

GEN

Genetic Engineering
& Biotechnology News

2014

GEN Media Kit & Marketing Guide

Performance–Driven Media



Social



Leads



Website



e-Newsletters



Mobile App





Genetic Engineering
& Biotechnology News

The Marketplace Leader

	GEN Performance–Driven Media	page 3
	GEN Magazine	page 6
	GEN Website	page 8
	GEN e-Newsletters	page 10
	GEN Leads	page 12
	Native Advertising	page 14
	GEN Mobile App	page 16
	GEN Social	page 18
	Rates/Specs	page 20



GEN offers key information on biotech-related trends as well as great reviews of new technologies and equipment."

- Bin Wang, Ph.D., Professor
Fudan University Shanghai Medical College
Shanghai, China

Performance-Driven Media

GEN has solidified its leading position in the life sciences community with the introduction of a suite of powerful new digital properties together with time-tested print and web properties to help you reach and engage your customers and prospects globally.

GEN Delivers Purchasing Power*

	% of Labs/ Facilities Using This Category
Antibodies and immunoassays	72.8
Biochemicals and reagents	93.3
Bioinformatics tools	69.7
Bioprocess systems/accessories	52.1
Cell culture related equipment/reagents/supplies	75.5
Cellular analysis instruments/reagents	70.5
Chromatography/separation instruments/reagents/accessories	77.5
Contract, consulting, or pharmaceutical services	52.5
General lab equipment	97.6
Lab products/accessories	97.3
Molecular biology & gene analysis instruments/reagents	75.3
Molecular diagnostics systems/reagents	69.1

GEN provides you with unrivalled exposure to key decision-makers. **93%*** have money and the authority to make purchasing decisions.

*GEN Audience Purchasing Intention
Audit: Martin Akel Associates (2011)

Unmatched
Audience
Penetration



100%
of top 50
Pharma



100%
of top 50
Biotech



100%
of top 50
Universities

The Audience Leader

Tap into GEN's print and online audience to reach an influential community of highly engaged global life science professionals across industry and academia.

69,530

 Magazine Total Reach

BPA-qualified subscribers **66,250**
Tradeshow and other distribution **3,280**

234,629

 Online Total Reach

Website user sessions/month **171,092**
e-Newsletter subscribers **63,537**

North America

 Print Subscribers **74%**
 Online Visitors **58%**

Europe

 Print Subscribers **23.8%**
 Online Visitors **20%**

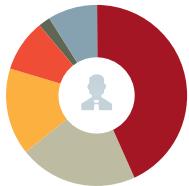
Asia-Pacific

 Print Subscribers **0.2%**
 Online Visitors **17%**

Rest of the World

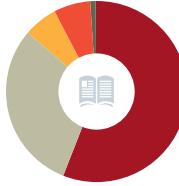
 Print Subscribers **2%**
 Online Visitors **5%**

GEN Subscribers Are:



- **43%** Researchers/Staff Scientists
- **21%** Executive & Corporate Management
- **16%** Lab Management
- **9%** Production Scientists/Engineers/QA/QC
- **2%** Graduate Students
- **9%** Additional Job Titles

Where Subscribers Work



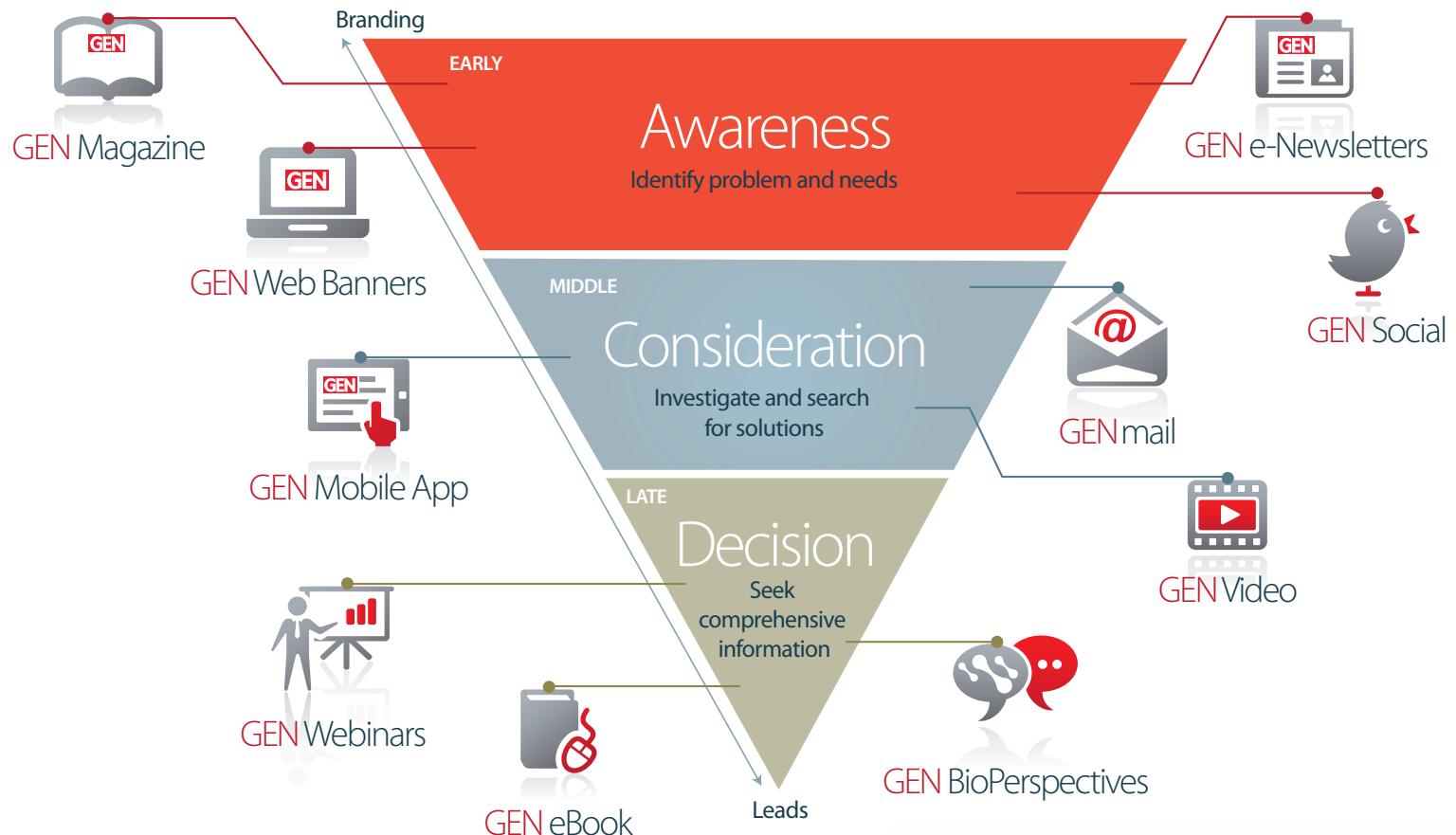
- **56.0%** Industry
- **30.6%** Academic, Government
- **6.0%** Clinical Research, Hospital/ Medical School, Private Practice
- **6.5%** Private Research Institutions
- **0.9%** Financial, Venture Capital, Law

