Bioanalysis Zone

MEDIA PACK 2017

SPONSORSHIP | ADVERTISING | AWARDS

Market-leading online resource
for the global bioanalytical
community

Customized solutions to meet your marketing objectives



ABOUT BIOANALYSIS ZONE



Bioanalysis Zone provides bioanalysts with a range of resources, including: the latest bioanalytical news; articles from *Bioanalysis*; exclusive interviews and commentaries from opinion leaders working within academia and the pharmaceutical industry; informative webinars; Spotlights focusing on bioanalytical 'hot topics'; a business directory; and annual awards to show recognition of outstanding achievements in the field. We also provide a forum for the community to discuss recent developments and pose any questions related to this fast moving field.

Learn more about Bioanalysis Zone at www.bioanalysis-zone.com

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WHAT OUR CUSTOMERS SAY...

“ Bioanalysis and Bioanalysis Zone have done a great job in promoting scientific discussion and exchange. **”**

– Jian Wang, Bioanalytical Sciences/ABD, Bristol-Myers Squibb, USA

“ The webinar was excellently organised and the preparation beforehand very thorough, which was useful for me. **”**

– Michael Blackburn, Bioanalytical Scientist (Method Development), DMPK, Arcinova, UK

“ It has been such a pleasure to collaborate with the team at Future Science over the past few years on a variety of print and e-marketing activities, a handful of the “spotlight events”, and with custom campaigns tailored specially for our needs. They are a professional and responsive group, who also keep a keen eye on the performance metrics to monitor the value of what they provide to their audience and to their scientific partners. **”**

– Marketing Operations Manager, – a leading Life Science company

OUR SPONSORS/PARTNERS

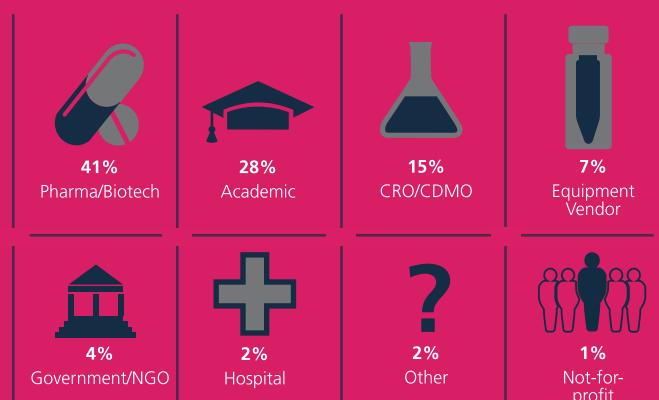


READERSHIP

VISITOR PROFILE: GEOGRAPHIC LOCATION



VISITOR PROFILE: EMPLOYER



AREAS OF INTEREST

Spectrometry

Biomarkers
Bioanalysis
Chromatography
Drug
Ligand
Diagnostic
Large
Small
Sports
Clinical
Assays
Toxicology
Binding

Biopharmaceuticals
Doping
Regulated
Development
Discovery
Mass
Molecules

EMAIL

Reach the bioanalytical community directly by driving traffic to your own materials. Save time and money by deploying through our email system increasing reach and visibility for your brand.

Email sent to 14,000 worldwide contacts. We include an initial mail out and re-send to anyone who does not open the original message, includes HTML message and testing of up to 3 subject lines.

Rate card £3500

FOLLOW OUR BEST PRACTISE TIPS...



- **SUBJECT LINE** – Keep subject line short and to the point. Main keywords should be placed towards the start. Highlight a solution rather than the product to entice the readers.
- **WIDTH OF EMAIL CONTENT** – Limit email content to 650 pixels wide. Most email clients open email content within a window pane and therefore users don't automatically see all of your content if you go beyond this boundary.
- **CALLS TO ACTION** – ensure the content is clear, consistent and communicates a clear call to action – Can it be seen when the email is opened?



SOCIAL MEDIA

Reach out to the growing Bio Analytical community through our social media channels via Facebook, Twitter and LinkedIn. We offer an array of options including bespoke packages. We also provide you with a specialist contact in our department who will be able to assist you.

At present, we have four advertising options available. They are:

- **Premium brand advertising:** Advertise your brand to our Facebook and Twitter audiences through branded advertisements.*
- **Sponsored posts:** Support content that is applied to our social media channels via Twitter and Facebook*
- **Remarketing:** A bolt on to our email marketing solution; target our email database through social media remarketing to advertise the brand.
- **Event Promotion:** Advertise your event and conferences on our Facebook page. Your event will be promoted through our social media channels.

*Graphics are inclusive of price.

Engage with decision-makers in a highly targeted environment

SPONSORSHIP OPPORTUNITIES

WEBINAR

Reach the bioanalytical community with your own online presentation and a Q&A session that supports learning.

