

Bioanalysis  
ZONE

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

**BIOANALYSIS ZONE  
2019 MEDIA PACK**



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## NOTE FROM THE EDITOR

Bioanalysis Zone is the online home of bioanalysis: we bring together the latest bioanalytical news, research and products in one place, and provide a forum for the community to discuss the development of this fast-moving field. Our mission is to advance the field by increasing subject understanding and the sharing of knowledge to unite the bioanalytical community.

We work collaboratively with international experts to deliver up-to-date, essential research and guidance focusing on the techniques and methods used for the quantitative study of analytes. We do this by providing exclusive content in a variety of easy-to-digest formats including: articles from *Bioanalysis*; interviews from opinion leaders; informative webinars; Spotlights focusing on bioanalytical ‘hot topics’; an Education Zone; a business directory; and annual awards to show recognition of outstanding bioanalytical achievements.

Throughout 2018 we have introduced exciting new features, including our In the Zone series, addressed key bioanalytical issues in our panel discussions and recognized the tremendous work of global researchers through our awards. In partnership with *Bioanalysis* journal, we’ve explored the challenges of new technology integration in bioanalytical workflows and opened up conversations about the best practices of data sharing.

Looking forward, we will continue to be at the forefront of bioanalysis with exciting new content and features, in line with key advances in the field, providing an authoritative but accessible forum for the modern bioanalyst!