Source: BPA Worldwide Brand Report, For 6 Month Period Ending June 2013

Purchasing Focused Platforms

We've designed GEN's content-driven platforms based on the information needs of our audience at different stages of the purchasing lifecycle. SiriusDecisions has stated that 70% of the buying process in a complex sale is already complete before prospects are willing to engage with a live sales person.

GEN's platforms will deliver your messages and content to potential customers against the backdrop of our trusted editorial environment to help with their buying decisions.



GEN Magazine

With our unique tabloid format, GEN is the life science reader's choice for in-depth coverage of the technologies and tools used in drug discovery, OMICS, bioprocessing and translational medicine/clinical applications.

Print That Performs

The foundation of every successful campaign is a strong brand and it begins with print. GEN print connects you with a loyal audience of 66,250 readers around the world with money to spend and authority to make purchasing decisions.

A BIGinsight MBI, December 2012 survey found that print magazines were on par with word-of-mouth in triggering action.



Reach
66,250

Frequency
21 times a year
on both print and digital platforms

Bonus Distribution
Over 75
top conferences per year

High-Impact Opportunities

GEN offers a number of high-impact display advertising opportunities designed to make your ad stand out from the crowd. Showcase your ads in a highly visible environment utilizing premium positions and unique creative concepts.

- **Cover Tip** – For maximum impact and high visibility, this is a false cover of the entire magazine that garners unparalleled attention.
- **Center Spread Foldout** – Prominently showcase your ad or technical content, such as workflow solutions or application notes, in a high-impact four-page center spread foldout. Strategic placement at the center of the magazine, this foldout is a perfect way to ensure your message stands out and drives response.
- **Page One Strip Ad** – Borrowed from the newspaper industry, this front cover attention-grabbing spot provides a road map to a featured promotion inside the issue.
- **Trade show Cover Tip/Post It® Note** – This is a limited distribution promotion geared to specific trade shows directing traffic to your booth, workshop or event.



Center Spread Foldout



Cover Tip



Page One Strip Ad



Trade Show Cover / Post It® Note

GEN Website

GENengnews.com is biotech's go-to source for critical information on the tools and technologies that improve workflows and lead to enhanced productivity. Authoritative technical reports, fresh life science job openings and a new robust search engine that scours top academic journals make up our new GENSelect premium content.

High Velocity Exposure

Tap into an engaged audience of industry and academic R&D scientists and biotech business pros who are focused on keeping ahead of industry trends and finding mission-critical content. GEN's success metrics include hosting over 1.2 million unique individuals in the past year.

- Page views are up 21% since last year trending to surpass 4 million in 2013.
- International traffic continues to climb at 44.9% of visits, including 19.5% from Asia.
- Loyal GEN site users stay on the site for over 7 minutes and view 4 pages per session.

Source: Google Analytics.

Effective Ad Impressions

- Strategically placed ad positions surround perennially popular items like daily industry news, GEN Lists, and online exclusives.
- Exclusive sponsorships that offer thought leadership and prestige accompany highly regarded content through our new BioPerspectives native advertising program.
- Innovations like GEN's NowBar showcase high visibility display ads inside GEN's primary navigation tool.



GEN NowBar

Key Website Metrics

Strong Traffic Growth

⌚ Monthly Page Views

302,425



+21%

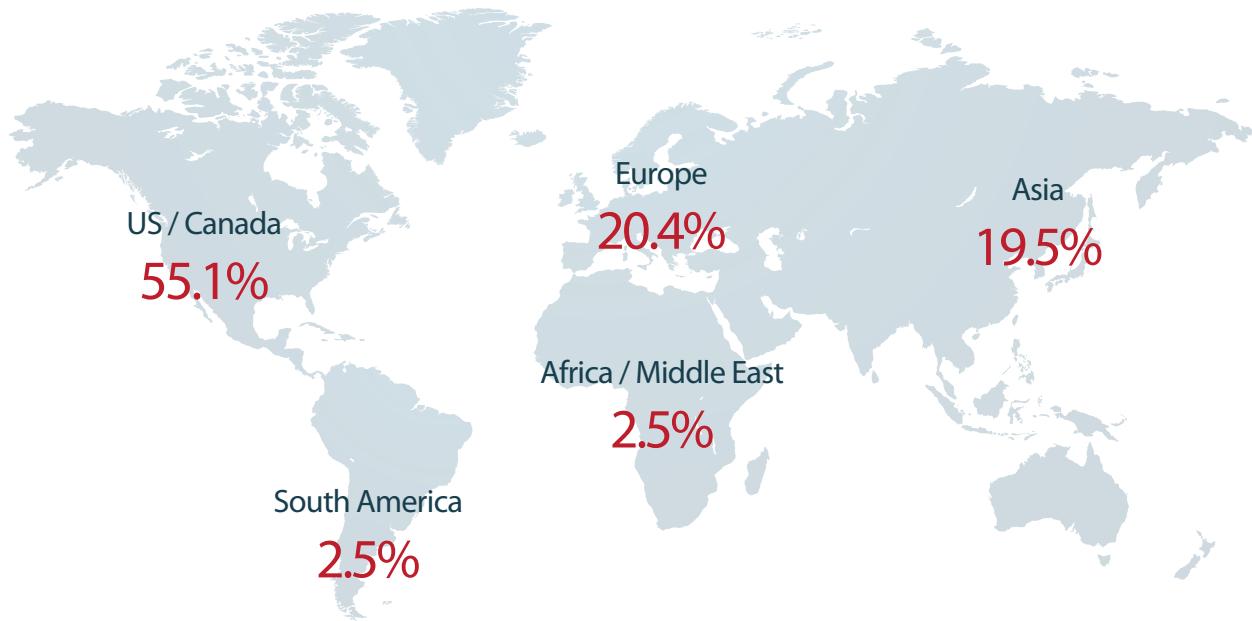
⌚ Monthly Visitors

171,092



Year-to-Year
Oct thru Sept
(2011/12 to 2012/13)

Emerging International Audience



Engaged Loyal Users*

- Spend 7.2 minutes per session
- View 3.9 pages per visit

*visits of 1+ page view and 30 seconds

- 2x number of searches since 2011
- 190% increase in news briefs-related traffic

Source: Google Analytics.

