

2023

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Integrated  
Marketing  
Programs

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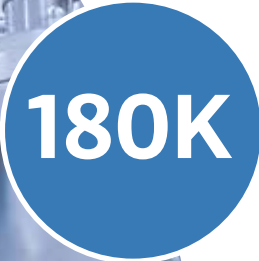
One Partner, All Your Solutions

# Your Next Customers are Here

**GEN** is the only partner with direct access to the prospects with the power to move your business. Across every media channel, our pivotal coverage of the life sciences is read, referenced, and relied on by the world's foremost researchers and executives to drive their productivity and success. Our dedicated readers are your next customers.



Qualified Magazine Subscribers



Opted-in eNewsletter Subscribers



Engaged Website Visitors per Month



Active Followers on Social

# Engaged at the Deepest Level

Our readers are passionate about **GEN**, devouring content on a daily basis and taking rapid action after reading. They want us to know them; unlike other brands, our data is 100% first-party. Through long-term loyalty and lasting relationships, we engage our audience at the deepest levels and deliver unparalleled success for your campaigns.



93% of readers engage with GEN everyday



86% of readers take an action after reading GEN



3X per issue Pass-along value



66 MINUTES Time subscribers spend reading every issue of GEN Magazine



14 MINUTES Average session-length of registered GEN Website users



49 MINUTES Average time attendees spend actively participating in GEN Webinars

## The Full GEN Universe...

### Organization Types

Biotech/Pharmaceutical Company: 48%  
University/Academia/Government: 27%  
Private Research Institution: 11%  
Clinical Research/Hospital: 10%  
Finance/Law Firm/Other: 4%

### Job Functions

R&D Research: 40%  
Production/Validation/QA/QC: 21%  
Executive & Corporate Management: 19%  
Lab Management: 15%  
Clinical Researcher (MD, PhD)/Other: 5%

### Audience Penetration & Purchasing Power:

100%



Sources: Signet AdBrand™, Publishers' own data

# Content in Your Target Area

## Drug Discovery

Assay Development  
Cancer Research  
Cannabis  
Animal Models  
Infectious Diseases

## Cancer Research

Immunotherapy  
Cell Therapy  
Oncogenes  
Tumor Suppressor Genes  
Rational Drug Design  
Monoclonal Antibodies

## OMICS

Sequencing  
Mass Spectrometry and Proteomics  
Spatial Biology  
Metabolomics  
Genomics  
Forensics  
Epigenetics

## Infectious Diseases

Vaccine Development  
Virology  
COVID-19  
RNA Vaccines

## Genome Editing

CRISPR  
Agbiotech  
Gene Therapy  
RNA Editing  
Synthetic Biology  
Base Editing

## Translational Medicine

Liquid Biopsy  
Molecular Diagnostics  
Biomarkers  
Microbiome  
Nanotechnology  
Microfluidics  
Stem Cells

## Bioprocessing

Bioprocessing 4.0  
Cell Manufacturing  
Gene Therapy Manufacturing  
Viral Safety  
Gene Expression  
Glycobiology

## Artificial Intelligence

Machine Learning  
Big Data  
Informatics  
Neural Networks  
High-performance Computing

**GEN** is the voice of biotech, driving the industry’s growth, productivity, and investments for more than 40 years. Embedding your products and services alongside our deep, insightful reporting and analysis is key to solidifying dominance in your target area.

# Solutions that Address Your Needs

Across our media portfolio, **GEN** takes your prospects on a high-value, high-touch journey that ensures your products and services are seen, known, recognized, and purchased. A fully integrated marketing program with **GEN** ensures you **ENGAGE**, **INFLUENCE**, and **CONVERT** your target audience faster than ever before.



## Engage

Build Awareness at Scale

Magazine  
Website  
Daily/Weekly Pulse  
Live  
Social



## Influence

Educate and Drive Action

Spotlight  
Perspectives  
Tech Focus  
NextGEN Bioprocessing  
Podcasts



## Convert

Put Leads Directly into Your Pipeline

Webinars  
Summits  
Learning Labs Live  
eBooks  
Product Insider  
List Rental



# Engage our readers ... Guaranteed exposure to the most powerful decision-makers in the life sciences



## GEN Magazine

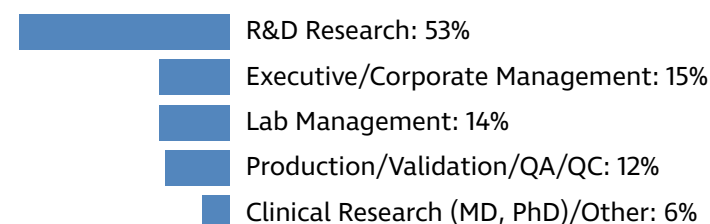
Unparalleled monthly branding and awareness to our gold-standard audience of **65,000** qualified subscribers

- **12 monthly touchpoints**
- Delivered physically and via a high-impact digital issue extension
- Branded content tells your story and engages your target audience
- **Extended exposure:** Branded content also appears as a standalone article on the GEN Website with built-in SEO discoverability
- Full-page call-to-action advertisements demand attention
- Multimedia graphic, video, and audio enhancements bring your content to life
- Readex™ and Signet AdBrand™ studies put actionable insight and verbatim comments directly into your hands

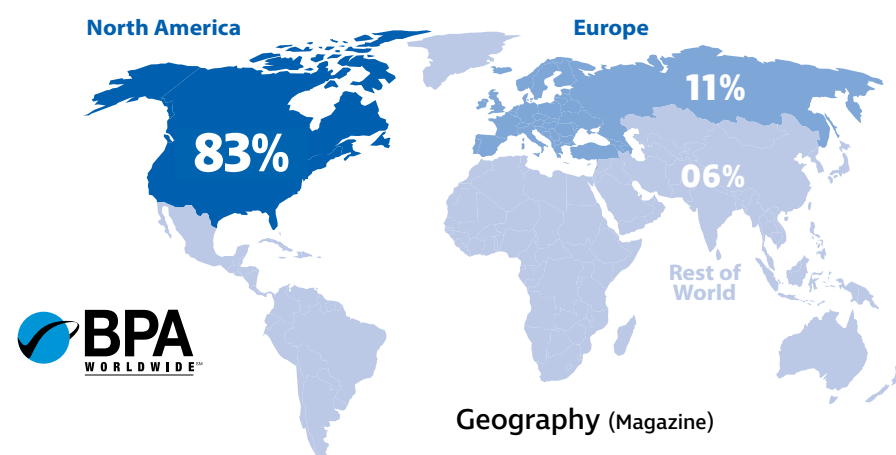
**84%**

**First-year names: Highest subscriber engagement**

### Job Function (Magazine)



### Organization Types (Magazine)



Geography (Magazine)

## GEN Website

High-impact exposure to more than **320,000** engaged visitors per month

- Optimized touchpoints across all devices reach your target audience in the right place at the right time
- High-viewability positions deliver maximum ROI
- **New! In-Banner Video** immerses your prospects in your product
- **New! Topic Targeting** reaches highly engaged users within a specific field
- **Native Ads** showcase your expert content alongside GEN editorial for maximum authority and impact
- **Topic Takeover** establishes your dominance with ownership of all ad positions across a specific topic
- **Big Splash Roller** commands attention above the fold
- **Persistent Footer** follows readers as they browse
- **Targeted Offsite Display** extends your campaign to known, registered GEN readers wherever they may be browsing on the web



