C L A S S I F I E D

GEN

Genetic Engineering & Biotechnology News

2017
Classified Media Kit

Leading The Way in Life Science Technologies



GENengnews.com

GEN Print Magazine

Delivers Guaranteed Audience

Magazine — High-Impact Branding

Genetic Engineering & Biotechnology News Classified section puts your advertisement in front of the largest audience of biotech professionals in the world. Whether you are promoting an industry conference/seminar or career fair, recruiting, offering continuing education courses, buying/selling equipment, or looking for potential real estate tenants, you can be sure that the best candidates and most likely prospects will see your ad.

65,004*

TOTAL CIRCULATION

BPA WORLDWIDE

* BPA Brand Report December 2015
** GEN Readership Survey 2016

Frequency:
21 times a year on both print and digital platforms

Bonus Distribution:
Over 75 top conferences per year



Stand out from the competition with premium positions

In addition to display advertising options, GEN offers high-impact premium ad positions, compelling topical supplements, and custom poster programs, all of which showcase your brand and fully leverage GEN's qualified readership and interactive online capabilities.







- **Cover Tip** – For maximum impact and high visibility. Ask about custom trade show options!
- **Center Spread Foldout** – Strategically placed foldout at the center of the magazine.
- **Page One Strip Ad** – This prominent front cover spot provides a road map to a featured promotion inside the issue.
- **Posters** – Customize a branded poster on a topic of your choice. Polybagged with GEN magazine, hosted online, and distributed at relevant trade shows.
- **Supplements** – In-depth topical supplements distributed in both print and online. Exclusive or multi-sponsor options available.

For Rates & Specs see page 9

GEN Website

Delivers Unrivaled Visibility

Online — Optimized Ad Exposure

The GEN website reaches over 181,183 unique readers and provides readers with unique content through GEN exclusive articles, trending industry and research news, market and tech analysis, and interactive features. The website is designed to strategically showcase ad positions for optimal visibility, click through, and action. All ads are run-of-site for maximum exposure and high-impact.