GEN e-Newsletters

Connecting the GEN community with breaking news. Put your brand and products directly in the path of readers who have registered for one or more subscriptions from GEN's popular e-Newsletter suite. Advertising choices include our flagship daily news Highlights, weekly feature positions in the content-rich "Editor's Select" or highly targeted opportunities in the GEN Tech Focus series.

GEN Highlights

If frequent exposure is a goal of your campaign, our GEN Highlights e-Newsletter is an ideal vehicle. It is GEN's most time-sensitive content featuring company, industry, basic research, product news, new jobs, and webinar listings delivered daily. As a bonus, your banner or text ad will also be included in the weekly roundup sent every Saturday. That's a total of six deployments each week. Four available positions give you a choice based on location, content proximity and budget.

90,000 + 35,000 = 125,000
18,000 Mon-Fri Weekly Edition Sends per week

Leaderboard



GEN Highlights

Monday, September 2, 2013
[View email in a browser](#) | [Forward to a Colleague](#)

Primary

Now that summer's over and you're back from the beach, we thought you might like a recap of the GEN lists you may have missed while you were away. We have updated our lists of the top pharma and biotech companies, and prepared new lists of young life science superstars, the top pharma firms that are now hiring, and many others you need to read. Check them out below!

GEN Lists

[Top 25 Biotech Companies of 2013](#)
[Top 25 Pharma Companies of 2013](#)
[What the Top 15 Biopharma CEOs Are Making](#)
[The 20 Top Paid Women Executives in Biopharma](#)
[The Top 50 NIH-Funded Universities](#)
[Life Science Superstars 40 and Under](#)
[Top 15 Job-Cutting Companies of 2013 \(So Far\)](#)
[Top 15 Yarrows of 2012](#)
[Top 10 Pharma Giants Now Hiring](#)

Midway

Webinars

[Employing Open Access LC/MS in Support of Recombinant Protein Drug Development](#)
Broadcast Date: September 16, 2013
Sponsored by: Agilent Technologies

WebBrief

[View Now: Leveraging Metabolites as Biomarkers for Personalized and Translational Medicine](#)
Sponsored by: Metabolon
[View Now: How the ambr advanced microplate bioreactor can transform cell line development](#)
Sponsored by: TAP Biosystems

Base

GEN Highlights

Editor's Select Package



GEN Editor's Select Package

Take advantage of the extensive reach of three popular specialty GEN e-Newsletters in one ad program bundle that includes the GEN e-TOC (magazine preview), Editors' Picks (top GEN content), and New Products Watch (new product descriptions) – giving you a total of three content-rich deployments a month.

23,900 + 26,600 + 25,000
New Product Watch e-TOC Editors' Picks
= 75,500 Sends per month

GEN Tech Focus

Precision-targeted e-Newsletters are sent to GEN community members who are actively involved with specific technologies. Choose two options based on your budget and marketing objectives:

- Single Sponsor:** You pick the topic, and GEN will provide the content and showcase your message exclusively. Sponsor can also highlight related products, videos and application notes with form to collect leads.
- Multi Sponsor:** Your ad will be one of up to five (5) presented adjacent to curated content.

FEATURED TOPICS:

- February – Biomarkers
- March – Next-Gen Sequencing
- April – ADME/Tox
- May – Epigenetics
- June – BIO: Regional Focus
- August – PCR
- September – Gene Editing
- October – Stem Cells

Single Sponsor

Multi Sponsor

GEN Leads

This suite of editorially driven programs will generate new highly qualified leads to feed your prospect pipeline and solidify your reputation as an industry expert.



GEN Webinars

Demonstrate your expertise and thought leadership to handpicked audience segments from the GEN community through an incisive webinar. Select from two different webinar levels to reflect your marketing and investment objectives.

GEN Webinar—(60-75 Minutes)

GEN webinars are biotech's premier turnkey lead-generation vehicle. You provide the topic, we'll do the rest – editorial consulting....event management....promotion....and reporting.

Your GEN webinar continues to generate leads well after the live event. We archive the webinar for on-demand viewing on GENengnews.com for six months. We also provide you an electronic file of the webinar for your marketing initiatives.

Web Brief—(10-15 Minutes)

For those who have more than one offering to promote, try our highly effective, streamlined "webinar brief" program that succinctly demonstrates how your products or technologies solve critical problems. Webinar briefs feature an expert from your organization or an industry specialist. It's minimum effort for maximum results. Adapt materials from a current campaign or presentation materials – you don't have to start from scratch. Ask our editor to provide feedback on the topic's popularity within the GEN community.

Speakers

Kamal Thawar
Senior Scientist, Genomic Services, Bio-Rad Laboratories, Inc.
Christopher Womble
Senior Director, Genomic Services, Bio-Rad Laboratories, Inc.
Louis Merviel
Manager, Bioanalytical Services, Agilent Technologies
Julian Beaman
Sales, Agilent

DATE: **TBA** Nov 11, 2011
TIME: **TBA** On-Demand
DURATION: **60-75 minutes**
COST: **Complimentary**

What You Will Learn

- Maximizing throughput, genomics workflow, and minimizing downstream variability and consistency.
- Utilized liquid handling, for example, alternative human sera to minimize variability in genomics.
- Standardization of sample preparation and analysis.
- Utilized tools to increase process control, quality, and consistency.
- Standardization of assay performance to reduce variability.
- Standardization of assay performance to reduce variability.

Why Should I Attend?

- Eliminate unnecessary variability in the lab.

Produced with support from

Agilent Technologies

Webinar Ad

GEN Web Brief

Complimentary Webinar:
Employing Metabolomics in Cell Culture and greater predictability, control and quality

[VIEW NOW](#)

Ambitious challenges in developing and producing biologics are now being met through metabolomics to drive industry responses. Finding effective measures to support a foundation of control, predictability and quality have been a constant challenge. Join us for this complimentary webinar as we explore how our unique approach using Agilent's high-resolution LC/MS technology can help you move your production environment forward. Our speakers will discuss the experience using Agilent's high-resolution LC/MS technology to support the development of a monoclonal antibody product and share their insights on how the company has implemented and optimized this platform.

