



Bioanalysis
ZONE

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

**BIOANALYSIS ZONE
2018 MEDIA PACK**



Sarah Mayes: s.mayes@future-science.com
Dionne Murray: d.murray@future-science.com

+44 (0)20 8371 6090

ABOUT BIOANALYSIS ZONE

Bioanalysis Zone is the online home of bioanalysis; we bring together the latest news, views, research and products in one place, and provide a forum for the community to discuss the development of this fast-moving field.

Designed exclusively for the bioanalytical community, the content of Bioanalysis Zone is uniquely targeted to those working on the analysis of drugs, biotics and metabolites in biological matrices.

**Learn more about
Bioanalysis Zone at**

www.bioanalysis-zone.com

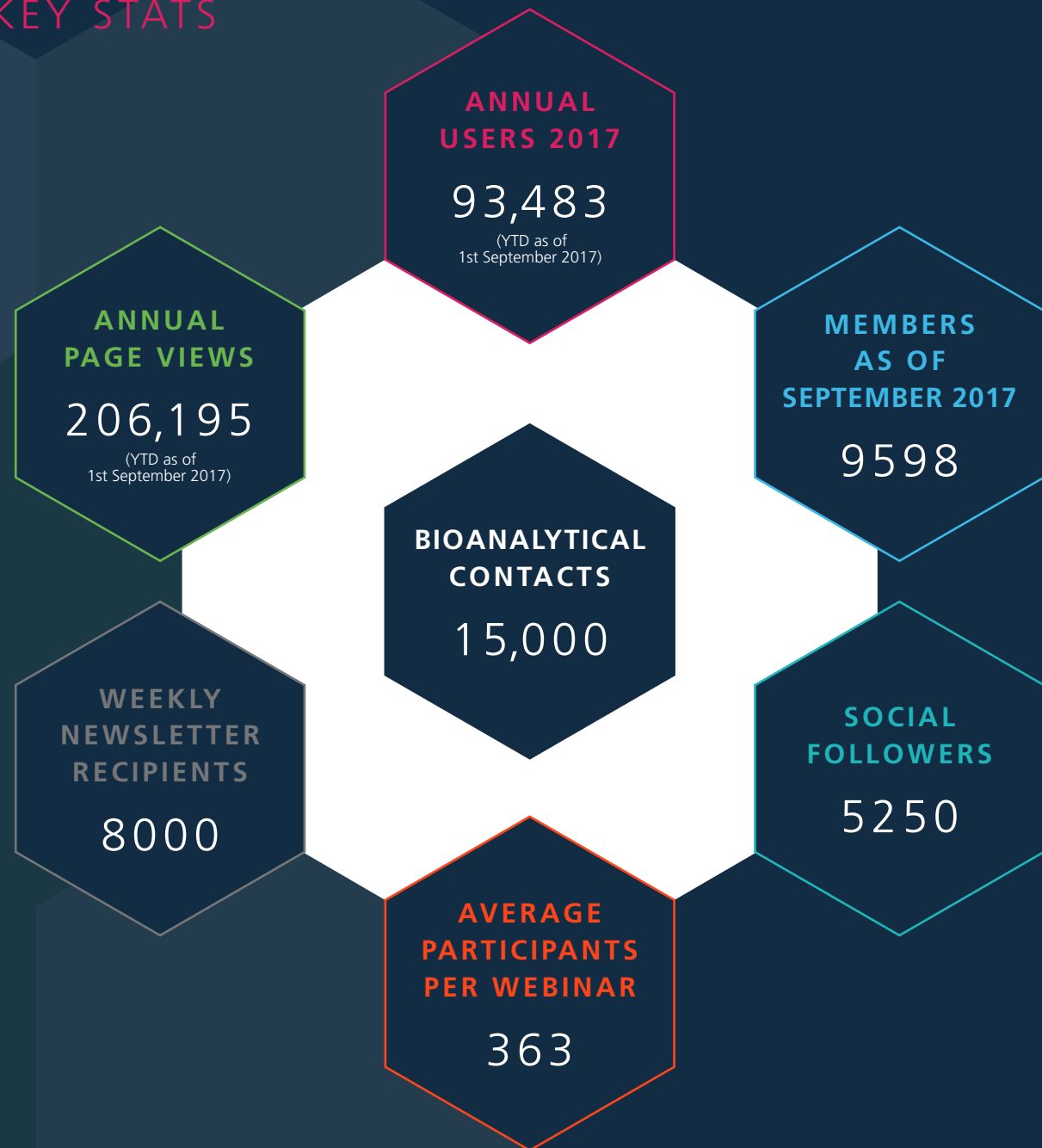
“We aim to work in partnership with our clients to ensure successful delivery of bespoke campaigns that deliver on agreed objectives.”