**5.8million**  
Pageviews per year

## GEN Daily and Weekly Pulse eNewsletters

High-visibility positioning alongside GEN's exclusive coverage of must-read news and information, delivered to **180,000** fully opted-in readers weekly

- Delivered direct to reader inboxes **Monday through Saturday**
- **Native Content** seamlessly embeds your message alongside our authoritative editorial content
- **Top Leaderboard** spotlights your message as subscribers open each daily email
- **Center Leaderboard** and **Medium Rectangle** ads grab attention when readers are most engaged
- Fully optimized for **24/7**, on-the-go consumption
- Daily engagement with high click-through rates



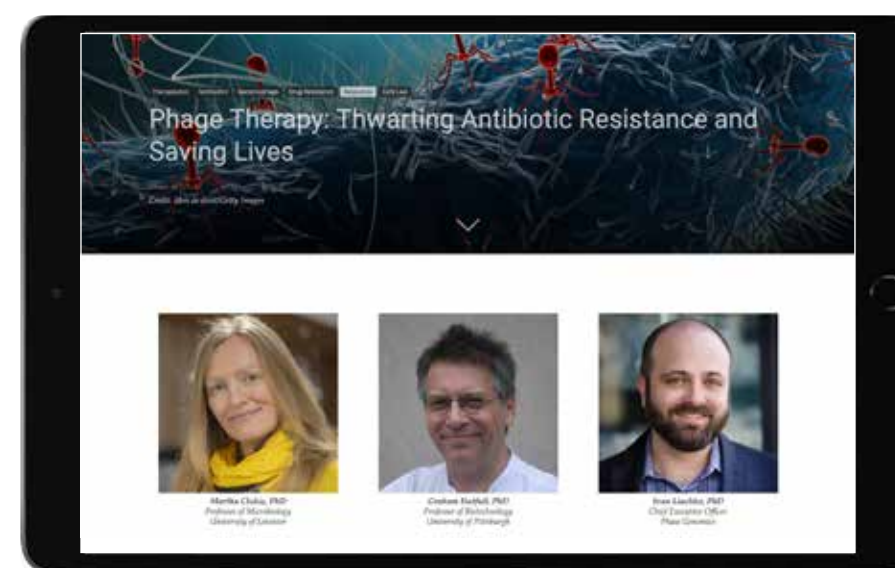
6x

The impact for your ads & content

## GEN Live

Align your brand with extraordinary thought-leadership in our powerful monthly broadcasts

- Live-streaming discussions of hot, newsworthy topics in the life sciences with the world's foremost experts
- Exclusive sponsorships deliver ongoing high-impact branding and awareness across multiple episodes over **6 to 12 months**
- Logo and tagline appear on marketing campaigns across email, social, and the web reaching the complete GEN readership
- Persistent company branding on-screen throughout every episode
- Sponsor-provided video commercial runs mid-broadcast when viewers are most engaged
- Fully opted-in registrant list delivered for use in your own marketing efforts

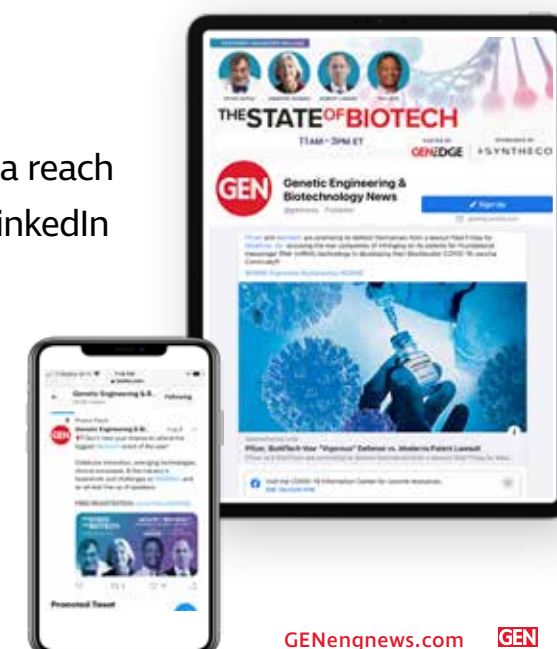


500+  
Viewers per episode

## GEN Social

Be seen and stay relevant on our hottest channel, with a reach of **760,000** followers across Facebook, Twitter, and LinkedIn

- Make your message part of the conversation with a broad range of life science professionals
- Immediate, real-time feedback includes clicks, likes, comments, and shares
- Drive maximum awareness and engagement with a series of posts across platforms





## Influence their decisions...

Enable your prospects to make decisions by delivering exceptional educational content

### GEN Spotlight

Showcase your in-depth expertise in an exclusively sponsored special report on a hot, emerging area of the life sciences

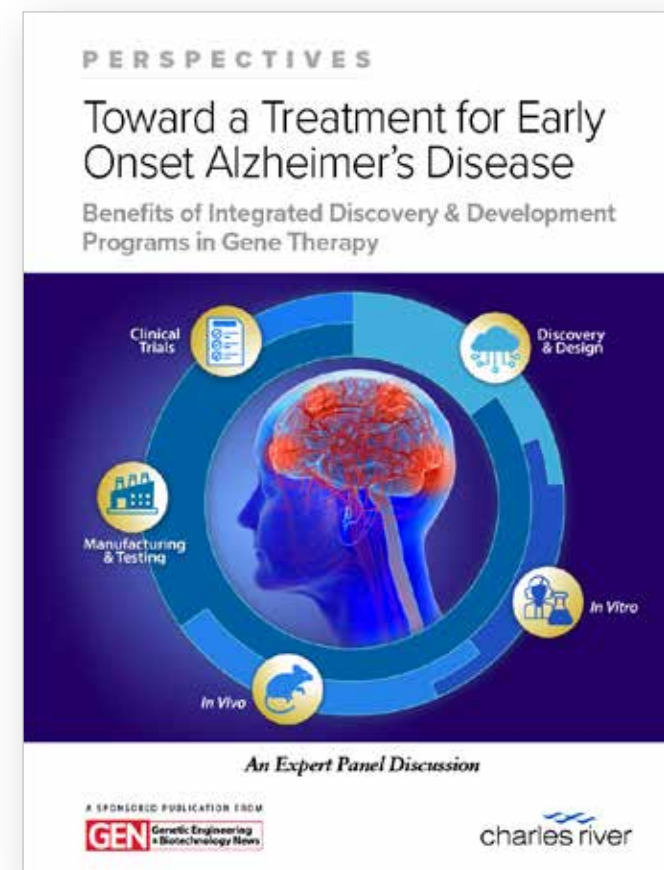
- Delivered physically with GEN Magazine to our gold-standard audience of **65,000** qualified subscribers
- Digital extension hosted on the GEN Website in perpetuity to **320,000** visitors each month
- **Custom-developed** in close collaboration with our editorial team on a topic most relevant to your brand
- Your high-impact ads and branded content appear alongside in-depth editorial analysis and market insights
- Opportunity for extended distribution at relevant industry trade shows and events



### GEN Perspectives

Stay top-of-mind with an exclusively sponsored panel discussion with the world's leading experts