This webinar will navigate through the landscape and challenges in developing and producing biologics. The speakers will introduce the concept of the metabolome and how metabolomics is a key tool for addressing critical bioprocess needs followed by specific case studies and examples of how our novel metabolomics approach has been applied.

Web Brief



Webinar Report

GENTopics eBook Series

GEN readers have a big appetite for information on cutting-edge tools and technologies. That's why we've created GENTopics. It's a collection of GEN's most popular articles on a specific subject. GENTopics is a perfect vehicle to piggyback your message and provide exposure to your related multimedia content and educational resources.

GENTopics is delivered in a digital eBook format that is optimized for easy viewing on desktop as well as tablets and smartphones. Leads are generated as readers are required to provide their contact information and basic demographics prior to downloading the eBook on the device of their choice.

An exclusive sponsorship opportunity – GENTopics is an approximately 25-page eBook with four or five high impact articles. Each GENTopics publication will contain a combination of repurposed and original articles and other content published by GEN. A brief video will introduce the topic and content.

The eBook will also prominently feature information about your product or service and educational resources. We highly encourage and will provide guidance on developing interactive, multimedia formatted content and other assets including videos, podcasts, slide shows, polls, quizzes and expert tips.

Reporting includes traffic volume, reader engagement, device usage and ad performance in aggregate and for each registrant.

GENmail (third party list rental)

Create a stylized email message deployed to handpicked segments of the GEN community. Target your audience by selecting title, job function, organization, active technologies and geography among GEN's active subscriber base of 66,000 mailing addresses and 44,000 email names. Let us tailor a list to suit to your needs.

You create an HTML email that we send from biotech's most comprehensive audience database. Full testing to a seed list including your team is done prior to sending. After sending, you get a report detailing deliveries, bounces, opens, clicks and more.

The image contains three screenshots. The top screenshot shows the cover of a GENTopics eBook titled "Gene Editing", which is described as "Improving Life Science Research One Modification at a Time". It features a red and white design with a DNA helix icon. The middle screenshot shows the "Contents" page of the eBook, which includes a table of contents with sections like "Part I Gene Editing with Multiple Molecular Means", "Part II Gene Editing to Treat Genetic Diseases", "Genome Editing for R&D and Therapeutics", and "Footprint-Free, Site-Specific Genome Editing for Research and Therapy". The bottom screenshot shows the "Welcome..." page of the GENTopics website, featuring a video player with a thumbnail of a man speaking, and sections for "OnLINE" news and webinars.

This screenshot shows a promotional landing page for the Agilent 2200 TapeStation system. The top section features a banner for "Phusion Fest" with a "Play and Win" button. Below this, there's a section for "Genomic DNA QC" with the tagline "QUANTIFY. QUALIFY. SIMPLIFY.". The page includes several informational boxes: one about the system's history and reliability, another about the "Sample quality control made simple" feature, and a third about the "Agilent 2200 TapeStation system". There are also links to download an info kit and learn more about the system's features.

Native Advertising

BioPerspectives

Fundamental shifts in perceptions of advertising have caused marketers to augment traditional branding and promotional messaging with a content-driven approach to convert prospects and win loyal customers. Storytelling is the foundation of this trend known as “native advertising”.

Seizing on this opportunity, GEN is pleased to introduce an innovative, new marketing program to engage our audience with your content through articles and related links that deliver highly qualified prospects to your website.

Participate in GEN's new Native Advertising Program called “BioPerspectives”. Content is presented in your company's brand voice and featured prominently on GEN's home page. It's more than sponsored content. This is an invitation-only content-sharing platform that enables marketers to create or join the conversation with their own narrative or expertise. Use to develop a deep, ongoing dialogue with your prospects within a traditional GEN editorial environment.

The screenshot shows the GEN (Genetic Engineering & Biotechnology News) website. At the top, there is a navigation bar with links for "SEARCH...", "P", "Exclusives...", "Editorial", "Newsletters", and "About". Below the header, there are several news articles. One article titled "Efficient Data Mining for Personalized Medicine" by Christopher P. Leamon, Ph.D., dated Thursday, July 11, 2013, is highlighted. Another article titled "Analysis of N-Glycan Re-Biopharmaceutical Glyc-HPLC-PAD" by Justine H. Polymenis, dated Thursday, July 11, 2013, is also visible. A large section titled "BioPerspectives" is prominently displayed, with a sub-section titled "Companion Diagnostics: Improving Development Success and Patient Care" by Christopher P. Leamon, Ph.D. Below this, there is a "Video Channel" section featuring a thumbnail of a video player and a "The Lists" section with links to "The 20 Top Paid Women" and "95 Elements for Investors".



GEN has accompanied and supported the modernization of the biotech industry with compelling editorial content and state-of-the-art information."

- Uwe Gottschalk, Ph.D.
Group Vice President, Purification Technologies
Sartorius Stedim Biotech



Sponsor Elements

- Four (4) articles posted in BioPerspectives (sponsored content) section of GEN home page for 2 weeks.
- Consultation with GEN editorial team for help on topic refinement and best positioning.
- Exclusive rectangle banner ad adjacent to your BioPerspectives article list.
- Dedicated GEN branded article landing page also featuring links to your website, related content assets and your choice of exclusive ownership of rectangle, push down or leaderboard banner ads.
- Report (Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks).

GEN Mobile App



Much more than simply another new device, Apps designed “natively” (native app) for the tap and swipe experience of mobile tablets and smartphones represent an entirely new canvas for meaningful engagement with your customers and prospects.

Follow Your Customers

A mobile research study by BioInformatics revealed that 89% of life scientists currently use mobile devices. More than two-thirds own smartphones and regularly use a mobile device to support their lab research.

The GEN mobile app is the first “native” news and information app in the life sciences industry. Reinforce your leadership position by pioneering the activation of your audience targets utilizing mobile devices.

Unique content and functionalities in the GEN app:

- Designed for viewing on iPad, iPhone and Android tablets and smartphones.
- Alerts to notify readers of GEN exclusives, breaking news and hot life science jobs.
- Groundbreaking design and navigation featuring category-specific content “tiles”.
- Readers control how many articles to download and save as favorites for offline viewing.