Monthly Web Metrics

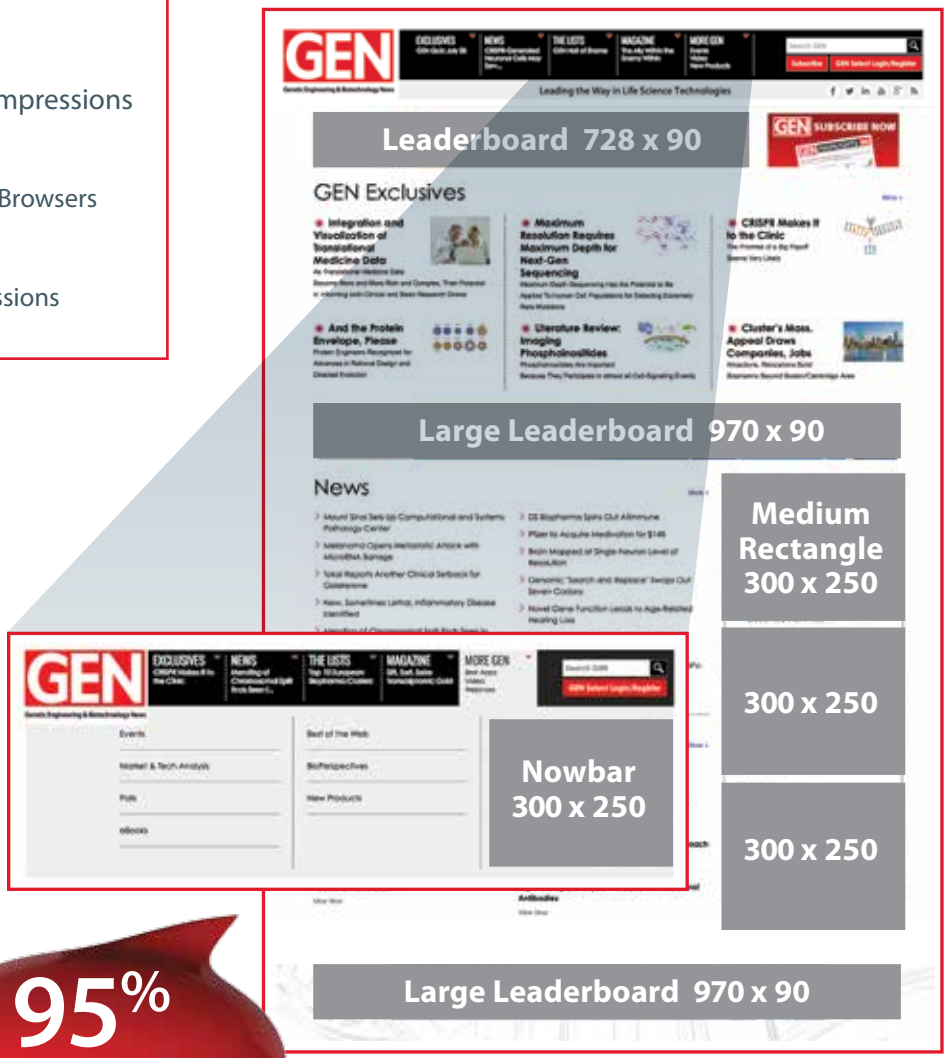
352,652 Average Page Impressions

181,183 Average Unique Browsers

242,624 Average User Sessions

Powerful ROS Ad Options

- **NowBar:** Heavy exposure over short period of time
- **Leaderboard & Large Leaderboard:** High visibility, proven performance
- **Medium Rectangle:** Strategic placement adjacent to editorial content
- **Keyword Takeover:** Exclusive takeover of keyword search results



95% Depend on the GEN Website content to be more productive in their jobs**

BPA WORLDWIDE

* Sources: January – June 2016 data provided from filtered Google Analytics reporting and audited by BPA Worldwide

** GEN Readership Survey 2016

For Rates & Specs see page 10

GEN Audience Leader

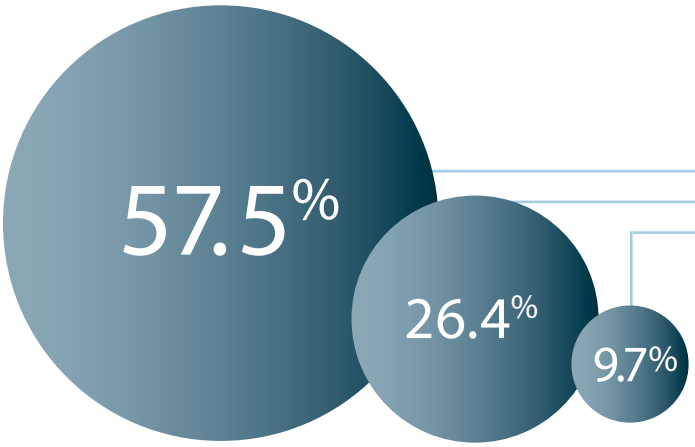
Reach the Most Influential Buyers in the Life Sciences

Total Audience Reach

414,212

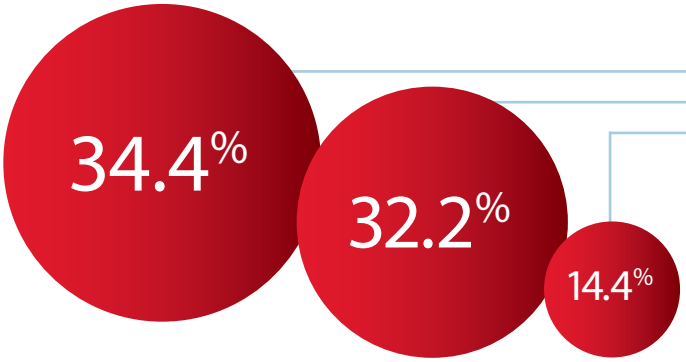
Audience Breakdown

	Magazine	Website	Newsletters	Mobile App
TOTAL AUDIENCE	**65,004**	**181,183**	**174,508**	**11,566**
North America	75.8%	54.4%	77.3%	39%
Europe	21.3%	26%	14.2%	15%
Asia	1.4%	15.4%	6.5%	41%
Oceania/Africa	1.5%	4.2%	2.0%	5%



Organization

57.5% Pharmaceutical/Biotech
26.4% University/Academia/Government
9.7% Clinical Research/Hospitals
5.7% Private Research Institutions
0.7% Finance/Law Firm



Job Functions

34.4% R&D Research
32.2% Executive/Corporate Management
14.4% Lab Management
9.5% Production/Validation/QA/QC
2.7% Clinical Researcher (M.D.,Ph.D.)