My best wishes,  
Naamah Maundrell, Senior Editor

**Learn more about Bioanalysis Zone at [www.bioanalysis-zone.com](http://www.bioanalysis-zone.com)**

## BIOANALYSIS ZONE LEADERS 2019

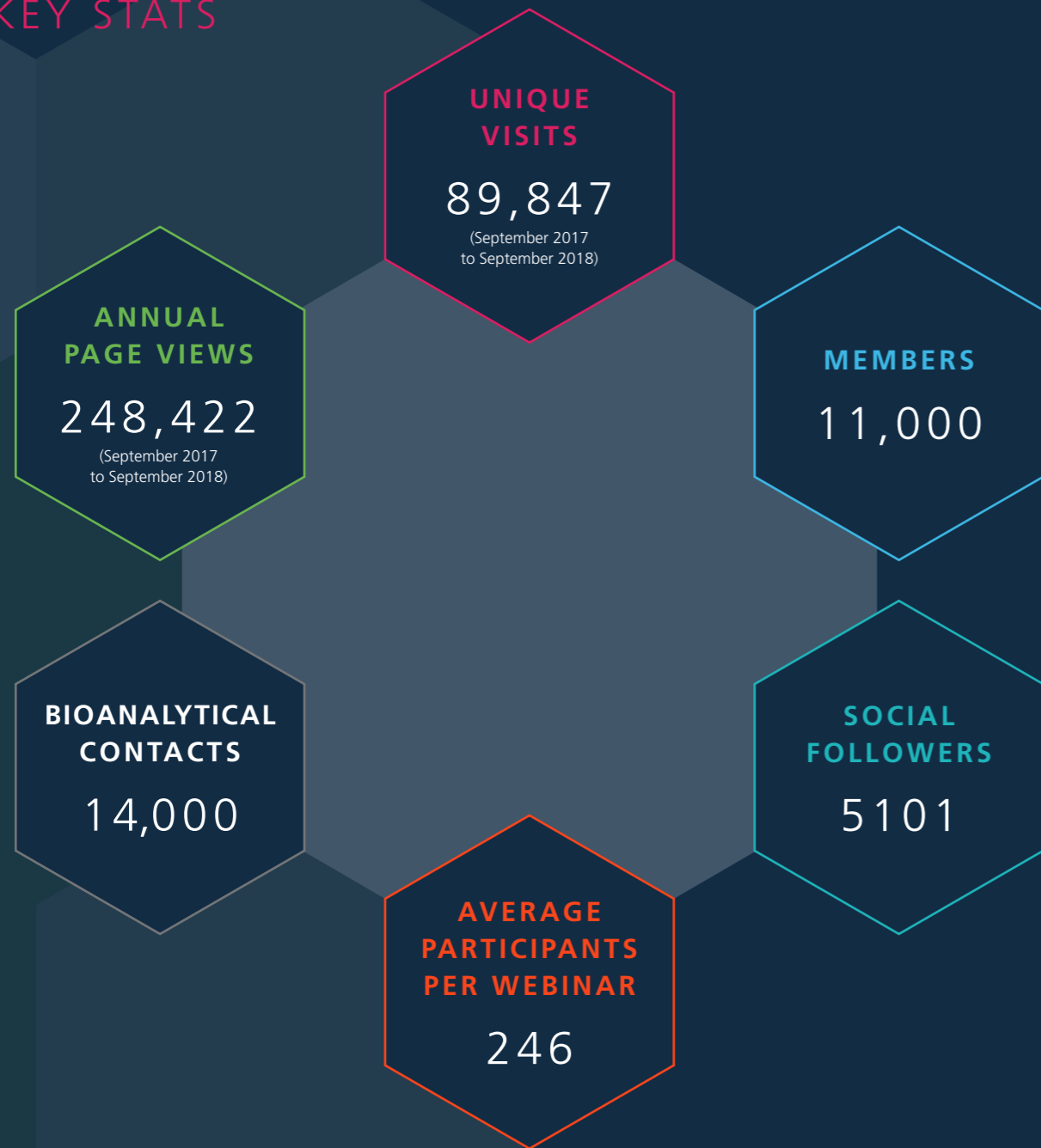
- |   |   |  |  |   |   |
|---|---|--|--|---|---|
| <b>Melanie Anderson</b><br>Merck Research Labs<br>USA | <b>Timothy Garrett</b><br>University of Florida<br>USA      | <b>Fan Jin</b><br>Covance<br>China                     | <b>Laura Mercolini</b><br>University of Bologna<br>Italy | <b>Stephanie Padas-Farmer</b><br>BioData Solutions<br>USA | <b>Scott Summerfield</b><br>GSK<br>UK           |
| <b>Chad Briscoe</b><br>PRA Health Sciences<br>USA     | <b>Thomas Hammond</b><br>University of Basel<br>Switzerland | <b>Rafael Lucena</b><br>University of Cordoba<br>Spain | <b>Marco Michi</b><br>Aptuit<br>Italy                    | <b>Tim Sangster</b><br>Charles River<br>UK                | <b>Amanda Wilson</b><br>AstraZeneca<br>UK       |
| <b>Stephanie Cape</b><br>Covance<br>USA               | <b>Martijn Hilhorst</b><br>QPS<br>The Netherlands           | <b>Robert MacNeill</b><br>Envigo<br>USA                | <b>James Munday</b><br>Covance<br>UK                     | <b>Chris Smith</b><br>Elanco<br>Australia                 | <b>Eric Woolf</b><br>Merck Research Labs<br>USA |