Mobile that Mobilizes

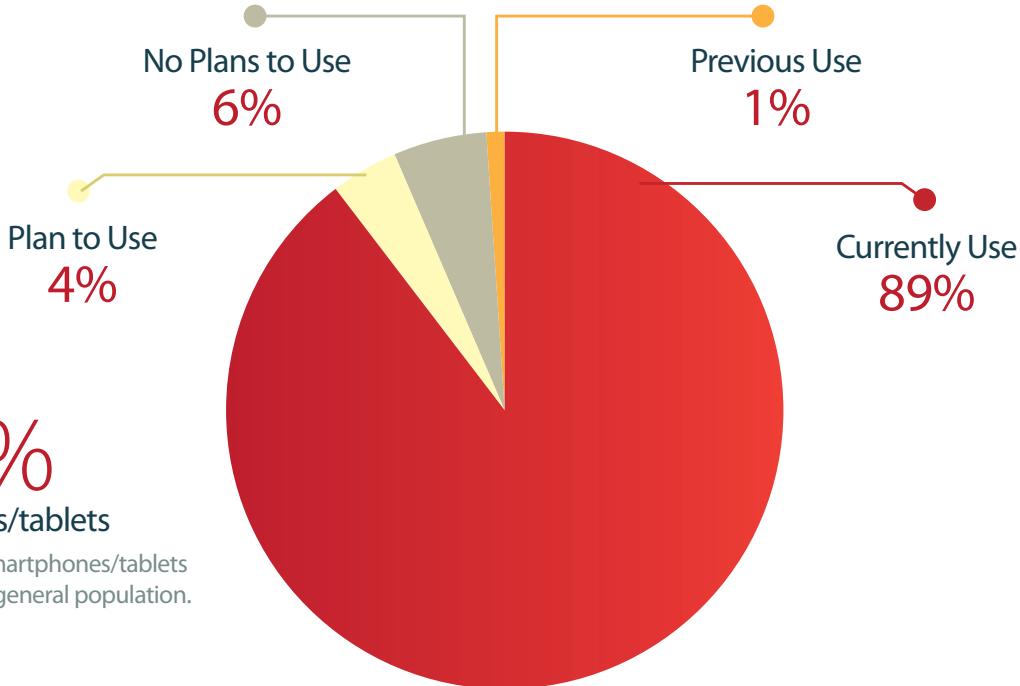
Just like PC-based Web ad inventory, mobile display ads are typically banners that appear on a mobile web page or native mobile apps. Mobile banner ads can be full or partial screens, and are best conceived for the smaller screens of tablets and smartphones. **Charter sponsorship opportunities will include:**

- Home Screen Premium Ad.
- Content Channel Adhesion Banners.
- Review and Link to Your Mobile App.
- Feature Videos and New Products.

Increasing Mobile Usage in Life Sciences



Portable/Mobile Device Use by Scientists



- At the end of 2011, there were 6 billion mobile subscriptions.
Two-thirds of life scientists own a smartphone.
- The number of consumers in the U.S. who own a tablet computer now exceeds 13% just two years into the market's existence.
One-third of life scientists own a tablet.
- Mobile internet will overtake desktop internet usage by 2014.
72% of life scientists regularly use a mobile device to support their research in the lab.
- Half of U.S. adult cell phone owners (50%) now have apps on their phones.
68% of life scientists have apps on their phones.
- Nearly one-in-three consumers would like brands to send them promotions via a mobile device.
56% of life scientists would like lab suppliers to send them protocols and application notes via a mobile device.



Source: Mobile Marketing to Life Scientists, BioInformatics, August 2012

GEN Social

Amplify your message in the social media sphere. Use our social expertise to drive traffic to your website by posting links to educational resources as well as creative perspectives about the application of your products and services. GEN will help you develop a series of compelling educational or entertaining non-promotional messages that GEN posts on our Facebook page or inserts in our Twitter stream.

Go Viral

You are increasingly investing resources into the rapidly evolving world of social media in life sciences. It's not a matter of if you will act, but how and what you will be doing on Facebook, Twitter, LinkedIn and YouTube. The GEN Social Media program is designed to accelerate the return on your own efforts in social media.

Your stories, case studies and entertaining observations are ideal material for posts and tweets in GEN's social media stream. We are at the top of life science's social media destinations, featuring over 100,000 Facebook fans and 16,000 followers on Twitter – growing @ nearly 5% per month! Reach an audience of young influentials from around the globe, with a notable concentration of new GEN devotees from Asia, Middle East and South America.

The image displays the GEN Social Media ecosystem. At the top is the Facebook page, which has 57,894 likes and 1,420 talking about it. It includes sections for news, photos, and videos. Below is the Twitter profile (@GENbio), which has 11,526 tweets, 837 following, and 15,188 followers. A mobile phone screen at the bottom shows a tweet from @GENbio linking to a story about NIH grants.

GEN Social Media Marketing Program

- Your posts and tweets distributed through our social network.
- Consultation with GEN editorial team on what's trending, help with topic refinement and best messaging formats.
- Promote your products, services and educational content supporting them i.e., webinars, classes, expert opinions, hot technology applications, tools, mobile apps.
- Performance Report (Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks).

GEN Facebook Audience Profile



125,000+ Fans

2 Years Ago **980**

WEEKLY TOTAL REACH: 47,500
Number of unique people who have seen any of our content

TOP COUNTRIES: India, U.S., Brazil, Mexico

AVERAGE ENGAGED USERS: 12,175
Number of people who clicked on a post or shared a story

May to August 2013: Facebook Insights

GEN Twitter Audience Profile



16,000+ Followers

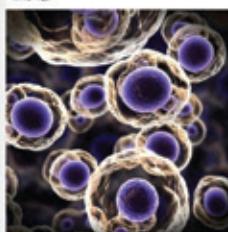
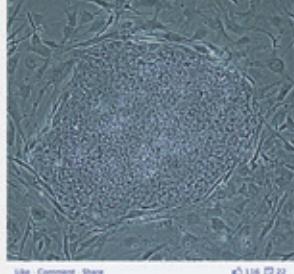
Engagement: Doubled # of @mentions and retweets

VELOCITY: Average 5 Tweets a day

TRAFFIC: Top stories received 1,000+ clicks

May to August 2013: Sprout Social

Examples of GEN social content

<h3>Product Promotion</h3> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> Views 7,312 Likes 155 Comments 2 Shares 55 Clicks 124 </div> </div>	<h3>Tips/Application Notes</h3> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> Views 19,192 Likes 321 Comments 15 Shares 195 Clicks 359 </div> </div>
<h3>Events Promotion</h3> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> Views 6,104 Likes 116 Comments 0 Shares 22 Clicks 117 </div> </div>	<h3>Video Promotion</h3> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> Views 4,106 Likes 54 Comments 0 Shares 14 Clicks 388 </div> </div>

Over the last 2 years GEN has been perfecting the types of content it delivers to its users to drive meaningful engagement.
More clicks, more likes, and more shares means more eyes on your products.