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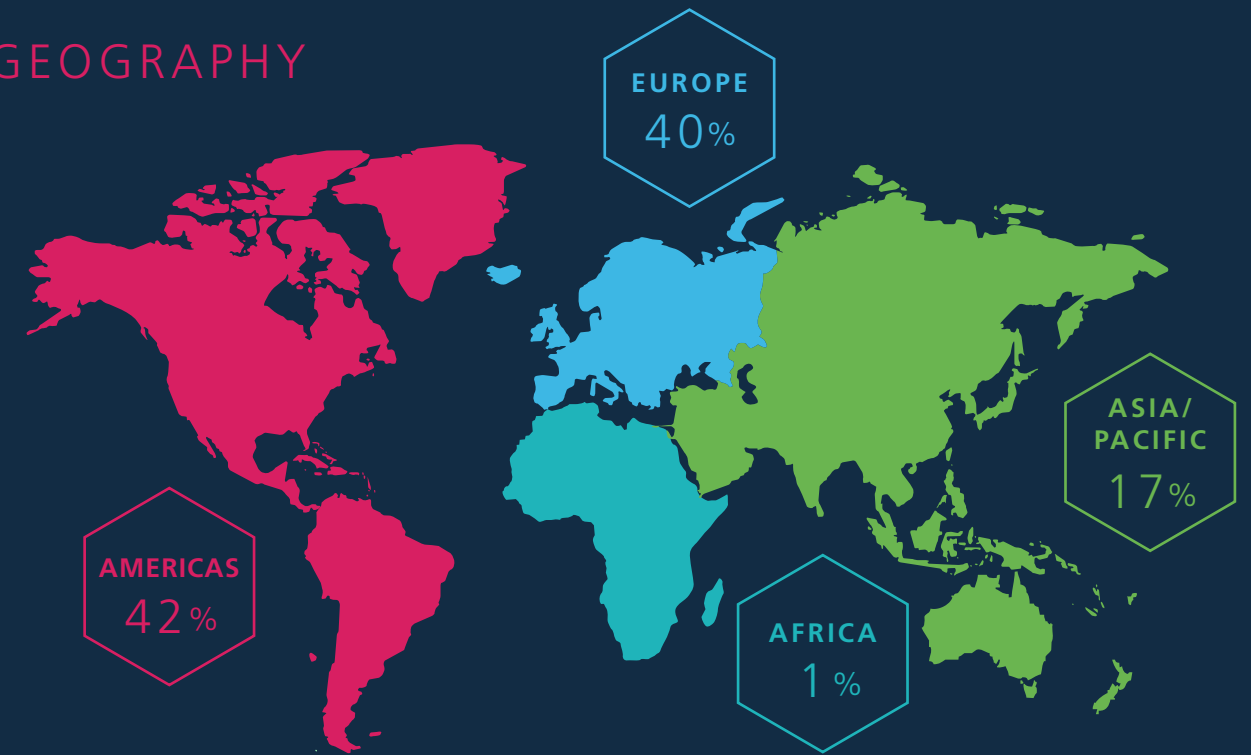
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OUR AUDIENCE