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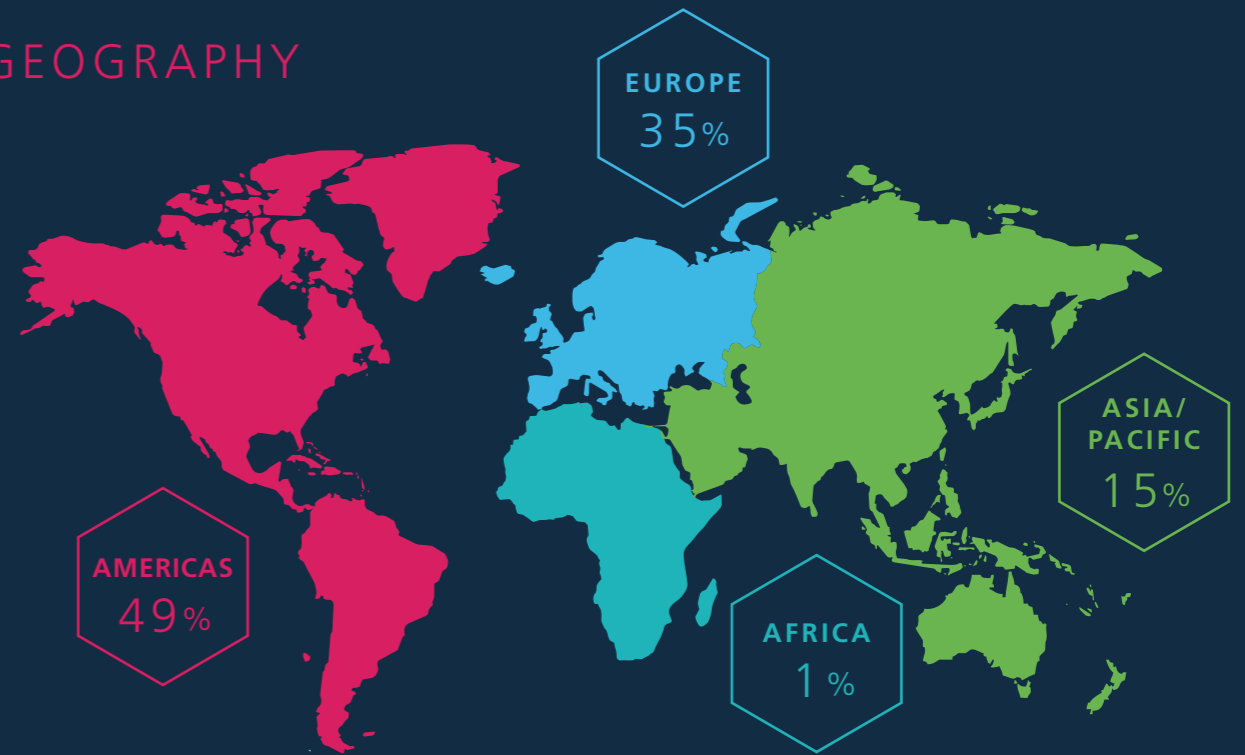
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# OUR AUDIENCE (AS OF SEPTEMBER 2018)