Magazine Rates

Size	1x-3x	4x-6x	7x-9x	10x-12x	13x-15x	16x-18x	19x-21x
Tabloid	\$7,900	\$7,596	\$7,328	\$6,981	\$6,792	\$6,529	\$6,251
Standard	\$6,409	\$6,015	\$5,858	\$5,584	\$5,343	\$4,943	\$4,617
½ Tabloid	\$6,409	\$6,015	\$5,858	\$5,584	\$5,343	\$4,943	\$4,617
⅔ Page Standard	\$4,428	\$4,218	\$3,997	\$3,787	\$3,551	\$3,315	\$3,015
½ Page Standard	\$3,645	\$3,482	\$3,377	\$3,089	\$2,989	\$2,805	\$2,579
¼ Page Tabloid	\$2,884	\$2,779	\$2,664	\$2,553	\$2,427	\$2,174	\$2,106
⅓ Page Standard	\$2,805	\$2,721	\$2,606	\$2,501	\$2,374	\$2,122	\$2,044
⅔ Page Standard	\$2,279	\$2,154	\$2,049	\$1,907	\$1,791	\$1,649	\$1,476

Four color

Size	1x-3x	4x-6x	7x-9x	10x-12x	13x-15x	16x-18x	19x-21x
Tabloid	\$9,625	\$9,322	\$9,054	\$8,707	\$8,517	\$8,254	\$7,976
Standard	\$8,134	\$7,740	\$7,583	\$7,309	\$7,068	\$6,668	\$6,343
½ Tabloid	\$8,134	\$7,740	\$7,583	\$7,309	\$7,068	\$6,668	\$6,343
⅔ Page Standard	\$6,153	\$5,943	\$5,723	\$5,513	\$5,277	\$5,040	\$4,740
½ Page Standard	\$5,370	\$5,208	\$5,103	\$4,814	\$4,714	\$4,530	\$4,304
¼ Page Tabloid	\$4,609	\$4,504	\$4,389	\$4,279	\$4,152	\$3,900	\$3,832
⅓ Page Standard	\$4,530	\$4,447	\$4,331	\$4,226	\$4,099	\$3,847	\$3,769
⅔ Page Standard	\$4,005	\$3,879	\$3,774	\$3,632	\$3,516	\$3,374	\$3,201

Agency Commission: 15% discount to above gross rates can be applied by recognized agencies on space, color, and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling and other special production charges are noncommissionable.

Preferred Positions

Page One Strip Ad	\$5,295
Cover Tip	\$4,950 *
Trade show Cover Tip/Post It® Note	\$1,795
Center Spread Foldout	\$1,000 **
Cover 4	\$775
Cover 3	\$475
Cover 2	\$525
Opposite Cover 2	\$475
Opposite TOC	\$525
Opposite Masthead	\$475
Opposite Section Opener	\$475
Pages 9, 11, 13, 15, 17	\$375

Color Rates

Two-Color Rate	\$675
Five-Color Rate (in addition to four-color)	\$1,050
Corporate Capabilities***	
Per placement (print and online)	\$3,495
Per placement (print only)	\$2,995
Application Notes***	
Per placement (print and online)	\$3,495
Per placement (online only)	\$995

Rates are net.

***Must be accompanied by a half-page or larger paid ad in the same issue.

* Cover Tip charges also include two four color tabloid page ads at earned frequency plus a production charge.

** Center Spread Foldout charges also include four color tabloid page ads at earned frequency plus a production charge.

Website Rates

Ad Type	Size	Net CPM Rate
Leaderboard	728x90	\$60
Pushdown (Non-expandable)	970x90	\$60
Medium Rectangle	300x250	\$50

NowBar	Size	Two Week Sponsorship
Navigation Sponsorship	300x250	\$3,750
Channel Sponsorship	300x250	\$3,750

Roadblock

Exclusive visibility. The Roadblock gives you 100% share of voice on the GEN website for a 24 hour period (excludes NowBar). Sponsor receives four to six ad positions. One creative for each ad position.

	Size	Total Price
Leaderboard	728x90	
Pushdown	(2) 970x90	
Medium Rectangle	(3) 300x250 OR (1) 300x750	
Total		\$3,995

Sponsored Text Links	Number of Links	Per Link
Three-month sponsorship for each sponsored text link	1-3	\$750
	4-7	\$650
	8-12	\$550
	>12	\$500

Keyword Sponsorships*	Number of Keyword	Per Keyword
One banner ad per keyword	1-3	\$1,800
Your choice of leaderboard, pushdown, or medium rectangle	4-7	\$1,700
	8-12	\$1,600
	>12	\$1,500

*Sponsorship Duration is 12 Months

e-Newsletters Rates

	Leaderboard	Primary	Midway	Base	Frequency
GEN Highlights	\$2,095	\$2,095	\$1,395	\$995	6 deployments per week
Editor's Select Package	\$2,095	\$2,095	\$1,395	\$995	3 deployments per month (combined)
<ul style="list-style-type: none"> • Editors' Picks • 1 e-TOC (the 1st of every month) • New Product Watch 					
Tech Focus (multi sponsored) (5 positions)	\$2,095				Refer to planning calendar for schedule
Sponsored Tech Focus (single sponsored)	\$6,500				Custom

Frequency discounts available. Contact your rep.

Rates are net.

Webinar Rates

Webinars* – 60 to 75 minutes

Generate valuable leads with GEN's established and respected webinar programs. GEN's editors will work closely with you to generate the most valuable and highly relevant content targeted to the audience you want to reach.

Sponsored Package – Content and speakers provided by sponsor	\$21,995
Editorial Package – Content and speakers provided by GEN	\$21,995
With video, audio, and synchronized PowerPoint:	\$45,000

Comprehensive promotional program and registrant reporting materials are included.

Web Brief* – 10 to 15 minutes

Leverage your PowerPoint slides and existing marketing assets into a concise, professionally produced Web Brief. Audio component features your own expert or product manager.

Audio and synchronized PowerPoint	\$7,750
<i>Comprehensive promotional program and registrant reporting materials are included.</i>	

* Webinar rates are net.

eBook, GENmail, BioPerspectives, Social Media—Rates

eBook	
Base price	\$12,000
GENmail (Third Party List Rental)	
Promote Products, Services, White Papers, Conferences	\$495
Promote Advertiser Webinars	\$525
Direct Mail	\$295
BioPerspectives (Native Advertising Program)	
	Two-week program
Base price	\$7,750
Social Media	
Base price (per post/tweet)	\$750
Ten-pack packages (60 days)	\$5,000

Rates are net.