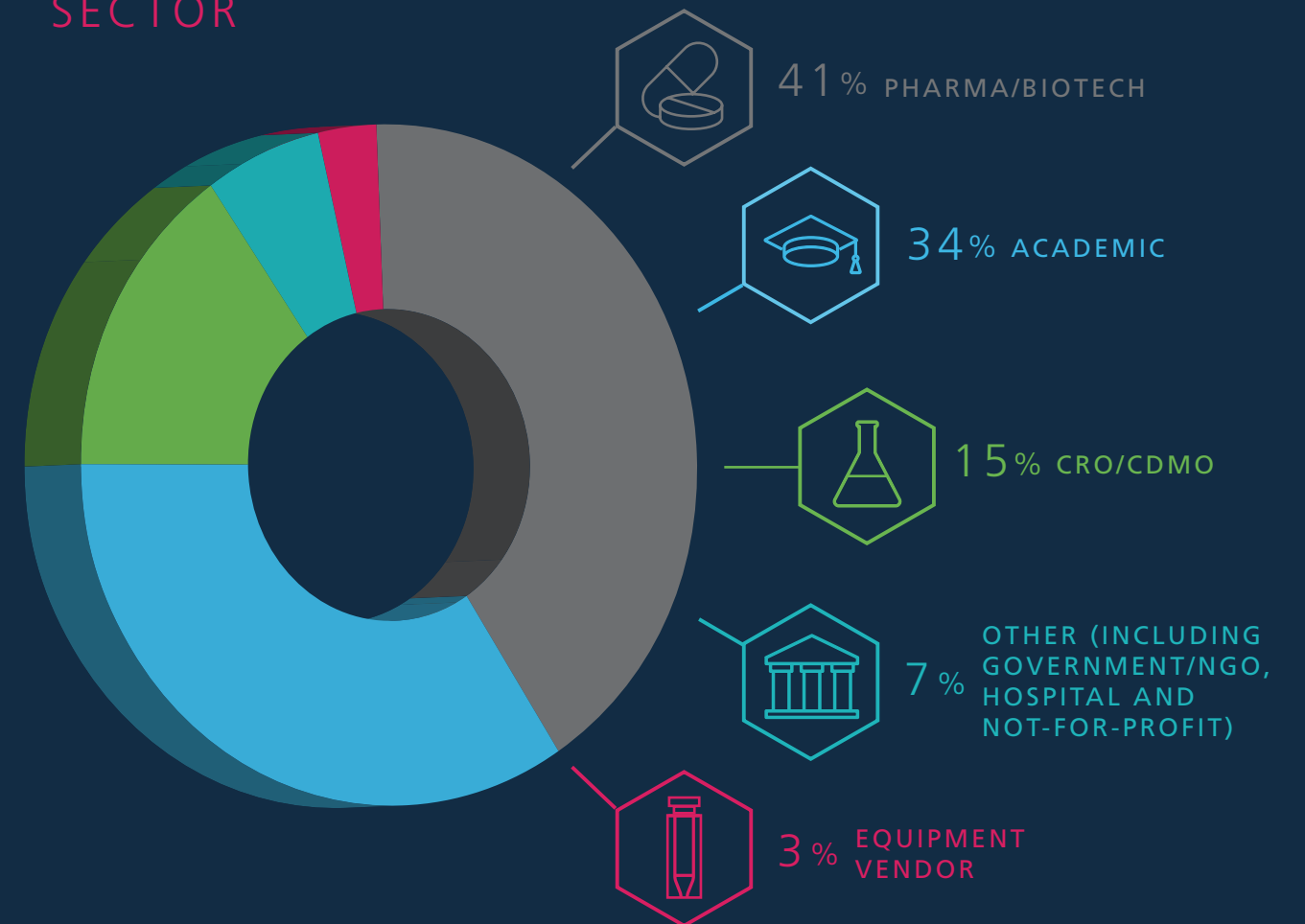
KEY STATS



GEOGRAPHY



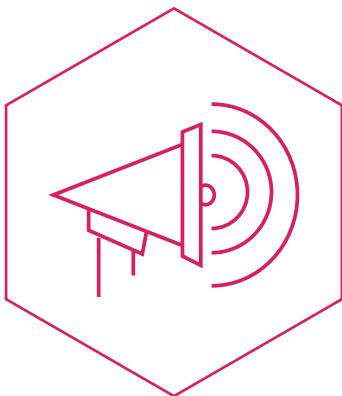
SECTOR



PACKAGES & OPPORTUNITIES

To effectively reach a variety of audiences, we offer a selection of exciting packages. The options we have are based on creating company exposure, becoming a thought leader in your field and generating leads.