BENEFITS TO YOU

Expand your customer base – you receive full registrant information including contact details. Discover more about your audience with unlimited polling and surveys.

KEY STATS

364 participants per webinar

57% turn-out rate

Rate card £8310

BRAND AWARENESS

Increase brand recognition through customized, targeted all-inclusive marketing solutions to include registration forms and audience consoles. Choose between live, pre-recorded or hybrid events. Extend your ROI with recording hosted on the site indefinitely.

KEY INSIGHTS



Scientifically led, educational information will be more positively received than a sales pitch.



The topic should be broad enough to attract a large audience yet targeted enough to provide substantial, valuable, actionable advice to attendees.



A case study, research findings, a how-to guide, or demonstrating steps to success will help to engage the audience.

OUR HIGHLIGHTS

Multiplexed Peptide Quantitation with automated immunoaffinity enrichment

THE RESULTS
Registrants – **401**
Attendance – **206**



LC–MS/MS-based quantitative monitoring of protein biotransformation

THE RESULTS
Registrants – **557**
Attendance – **303**

SPOTLIGHT

Our Spotlights focus on a hot topic area over a 3-month period on Bioanalysis Zone. All Spotlight content is housed in a dedicated channel and guided by our advisory panel of experts. Show your thought leadership alongside leading KOLs and gain quality leads with the following:

- A **SURVEY** to identify common dilemmas faced by our audience of the topic
- **Q&A PANEL DISCUSSION**, bringing together leading experts to answer questions from our audience generating fully validated leads with full contact details of all opt-in registrants
- **THEMED NEWSLETTERS**, sent to over 14,000 contacts worldwide, including your adverts, news, products and features alongside highly valued editorial content
- Exclusive **COMMENTARIES** and **INTERVIEWS** from experts – increasing their profile as well as explaining your products and solutions in an interesting format
- Additional options include: **PRODUCT PROFILE**, **PRODUCT VIDEO**, **WHITE PAPER**, **CASE STUDY**, **SLIDE SHOW**, **COMMENTARY**, **PRESNTATION**, **PODCAST**, **ARTICLE** from our *Bioanalysis* journal

Rate card Full sponsorship £11,475*

Co-sponsorship £5935*

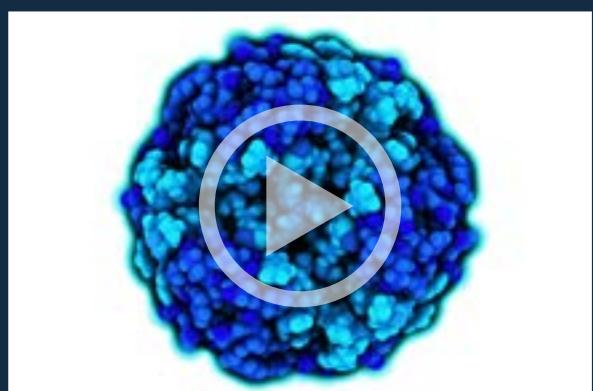
*Limited places available

Spotlights include: future trends in outsourcing, bioanalysis of biopharmaceuticals, oligonucleotides and emerging technologies in bioanalysis of small molecules.

OUR HIGHLIGHT

Spotlight on large molecule analysis
by LC–MS

During this Spotlight we look at various examples of LC–MS assays for the bioanalysis of large molecules, discussing the benefits and current drawbacks of the techniques.



THE RESULTS
Full Spotlight page views – **6980**

VALUE-ADDS

Some of the ways we add value for sponsors and help you get your message to senior decision-makers:

- Provide editorial support to help create your newsletter features
- Offer options for bespoke graphics and design support for your banner ads, infographics and post-event mailings we make the whole process hassle-free
- Provide you with access to all promotional material so you can run your own campaigns to highlight your expertise in this hot-topic area
- Provide you with detailed analytics about the Spotlight to help you assess your return on investment

PROMOTE YOUR EXPERTS

ROUND TABLE

Opportunity to network with the top experts in the field in an intimate and exclusive setting. Through participation and sponsorship, your expert will be featured prominently in all marketing collateral associated with the event. This will include a video, feature in *Bioanalysis* and digital publication.

Rate card £4675

ASK THE EXPERTS

Represent your industry by addressing issues and challenges affecting the bioanalytical community. Take part in a 360° viewpoint with opinions from key players in Pharma, biotech, CROs, suppliers and academia.

Rate card £3410

SPONSORED COLUMN

Capitalize on your experts' knowledge by regularly reaching out to our specialist audience.

Rate card £750 per annum

EXPERT INTERVIEW

Bioanalysis Zone offers a fully comprehensive and flexible, content and marketing solution designed to help you achieve your business goals in a professional and meaningful approach which educates and informs the wider bioanalytical community.