BPA WORLDWIDE

Sources: BPA Brand Report June 2016, Publisher's own data, Google Analytics, audience database 2015-2016

Take advantage of GEN's multiple media channels for a fully integrated advertising and marketing campaign.

Advertising with GEN ensures that your products and services are seen by the largest, most influential group of biotech and pharma professionals around the world, and most importantly. . . GEN delivers results!

GEN's trusted editorial content and suite of products are ideal vehicles for delivering your message to highly engaged, influential decision makers. GEN is the leading resource for the latest information on trends, tools, and technologies in biopharma, and is the only publication that addresses the full spectrum of the life science industry!







eNewsletters

TARGETED

- **Daily and Weekly Highlights**
- **Tech Focus Suite**
- **Editor's Select Package**
  - **TOC Alert**
  - **Editors' Picks**
  - **New Product Watch**

Page 9

Lead Gen

CONTENT MARKETING

- **Webinar Sponsorships**
- **eBook Sponsorships**
- **List Rental**

Page 11

Emerging Platforms

CUSTOM

- **Video**
- **GEN Touch Mobile App**
- **Promoted Social Posts**
- **BioPerspectives Native Advertising**

All Rates & Specs
start on **Page 9**

GEN eNewsletters

Delivers High-Impact Exposure

Highlights – High Frequency – Maximum Exposure

The flagship GEN Highlights Daily and Weekly eNewsletter delivers your message to an engaged audience 6 times per week (Mon-Sat). Redesigned for high impact, the innovative new layout provides maximum exposure for your ad alongside GEN's trusted editorial content and is the perfect choice for time sensitive promotions.



90,000 + 35,000 = **125,000**

18,000 Mon-Fri | Saturday Edition | **DELIVERED PER WEEK**

Double your Exposure to 250,000 Extend your campaign with an additional send.

Tech Focus — Precision Targeting

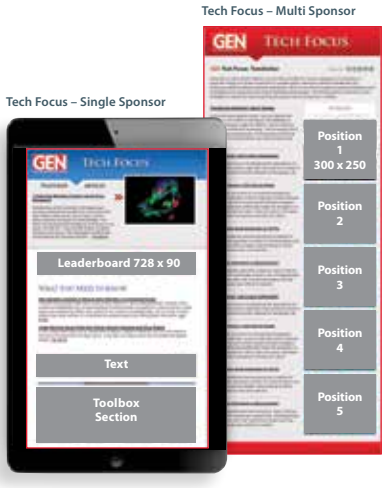
The GEN Tech Focus eNewsletter provides a unique opportunity to showcase your product or service to a targeted audience interested in a specific technology.

MULTI SPONSOR: Choose a pre-selected topic that targets the audience you want to reach.

SINGLE SPONSOR: Showcase your message exclusively alongside GEN content. Sponsor can also highlight related products, videos, and application notes in the Toolbox section.

FEATURED TOPICS

- January – Genome Editing
- February – Next-Gen Sequencing
- March – Digital PCR
- April – Immunotherapeutics
- May – Stem Cells
- June – RNAi
- September – Epigenetics
- October – Protein Expression
- November – Flow Cytometry



Editor's Select Package — Extended Exposure

Extend your ad buy with a single package purchase of three unique eNewsletters including GEN's content-rich eTOC, Editors' Picks, and New Product Watch. Each eNewsletter is deployed on a separate week throughout the entire month, giving you prolonged ad exposure and high ad click opportunity.