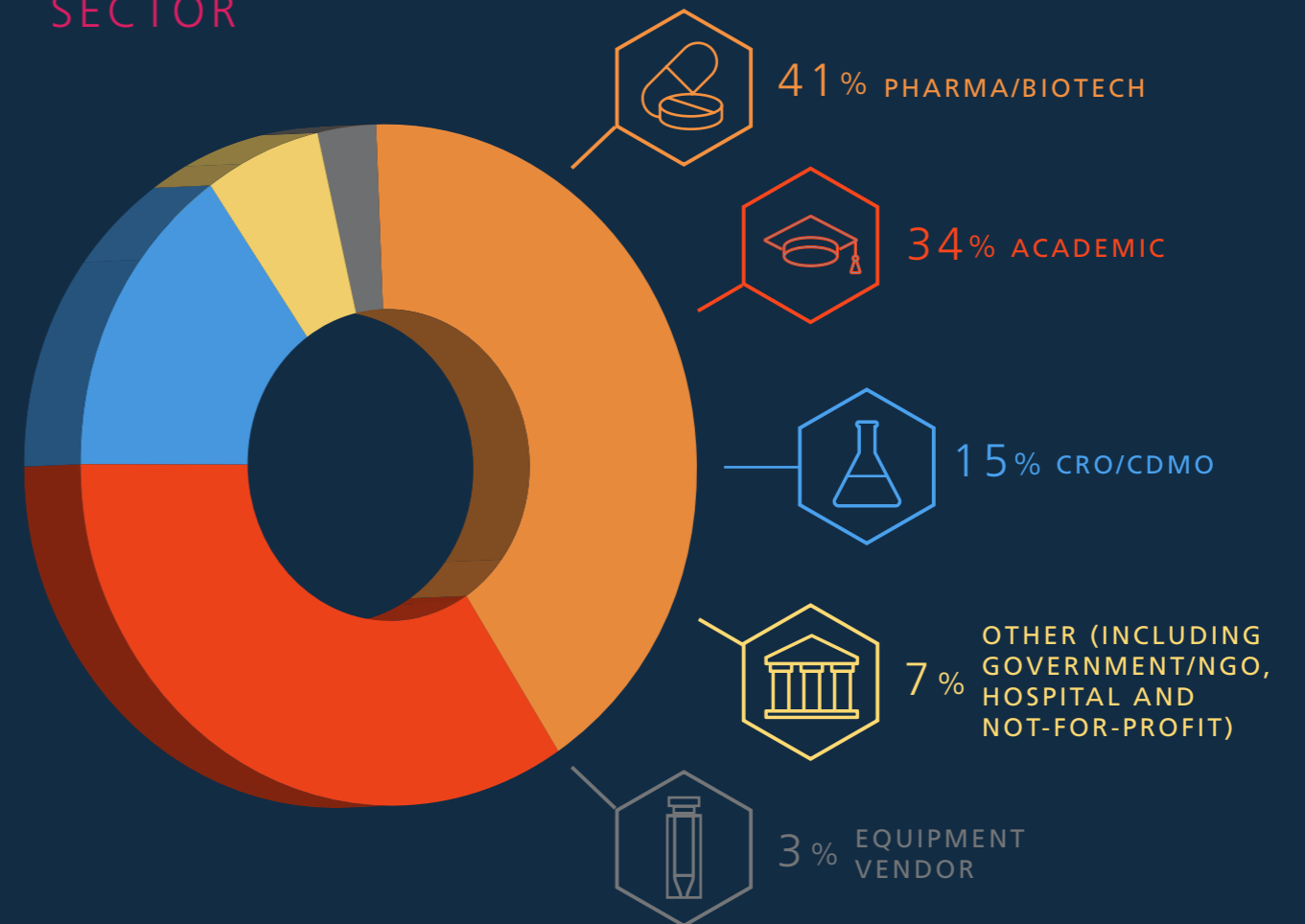
## KEY STATS



## GEOGRAPHY



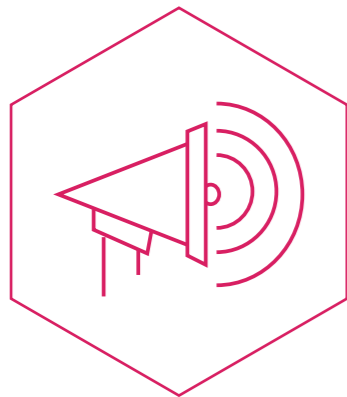
## SECTOR



## PACKAGES & OPPORTUNITIES

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 2019 and beyond.**



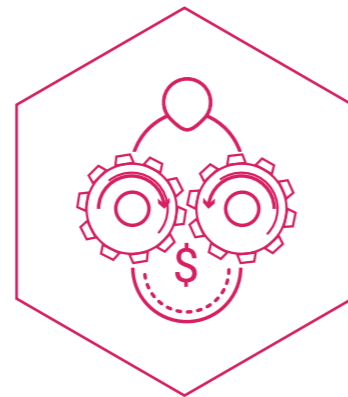
### BRAND AWARENESS

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

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
<b>CONTENT</b>			
Webinar	•	•	•
Video production	•	•	
Company profile	•		
Podcast	•	•	
Email blast	•		•
Written interview	•	•	
Commentary	•	•	
Event listing	•		
Print advert	•		
Article	•	•	
<b>ONLINE DISPLAY ADVERTISEMENT</b>			
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)	•		
<b>PRODUCTS</b>			
Poster	•	•	
Product placement	•		•
Technical note	•	•	
<b>PAID SOCIAL ADVERTISING</b>			
Twitter targeting and boosting	•		•
Facebook targeting and boosting	•		•
LinkedIn targeting and boosting	•		•
YouTube targeting and boosting	•		•
Social media remarketing	•		•