Our packages are the ideal complement to your product, event, service or any activity you intend to carry out in 2018.



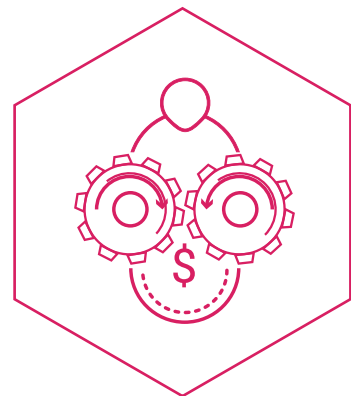
BRAND AWARENESS

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 and vision through engaging content.



THOUGHT LEADERSHIP

We will help you claim your position as an expert and thought leader in the bioanalytical field by giving you the audience and tools to reach the right people.



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.

OPPORTUNITIES	BRAND AWARENESS	THOUGHT LEADERSHIP	LEAD GENERATION
CONTENT			
Webinar	●	●	●
Video Production	●	●	●
Company profile	●		
Podcast	●	●	
Email blast	●		●
Written interview	●	●	
Commentary	●	●	
Event listing	●		
Print advert	●		
Article	●	●	
ONLINE DISPLAY ADVERTISEMENT			
Header banner on e-bulletin	●		
Footer banner on e-bulletin	●		
Advert on e-bulletin	●		
Leaderboard on Bioanalysis Zone	●		
MPU on Bioanalysis Zone	●		
Interstitial advert (Overlay)	●		
Mobile leaderboard	●		
PRODUCTS			
Poster	●		
Product placement	●		●
Technical note	●		
PAID SOCIAL ADVERTISING			
Twitter targeting and boosting	●		●
Facebook targeting and boosting	●		●
LinkedIn targeting and boosting	●		●
YouTube targeting and boosting	●		●
Social Media Remarketing	●		●

SPONSORSHIP OPPORTUNITIES

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:

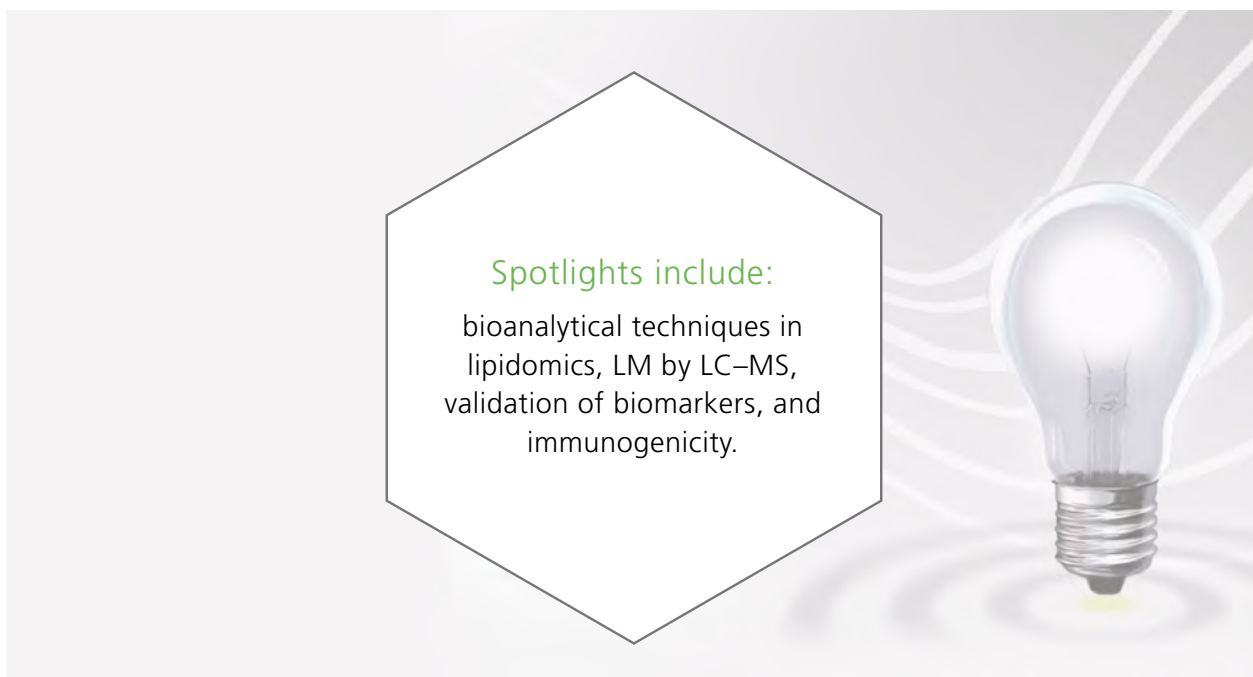
- **A SURVEY** to identify common dilemmas faced by our audience
- **Q&A PANEL DISCUSSION**, bringing together leading experts to answer questions from our audience, generating fully validated leads with full contact details of all opt-in registrants
- **THEMED NEWSLETTERS**, sent to over 15,000 contacts worldwide, including your 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**, **COMMENTARY**, **PRESENTATION**, **PODCAST**, **ARTICLE** from *Bioanalysis* journal.