- Showcase your specialists' skills and thought-leadership with an Expert Interview on the Zone.
- Popular and concise way to stand out in the Bioanalysis field
- Available as text, audio or video

Rate card

Video £3960

Audio £2160

Text £1780

OUR HIGHLIGHTS

Bioanalysis Zone panel discussion – comprising experts from leading CROs and pharmaceutical companies to discuss the current situation in outsourcing bioanalytical studies.

THE RESULTS

Page views – **2597**



Interview with Afshin Safavi (Founder & Chief Scientific Officer, BioAgilytix) on biomarker analysis in support of preclinical and clinical studies

THE RESULTS

Page views – **304**

Demonstrating your product & services at its best

OTHER OPPORTUNITIES

COMPANY PROFILE

Include your logo, company bio and contact details, and we will automatically link related news and articles to your profile, so you can present a full picture of what is relevant to your company in one place.

Rate card £2100 per annum

PRODUCT LISTING

Bioanalysis Zone users turn to our site when they need to make informed purchase decisions. Sitting alongside this valued editorial content, our online directory makes it easy for visitors to find the solutions and products that they need.

- Enhance your listing with additional materials including application notes and multimedia content
- Drive awareness to over 8000 contacts by featuring prominently on the Zone

Rate card
(1–10) £1190 per annum
(Unlimited) £2770 per annum

DISPLAY ADVERTISING

Drive awareness of your brand or product through targeted topic advertising.

- Be seen by 8000 users per month, of which nearly two-thirds are high-level decision-makers
- Target your reach through various options including leaderboard run-of-site placements or by advertising next to the topic of your choice
- Obtain full analytics to measure the performance of your campaign

Rate card
Leaderboard £2690 per month
Skyscraper £2060 per month
MPU £990 per month



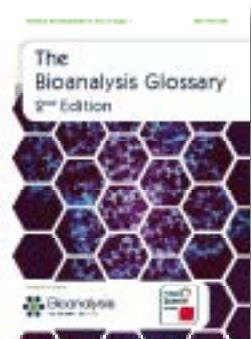
SPECIAL PROJECTS



OUTSTANDING CONTRIBUTION AWARD

The Bioanalysis Outstanding Contribution Award (BOSCA) aims to recognize top-level scientists (from industry or academia) who have not only contributed in a technical manner, namely advancing bioanalytical processes and our fundamental knowledge in the field, but also helped move bioanalysis forward and inspired others to attain excellence.

Enquire within to discuss how you can demonstrate your support with an exclusive sponsorship package.



THE BIOANALYSIS GLOSSARY

With bonus distribution at key bioanalysis conferences, *The Bioanalysis Glossary* is the go-to guide for industry-specific terminology. There are a range of sponsorship options to align your brand with this highly-valued, long-lasting resource.



YEAR IN BIOANALYSIS

The Year in Bioanalysis is a dynamic special supplement of the journal Bioanalysis bringing key content to life.

We have various levels of sponsorship available to suit all budgets including interviews with your experts, company profiles and more, giving you the opportunity to push your brand and expertise to over 14,000 readers.



SPECIAL FOCUS ISSUES IN BIOANALYSIS JOURNAL

- Bioanalysis of biopharmaceuticals
- Bioanalysis of biosimilars
- Outsourcing strategies in bioanalysis
- Emerging/novel technologies in MS

MEET THE TEAM



SARAH BISHOP

PUBLISHER – BIOANALYSIS ZONE

Sarah ensures our platforms stay market leading and provide our readers with highly valued quality content. She develops strategies to help our customers have meaningful conversation with their potential customers.



DIONNE MURRAY

BUSINESS DEVELOPMENT MANAGER

Dionne assists clients to develop and execute successful digital campaigns through a range of media, helping to improve collaboration and the flow of information in the market.



AYAN ALI

DIGITAL EDITOR

Ayan is responsible for the planning, creation and delivery of content on the Zone, as well as actively driving site membership and engagement.



SANKEETHA NADARAJAH

COMMISSIONING EDITOR,
BIOANALYSIS

Sankeetha works directly with our *Bioanalysis* authors, providing an authoritative but accessible forum for the modern bioanalyst.



LEELA RIPTON

CLIENT RELATIONSHIP
MANAGER

Leela manages client accounts and is responsible for the coordination of advertising campaigns as well as understanding the clients' needs and objectives and liaises closely with them throughout.

ABOUT FUTURE SCIENCE GROUP



Founded in 2001, Future Science Group (FSG) is a progressive publisher focused on breakthrough medical, biotechnological, and scientific research.

FSG's portfolio includes two imprints, Future Science and Future Medicine. Both publish STM journals with key titles including *Bioanalysis*, *Nanomedicine* and *Regenerative Medicine*. In addition to this core publishing business FSG develops specialist eCommunities such as Bioanalysis Zone, Oncology Central and RegMedNet.

Learn more about Future Science Group at www.future-science-group.com

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