



Bioanalysis
ZONE

**THE MARKET-LEADING
RESOURCE FOR THE
GLOBAL BIOANALYTICAL
COMMUNITY**

BIOANALYSIS ZONE
2020 MEDIA PACK



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ABOUT US

Our mission is to advance the field of bioanalysis by increasing subject understanding and sharing of knowledge across barriers to unite the bioanalytical community.

Bioanalysis Zone provides bioanalysts with a range of resources, including: the latest bioanalytical news; articles from *Bioanalysis*; exclusive interviews and commentaries from opinion leaders.

We value working with representatives of all sectors in the bioanalytical field helping to continue with the advancements of medical science.

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

ASSOCIATED JOURNAL

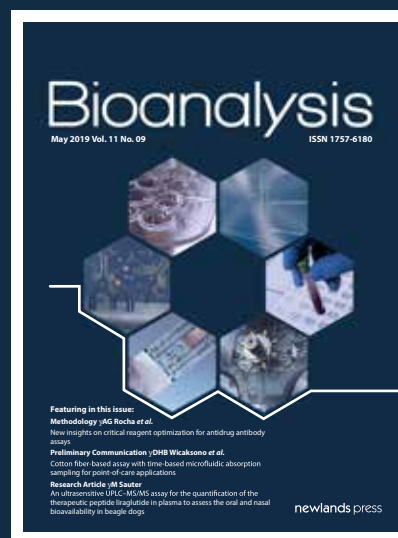
Bioanalysis

MEDLINE-indexed

Impact Factor: 2.321 (2018)

The journal focuses on the techniques and methods used for the detection or quantitative study of analytes in human or animal biological samples.