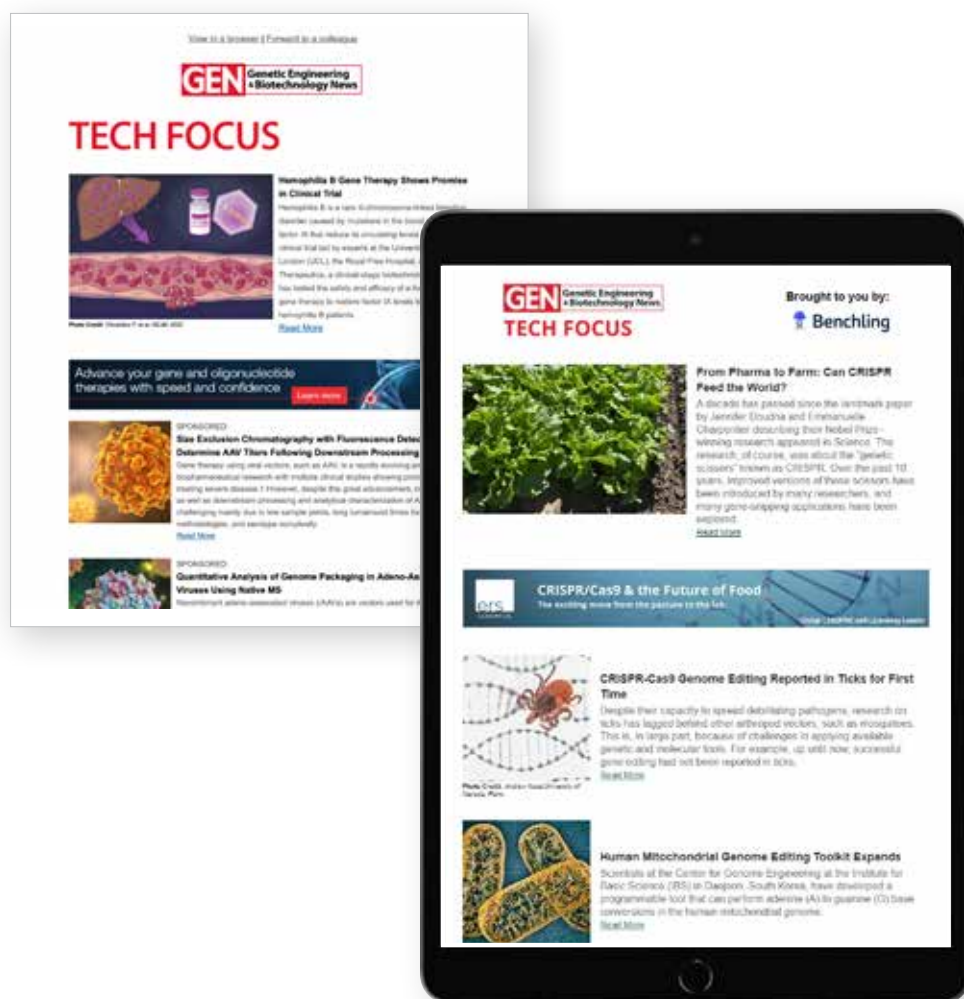
- Delivered physically with GEN Magazine to our gold-standard audience of **65,000** qualified subscribers
- Digital extension hosted on the GEN Website to **320,000** visitors each month
- **Fully custom** moderated panel discussion on a targeted topic most relevant to your brand
- Content and participants chosen and developed by you in close consultation with our expert team
- Turnkey editorial, transcription, production, and marketing management and execution
- Opportunity for extended distribution at relevant industry trade shows and events



## GEN Tech Focus

Solidify dominance in your target area with an expertly curated eNewsletter of topic-specific content

- Reach up to **60,000** deeply engaged subscribers with a demonstrated interest in your topic
- **Custom-developed** on a topic of high relevance to your brand
- **Exclusive sponsorship** showcases your company as an expert in the field
- Engaging, informative combination of branded content and authoritative GEN editorial
- Dedicated resource section drives qualified traffic to existing assets on your website, or work with our team to create new educational content
- Delivered direct to reader inboxes and fully optimized for desktop and mobile



## GEN NextGEN Bioprocessing

Align your brand with the media leader in bioprocessing through our exclusive weekly eNewsletter of original reporting, features, and analysis



- Reach **60,000** opted-in email subscribers in the field of bioprocessing each week
- Highly engaging combination of native advertising and brand new GEN editorial
- **Native Content** seamlessly embeds your message alongside our authoritative editorial content
- **Primary Leaderboard** spotlights your message as subscribers open their email
- **Midway and Anchor Leaderboards** grab attention when readers are most engaged
- Dominate the field by securing all high-impact positions across multiple issues

## GEN Podcasts

Educate and enlighten your target audience through a series of dynamic, informative debate and analysis



- **Exclusively branded programs** of 3 or more episodes drive maximum thought-leadership
- Targeted topic and high-profile, thought-leader guests selected by you in consultation with the GEN editorial team
- Your custom introduction showcased at the beginning of each episode
- On-demand broadcast hosted on the GEN Website and premier podcast syndication partner SoundCloud

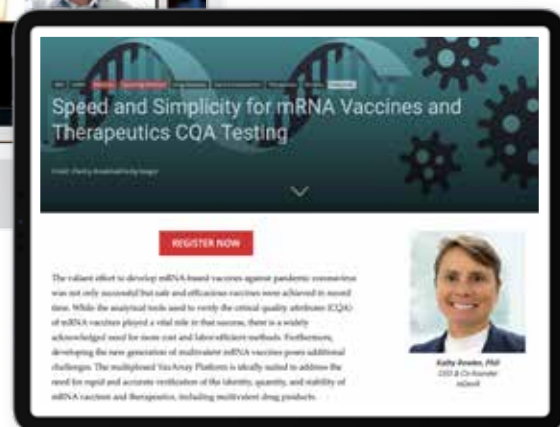
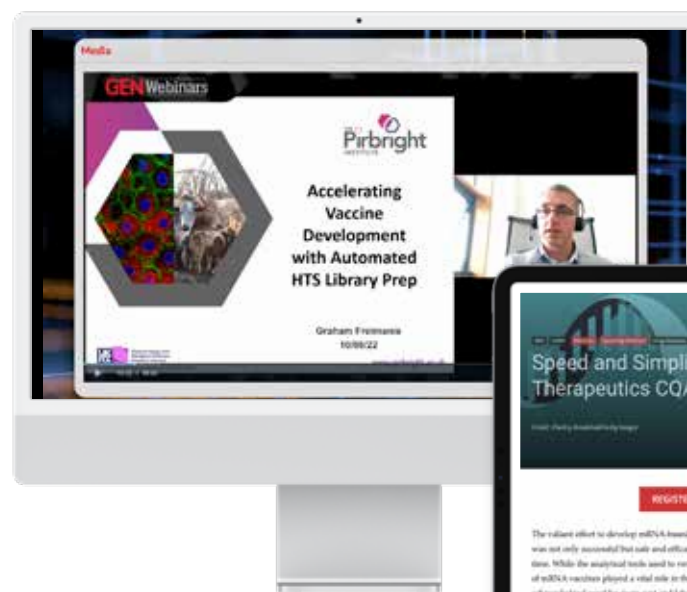
# Convert your prospects...

