
THE BIOMEDICAL SCIENTIST



IBMS.ORG

MEDIA INFORMATION 2017



Highest circulation
and the widest
readership among
medical laboratory
scientists

CIRCULATION 20,000

ADVERTISING FOR MORE INFORMATION AND TO BOOK, CONTACT:

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IBMS AND THE BIOMEDICAL SCIENTIST



The main and most important source of information for all biomedical laboratory personnel and the most effective means for advertisers to influence them.

The Biomedical Scientist provides the best route for manufacturers and suppliers of clinical diagnostic products and systems, as well as general scientific laboratory products and services, wishing to influence this extremely important target audience.



- The Institute of Biomedical Science (IBMS) plays an extremely important role in the professional lives of Biomedical Scientists, promoting and developing biomedical science and its practitioners, and establishing, improving and maintaining professional standards.
- As the official magazine of the IBMS, *The Biomedical Scientist* is the main means of regular communication between the Institute and its membership of around 20,000.
- Published monthly, the editorial focuses on health service and science news, professional education and training, continuing professional development, biomedical science reviews, Institute news, events, and company and product news. The *Biomedical Scientist* is the main, and most important source of information for all biomedical laboratory personnel, and is the most effective means for advertisers to influence them.
- Published monthly.
- Focus on health service and science news, professional education and training, CPD, biomedical science reviews, Institute news, events, and company and product news.

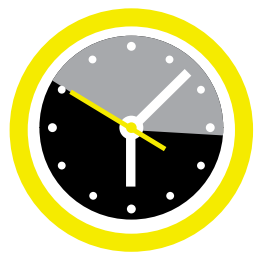
READERS WORK IN A WIDE VARIETY OF AREAS:

NHS
PRIVATE HEALTHCARE
VETERINARY LABORATORIES
MEDICAL RESEARCH
UNIVERSITIES
GOVERNMENT LABORATORIES
DRUG DISCOVERY
MANUFACTURING

REGULAR ARTICLES COVER TOPICS INCLUDING:

Clinical chemistry
Cytology
Genomics
Haematology
Histopathology
Immunology
Microbiology
Molecular Biology
Transfusion Science
Virology

THE BIOMEDICAL SCIENTIST



30 mins

82% of readers spend at least 30 minutes reading each issue of *The Biomedical Scientist*



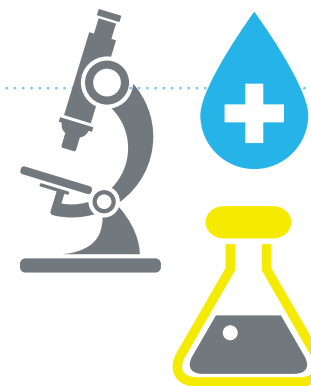
20,000

the IBMS has over 20,000 members

95%

of the UK's medical laboratory scientists receive *The Biomedical Scientist* magazine

- readers work in:
- NHS
 - PRIVATE
 - HEALTHCARE
 - VETERINARY LABORATORIES
 - MEDICAL RESEARCH
 - UNIVERSITIES
 - GOVERNMENT LABORATORIES
 - DRUG DISCOVERY
 - MANUFACTURING



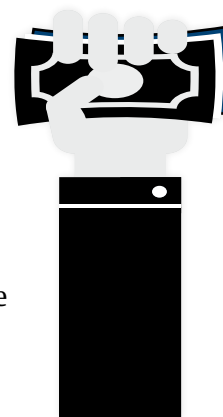
Microbiology, Clinical Chemistry and Haematology are the three most popular specialities

92%



of members either keep their copy of *The Biomedical Scientist* for future reference or pass it on for colleagues to read

1/4



over a quarter of all readers of *The Biomedical Scientist* are in the top pay grade 7+

21%

of readers have responded to an advert in *The Biomedical Scientist*



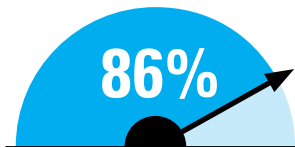
JOBS.THEBIOMEDICALSCIENTIST.COM

The *Biomedical Scientist* is the undisputed leader in the field of medical laboratory personnel recruitment advertising for all grades of staff.

