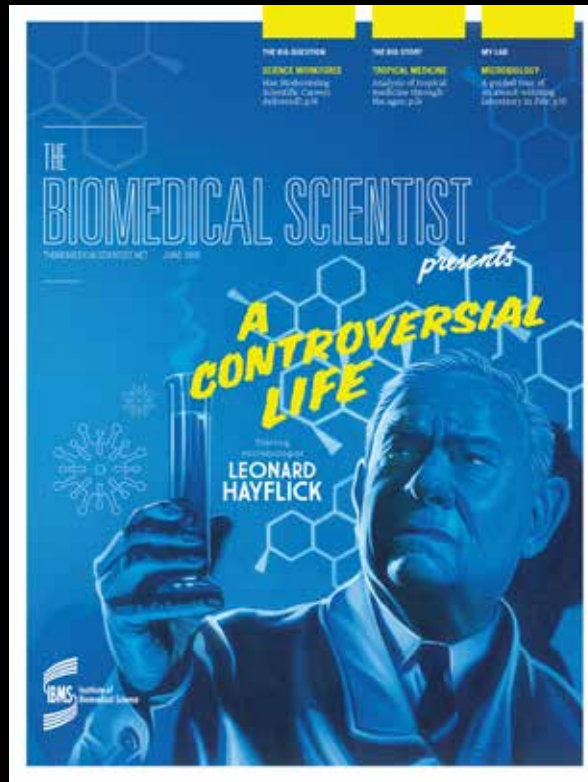


THE BIOMEDICAL SCIENTIST

IBMS.ORG



MEDIA INFORMATION 2018



Highest circulation
and the widest
readership among
medical laboratory
scientists

CIRCULATION 17,900

ADVERTISING FOR MORE INFORMATION AND TO BOOK, CONTACT:

JAMES RUNDLE

T: 020 7880 7556

JAMES.RUNDLE@REDACTIVE.CO.UK

IBMS AND THE BIOMEDICAL SCIENTIST

The Biomedical Scientist is the official magazine of the Institute of Biomedical Science (IBMS)

- It is a leading publication, dedicated to promoting and developing biomedical science, as well as to improving and maintaining professional standards in the biomedical community.
- The Biomedical Scientist has a circulation of 17,900. Those who read the magazine work in a variety of sectors including medical research, the National Health Service, private healthcare, veterinary laboratories and manufacturing.
- Common topics covered in the magazine include pathology, genomics, immunology, virology and Microbiology, to name just a few.

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
Pathology

2018 FORWARD FEATURES:

January
Genetics / Transfusion

February
Microscopy / Histopathology

March
Imaging / Clinical chemistry

April
Andrology / Information technology

May
Infectious diseases / Point-of-care testing

June
Education and CPD / Research and development



THE BIOMEDICAL SCIENTIST



30 mins

63% of readers spend over 30 minutes reading the magazine



70%

of readers say that *The Biomedical Scientist* is their preferred scientific publication

75%

of readers say that *The Biomedical Scientist* is the most important benefit of their IBMS membership

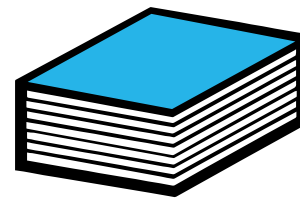


78%



of readers think that the re-launched *The Biomedical Scientist* is better than before

86%



of all readers read every issue

61%

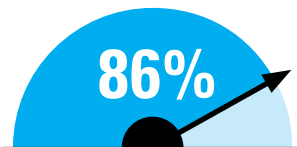
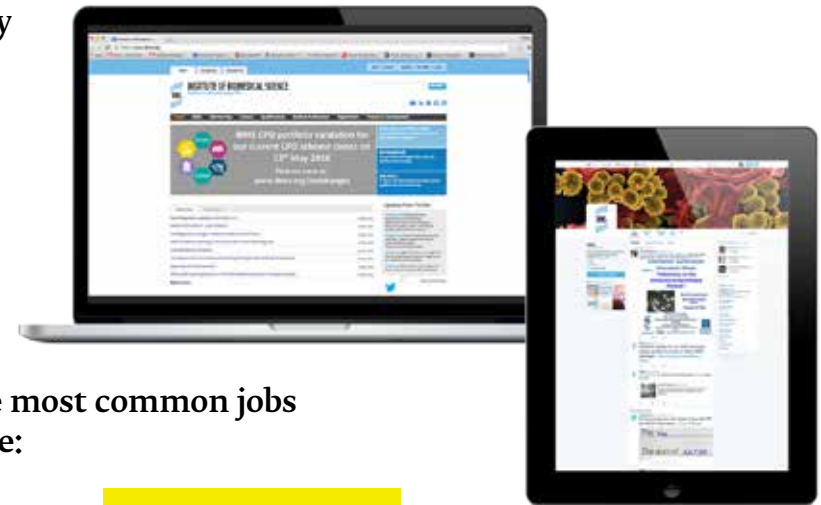