Put highly qualified leads directly into your sales pipeline

## GEN Webinars

Demonstrate your thought-leadership and expertise with a highly engaging educational broadcast

- Exclusively developed, fully custom webinar on a targeted topic of your choice
- Speakers and content developed in close consultation with our expert team
- End-to-end editorial, production, and marketing management and execution
- Real-time feedback and insight delivered through in- and post-event polls and Q&A
- Pre-qualify attendees with targeted questions unique to your goals and KPIs
- Engaged, highly qualified leads delivered for immediate use in your own sales and marketing efforts
- On-demand version hosted on the GEN Website and available for use in your own marketing for **12 months** post-event
- Develop a series to ensure a steady pace of thought-leadership and ongoing results
- Ask about adapting your webinar into a custom eBook for long-term impact and lead generation



**49 minutes**  
Average active participation  
per registrant

## GEN Learning Labs Live

Gain exceptional market insight and nurture your company's best prospects through deep problem-solving discussion

- **Highly interactive, moderated live-streaming event** focused on honing the applications and utilization of your products and services
- Collaborative, one-on-one topic development and speaker recruitment with our expert Science Editor
- One-hour streaming broadcast consists of moderated presentation and dialogue, up to two poll questions, and live attendee Q&A session hosted by our Science Editor
- Turnkey marketing management and execution demand version hosted on the GEN website for **12 months**
- MP4 file provided for use on your own website to drive extended awareness and activation
- Ask about adapting your event Q&A into a highly relevant FAQ for long-term use and application



**60+**  
Attendee questions  
asked per event

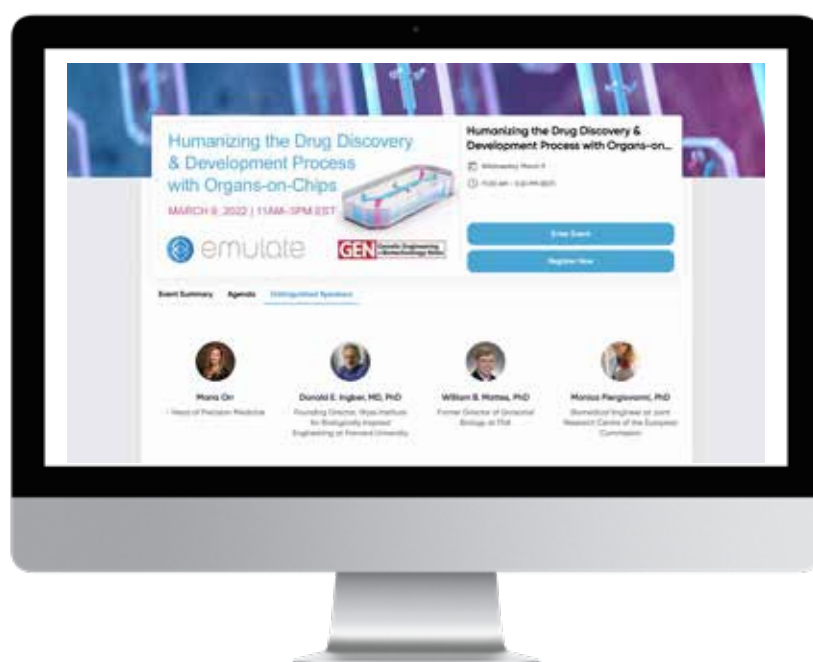




## GEN Summits

Drive thought-leadership, high-level branding, and deep engagement of prospective customers with an exclusively sponsored digital event

- **Purpose-built** interactive program features one keynote, up to three plenary sessions, one moderated panel discussion with live Q&A, up to three breakout groups, and closing remarks
- Provides a dynamic complement to in-person events by reaching your entire pool of prospects regardless of location or time zone
- Expert, end-to-end content development, speaker recruitment and management, digital production, and marketing
- One-to-one live networking facilitates new connections and collaboration among attendees, speakers, and sponsor
- Omnipresent Resource Center showcases your product demos, theater presentations, and other informative materials
- High-quality interaction and deep market feedback from your target audience through in-event Q&A, polls, and chat
- Pre-qualify attendees with targeted questions unique to your goals and KPIs
- On-demand version hosted on the GEN Website and available for use in your own marketing for **12 months** post-event
- Ask about adapting event sessions into whitepapers for long-term, ongoing impact



**2000+**  
average attendees  
per event

## GEN eBooks

Deliver long-term educational value with a dynamic combination of original branded content, multimedia, and authoritative GEN editorial

- Targeted topic and content developed in close consultation with our expert editorial team
- Expert, end-to-end editorial, design, production, and marketing management and execution
- **Drive qualified leads** with an explicit interest in your topic or product
- Hosted on the GEN Website and available for use in your own marketing for **12 months**
- Develop a series to ensure a steady pace of thought-leadership and long-term, ongoing results



**25 minutes**  
Average active  
participation per reader

## GEN New Product Alert

Build exposure and drive new leads in our targeted eNewsletter highlighting the hottest new products and services in the life sciences

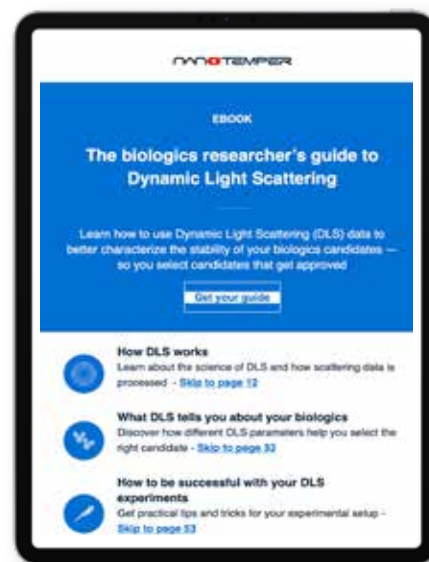
- Delivered to up to **35,000** opted-in email subscribers
- Each alert focused on a specific topic to drive high levels of engagement
- Fully custom product or service summary, image, and link directly to your website or lead-generation form
- Include multiple products and services for maximum exposure



## GEN List Rental

Deliver your custom lead-generating campaigns directly to our highly engaged readership of up to **147,000** opted-in email subscribers

- Build awareness for a new product launch, deliver educational content, or drive prospects to your own lead-generating assets
- Define your custom target audience by geography, organization type, job function, and technologies
- Space is extremely limited and first-come, first-served to encourage high open and click-through rates exposure
- Execute a series of campaigns for maximum impact

