

Laboratory
EQUIPMENT.
LaboratoryEquipment.com

2018 Integrated Media Planning Guide

Data-Driven
Marketing Solutions

Content, Technology
& Business Intelligence



Making Buyer/Client
Connections

Meeting Audience Job
Performance Needs

Laboratory Equipment Engages a Market-Leading Audience
of Lab Managers and Lab Supervisors Every Day

For more information contact Tom.Morgan@advantagemedia.com

Audience

Laboratory Equipment magazine has been a trusted resource in the science world for years. Our engaged audiences are comprised of influential buyers seeking the latest news, products, and information available. Varied media formats, engaging content, and assorted marketing options ensure that no matter what your target market is seeking, they can find it at *Laboratory Equipment* — with your name beside it.

Key Metrics



86,849
Unique Visitors
Per Month



6:01
Average Time
on Site



702
Lead Conversions
Per Month



59,234
Magazine
Subscribers



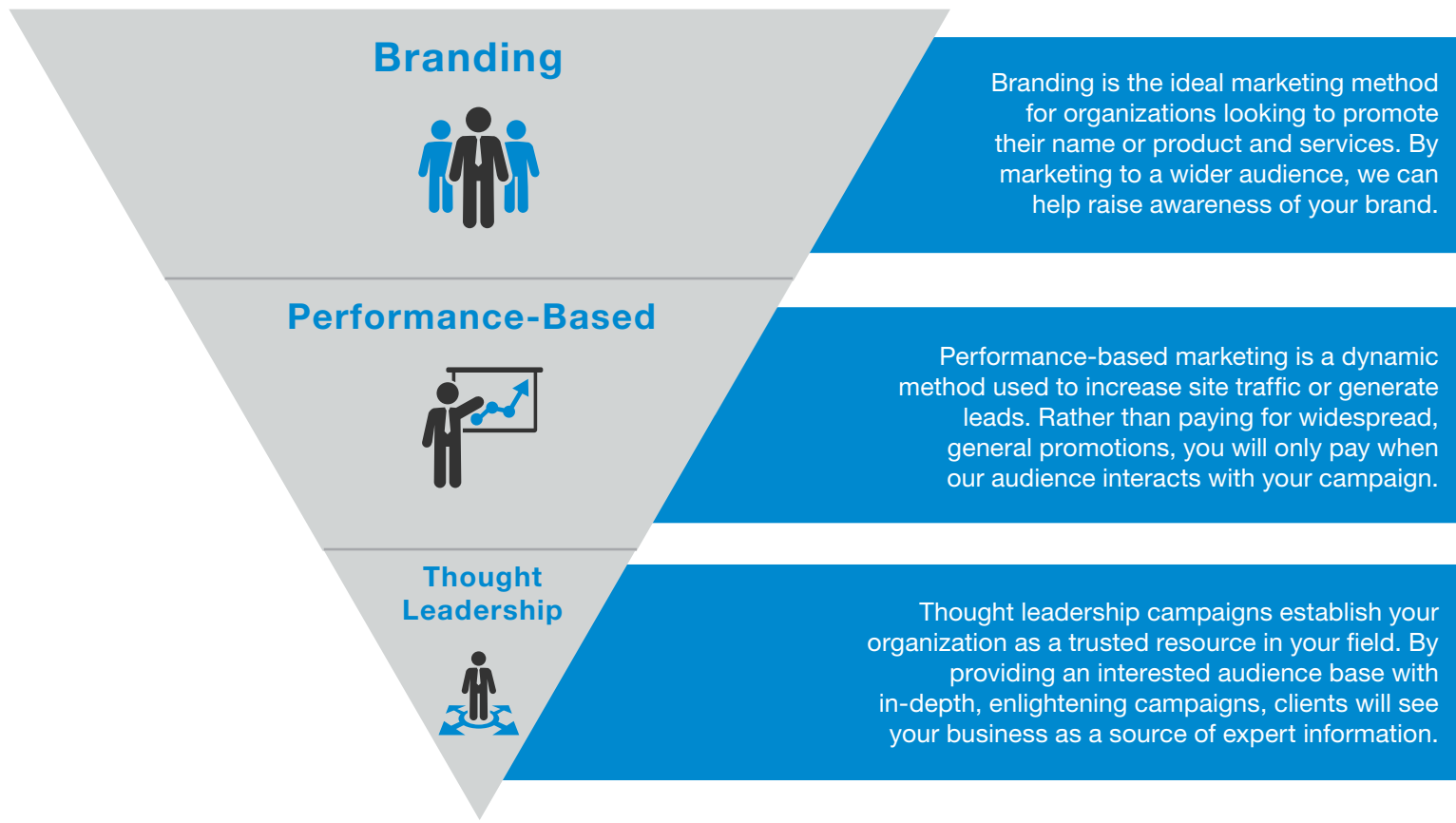
982
Webinar Attendees
Per Month



29,278
Email Audience

Marketing Solutions

Advantage Business Media offers a variety of customizable options to help you achieve your organizational marketing goals. Whether you're looking to widely promote your brand or target a select audience directly, we can create a campaign that suits your needs. Generate leads, foster brand awareness, or become a trusted thought leader in your field through one of our custom marketing programs.



Tools to Meet Your Marketing Objectives

	Branding	Performance-Based	Thought Leadership
Publications			
Digital Editions	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Digital Supplements	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Magazine Advertising	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Events			