of members keep the magazine for future reference

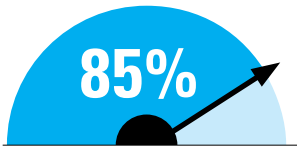
BIOMEDICALSCIENTISTJOBS.CO.UK

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

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

Here are some of the most common jobs advertised on the site:

SPECIALITY

- Microbiology
- Clinical Chemistry
- Haematology
- Cellular Pathology
- Transfusion Science
- Cytology
- Virology
- Immunology



JOB FUNCTION

- Biomedical Scientist Pay Grade 7+
- Biomedical Scientist Pay Grade 6
- Biomedical Scientist Pay Grade 5
- Trainee Biomedical Scientists/Students
- Directors/General Managers
- Overseas & Others



DISPLAY RATES & DATES

2018 SCHEDULE FOR THE BIOMEDICAL SCIENTIST:

| Issue | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018 |
|-----------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Display Book- ing deadlines | 8 Dec | 12 Jan | 9 Feb | 12 Mar | 12 Apr | 11 May | 12 Jun | 12 Jul | 13 Aug | 11 Sep | 12 Oct | 13 Nov |
| Insert samples | 8 Dec | 12 Jan | 9 Feb | 12 Mar | 12 Apr | 11 May | 12 Jun | 12 Jul | 13 Aug | 11 Sep | 12 Oct | 13 Nov |
| Publication date | 8 Jan | 1 Feb | 1 Mar | 3 Apr | 2 May | 1 June | 2 July | 1 Aug | 3 Sep | 1 Oct | 1 Nov | 3 Dec |

PRINT ADVERTISING RATES

| | |
|--------------------|-------|
| Opening DPS | £4950 |
| Full page | £2850 |
| Half page | £1750 |
| Inside font cover | £3250 |
| Inside back cover | £3250 |
| Outside back cover | £3750 |
| Sponsored columns | £3250 |
| Belly wrap | £5950 |

ADVERT SIZES (MM)

| | |
|---|---|
| Double page spread | Type 255x395 Trim 280x420 Bleed 286x426 |
| Full page Inside font cover Inside back cover Outside back cover | Type 255x185 Trim 280x210 Bleed 286x216 |
| Half page Horizontal | 125x185 |
| Half page Vertical | 255x90 |
| Third of page Horizontal | 80x186 |
| Quarter page Vertical | 125x90 |

DIGITAL ADVERTISING RATES PER MONTH

| | |
|---------------|-------|
| MPU | £950 |
| Leaderboard | £1500 |
| Billboard | £2500 |
| Site takeover | £4250 |

E-NEWSLETTER ADVERTISING RATES

| | |
|--------------------|--------|
| MPU | £795 |
| Leaderboard | £1050 |
| Skyscraper | £895 |
| Text ad (25 words) | £1050 |
| Solus email | £3,950 |

RECRUITMENT RATES & DATES

THE BIOMEDICAL SCIENTIST 2018 SCHEDULE:

| Issue | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018 |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Recruitment deadlines | 14 Dec | 18 Jan | 15 Feb | 16 Mar | 18 Apr | 17 May | 18 Jun | 18 Jul | 17 Aug | 17 Sep | 18 Oct | 19 Nov |
| Publication date | 8 Jan | 1 Feb | 1 Mar | 3 Apr | 2 May | 1 June | 2 July | 1 Aug | 3 Sep | 1 Oct | 1 Nov | 3 Dec |

RECRUITMENT RATES

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

ONLINE RECRUITMENT ADVERTISING RATES

| | |
|---------------------|--------|
| MPU | £950 |
| Leaderboard | £1500 |
| Online job listing* | £1,150 |



DIGITAL CONTENT OPPORTUNITIES

WEBINARS

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

Opportunity includes:

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

£12,000

CONTENT HOSTING AND VIDEO

thebiomedicalscientist.net 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. Content can be gated for lead generation.

£POA