Learn more about *Bioanalysis* at
www.future-science.com/loi/bio



BIOANALYSIS ZONE LEADERS 2020

Melanie Anderson
 Merck Research
 Labs
 USA

Chad Briscoe
 PRA Health
 Sciences
 USA

Stephanie Cape
 Covance
 USA

Timothy Garrett
 University of
 Florida
 USA

Jon Haulenbeek
 Bristol-Myers
 Squibb
 USA

Thomas Hammond
 University of Basel
 Switzerland

Martijn Hilhorst
 QPS
 The Netherlands

Omnia Ismaiel
 PPD
 USA

Fan Jin
 Covance
 China

Rafael Lucena
 University of
 Cordoba
 Spain

Robert MacNeill
 Covance
 USA

Laura Mercolini
 University of
 Bologna
 Italy

Marco Michi
 Menarini
 Italy

James Munday
 Covance
 UK

Heather Myler
 PPD
 USA

Timothy Olah
 Bristol-Myers
 Squibb
 USA

Stephanie Pajas-Farmer
 BioData Solutions
 USA

Tim Sangster
 Charles River
 UK

Chris Smith
 Elanco
 Australia

Scott Summerfield
 GSK
 UK

Nikunj Tanna
 Waters
 Corporation
 USA

Jing Tu
 AbbVie
 USA

Amanda Wilson
 AstraZeneca
 UK

Eric Woolf
 Merck Research
 Labs
 USA

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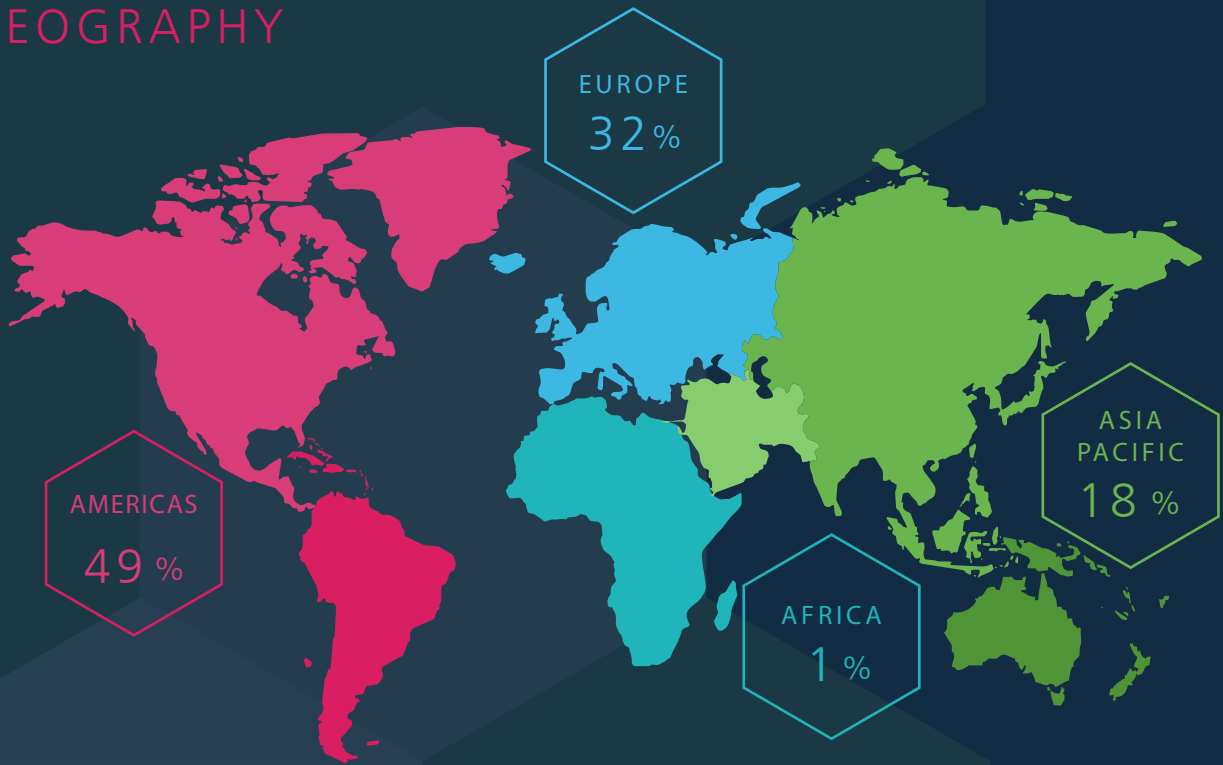
OUR AUDIENCE

(AS OF AUGUST 2019)