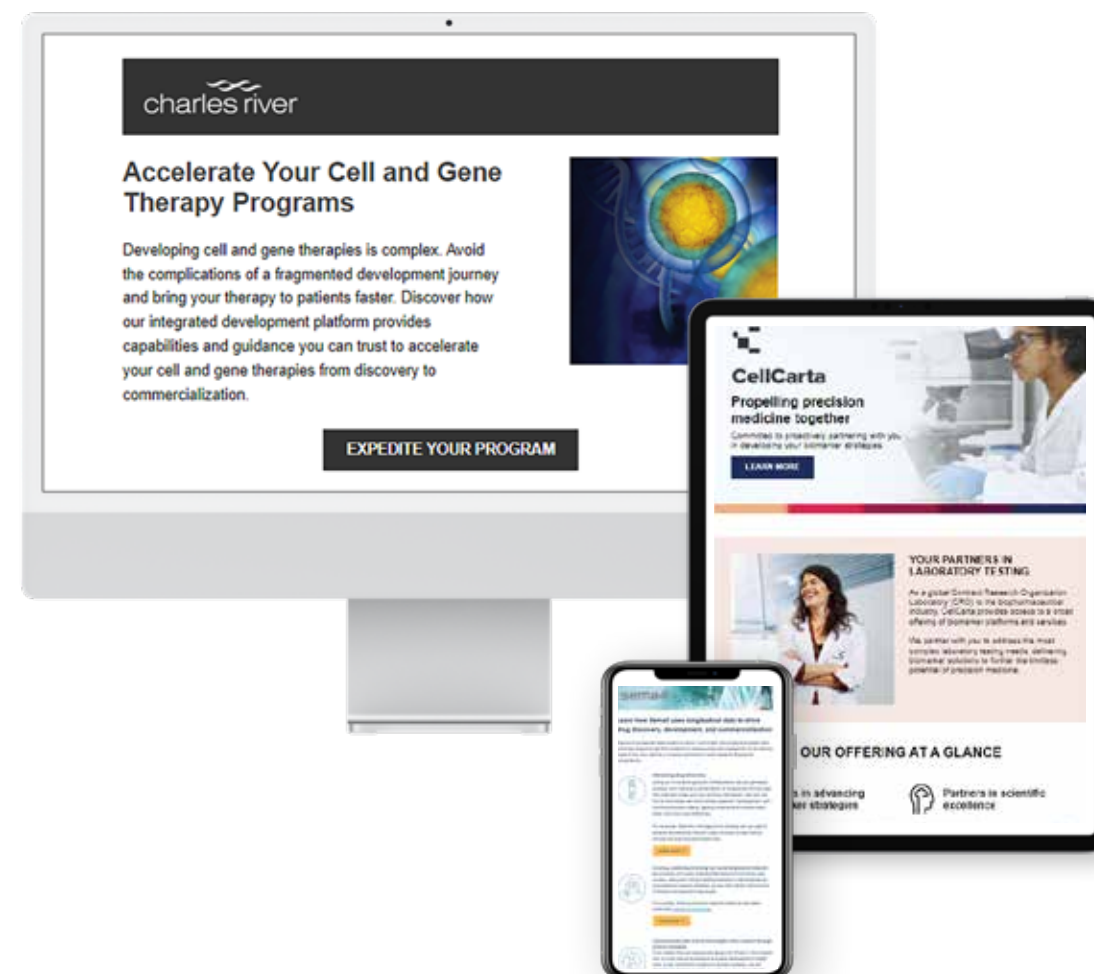


## GEN Drive

Take Your Content Marketing Campaign to the Next Level

Powered by GEN Audience Intelligence, our proprietary, data-rich targeting system that combines state-of-the-art technology and the expert insight of our marketing team, GEN Drive reaches **the right person, in the right place, at the right time** to **drive high-quality traffic directly to your content marketing assets.**

- Targeted reach of up to **30,000** highly engaged GEN readers
- Custom audience segment defined by demographics, behaviors, and areas of demonstrated interest
- Campaign delivered across email, Facebook, LinkedIn, and the web for maximum engagement
- Consistent audience targeting and reach across a period of four to five weeks
- Deeply engaged exposure and readership puts new prospects in your marketing funnel
- Utilize your existing educational thought-leader content or work with us to create engaging new content



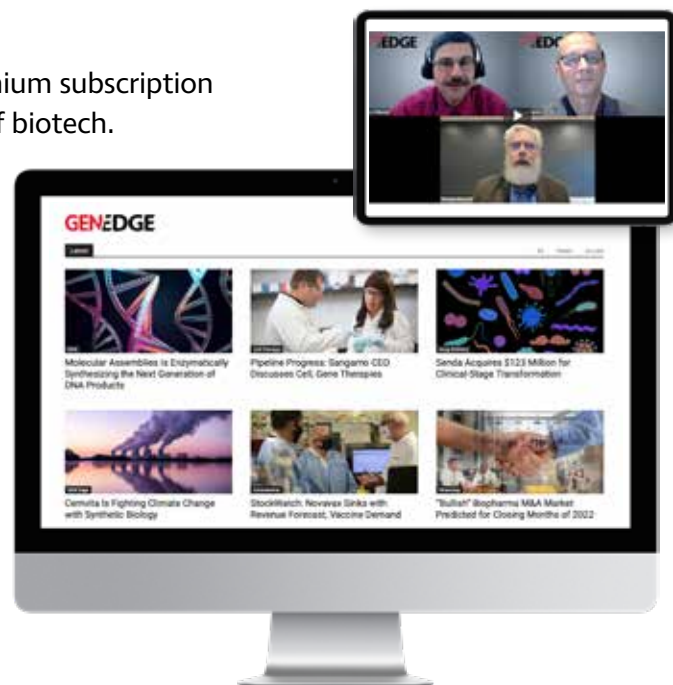


## GENEDGE

Curated by leading GEN reporters, GEN Edge is the premium subscription service for exclusive news and insights on the business of biotech.

Advertising and sponsorship opportunities with GEN Edge deliver exceptional branding and awareness to a targeted reach of C-suite and business executives, with high-impact, high-visibility placements across the GEN Edge website and within dynamic broadcast events.

A company-wide GEN Edge subscription for you and your colleagues provides access to critical insider content as only the GEN team can deliver it, including in-depth reporting, financial analyses, early indicator intel, insights from industry leaders, and dynamic events.



Backed by the authoritative publishing expertise of Mary Ann Liebert, Inc., *GEN Biotechnology* and *Re:GEN Open* are the premier multidisciplinary peer-reviewed journals for exceptional research, news, and analysis directly impacting the life sciences. *GEN Biotechnology* publishes major advances across all aspects of basic and translational biotechnology research while *Re:GEN Open* brings together the full scope of biomedical research into a single, fully open access publication.

Including journals in your integrated marketing campaign provides a critical opportunity to align your brand with peer-reviewed research. Whether publishing your peer-reviewed white papers and supplements, delivering sponsored subscriptions to audiences you want to influence, or providing access to your R&D teams to advance their knowledge and expertise, our journals provide an important new way to reach, educate, and impact a diverse mix of traditional academic audiences and executives and researchers from across the industry.



## Website RATES/SPECS

### Website

Ad Type	Size	Net CPM Rate
Top Large Leaderboard (ROS)*	970 x 90 and 320 x 50	\$65
Big Splash Roller	Rich Media**	9,995 per week†
Middle Leaderboard (ROS)*	728 x 90 and 320 x 50	65
Large Rectangle (ROS)	300 x 600 and 300 x 250	75
Medium Rectangle (Top and Middle, ROS)	300 x 250	55
Native Ad (ROS)	See below ¥	85
Persistent Footer (ROS)*‡	728 x 90 and 320 x 50	4,995 per week
Article Inline (Middle and Anchor, ROS)	728 x 90 and 320 x 50	65
Topic Takeover (Drug Discovery, Bioprocessing, Genome Editing, Cancer Research, Infectious Disease)		9,995 <sup>Δ</sup>
Topic Targeted (Article Inline–Middle and Anchor)	728 x 90 and 320 x 50	95 cpm
Video Banner (Article Inline–Middle and Anchor)π	640 x 480	85 cpm
Targeted Offsite Display Suggested sizes: 728x90, 970x90, 300x250, 300x600 and 320x50; other accepted sizes 160x600, 300x50, 970x250		85

\* Campaigns must include a mobile-friendly 320 x 50 banner size. For all ROS banner positions, accepted file types are jpg, png, gif, or HTML5. All files must be under 1 MB. Third-party redirects are also accepted.

¥ One (1) high resolution image in jpg format, approximately 1000 pixels wide, headline text up to 50 total characters, target URL.