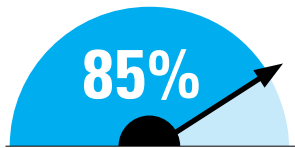


When looking at *The Biomedical Scientist* recruitment section 35% of readers are actively seeking a new job. 65% are browsing; open to key opportunities and checking their current package is competitive.

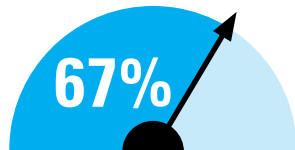
For the majority of employers, *The Biomedical Scientist* is the first, and only choice when it comes to advertising biomedical science vacancies.



86% of registered candidates on *The Biomedical Scientist* site are IBMS members



85% of IBMS members regularly read *The Biomedical Scientist* for job opportunities and career development



67% of IBMS use both print and online when looking for their next job.

SPECIALITY

- 24% Microbiology
- 22% Clinical Chemistry
- 21% Haematology
- 13% Cellular Pathology
- 8% Transfusion Science
- 6% Cytology
- 3% Virology
- 3% Immunology



JOB FUNCTION

- 26% Biomedical Scientist Pay Grade 7+
- 16% Biomedical Scientist Pay Grade 6
- 29% Biomedical Scientist Pay Grade 5
- 11% Trainee Biomedical Scientists/Students
- 2% Directors/General Managers
- 16% Overseas & Others

DISPLAY RATES & DATES

THE BIOMEDICAL SCIENTIST 2017 SCHEDULE:

Issue	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018
Display deadlines	14 Dec	13 Jan	9 Feb	14 Mar	7 Apr	12 May	13 Jun	13 Jul	11 Aug	12 Sep	13 Oct	13 Nov	8 Dec
Insert date	14 Dec	13 Jan	9 Feb	14 Mar	7 Apr	12 May	13 Jun	13 Jul	11 Aug	12 Sep	13 Oct	13 Nov	8 Dec
Publication date	6 Jan	2 Feb	1 Mar	3 Apr	2 May	2 Jun	3 Jul	2 Aug	1 Sep	2 Oct	2 Nov	1 Dec	2 Jan

PRINT ADVERTISING RATES

Full page	£2250
Half page	£1350
Inside front cover	£2750
Inside back cover	£2595
Outside back cover	£2959

DIGITAL ADVERTISING RATES FROM MARCH 2017

MPU	£450
Leaderboard	£700
Skyscraper	£550

E-NEWSLETTER ADVERTISING RATES

MPU	£795
Leaderboard	£1050
Skyscraper	£895



RECRUITMENT RATES & DATES

THE BIOMEDICAL SCIENTIST 2017 SCHEDULE:

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Recruitment deadlines	15 Dec	19 Jan	15 Feb	20 Mar	13 Apr	18 May	19 Jun	19 Jul	17 Aug	18 Sep	19 Oct	17 Nov	14 Dec
Publication date	6 Jan	2 Feb	1 Mar	3 Apr	2 May	2 Jun	3 Jul	2 Aug	1 Sep	2 Oct	2 Nov	1 Dec	2 Jan

RECRUITMENT RATES

Full page	£6580
Half page	£3750
Quarter page	£2150
enewsletter	£950
Quarter page + enewsletter (40 words, logo, external URL)	£2,500

E-NEWSLETTER ADVERTISING RATES

MPU	£795
Leaderboard	£1050
Skyscraper	£895



DIGITAL CONTENT OPPORTUNITIES

WEBINARS

- Hosted webinar on the IBMS platform
- Marketed to circa 20,000 IBMS members via solus emails and social media
- Guaranteed number of registrations = 200
- Bespoke fields such as job title and postal address can be included in the registration page

Opportunity includes:

- 4 x eDMs to IBMS members
- 3 x social media posts
- Advertisement promoting the webinar on ibms.org
- Hosted on ibms.org (locked for data capture) for a minimum of 6 months

£12,000

CONTENT HOSTING AND VIDEO

www.ibms.org is equipped to host content in any format:

- Whitepapers, reports, e-books
- Podcasts, presentations, videos
- Surveys, infographics

All hosted content will be open-access enabling you to engage with the widest available audience in biomedical science.

FROM £2,000 PER MONTH