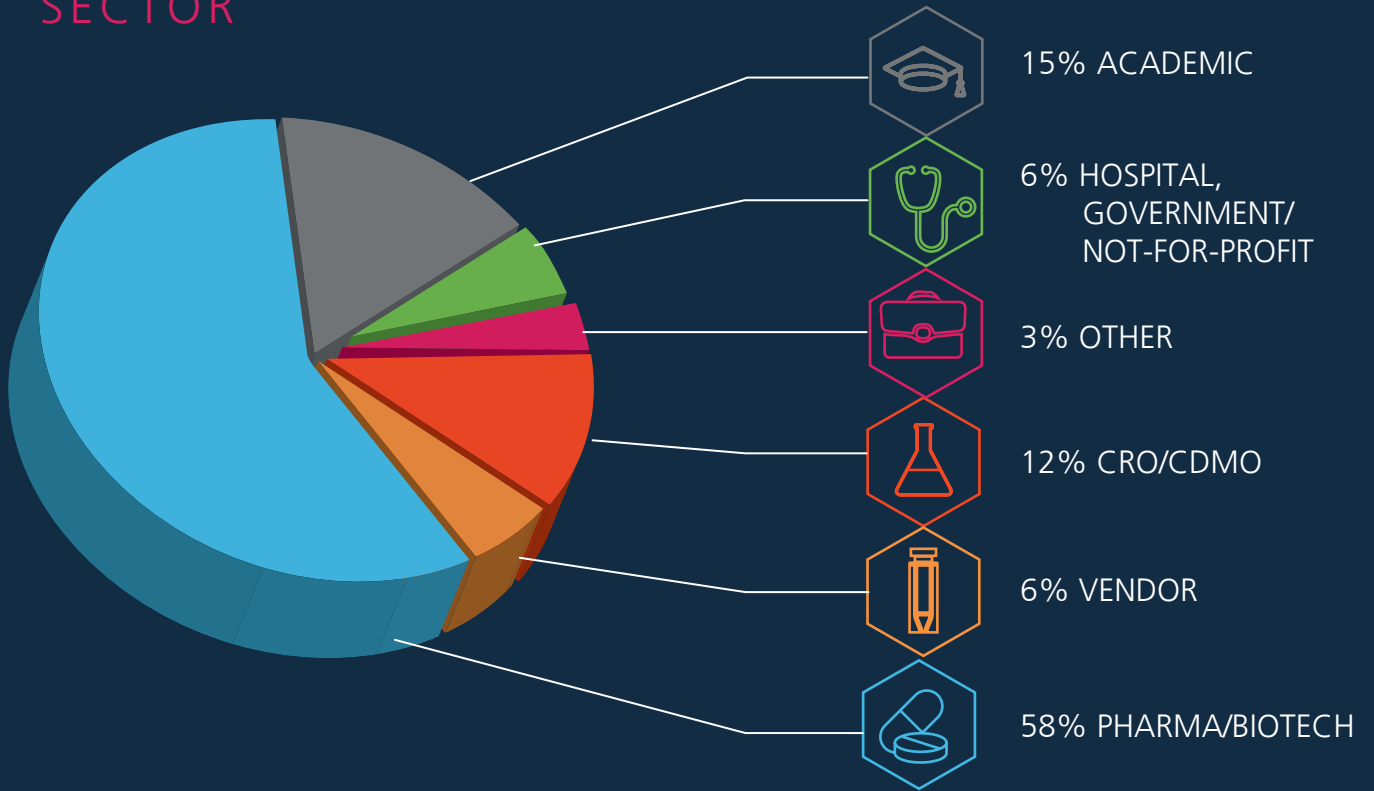
KEY STATS



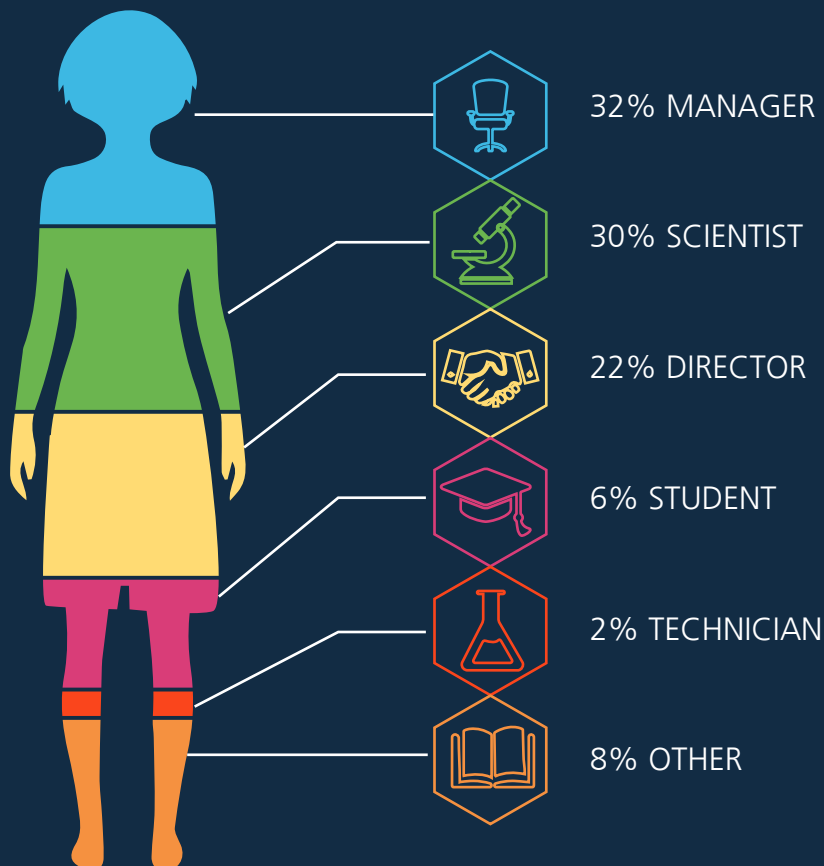
GEOGRAPHY



SECTOR



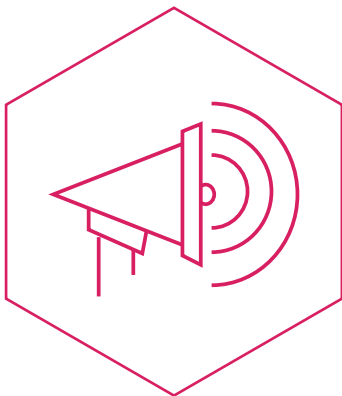
JOB FUNCTION



WHY WORK WITH US

We believe in creating campaigns that will ensure key exposure to your target audience with a variety of methods and styles of communications to suit all readers. In return, you will benefit from brand awareness, showcasing your key experts and generating leads.

Whether you have a service, product or event to showcase, we will work with you to achieve your goals in 2020 and beyond.



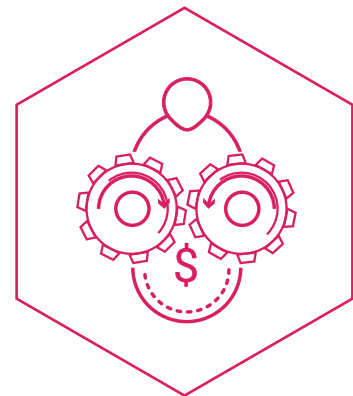
BRAND AWARENESS

Every company has an interesting story to tell about who they are, what they do and why they do it. This package will promote your company through engaging content and visual marketing.



THOUGHT LEADERSHIP

Let your scientists do the talking by showcasing the expertise you have within your company helping the bioanalytical audience build their trust in your services.



LEAD GENERATION

Is your key metric generating leads for your sales teams? By using our expert knowledge to provide you with best practice guidelines, we will generate more leads by making sure you engage end-users.

WHO WE WORK WITH



Waters

THE SCIENCE OF WHAT'S POSSIBLE.™

EDITORIAL CALENDAR

JANUARY
Editorial:
 Lab-on-a-chip