Prices starting from

Full sponsorship £11,475*

Co-sponsorship £5935*

*Limited places available



PROMOTE YOUR EXPERTS

ROUNDTABLE

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. Promotion will include a video feature and digital publication.

Prices starting from

£4675

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.

Prices starting from

Video £3960

Audio £2160

Text £1780

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.

Prices starting from

£3410

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.

Prices starting from

£8310

EDITORIAL CALENDAR

JANUARY
Ask the Experts
 HRMS – where are we now?

FEBRUARY
Immuno-oncology
 World Cancer Day (4 February)

MARCH
Women in Science
 Bioanalysis Zone roundtable

APRIL
New vs old technologies

MAY
Supporting Healthcare:
 National Nurses Week (6 May)

JUNE
New Investigator Award – voting opens
 Bioanalysis Zone roundtable

SPOTLIGHT BIOANALYTICAL TECHNIQUES IN LIPIDOMICS

JULY
Bioanalysis of nanoparticles

AUGUST
Conferences & events

SEPTEMBER
Regulations/ Biotransformations
 New Investigator Award reflective piece

SPOTLIGHT LM BY LC-MS

OCTOBER
Ask the Experts
 Outsourcing strategies – Where are we now?

NOVEMBER
Alternative matrices

DECEMBER
Industry updates & 2018 round-up

SPOTLIGHT VALIDATION OF BIOMARKERS

SPOTLIGHT IMMUNOGENICITY

BIOANALYSIS JOURNAL SPECIAL FOCUS ISSUES



JAN	FEB	MAR
Bioanalytical Techniques in Lipidomics		

APR	MAY	JUN
Validation of Biomarkers/ LM by LC-MS		
CYP and transporter DDI evaluations		

JUL	AUG	SEPT
Immunogenicity/ Alternative matrices		

OCT	NOV	DEC
Biotransformations		

SPECIAL PROJECTS

BIOANALYSIS 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.

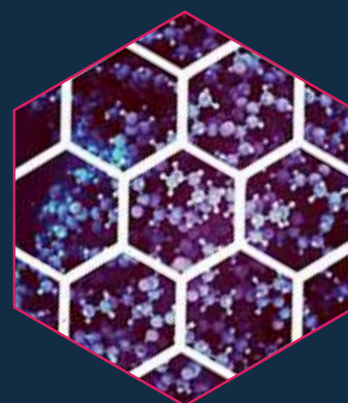
Enquire to discuss how you can demonstrate your support with an exclusive sponsorship package.



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 available to align your brand with this highly-valued, long-lasting resource.



AN EVENING WITH BIOANALYSIS ZONE

The bioanalytical community is doing phenomenal things for medical science and we believe the hard work and achievements of all should be celebrated.