Conferences	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trade Show Dailies & eNewsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trade Show eNewsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lists			
List Rentals	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Research	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email			
eBlasts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
eNewsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

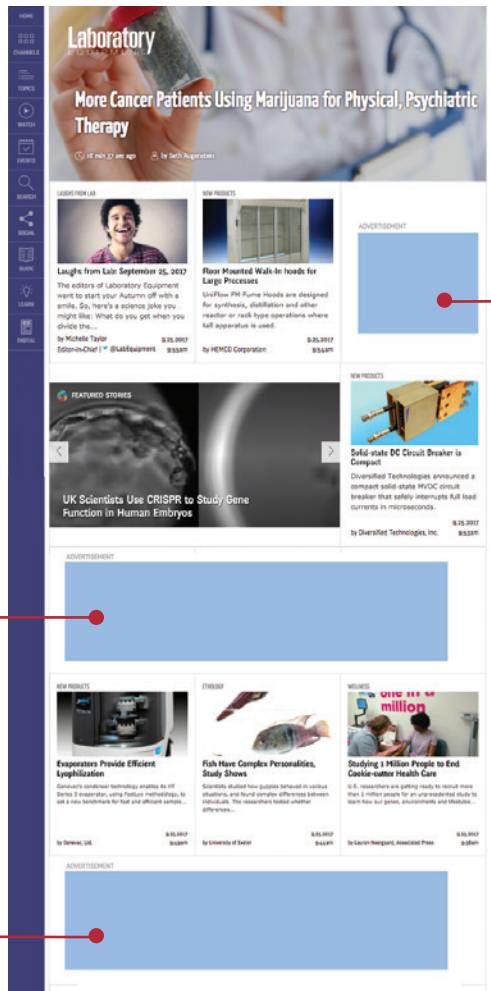
	Branding	Performance-Based	Thought Leadership
Website Advertising			
Mobile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Web Directories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Real-Time Rich Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Remarketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Segmentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Display Ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Cost Per Click		<input checked="" type="checkbox"/>	
Content			
Content Creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
White Papers		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Live Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Website

The Online Connection to Lab Managers & Supervisors

Laboratory Equipment's website is a content-rich destination for news, intelligence, new products and technology, and a wealth of additional tools for laboratory professionals. Updated throughout the day with current information by our editorial staff, the site maintains a continuous connection with the audience you need to reach.