FEBRUARY
In the Zone:
 Vaccine assays

MARCH
Women in Science



SPOTLIGHT EMERGING CHROMATOGRAPHIC - SEPARATION TECHNOLOGIES

JULY
In the Zone:
 Anti-doping analysis
 (Olympics special)

AUGUST
**Conferences
 and events**

SEPTEMBER
Ask the Experts:
 Patient-centric
 sampling



SPOTLIGHT APPLICATION OF TECHNOLOGIES IN BIOMARKER DISCOVERY

**BIOANALYSIS
 JOURNAL
 SPECIAL
 FOCUS ISSUES**



JAN	FEB	MAR
Vaccine assays		

APRIL

 **In the Zone:**
Forensics

MAY

Editorial:
ICH M10 guidance

JUNE

 **In the Zone:**
Data management



 **SPOTLIGHT METABOLOMICS**

OCTOBER

 **In the Zone:**
Bioanalytical developments in gene therapy

NOVEMBER

 **In the Zone:**
Drugs of abuse testing

DECEMBER

Industry updates and 2020 round-up of the year



 **SPOTLIGHT LC-MS IN EARLY DISCOVERY-STAGE WORKFLOWS**

APR	MAY	JUN
ICH M10 guidance Anti-doping analysis		

JUL	AUG	SEPT
Patient-centric sampling (microsampling)		

OCT	NOV	DEC
Bioanalytical challenges in gene therapy		

HIGHLIGHTED OPPORTUNITIES

IN THE ZONE

This feature is a mini campaign over a 6-week period using insightful videos, infographics and podcasts to cover hot topics within bioanalysis showcasing your expertise and specialized areas. You can also follow with a webinar to make this a lead generating campaign. Choose from the list of topics below or choose your own.

