MEDIA INFORMATION 2018

CIRCULATION 17,900

Highest circulation and the widest readership among medical laboratory scientists

FOR MORE INFORMATION AND TO BOOK, CONTACT:

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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
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.

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

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
## DISPLAY RATES & DATES

### 2018 SCHEDULE FOR THE BIOMEDICAL SCIENTIST:

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<td>12 Jan</td>
<td>9 Feb</td>
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<td>1 Mar</td>
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### PRINT ADVERTISING RATES

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### ADVERT SIZES (MM)

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### DIGITAL ADVERTISING RATES PER MONTH

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### E-NEWSLETTER ADVERTISING RATES

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<td>Solus email</td>
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RECRUITMENT RATES & DATES

THE BIOMEDICAL SCIENTIST 2018 SCHEDULE:

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<td>18 Jan</td>
<td>15 Feb</td>
<td>16 Mar</td>
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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

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