Home Page



Billboard Ad
970 x 250 pixels

Boombbox
300 x 250 pixels

Secondary Page



Leader Board
728 x 90 pixels

Boombbox
300 x 250 pixels

Large Tower
300 x 600 pixels

Billboard Ad
970 x 250 pixels

Ad Specs: Submit .gif, .jpg, .swf, or redirect tags (.gif can be animated). Maximum file size: 90 kb. Rich Media: looping animation and Flash included. Other rich media quoted upon request. Be sure to include linking URL for ad units.

Expandable Ads: Two files are needed (closed and open) .jpg or .swf (.swf should have as little action scripting as possible). Maximum file size is 90kb. We will add the close & click URL redirect tags.

Daily Newsletters

Daily Contact With Your Best Prospects

Reach thousands of lab professionals directly through the *Lab News Daily* and *LateWire* daily newsletters. Your ad/message will appear for 5 days, Monday–Friday, and link directly to your site giving buyers access to more information about your company’s products and services.

Pack a one-two punch with exposure in the daily newsletters and on our website where the top news stories and articles appear. Ask about a combined marketing program that will increase your market visibility.

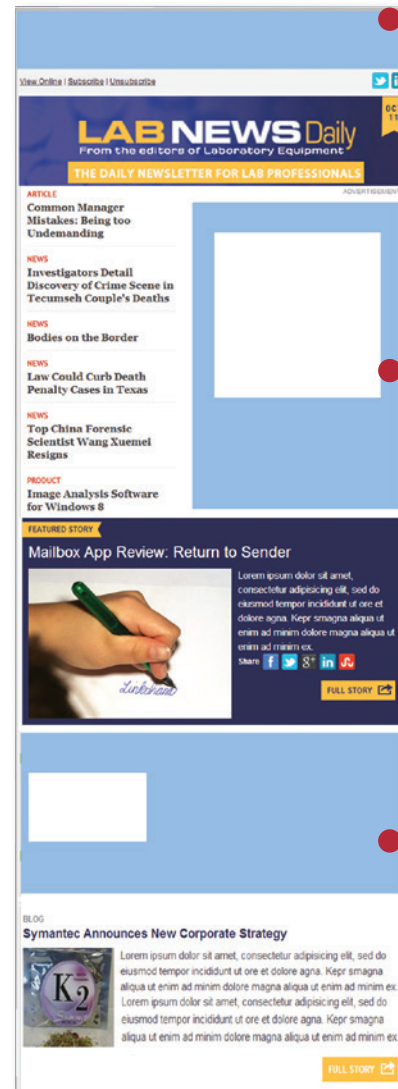
Responsive Design for Increased Engagement

Over 50% of email is opened on mobile devices.* *Lab News Daily’s* and *LateWire’s* responsive design format allows for easy viewing on any device, automatically adapting to the size of the screen on which it’s being displayed, presenting your message in an engaging, readable manner.

Ad Specs

- Maximum file size – 30kb.
- File type – .gif or .jpg.
- No animation.

Desktop Display



Mobile Display



Premium Leaderboard
(600 x 100 pixels; converts to 300 x 50 pixels for mobile display)

TOC Premium Boombox
(300 x 250 pixel ad, 50-character/7-word headline, 200 characters or 32 words of text, and link) or

Text & Image Ad
(50-character/7-word headline, 250 characters or 32 words of text, 180 x 150 pixel image, and link)

Inline Boombox
(300 x 250 pixel ad, 50-character/7-word headline, 200 characters or 32 words of text, and link) or

Text & Image Ad
(50-character/7-word headline, 250 characters or 32 words of text, 180 x 150 pixel image, and link)

*Source: Litmus “Email Client Market Share Trends for 2017” (July 2017)

2018 Media Content Calendar

(Website, Newsletters, Magazine)