\*\* 1920x540 Background image (where cropping parts of the image is okay, in order to keep it edge to edge) and 1920x540 foreground image (if there is no foreground image, copy/symbols/images should be provided on a transparent background); file size: up to 10 MB; Image File type: jpg, png, gif file; Target URL; Optional—Video: 15–30 seconds (recommended)

‡ Persistent Footer is ever-present anchoring the bottom of each article/content type as the page is swiped up or down by the user.

† Production fee included in rate.

π Video ad: Mp4, aspect ratio 640 x 480, 20 MB max, and up to 20 seconds in length.

Δ For one month or 150,000 impressions, whichever condition is met first.

Rates are net.

Maximum file size is 60 KB. Accepted file types: .gif, .jpg unless otherwise specified. Include target URL when submitting materials.

**Deadline** – ROS banner creative must be submitted **5 business days prior to run date**. Creative for Top Leaderboard Expandable, Big Splash Roller, Native Ad, Topic Takeover, and Targeted Offsite Display must be submitted **10 business days prior to run date**. **Creative should be sent to web@GENengnews.com**

# Magazine—GEN Spotlight

## RATES

### Four Color Rates

SIZE	1x	3x	6x	12x
Full Page**	\$9,395	\$9,115	\$8,845	\$8,485
½ Page Horizontal	8,350	8,095	7,850	7,540
½ Page Vertical	8,350	8,095	7,850	7,540
Cover 2	10,185	9,875	9,585	9,195
Opposite Cover 2	10,185	9,875	9,585	9,195
Cover 3	10,185	9,875	9,585	9,195
Cover 4	10,185	9,875	9,585	9,195
Opposite TOC 1	9,975	9,675	9,385	9,010
Opposite TOC 2	9,975	9,675	9,385	9,010
Opposite Editorial	10,185	9,875	9,580	9,195
Opposite Masthead	9,975	9,675	9,385	9,010
Cover Tip	24,995	24,450	23,720	22,995
Show Cover Tip	+4,995			
Gatefold 3-pages (Print Only)	24,995	24,450	23,720	22,995
Insert 4-pages	Custom			
Belly Band	Custom			
Digital Ad Enhancements Sponsor-provided audio clip, video, animation, photo gallery*	2,950 per item			

\* Custom content services available; contact your sales rep for a quote.

Agency Commission: 15% discount to above gross rates can be applied by recognized agencies on space, 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.

### GEN Spotlight

Exclusive Sponsorship	\$60,000
2-Page sponsored content spread, 2 premium ad pages, New Issue Alert sponsorship, logo recognition on cover and all associated marketing materials	

# Magazine—GEN Spotlight

## SPECS

**Electronic Files:** GEN works on a Macintosh® platform and can accept many different file types (see below).

**File Types Accepted:** Adobe Acrobat PDF 4.0 or greater (press quality) is preferred. Adobe Photoshop 5.0 or greater (TIFF preferred), Adobe Illustrator 8.0 or greater (EPS preferred), Adobe InDesign CS or greater.

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), with a resolution of 300 dpi or higher.

All Spot or PMS colors should be converted to process/CMYK. 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 trim.

**Submitting Ad Files Electronically:** All ads that are emailed should specify publication month and date in the subject line.

For information on other ways to submit your ad electronically, please send an email request to: [efile@GENengnews.com](mailto:efile@GENengnews.com).

If desired, send 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 listed specifications.

**Email Ads to:** [efile@GENengnews.com](mailto:efile@GENengnews.com)

**Send Materials to:**  
Genetic Engineering & Biotechnology News  
Director of Advertising Production  
140 Huguenot Street, Third Floor  
New Rochelle, NY 10801

914-740-2200

	Inches		Millimeters	
	Width	Height	Width	Height
Trim size of publication	9	10.875	230	276
Full Page – non-bleed	8	10	203	254
Full Page – bleed (add .25" all sides [6.5 mm] for bleed)	9	10.875	230	276
½ Page Horizontal	7.75	5	197	127
½ Page Vertical	3.75	9.25	96	235
Cover Tip – First page (non-bleed)	8	7	203	178
Second page is Full Page size (non-bleed or bleed) For text allow .5" margin on left, and allow 1" margin on right for gutter and glue tip				
Show Cover Tip – (add .25" all sides [6.5 mm] for bleed)	9	5.5	230	140
Digital Presentation Page – Full page ad located to the left of the cover on the desktop edition. File type must be a PDF. File dimensions 9" x 10.875".				

### Insert Requirements

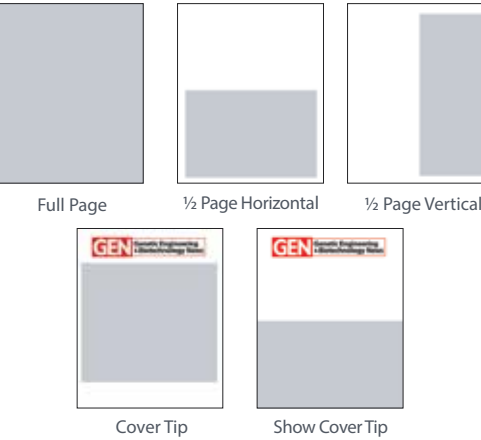
Inserts must arrive at the printer no later than three (3) weeks preceding publication of issue.

**Trim:** If GEN is to print, add 1/4" bleed to trim size.

**Various stock weights available:** Maximum weight is 100# book

**For quantity and shipping information, contact:**

Kyna McCrary  
914-740-2270  
[KMcCrary@GENengnews.com](mailto:KMcCrary@GENengnews.com)





GEN Live—New Issue Alert—GEN Daily and Weekly Pulse  
Tech Focus—Social Media

RATES/SPECS

GEN Live		New Issue Alert	
Price/Episode		Price/Deployment	
6-Month Sponsorship	Contact for Pricing	Exclusive Sponsorship	\$5,995
12-Month Sponsorship	Contact for Pricing	728 x 90 and 320 x 50 banner ads	
Persistent company branding on-screen throughout each episode, sponsor identified by name and with tagline by host during event intro, 60-second sponsor-provided commercial mid-broadcast, sponsor recognition on all associated marketing materials		One 300 x 250 banner ad, logo, company description (maximum 45-words)	
		Specs: .jpg or non-animated .gif, Target URL	
Rates are net.			
GEN Daily and Weekly Pulse		Tech Focus	
Size	Price/week	Price/Deployment	
Leaderboard	728 x 90	Exclusive Sponsorship	\$9,995
Center Leaderboard	728 x 90	Sponsor logo plus target URL, two sponsored content pieces (max. 45-word description, 200 x 200 image, target URL per item), one 728 x 90 banner, optional Resource Center (up to 2 resources)	
Medium Rectangle	300 x 250	Specs: .jpg or non-animated .gif, Target URL.	
Native Content (Headline max 15 words, Body max 45 words)	4,995	Materials due 10 days prior to deployment date.	
Specs: .jpg or non-animated .gif, Target URL			

All eNewsletter Creative should be sent to:  
**enewsletter@GENengnews.com.**  
All creative is due 5 business days prior to eNewsletter deployment unless otherwise noted.  
*Rates are net.*

Social Media		Price/Post
LinkedIn sponsored posts – minimum of 3	700 characters maximum plus image and link – <i>per post</i>	\$1,295 each
LinkedIn Paid Boost	Custom	
Facebook sponsored posts – minimum of 5	135 characters maximum plus image and link – <i>per post</i>	\$1,295 each
Facebook sponsored posts – minimum of 10	135 characters maximum plus image and link – <i>per post</i>	995 each
Facebook Paid Boost	Custom	
Twitter Sponsored Posts – minimum of 5	280 characters maximum plus image and link – <i>per post</i>	595 each
Twitter Sponsored Posts – minimum of 10	280 characters maximum plus image and link – <i>per post</i>	495 each
Twitter Paid Boost	Custom	
Rates are net.		