Thank your clients and show them how much they are appreciated by bringing them to this exclusive, invite-only event.


Contact us for further details on partnership opportunities.



WHO WE WORK WITH



WHAT OUR CLIENTS SAY



"We are very pleased with the results for our webinar. I believe a big factor in making it successful was around the proactive and continuous promotion and willingness of the team to try new ideas to push registrations up."

ThermoFisher
SCIENTIFIC



"I love the attention we are getting for the large-molecule spotlight feature! Our product managers, as well as our independent consultants, are highly impressed. Thanks for all your team does to give us the exposure we need within the bioanalysis field."

MERCK



"We have been very impressed with *Bioanalysis*. It has captured the spirit of the bioanalytical community and has provided us with a fresh, dynamic way of reaching our audience. We are glad to be associated with the journal."

Waters
THE SCIENCE OF WHAT'S POSSIBLE.™

SPECIFICATIONS FOR DISPLAY AD FORMATS

DESKTOP



MPU

300 x 250 pixels



INTERSTITIAL (OVERLAY)

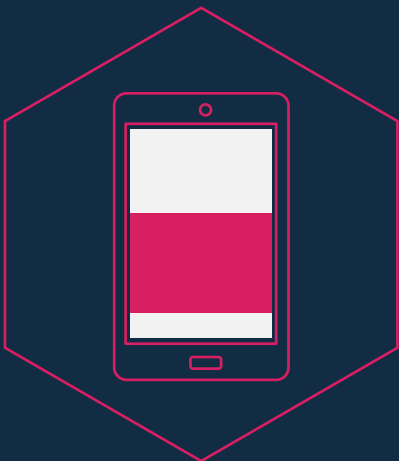
750 x 563 pixels



LEADERBOARD

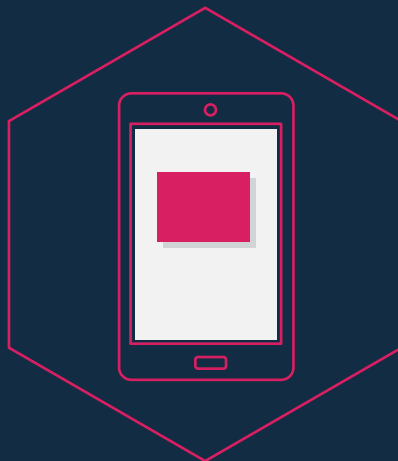
728 x 90 pixels

MOBILE



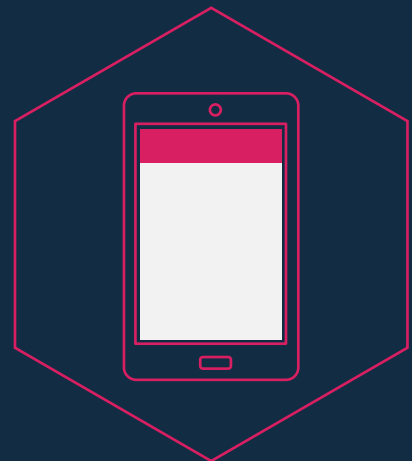
MPU

300 x 250 pixels



INTERSTITIAL (OVERLAY)

300 x 225 pixels



LEADERBOARD

300 x 50 pixels

CONTACT US

BIOANALYSIS ZONE

Advertising and Sponsorship



Sarah Mayes: s.mayes@future-science.com
Dionne Murray: d.murray@future-science.com
[+44 \(0\)20 8371 6090](tel:+442083716090)

www.bioanalysis-zone.com

Social



Twitter: [@BioanalysisZone](https://twitter.com/BioanalysisZone)



Facebook: [Bioanalysis Zone](https://www.facebook.com/BioanalysisZone)



LinkedIn: [Bioanalysis – the Journal, the Zone](https://www.linkedin.com/company/bioanalysis-zone)



Future Science Group

Unitec House
2 Albert Place
London, N3 1QB
United Kingdom

[+44 \(0\)20 8371 6090](tel:+442083716090)