Rate card from

£4,200

In the Zones include:

Vaccine assays, forensics, data management/LIMBS system, anti-doping analysis, bioanalytical developments in gene therapy and drugs of abuse testing.

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** - Bioanalysis Zone will conduct a survey to the audience for which you will receive the raw data and infographic.
- **WEBINAR** - A chance for you to present an educational webinar to the bioanalytical community whilst gaining validated leads.
- **CONTENT HOSTING** - We will host a selection of your topic related content within the Spotlight platform supported with a marketing campaign to our audience and beyond.
- **INTERVIEW** or a **WRITTEN COMMENTARY** with your chosen expert providing more insight whilst building the profile of your expert.
- **PANEL DISCUSSION** - Your panellist will join other industry experts in a webinar format panel discussion. This is a unique opportunity to answer questions from the audience and discuss the results from the Spotlight survey.

Rate card

Full sponsorship £12,600*

Co-sponsorship £6,500*

*Limited places available

Spotlights include:

Emerging chromatographic - separation technologies, application of technologies in biomarker discovery, metabolomics and LC-MS in early discovery-stage workflows.

WEBINAR

Reach the bioanalytical community with your own online presentation and a Q&A session that supports learning. Choose between live, pre-recorded or hybrid events. Extend your ROI with recording hosted on the site indefinitely.

Rate card

£8,725

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

£3,580

Ask the Experts include:

Microsampling/patient-centric sampling.

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 way, aiming to educate and inform 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 bioanalytical field
- Available as text, audio or video.

Rate cards

Video £4,370

Audio £2,385

Text £1,950

EMAIL BLAST

Reach the inbox of over 11,000 specialists by driving traffic to your own materials. Save time by deploying through our email system, increasing reach and visibility for your brand.

Rate card

£3,500

FILMED PANEL DISCUSSION

Network with the top experts in the field in an intimate and exclusive setting. By participating in one of our highly popular roundtables, your expert will be prominently featured in all marketing collateral associated with the event. The panel discussion will be hosted as a webinar, bringing you qualified leads and supported with a 3 month campaign.

Rate card

£5,250



OPPORTUNITIES	BRAND AWARENESS	THOUGHT LEADERSHIP	LEAD GENERATION
CONTENT			
Webinar	•	•	•
Video production	•	•	
Company profile	•		
Podcast	•	•	•
Email blast	•		•
Written interview	•	•	
Commentary	•	•	
Event listing	•		
Print advert	•		
Article	•	•	
Panel discussion	•	•	•
ONLINE DISPLAY ADVERTISEMENT			
Leaderboard on Bioanalysis Zone/eNewsletter	•		
MPU on Bioanalysis Zone	•		
PRODUCTS			
Poster	•	•	
Product placement	•		
Technical note	•	•	

CONFERENCES

PRE- CONFERENCE

We understand you have spent a lot of time and money planning your conference attendance and preparing your experts. Let us help you make the most out of your investment and ensure your clients and potential customers are aware that you are attending, what you are presenting and of course your giveaways.