23,500 + 28,000 + 23,600 = **75,100**

eTOC | Editors' Picks | New Product Watch | **DELIVERED PER MONTH**

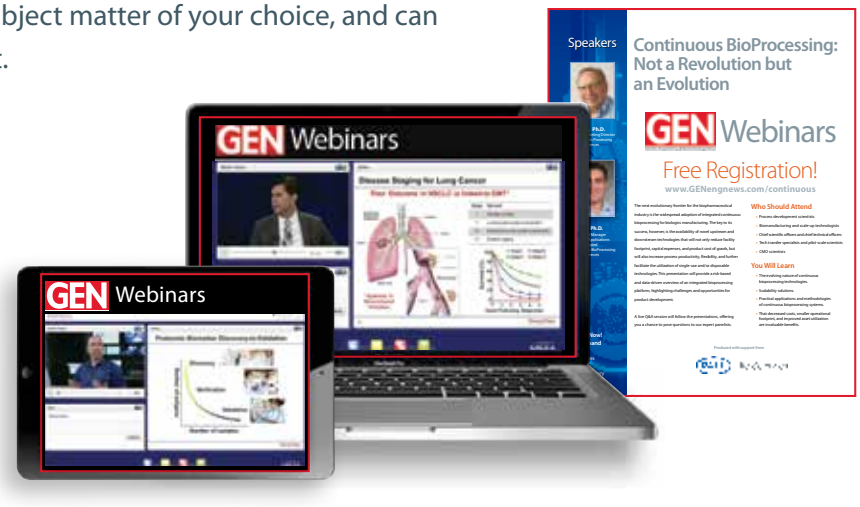
For Rates & Specs see page 11

GEN Lead Gen

Delivers Premium Qualified Leads

Webinars — Showcase Your Expertise and Thought Leadership

GEN webinars deliver an unmatched concentration of qualified leads—resulting in the highest level of customer satisfaction, and making GEN webinars an integral part of any marketing campaign. Webinars are developed from subject matter of your choice, and can be executed in either audio or video format.



You provide the topic, and we'll do the rest:

- Editorial consulting
- Production management
- Multichannel promotion
- Lead delivery report
- Archive for 12 months
- Copy of webinar file for your marketing
- Final product: 60-75 minutes

eBooks — Customized Audience, Innovative Branding

GEN's eBook program places highly qualified and deeply engaged prospects directly into the hands of your sales team. Our innovative, interactive eBook platform allows you to place educational content, assets, and ads alongside high-valued GEN content on a topic of your choice. To view, users must fill out a registration form—making eBooks a surefire lead-generation tool for you.



You select the topic, and we'll do the rest:

- Editorial management
- Layout and design
- Multichannel promotion
- Lead delivery report
- Traffic and engagement reporting
- Archive for 12 months
- Link to eBook for your marketing
- Final product: 20-25 pages

GEN List Rental

Delivers Your Message, Your Voice, at the Right Time

GEN List Rental represents 100% of the top pharma companies, biotechs, and universities worldwide. Our data is constantly updated to ensure maximum accuracy and can be targeted by type of job function, organization, technology and geography to create a custom mailing list for your marketing campaign. Let us help you deliver your message to highly-qualified drug discovery, R&D, and biomanufacturing scientists and professionals at a price that meets your budget through the GEN List Rental program.

GEN List Rental Delivers:

- Global reach of over 80,000 postal and 147,000 email names
- Average Open Rate of **23.7%**
- Targeted selections include job function, organization, technology, and geography
- Mailing list database updated daily to ensure maximum accuracy
- Detailed tracking report delivered within 5 days after deployment
- Customized quote to fit your budget

To place an order or receive more information contact:

Tel: (914) 740-2178
Fax: (914) 740-2112
Email: genlist@GENengnews.com

GEN reserves the right to approve mailings



2017 GENmail List Rental

GEN

Target your email and postal messages to over 140,000 of life science's most influential decision makers. GEN's database is updated daily, with carefully selected and vetted names of industry leaders with over $1.9 million to spend annually on tools and technologies. Partner with GEN to reach the largest audience of biotech professionals around the world and develop a cost effective mailing strategy that delivers results.