Mobile App Rates

Ad Location	Ad Type	Device	Size	Price	Campaign Length	Sections
Home Screen iOS / Android	Ad Banner	Tablet Portrait	410x218	\$3,250	3 months	Home Screen Only
		Tablet Landscape	270x520			
		Smartphone	174x64			
Content Channels	Adhesion Banner*	Tablet Portrait & Landscape	728x90	\$3,250	3 months	Content Channels: News, The Lists, New Products, App Review
			Smartphone	320x50		
Paid App Reviews	Full review of app(s)	IOS/Android	\$1,750	6 months	Content Channels: Exclusives, Multimedia, Jobs, Market & Tech Analysis	App Review
Videos	MP4 or YouTube			\$1,750	6 months	Multimedia
New Products	Product Description, Image, Link	IOS/Android		\$1,750	6 months	New Products

*Adhesion Banner is ever-present anchoring the bottom of each article/content type as the page is swiped up or down by the user.

Rates are net.

Magazine Specs

Print Specs

Electronic Files: GEN works on a Macintosh® platform and can accept many different file types (see below). Additional charges may be incurred if ads are supplied in other formats.

File Types Accepted: Adobe Photoshop 5.0 or greater (TIFF preferred), Adobe Illustrator 8.0 or greater (EPS preferred), Adobe InDesign CS or greater, or Adobe Acrobat PDF 4.0 or greater (press quality). PDF files cannot be altered by our office and must be supplied with fonts embedded.

Graphic Files: All color graphic files must be supplied in CMYK (not RGB), as close to final size as possible, with a resolution of 300 dpi or higher. If Illustrator or EPS files are supplied that include type, make sure type is converted to outlines.

Include crop marks at least 1/4" away from actual trim.

Media: We accept the following forms of media for file submission: CD-ROM or DVD-ROM disks.

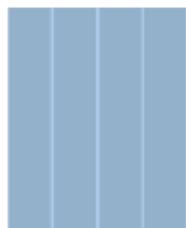
Submitting Ads by email or FTP: All ads that are emailed cannot exceed 3 MB in size and should be "stuffed" or "zipped". Please specify publication month and date in your email subject line. If you wish to upload an ad to our FTP site, please email to request instructions. Mail or fax a proof that represents the ad as it should print. The Publisher will not be responsible for quality of reproduction if materials provided do not meet the listed specifications.

Email Ads to:
e-file@GENengnews.com

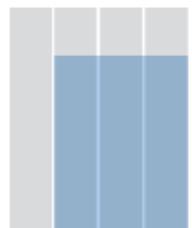
Mail All Materials to:
Genetic Engineering & Biotechnology News
Advertising Production Manager
140 Huguenot Street, Third Floor
New Rochelle, NY 10801

Ad Measurements

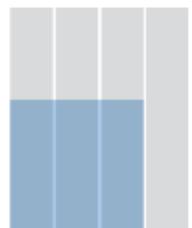
	Inches		Millimeters	
	Width	Height	Width	Height
Cover Tip – first page	7 $\frac{3}{4}$	10 $\frac{3}{4}$	197	273
2nd page is Tabloid size – Live area is 9 $\frac{1}{2}$ " x 13" – allow 1" for gutter on right, $\frac{1}{2}$ " on left				
Page One Strip Ad	10	1	254	26
Tabloid				
no bleed	10	13 $\frac{1}{4}$	254	337
bleed	11 $\frac{1}{8}$	14 $\frac{1}{4}$	283	362
Standard	7 $\frac{1}{2}$	10 $\frac{1}{8}$	190	257
$\frac{2}{3}$ – Standard	7 $\frac{1}{2}$	8 $\frac{1}{4}$	190	210
$\frac{1}{2}$ – Tabloid				
Horizontal	10	6 $\frac{3}{4}$	254	171
Vertical	5	12 $\frac{1}{4}$	127	310
$\frac{1}{2}$ – Standard				
Horizontal	7 $\frac{1}{2}$	5 $\frac{1}{8}$	190	130
Vertical	5	7 $\frac{3}{4}$	127	197
$\frac{1}{3}$ – Standard				
Horizontal	5	4 $\frac{1}{2}$	127	114
Vertical	2 $\frac{3}{8}$	9 $\frac{5}{8}$	61	245
$\frac{1}{4}$ – Tabloid Horizontal	10	2 $\frac{3}{8}$	254	61
$\frac{1}{4}$ – Standard Horizontal	5	3 $\frac{1}{2}$	127	89
Standard – Spread	16	10 $\frac{1}{8}$	406	257
Tabloid – Spread				
no bleed	21	13 $\frac{1}{4}$	533	337
bleed	22 $\frac{1}{4}$	14 $\frac{1}{4}$	565	362
Trim size of publication	11	14	279	355



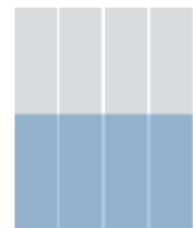
Tabloid



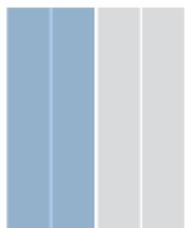
Standard



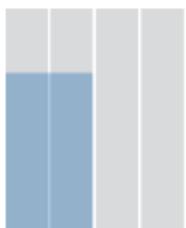
$\frac{2}{3}$ Standard



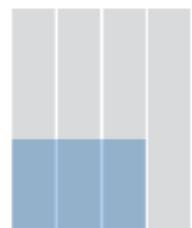
1/2 Tabloid Horizontal



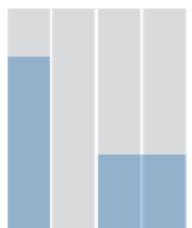
1/2 Tabloid Vertical



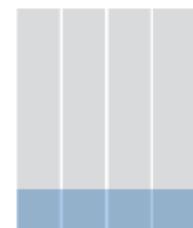
1/2 Standard Vertical



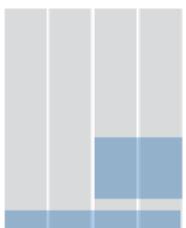
1/2 Standard Horizontal



1/3 Standard Vertical;
1/3 Standard Horizontal



1/4 Tabloid Horizontal



1/4 Standard Horizontal;
Page One Strip Ad

Insert Requirements

Inserts must arrive at the printer no later than three weeks preceding publication of issue.

Trim: Live-matter specifications, allow 1/4" bleed.

Various stock weights acceptable: Maximum weight is 100 lb. book.