Opportunities pre-conference include:

- Targeted eShots
- Highlights/banners in themed eNewsletters

DURING CONFERENCE

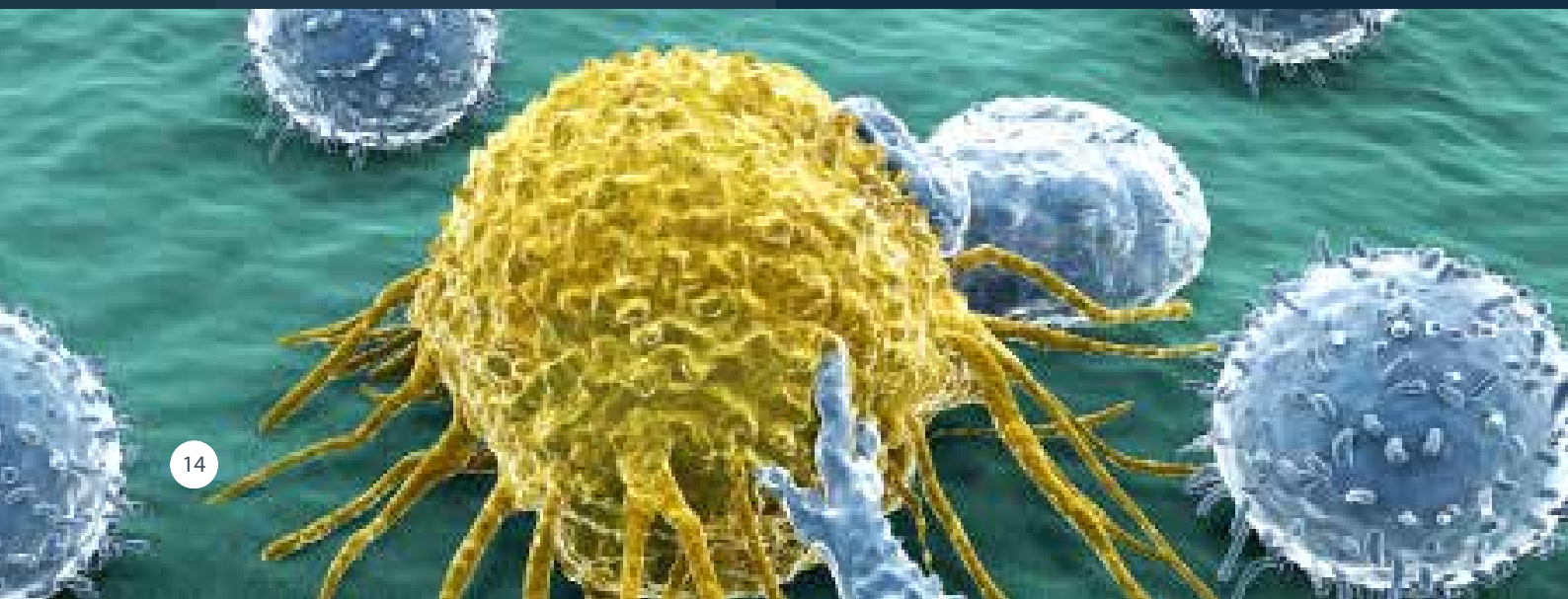
We work in a global industry meaning it's a big deal to have so many peers in the same room at the same time. You can make the most of this opportunity by filming an expert interview with your KOLs or participating in one of our panel discussions. We also have opportunities to increase your brand awareness during conference too.

Find out how our interviews can deliver great exposure with minimum hassle.

POST- CONFERENCE

To ensure a successful conference it is important to nurture your prospective leads down the sales funnel. Webinars are one of the effective ways to do this.

Nurture your leads and engage them with a custom development solution.



KEY CONFERENCES FOR 2020

Filming opportunities are available at all events listed – contact us for pricing.

JANUARY	FEBRUARY CPSA Europe (Cambridge, UK)	MARCH WRIB (AZ, USA)
APRIL	MAY ASMS (TX, USA)	JUNE DIA Global Annual Meeting (MD, USA) BIO International Convention (CA, USA)
JULY	AUGUST	SEPTEMBER
OCTOBER AAPS PharmSci 360 (LA, USA)	NOVEMBER EBF (Barcelona, Spain)	DECEMBER

CONTACT US

BIOANALYSIS ZONE

Advertising and Sponsorship

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Social



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Facebook: Bioanalysis Zone



LinkedIn: Bioanalysis – the Journal, the Zone
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Instagram: Bioanalysis Zone



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