

United Kingdom Lifescience

INDUSTRY

Fill-up with the latest in life science

- *Cutting edge analysis*
- *Leading scientific opinion*
- *A perfect showcase for advertising*
- *Available to over 50,000 readers*
- *Print and digital formats*



United Kingdom
Lifescience
INDUSTRY

Cutting-edge analysis

News, developments and analysis from the magazine at the heart of the Lifescience Industry.

Intelligent, informed, accessible

From knee replacements to nanomedicine, UK Lifescience Industry covers the complete health technology spectrum.

- *In-depth features explore sector-wide concerns*
- *Sector experts contribute specialist columns*
- *Case studies describe the challenges of innovation*
- *Digests cover news and developments throughout the UK*



Better circulation

Circulated to over 38,000 named individuals with an estimated total readership of 100,000.

UK Lifescience Industry combines a high quality print edition with an increasingly high demand for the digital version. Whether you Tweet, Ping, or share on LinkedIn, digital copy can travel across vast networking platforms at the click of a button or touch of a screen.

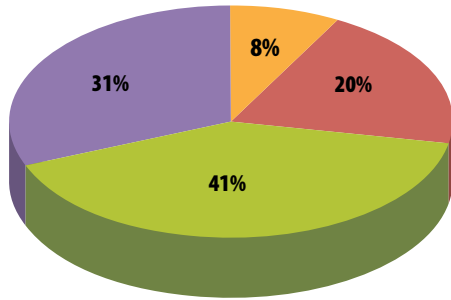
Combined print and digital distribution allows us to pass financial and environmental cost savings on to you. Advertising in digital publications significantly reduces your cost per contact.

Live hyperlinks direct readers to a landing page or email address, increasing traffic to your website and making it easier and quicker for decision makers to convert interest into sales.

We go to great lengths to ensure our magazine is circulated among key decision makers in the UK Life Science sector. Partner organisations and national bodies put links to this publication on their websites and send to their contacts. In addition, hard copies are circulated at key networking events across the UK and abroad to ensure 38,000 named senior decision makers are reached.

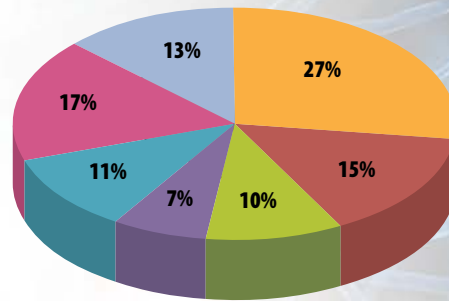


... and distribution



Distribution by Organisation

■ NHS
 ■ Academia
 ■ Industry
 ■ Business Support



Distribution by Sub Sector

■ MedTech
 ■ BioTech
 ■ Pharma
 ■ eHealth
■ Diagnostics
 ■ Suppliers
 ■ Other

Favourable advertising rates

Advertising rates 2014

Page Size	Price
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Full page	£1500
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Half Page	£800
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Quarter Page	£500
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Double Page Spread (centre spread)	£3000
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Inside Front Cover	£2000
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Inside Back Cover	£2000
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Insertions	£800
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15% discount for all MedilinkUK and partner organisation members.

Publishing dates:

- Biannual magazine
- Published in October and April
- Advertising enquiries accepted all year

Search Engine Optimised

Digitising the magazine benefits your Search Engine rankings: text and images are published in an online format easily understood by leading search engines. When someone performs a search, they will discover your adverts, images and text from inside the UK Lifescience Industry Magazine as easily as they would arrive at your website.

Technical details

Advertising sizes

Double Page Spread

All DPS adverts must be supplied as 2 single PDF files, left and right hand pages.

Full Page

Bleed	303mm x 216mm
Trim	297mm x 210mm
Type	260mm x 186mm

Half Page (horizontal)

Bleed Size	151mm x 216mm
Trim size	145mm x 210mm
Type	131mm x 186mm
Without bleed	136mm x 190mm

Half Page Vertical

Bleed	303mm x 106mm
Trim	297mm x 103mm
Type	260mm x 90mm
Without bleed	280mm x 90mm

Quarter Page

Portrait	136mm x 90mm
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Material required

- We require the advert to be saved as a Press-Quality PDF
- Ensure all pictures/logos are high resolution and CMYK format
- All fonts must be embedded
- The PDF can be sent via email to lee@uklifescienceindustry.com

It is important to leave at least a 10mm text/image clearance on both left and right hand edges of an advert in order to ensure that those edges are not lost into the spine or cropped during binding.

UK Lifescience Industry cannot accept responsibility if adverts are not supplied with the correct clearance.

If possible please supply a vector file with embedded text rather than an image file - this will improve Search Engine Optimisation (SEO).

In-house design

- UK Lifescience Industry has a highly experienced graphics department which offers an advertising design service.
- Competitive rates are available for advert design, commensurate with the level of creativity required to meet your advertising expectations.
- You will need to provide images, a logo, and text.

Contact

Advertising and Editorial

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