NextGEN Bioprocessing—GEN Product Insider  
GEN Perspectives—GEN Podcasts

RATES/SPECS

NextGEN Bioprocessing		GEN Product Insider	
Size	Price/week	Price/Listing	
Primary Leaderboard	728 x 90	Listing	\$995
Midway Leaderboard	728 x 90	Image (200 x 150 pixels), Headline (75 characters maximum), Text (30 words maximum), Target URL	
Anchor Leaderboard	728 x 90	Specs: .jpg or non-animated .gif, Target URL	
Native Content 1	4,995		
Native Content 2	3,995		
Specs: .jpg or non-animated .gif, Target URL			
Native Content Specs: 15–word Headline accompanied by 45-word description (maximum) and Target URL			
GEN Perspectives		GEN Podcasts	
Sponsored Package		Price/Series	
\$45,000		Podcast Series (3 episodes)	\$18,595
Exclusive panel discussion produced and distributed in print and digital, with end-to-end editorial, transcription, production, and marketing consultation, management, and execution		Podcast Series (4+ episodes)	Custom
		Rescheduling of podcasts after approved launch date subject to a \$1,000 fee	
		Rates are net.	

All eNewsletter Creative should be sent to:  
**enewsletter@GENengnews.com.**  
All creative is due 5 business days prior to eNewsletter deployment unless otherwise noted.  
*Rates are net.*

GEN Webinars—GEN Learning Labs—GEN Summits  
GEN eBooks—GEN List Rental—GEN Integrated Marketing Services

# RATES

GEN Webinars

Sponsored Package	\$21,995
45-minute prerecorded webinar plus 15-minute live Q&A, with end-to-end editorial, production, and marketing consultation, management, and execution.	

Rates are net.

GEN Learning Labs Live

Sponsored Package	\$29,995
1-hour broadcast consisting of a moderated dialogue, up to two poll questions, and live attendee Q&A session, with end-to-end editorial, production, and marketing consultation, management, and execution.	

GEN Summits

Sponsored Package	\$99,500
3-hour event consisting of one keynote, up to three plenary sessions, one moderated panel discussion with live Q&A, up to three breakout groups, closing remarks, networking lounge, and omnipresent resource center, with end-to-end editorial, production, and marketing consultation, management, and execution.	

Rates are net.

GEN eBooks

Sponsored Package	\$18,500
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Rates are net.

GEN List Rental

Single Deployment – Advertisers	\$595 CPM
Single Deployment – Non-Advertiser	685
Webinars, Surveys	895 CPM

Rates are net.

GEN Integrated Marketing Services

GEN Drive	\$19,995
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Rates are net.

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## What our clients are saying...

**We rely  
on GEN for  
leads."**

**GEN was the  
only media brand  
that came to us with  
a new, innovative, and  
attractive solution, and  
we saw tremendous  
success."**

**GEN always  
makes sure that  
our campaigns run as  
effectively as possible  
for the  
best results."**

**GEN  
has exactly  
the right audience  
for what we're  
looking for."**

**We love  
partnering  
with GEN!"**

**When  
working on  
a new campaign,  
my first thought is  
to contact GEN."**



2023

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EDITORIAL  
PLANNING  
CALENDAR

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One Partner, All Your Solutions

090122



2023 EDITORIAL PLANNING CALENDAR

<b>Color Key</b> ● OMICS (OM) ● Drug Discovery (DD) ● Bioprocessing (BP) ● Genome Editing (GE) ● Translational Medicine (TM) ● Artificial Intelligence/Data (AI) ● Infectious Disease (ID) ● Cancer Research (CR) ● Editors' Choice (EC) ● Biotech Horizon (BH)		
EDITORIAL FOCUS	MEETING DISTRIBUTION*	
● OM Trends in NGS ● DD The State of Biotech ● BP AAV Manufacturing ● EC Environmental Biotech ● BH Spatial Single-Cell Multiomics <b>A-List</b> GEN SPECIAL ISSUE: <b>2023 PREVIEW</b>	Plant & Animal Genome, January 13–18, San Diego, CA Pharmaceutical Microbiology, January 16–17, London, UK Peptalk, January 16–20, San Diego, CA AGBT, February 6–9, Hollywood, FL SCOPE Summit, February 6–9, Orlando, FL 3D Cell Culture, February 8–9, London, UK Pharmameet 2023, February 9–11, Porto, Portugal	
● DD Double Helix 70th Anniversary ● BP Post-Translational Modifications ● TM Flow Cytometry ● AI Protein Engineering ● ID COVID: 3 Years Later ● BH Preimplantation/ Prenatal Genetic Testing/ Molecular Diagnostics	Pharma R&D Week, February 21–23, Las Vegas, NV SLAS, February 25–March 1, San Diego, CA Biomarkers UK, February 27–28, Manchester, UK BioProcess International West, February 27–March 3, San Diego, CA Molecular Medicine Tri-Con, March 6–8, San Diego, CA TIDES Asia, March 7–9, Kyoto, Japan Next Gen Immuno-Oncology Congress, March 9–10, Philadelphia, PA Formulation Delivery Series US, TBD Biomarker & Companion Diagnostics Conference, TBD Gen-Next Probiotics and Microbiome Congress, TBD Biomarkers Series US, TBD EV-based Diagnostics, Delivery & Therapeutics, TBD Exosomes, EVs, and Stem Cells Summit, TBD	
● OM AGBT Recap ● DD RNA Therapeutics ● GE Epigenetics/Epigenomics ● TM AAV Delivery ● CR Cancer Atlas ● EC Blood Substitutes ● BH Proteomics and Mass Spectrometry	OPT Congress, March 13–14, Boston, MA Advanced Therapies Congress & Expo, March 14–15, London, UK Bioprocessing Summit Europe, March 14–16, Barcelona, Spain Pittcon 2023, March 18–22, Philadelphia, PA BIO-Europe Spring, March 20–22, Basel, Switzerland PDA Annual Meeting, April 3–5, New Orleans, LA NextGen Omics Series US, TBD, Boston, MA Genome Editing, TBD 3D-Printing and Biofabrication, TBD Innovations in Microfluidics, TBD Biologics Series, TBD, London, UK NIH Research Festival, TBD Biotech Spring, TBD	
● DD Cancer Drug Development ● GE Agbiotech and CRISPR ● TM Regenerative Medicine ● AI Computational Drug Design ● CR Tumor Microenvironment ● BH Vaccine Development	AGBT Ag, March 27–29, San Antonio, TX Drug Discovery Chemistry, April 10–13, San Diego, CA AACR Annual Meeting, April 14–19, Orlando, FL Interphex, April 25–27, New York, NY Pharmaceutical Microbiology East Coast, April 27–28, Boston, MA LES Annual Meeting, April 30–May 3, Montreal, Canada PEGs, May 15–19, Boston, MA Bio-IT World Conference & Expo, May 16–18, Boston, MA Labvolution, TBD, Hanover, Germany Bioprocessing of Advanced Cellular Therapies & Regenerative Medicine Congress, TBD	