# EDITORIAL CALENDAR



BIOANALYSIS JOURNAL SPECIAL FOCUS ISSUES



JAN	FEB	MAR
Bioanalytical techniques in determining immunogenicity		

APR	MAY	JUN
A decade of <i>Bioanalysis</i> – 10th Birthday Issue		

JUL	AUG	SEPT
Stability issues in bioanalysis		

OCT	NOV	DEC
Internal standards (IS) variability Oligonucleotides		

## 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**, including your news, products and features alongside highly valued editorial content
- Exclusive **COMMENTARIES** and **INTERVIEWS** from experts – increasing their profile as well as showcasing your products and solutions in an interesting format
- Additional options include: **PRODUCT PROFILE**, **PRODUCT VIDEO**, **WHITE PAPER**, **CASE STUDY**, **COMMENTARY**, **PRESENTATION**, **INTERVIEW** of your choice, **ARTICLE** from *Bioanalysis* journal.

Rate card

Full sponsorship £12,000\*

Co-sponsorship £6230\*

\*Limited places available

Spotlights include:

Gene therapy, proteomics, flow cytometry, LBA and HRMS in DMPK.

### IN THE ZONE

This series uses insightful videos, infographics, podcasts and journal articles to cover specific hot topics within bioanalysis showcasing your KOLs and expertise within your specialized areas.

Rate card

£4000

In the Zones include:

What do we do with data?, ADCs, drugs of abuse testing, lab-on-a-chip and importance of correct internal standards

## 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.

Rate card

£4910

### 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 £4160

Audio £2270

Text £1870

### 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

£3580

### 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

£8725

## 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.**



### EVENTS 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. In 2019 we will host two evening events in April and November. Thank your clients and show them how much they are appreciated to bringing them to these exclusive events.

**Contact [d.murray@future-science.com](mailto:d.murray@future-science.com) for further details on partnership opportunities**



## WHO WE WORK WITH



# 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

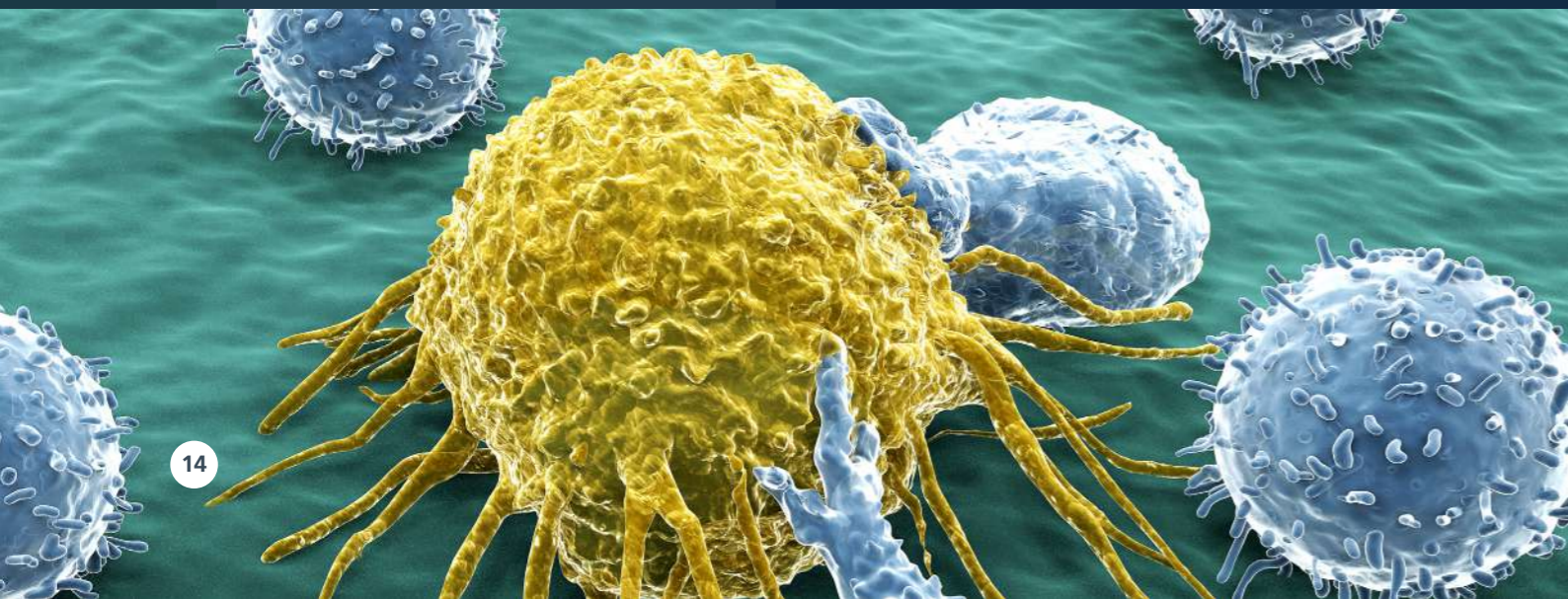
We work in a global industry meaning it's a big deal to have so many peers in the same room at the same time. You can make the most of this opportunity by filming an expert interview with your KOLs. We also have opportunities to increase your brand awareness during conference too.