Select all that apply

TECHNOLOGIES

Imaging/Microscopy
☐ 83 Image Analysis
☐ 14 Microscopy
☐ 96 High Content Screening/Analysis
☐ 88 Phenotypic Screening

Development/Manufacturing
☐ 54 Bioreactors/Fermentation
☐ 70 Chromatography
☐ 79 Filtration
☐ 59 Process Monitoring

Translational Medicine
☐ 21 Cancer Research Technologies
☐ CC Molecular Diagnostics
☐ 90 Bioinformatics/Big Data
☐ 100 Biobanking

Biochemistry
☐ 71 Electrophoresis
☐ 72 Mass Spectrometry
☐ 68 Peptides
☐ 17 Protein Characterization
☐ 11 Protein Expression and Purification
☐ 61 Proteomics

Pharmacology
☐ 89 ADME/Tox/Pharmacokinetics
☐ 80 Medicinal Chemistry/Drug Design
☐ AA Animal Models
☐ 62 Drug Delivery

Cell Biology
☐ 81 Assay Development
☐ 10 Biomarkers
☐ 13 Cell-Based Assays
☐ 85 Cell-Based Technologies
☐ 52 Cell/Tissue Culture
☐ 97 Flow Cytometry
☐ 87 Immunology
☐ 57 Stem Cells/Regenerative Medicine
☐ 50 Antibodies

Molecular Biology
☐ 40 Epigenetics
☐ 84 Gene Expression
☐ 95 Molecular Biology/Genomics
☐ 65 Next-Gen Sequencing/Sequencing
☐ 74 Gene Editing/CRISPRs
☐ 63 Nucleic Acid Isolation/Purification
☐ 76 PCR
☐ 82 RNAi/siRNA

JOB FUNCTION
☐ 31 Executive & Corporate Management
☐ 30 Lab Management
☐ 34 R&D Research/Staff Scientist
☐ 36 Core Facility Managers
☐ 22 Graduate Students
☐ 32 Production/Process Scientists
☐ 44 Pharmaceutical Engineers
☐ 38 Validation/Regulatory/QA/QC
☐ 20 Clinical Researchers
☐ 23 Business Development Professionals
☐ 21 Technology-Transfer Managers
☐ 42 Purchasing Managers/Agents

ORGANIZATION
☐ 0 Biotechnology Company
☐ A Pharmaceutical/Biopharm Company
☐ C Diagnostics Company
☐ 3 Private Research Institution
☐ B Contract Research Organization
☐ 7 Contract Manufacturing Organization
☐ 1 University/Academic
☐ 2 Government
☐ 4 Clinical Research/Hospital/Medical School
☐ 6 Financial/Venture Capital/Law Firm

RATES: WEBINAR/SURVEY
RATE: $535/M
MINIMUM ORDER: 5,000 names
Rates are commissionable.
☐ North America ☐ Europe ☐ Rest of World

RATES: EMAIL
RATE: $505/M
MINIMUM ORDER: 5,000 names
Rates are commissionable.
☐ North America ☐ Europe ☐ Rest of World

RATES: DIRECT MAIL
RATE: $295/M
MINIMUM ORDER: 5,000 names
Selections (per select) $10/M
State/Zip Code $10/M
Email delivery $55
Rates are commissionable.
☐ North America ☐ Europe & Rest of World

CONTACT
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Email: genlist@GENengnews.com
GEN reserves the right to approve mailings.

GEN Print Rates

Rates: Black & White

Size	1x–3x	4x–6x	7x–9x	10x–12x	13x–15x	16x–18x	19x–21x
Tabloid	$5,789	$5,563	$5,374	$5,122	$4,996	$4,817	$4,628
Standard	4,723	4,475	4,328	4,150	3,967	3,687	3,498
½ Tabloid	4,723	4,475	4,328	4,150	3,967	3,687	3,498
⅔ Page Standard	3,320	3,172	3,021	2,869	2,711	2,542	2,327
½ Page Standard	2,769	2,664	2,589	2,443	2,322	2,186	2,033
¼ Page Tabloid	2,474	2,243	2,164	2,086	1,991	1,907	1,776
⅓ Page Standard	2,359	2,133	2,054	1,970	1,881	1,783	1,666
¼ Page Standard	2,259	2,206	2,143	2,006	1,907	1,771	1,603
⅙ Page Standard	1,954	1,881	1,801	1,723	1,681	1,539	1,350
3 – inch Box	1,676	1,655	1,634	1,623	1,603	1,581	1,560
2 – inch Box	1,182	1,176	1,161	1,151	1,140	1,124	1,113
1 – inch Box	693	683	678	673	667	667	657