January

Reservation: 12/05/22  
Material: 12/12/22  
Production: Dec 6–22



Ad Impact  
Study

February

Reservation: 01/05/23  
Material: 01/12/23  
Production: Jan 6–24

March

Reservation: 02/03/23  
Material: 02/10/23  
Production: Feb 6–22



Ad Impact  
Study

April

Reservation: 03/03/23  
Material: 03/10/23  
Production: Mar 6–23

2023 EDITORIAL PLANNING CALENDAR

<b>Color Key</b> ● OMICS (OM) ● Drug Discovery (DD) ● Bioprocessing (BP) ● Genome Editing (GE) ● Translational Medicine (TM) ● Artificial Intelligence/Data (AI) ● Infectious Disease (ID) ● Cancer Research (CR) ● Editors' Choice (EC) ● Biotech Horizon (BH)		
EDITORIAL FOCUS	MEETING DISTRIBUTION*	
● OM Proteomics/Mass Spec ● BP Cell and Gene Therapy Manufacturing ● GE Clinical Genome Editing ● ID Vaccine Development ● CR Immunotherapy for Cancer ● EC Trends in SynBio ● BH Tissue Engineering/4D Printing	PREP Symposium, May 14–17, Baltimore, MD CannMed23, May 15–17, Marco Island, FL ASGCT, May 16–20, Los Angeles, CA Synbiobeta, May 23–25, Oakland, CA ASCO, June 2–6, Chicago, IL ASMS, June 4–8, Houston, TX BIO 2023, June 5–8, Boston, MA ESHG, June 10–13, Glasgow, UK	
● OM Multiomics ● DD Microbiome ● BP Formulation & Stability ● GE Base/Prime Editing ● AI AI in Drug Discovery ● BH Drug Delivery Technologies- Virus, LNP, Controlled Release	Digital Pathology & AI Congress: USA, June 14–15, New York, NY ISSCR, June 14–17, Boston, MA BIO International, June 15–18, Boston, MA ASM Microbe, June 15–19, Houston, TX CRISPR 2023, June 27–30, Würzburg, Germany Interphex Japan, July 5–7, Kyoto, Japan Circulating Biomarkers and Extracellular Vesicles Europe, June 19–20, Rotterdam, Netherlands Lab-on-a-Chip and Microfluidics Europe, June 19–20, Rotterdam Organoids, Spheroids, and Tissue Chips Europe, June 19–20, Rotterdam Point-of-Care, Biosensors and Rapid Diagnostics Europe, June 19–20, Rotterdam Formulation & Delivery UK, TBD, London, UK World Pharma Week, TBD Analytica, TBD Human Genome Meeting, TBD	
● OM Single-Cell Genomics ● GE CRISPR Screening ● ID Viral Surveillance/Pandemic Preparedness ● CR CAR T-Cell Therapy ● EC DNA Writing ● BH Organoids/Microfluidics/Organs on Chips	ICIBSB, July 19–20, Toronto, Canada SIMB Annual Meeting, July 30–August 2, Minneapolis, MN Extracellular Vesicles, TBD BIO World Congress Industrial Biotech, TBD	
● DD Protein Sequencing ● BP Digital Trends in Biomanufacturing ● TM Animal Models ● AI AI in Clinical Trials ● ID Emerging Diseases ● BH Quantum Microscopy/Nanotechnology	Bioprocessing Summit, TBD, Boston, MA Next Gen Dx Summit, TBD Single Cell Analysis, TBD Biomarkers Series UK, TBD 2D-to-3D Culture and Organoids, TBD	
● OM Synbio ● DD Non-Viral Gene Delivery ● GE Gene Editing Start-Ups ● BP Host Cell Protein Analysis ● CR Biomarkers/Liquid Biopsy ● EC Imaging/Cryo-EM ● BH Sequencing & Genome Annotation	ISHI, September 18–21, Denver, CO PDA Global Conference on Pharmaceutical Microbiology, October 10–12, TBD Cannabis Science, TBD Basel Life, TBD, Basel, Switzerland BIO IMPACT, TBD BioProcess International, TBD ImmunoGenicity Summit, TBD Microfluidics, Circulating Biomarkers & Exosomes Asia, TBD PharmaTec Series Virtual, TBD AGBT Precision Health, TBD, San Diego, CA	

May

Reservation: 04/03/23  
Material: 04/10/23  
Production: Apr 4–21

June

Reservation: 05/05/23  
Material: 05/12/23  
Production: May 8–24

July

Reservation: 06/05/23  
Material: 06/12/23  
Production: Jun 6–23

August

Reservation: 07/05/23  
Material: 07/12/23  
Production: Jul 6–21

September

Reservation: 08/04/23  
Material: 08/11/23  
Production: Aug 7–23



Ad Impact  
Study

# 2023 EDITORIAL PLANNING CALENDAR

## Color Key

- **OMICS (OM)** ● **Drug Discovery (DD)** ● **Bioprocessing (BP)** ● **Genome Editing (GE)**
- **Translational Medicine (TM)** ● **Artificial Intelligence/Data (AI)** ● **Infectious Disease (ID)**
- **Cancer Research (CR)** ● **Editors' Choice (EC)** ● **Biotech Horizon (BH)**

## October

Reservation: **09/05/23**  
Material: **09/12/23**  
Production: **Sep 5–22**

### EDITORIAL FOCUS

- **OM** Next-Gen Sequencing
- **DD** Gene Therapy
- **AI** Data Management in Biotech
- **BP** Bioprocessing 4.0: Dream or Reality?
- **TM** Cardiovascular Disease
- **BH** Climate-Proofing Technologies for Crops/Food Security/  
Growing Food in Labs/AgBio

### MEETING DISTRIBUTION\*

ESGCT, October 24–27, Brussels, Belgium  
American Society of Human Genetics (ASHG),  
November 1–5, Washington, DC  
PEGS Europe, TBD, Lisbon, Portugal  
Discovery on Target, TBD  
BIO-IT World Europe, TBD  
Cell Series UK, TBD  
Immuno-Oncology Summit, TBD

## November

Reservation: **10/04/23**  
Material: **10/11/23**  
Production: **Oct 5–23**

- **DD** Alzheimer's Research
- **GE** CRISPR Toolbox
- **TM** Organoids
- **ID** mRNA Vaccines
- **EC** NGS Ssample Prep
- **BH** Cell Sorting and Expansion  
Technologies/Flow Cytometry

SfN, November 11–15, Washington DC  
AMP, November 16–18, Salt Lake City, UT  
ASCB, December 2–6, Boston, MA  
Well-Characterized Biologicals, TBD  
Biopharma Development & Production, TBD  
Next Generation Protein Therapeutics Summit, TBD  
Superbugs & Superdrugs, TBD

## December

Reservation: **11/03/23**  
Material: **11/10/23**  
Production: **Nov 6–22**

- **OM** Spatial Biology
  - **BP** Downstream Bioprocessing
  - **TM** Sickle-Cell Therapy
  - **CR** Cancer Immunology
  - **BH** Precision Genome Editing/CRISPR
- 2023: Year in Review**

Cell Bio, December, 2–6, Boston, MA  
Cell Therapy Manufacturing & Gene Therapy Congress, TBD  
CPHI China, TBD  
Lab-on-a-Chip and Microfluidics World Congress, TBD

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