**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.**



# SPECIFICATIONS FOR DISPLAY AD FORMATS

## DESKTOP



**MPU**  
300 x 250 pixels

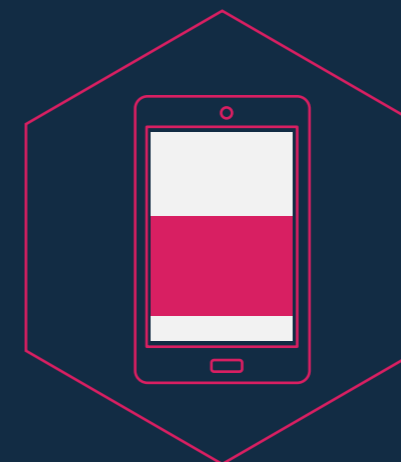


**INTERSTITIAL (OVERLAY)**  
750 x 563 pixels

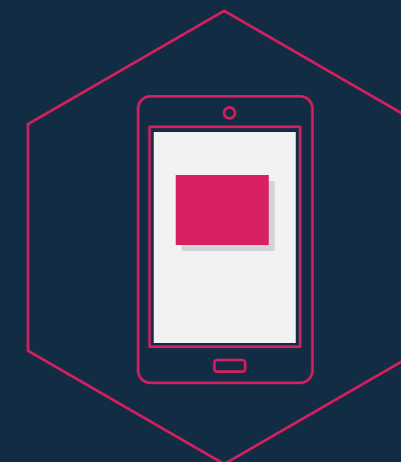


**LEADERBOARD**  
728 x 90 pixels

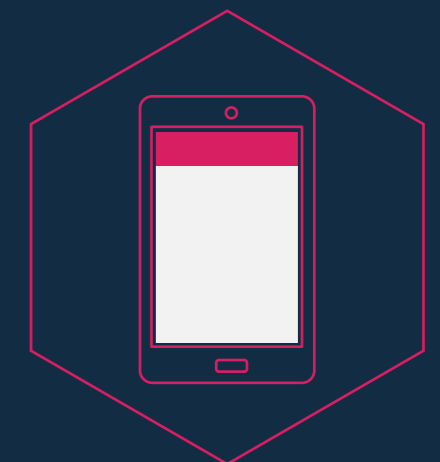
## MOBILE



**MPU**  
300 x 250 pixels



**INTERSTITIAL (OVERLAY)**  
300 x 225 pixels



**LEADERBOARD**  
300 x 50 pixels



# CONTACT US

## BIOANALYSIS ZONE

### Advertising and Sponsorship

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[www.bioanalysis-zone.com](http://www.bioanalysis-zone.com)

### Social



Twitter: @BioanalysisZone



Facebook: Bioanalysis Zone



LinkedIn: Bioanalysis – the Journal, the Zone



Instagram: Bioanalysis Zone



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