For quantity and shipping information, contact:

Wanda Sanchez
914-740-2168
wsanchez@GENengnews.com

Website Specs

Banner Ad Specs

Leaderboard (.swf, .gif, .jpg) Target url	728x90 banner ad
Pushdown (.swf, .gif, .jpg) Target url	970x90 banner ad
Medium Rectangle (.swf, .gif, .jpg) Target url	300x250 banner ad
Sponsored Link (text ad) Target url	Your message with no more than 10 words inserted inside rectangle; left aligned like others.

Maximum file size is 40 KB. Be sure to supply URL to use for link to banner. Special Instructions for SWF (Flash). (Please refer your Flash developer to this section.) Flash files must contain a button instance and the ClickTag code below must be programmed into the button instance. The button in your Flash movie cannot contain any click-thru URLs in the ActionScript. If it does, we will not be able to track clicks. Please revise the code to exclude any URLs and use the ClickTag code below instead.

On (release) { getURL (clickTAG, "_blank");}

Files must be saved for Flash Player 6 and ActionScript 1.

* An accompanying GIF or JPG is required if SWF is used.

Streaming Video

General video-streaming guidelines

All sound must be user-initiated and must have video play/stop and sound on/off controls as standard.

Maximum download for all nonuser-initiated videos is 30 KB

Current accepted third-party video streaming vendors are Eyewonder (Java) and FlashTalking (Flash). IMPORTANT: make sure to submit a backup gif/jpg for your Flash creative. This is to ensure that all visitors, including those who don't have Flash- or Javascript-enabled browsers, can see your ad.

Creative should be sent to

web@GENEngnews.com seven business days prior to the banner start date.

Contextual Keyword Sponsorships

The specifications are the same as the Banner Ad specifications.

Creative should be sent to

keyword@GENEngnews.com

All creative is due five business days prior to the banner start date.

e-Newsletter Specs

	Leaderboard	Primary	Midway	Base	
GEN Highlights 18,000 Daily plus 35,000 Weekly Subscribers (125,000 sends per week)	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	
Editor's Select Package (75,500 Subscribers)					
Editors' Picks 25,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	Headline accompanied by 45-words (maximum) 90x40 pixel logo Target url OR 468x60 pixel banner Target url	
e-TOC 26,600 Subscribers					
New Product Watch (unlimited number of positions) 23,900 Subscribers	Product image (200 x150 pixels) Headline (75 characters) Descriptive copy (75 words maximum) Target url	All e-Newsletter Creative should be sent to: enewsletter@GENengnews.com . All creative is due five business days prior to e-Newsletter deployment.			
	Position 1	Position 2	Position 3	Position 4	Position 5
Tech Focus multi sponsor (5 positions) up to 40,000 Subscribers	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url	300x250 ad (.jpg or non-animated .gif) Target url
	Leaderboard	Primary	Toolbox Section		
Sponsored Tech Focus single sponsor up to 40,000 Subscribers	728x90 banner ad (.jpg or non-animated .gif) Target url	Text ad with: Headline and 45 word description (maximum 45-words) Target url	For the Toolbox section: Up to 4 items can be placed in the toolbox section. Screenshots of video or banner ads with accompanying links to the respective video or ad. 100x100 (.jpg or non-animated .gif). Target urls for each image.		

GENTopics: eBook Sponsorship Program

- Registration with one (1) custom registration question.
- Contact information from those who downloaded the eBook .
- One (1) sponsor video, podcast, app note or enhanced graphic in each article (displayed as a sidebar).
- 2 full screen ads OR 1 full screen ad and 1 article written by sponsor (and approved by GEN).
- Logo identification (as eBook exclusive sponsor) on cover of eBook and in promotional materials.
- Report (Registrants, Device Views, Unique Visitors, Page Views, Content Links, Ad Impressions & Clicks).

BioPerspectives Native Advertising Specs

Content Format

Any combination of four

- 600-800 word article
- Expert Tips
- App Note
- Case Study with up to 2 images
- Infographic (charts/graphics/tables)
- Video of up to 3 minutes in length

Must adhere to GEN BioPerspectives content guidelines
(non-promotional and subject to GEN editorial review)

Marketing Program

- Article listing and an ad in one week (6 deployments) of **GEN Highlights** e-Newsletter
- One (1) Tweet and one (1) Facebook post

Mobile App Specs

Ad Location	Ad Type	Device	Size	Campaign Length	Sections
Home Screen	Ad Banner	Tablet Portrait	410 x 218	3 months	Home Screen Only
		Tablet Landscape	270 x 520		
		Smartphone	174 x 64		
Content Channels	Adhesion Banner*	Tablet Portrait & Landscape	728 x 90	3 months	Content Channels: News, The Lists, New Products, App Review
		Smartphone	320 x 50		
Paid App Reviews	Full review of app(s)	IOS/Android		6 months	App Review
Videos	MP4 or YouTube				Multimedia
New Products	Product Description, Image, Link	IOS/Android		6 months	New Products

*Adhesion Banner is ever-present anchoring the bottom of each article/content type as the page is swiped up or down by the user

Social Media Marketing Specs

- Your posts and tweets distributed through our social network.
- Consultation with GEN editorial team on what's trending, help with topic refinement and best messaging formats.
- Promote your products, services and educational content supporting them i.e. webinars, classes, expert opinions, hot technology applications, tools, mobile apps.
- Performance Report (Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks).



Genetic Engineering
& Biotechnology News

www.GENengnews.com

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140 Huguenot St., 3rd Floor
New Rochelle, NY 10801-5215
tel: (914) 740-2200
fax: (914) 740-2106
www.GENengnews.com

East Coast Sales Manager

Monica Lieberman
tel: (914) 740-2173
fax: (914) 740-2106

mieberman@GENengnews.com

Midwest Sales Manager

Sharon Spitz
tel: (888) ADS-4-GEN
(888-237-4436)
fax: (914) 740-2106
sspitz@GENengnews.com

West Coast Sales Manager

Mary Tonon
tel: (415) 331-5333
fax: (415) 887-6694
mtonon@GENengnews.com

GEN Group Publisher

Sande Giaccone
tel: (914) 740-2211
fax: (914) 740-2201
sgiaccone@GENengnews.com

U.K. and Europe
Sales Manager

Ian Slade
tel: +44 7768 397068
fax: +1 509-355-1783
islade@GENengnews.com

Asia and Australia,
Classified and List Rental
Sales Manager

Victoria Palusevic
tel: (914) 740-2167
fax: (914) 740-2112
vpalusevic@GENengnews.com

Advertising
Production Manager

Wanda Sanchez
tel: (914) 740-2168
fax: (914) 740-2106
wsanchez@GENengnews.com