	JANUARY	FEBRUARY*	MARCH	APRIL*	MAY*	JUNE*
Space Closing	N/A	1/8/2018	N/A	3/6/2018	4/3/2018	5/1/2018
Issue/ Website Theme	Environmental Research	2018 Laboratory Trends	Pittcon Technology	Spectroscopy Review	Forensic Labs	Sports Science
Topics	<ul style="list-style-type: none"> • STEM • Lab Management • AI/Robotics 	<ul style="list-style-type: none"> • Lab Design • Life Science • Lab Safety • Experts Explain • <i>Chromatography Techniques</i> 	<ul style="list-style-type: none"> • Precision Medicine • Food & Beverage • Photonics 	<ul style="list-style-type: none"> • Neuroscience • Microscopy • Automation • How To • <i>Academic Sourceguide</i> 	<ul style="list-style-type: none"> • Space Technology • Energy & Materials • Sample Prep • Biotechnology • Experts Explain 	<ul style="list-style-type: none"> • Pharmaceutical • Cannabis • Chemicals • Lab Water Systems • How To
New Products	Meters & Monitors	Pittcon Products	Chromatographs	Green Products	Weighing Equipment	Labware & Tracability
Trade Shows & Conferences		SLAS	Pittcon	ACS	AAPS Biotechnology	BIO International

	JULY	AUGUST*	SEPTEMBER*	OCTOBER*	NOVEMBER*	DECEMBER
Space Closing	N/A	7/2/2018	8/1/2018	9/5/2018	10/1/2018	N/A
Issue/ Website Theme	Cancer Research	Food & Beverage	Specialty Laboratories	Advanced Imaging	Clinical Chemistry	Nanotechnology
Topics	<ul style="list-style-type: none"> • Startups • Lab of the Future • 3-D Printing 	<ul style="list-style-type: none"> • Forensic • Life Science • Lab Design • Test & Measurement • Experts Explain 	<ul style="list-style-type: none"> • Environmental & Field Testing • Chemicals • QA/QC • Disease Research • <i>Chromatography Techniques</i> 	<ul style="list-style-type: none"> • Gas Supplies • Liquid Handling • Pharmaceutical • Materials • How To 	<ul style="list-style-type: none"> • Lab Safety • OEM • Genomics • Experts Explain • <i>Academic Sourceguide</i> 	<ul style="list-style-type: none"> • Battery Technology • Biology • Toxicology
New Products	Lab Apparel	Spectrometers	Controlled Environments	Liquid Handling/Sample Prep	PCR/qPCR	Software
Trade Shows & Conferences	ASMS	AACC		Gulf Coast Conference	SFN	ACSB

Departments in Every Issue

• New Products

Instrumentation & Equipment; Consumables & Supplies; Separations & Spectroscopy; Software & Hardware

• Hot Products

A roundup of the newest products to hit the marketplace

• Last Word

Industry executives share their perspectives on the ever-changing laboratory landscape

* denotes print issue

Magazine Advertising Dimensions

(Magazine Trim Size: 8" x 10.75")

NON-BLEED ADS	SIZE width x height
Full Page	7" x 9.75"
2/3 Page	4.5" x 9.75"
1/2 Horizontal	7" x 4.875"
1/2 Vertical	3.375" x 9.75"
1/2 Island	4.5" x 7.375"
1/3 Square	4.5" x 4.875"
1/3 Island	3.75" x 6"
1/3 Horizontal	7" x 3.25"
1/3 Vertical	2.25" x 9.75"
1/4 Square	3.125" x 4.875"
1/6 Strip	7" x 1.625"

BLEED ADS	SAFETY width x height	TRIM width x height	BLEED width x height
Snipe (triangle)	2.5" x 2.5"	3" x 3"	3.375" x 3.375"
Full Page Spread	15.5" x 10.25"	16" x 10.75"	16.375" x 11.125"
Full Page	7.5" x 10.25"	8" x 10.75"	8.375" x 11.125"
2/3 Page	4.875" x 10.25"	5.375" x 10.75"	5.75" x 11.125"
1/2 Horizontal	7.5" x 4.75"	8" x 5"	8.375" x 5.375"
1/2 Vertical	3.25" x 10.25"	3.75" x 10.75"	4.125" x 11.125"

