Highest circulation and the widest readership among medical laboratory scientists

CIRCULATION 20,000

MEDIA INFORMATION 2017

THE
BIOMEDICAL SCIENTIST

IBMS.ORG

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MEDIA
INFORMATION
2017

CIRCULATION 20,000

ADVERTISING FOR MORE INFORMATION AND TO BOOK, CONTACT:

MATTHEW BRADING
T: 020 7880 6213
MATTHEW.BRADING@REDACTIVE.CO.UK
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.
- 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.

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.

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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:

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## Print Advertising Rates

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<td>Half page</td>
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## Digital Advertising Rates from March 2017

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<tr>
<td>Skyscraper</td>
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## E-Newsletter Advertising Rates

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<tr>
<td>Skyscraper</td>
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RECRUITMENT RATES & DATES

THE BIO MEDICAL SCIENTIST 2017 SCHEDULE:

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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