

United Kingdom Lifescience

INDUSTRY

Well informed. Well read.

News, developments and analysis from the magazine at the heart of the UK Lifescience Industry. UK Lifescience Industry magazine is published in partnership with MedilinkUK and with organisations who are in daily contact with leading innovators.

- *Cutting edge analysis*
- *Leading scientific opinion*
- *A perfect platform for advertising*
- *Available to over 38,000 key decision makers*
- *Print and digital formats*

PUBLISHED IN PARTNERSHIP WITH



MEDILINKUK



Publishing dates:

- Biannual magazine
- Published in May and December
- Advertising enquiries accepted all year

Who are we?

The UK Lifescience Industry Magazine is a MedilinkUK publication. Production and distribution is supported by a number of regional and national partners including:

Medilink UK Member Organisations:	Partner Organisations:
Medilink East Midlands	iNets South West Biomedical
Medilink North West	ABHI
Medilink West Midlands	Life Sciences Scotland c/o SDI
MediWales	HealthTech and Medicines KTN
Medilink Yorkshire & Humber	UKTI
SEHTA	
Medilink South West	

Inside:

- Going global:** Cracking global markets
- Enhancement:** Making medicines better
- Future watch:** Potential healthcare game changers
- Made in the UK:** Keeping manufacturing at home
- Meeting the unmet:** Responding to unmet clinical needs

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*



Distribution

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

UK Lifescience Industry has reduced its print run reflecting the high demand for a digital version among the readership. 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.

A low print run 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.

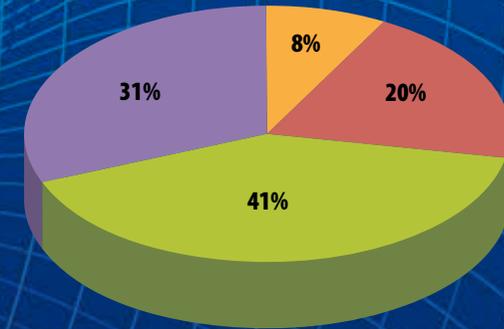
We go to great lengths to ensure our magazine is circulated among key decision makers in the UK Life Science sector. Partner organisations and national bodies put links to this publication on their websites; hard copies are circulated at key networking events across the UK; and 38,000 senior decision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

Search Engine Optimised

Digitizing 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.

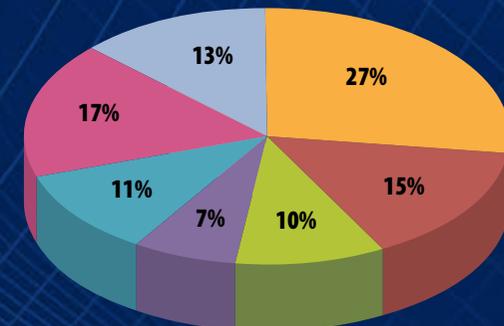
Distribution by Organisation

■ NHS
 ■ Academia
 ■ Industry
 ■ Business Support



Distribution by Sub Sector

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



Advertising rates 2013

Page Size	Price
Full page	£1500
Half Page	£800
Quarter Page	£500
Double Page Spread (centre spread)	£3000
Inside Front Cover	£2000
Inside Back Cover	£2000
Insertions	£800

15% discount for all MedilinkUK and partner organisation members (see 'Who we Are' for list)

Technical Details

Double Page Spread

All DPS adverts must be supplied as 2 single PDF files, left and right hand pages.
Please allow 10mm gutter, bleed allowance 5mm each side

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 info

Advertising

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**Widely distributed.
Well read.**