For four color add $1,500

GEN 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 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: efile@GENengnews.com

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

914-740-2100

	Inches		Millimeters	
	Width	Height	Width	Height
Cover Tip – first page	7¾	10¾	197	273
Second page is **Full Tabloid** bleed size — Live area is 9½" x 13"				
For text and art allow ½" margin on left; 1" margin on right for gutter and glue tip				
Show Cover Tip – add ⅛" bleed	11	7	279	177
Page One Strip Ad	9½	1½	242	38
Full Tabloid – no bleed	10	13¼	254	337
Full Tabloid – bleed	11⅛	14¼	283	362
Full Tabloid Spread – no bleed	21	13¼	533	337
Full Tabloid Spread – bleed	22¼	14¼	565	362
½ Tabloid – Horizontal	10	6¾	254	171
½ Tabloid – Vertical	5	12¼	127	310
Standard	7½	10⅛	190	257
Standard Spread	16	10⅛	406	257
⅔ Standard	7½	8¼	190	210
½ Standard – Horizontal	7½	5⅛	190	130
½ Standard – Vertical	5	7¾	127	197
⅓ Standard – Horizontal	5	4½	127	114
⅓ Standard – Vertical	2⅜	9⅝	61	245
¼ Standard – Horizontal	5	3½	127	89
⅙ Standard – Horizontal	5	2	127	50
3 – inch Box	3¼	3	83	75
2 – inch Box	3¼	2	83	50
1 – inch Box	3¼	1	83	25
Trim size of publication	11	14	279	355

GEN Website Rates

Ad Type	Size	Net CPM Rate
Leaderboard	728 x 90	$65
Large Leaderboard	970 x 90	65
Medium Rectangle	300 x 250	50
NowBar	**Size**	**One Week Sponsorship**
Exclusive Channel Sponsorship	300 x 250	$1,995

Roadblock

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

	Size	Price
Leaderboard	728 x 90	
Large Leaderboard	(2) 970 x 90	
Medium Rectangle	(3) 300 x 250 or (1) 300 x 750	
TOTAL		$3,995

Rates are net. ***Sponsorship duration is 12 months.**

GEN Website Specs

Banner Ad Specs

Leaderboard	(.gif, .jpg) Target url	728 x 90 banner ad
Large Leaderboard	(.gif, .jpg) Target url	970 x 90 banner ad
Medium Rectangle	(.gif, .jpg) Target url	300 x 250 banner ad

BANNER ADS

Maximum file size is 40 KB.
Be sure to supply URL to use for link to banner.

Deadline
Creative must be submitted
5 business days prior to run date.

Online Advertising Production Manager
Sherine Morris
tel: (914) 740-2174
fax: (914) 740-2106
smorris@GENengnews.com

RICH MEDIA

Expandable Ads (970x90 only)
GEN accepts expandable ads from established services such as Sizmek.

Streaming Video Banner Ads (728x90, 970x90, 300x250)
GEN adheres to IAB guidelines for rich media banners. Creative must also include a .gif or .jpg as backup. If the rich media ad does not function properly, the backup creative will be used for the remainder of the campaign or until the rich media functionality is re-established.

All sound must be user-initiated and must have video play/stop and sound on/off controls as standard. Maximum download size: 60KB
Maximum video length: 20 seconds
Maximum looping: 2
Maximum FPS: 24fps

Deadline
All rich media creative must be submitted
10 business days prior to run date. This will allow GEN to properly test the ad functionality prior to going live.

GEN eNewsletters Rates

GEN Highlights	Leaderboard	Medium Rectangle Position 1	Medium Rectangle Position 2	
	$2,495	$2,495	$1,295	

Editor's Select Package	Leaderboard	Primary	Midway	Base
Editors' Picks — 28,000 subscribers eTOC — 23,500 subscribers New Product Watch — 23,600 subscribers	$2,495	$2,495	$995	$995
Mid-Month eTOC 9 Deployments	$1,095	$795	$795	$795

Tech Focus	Position 1	Position 2	Position 3	Position 4	Position 5
Multi Sponsor (5 positions) up to 31,000 subscribers	$2,495	$2,495	$2,495	$2,495	$2,495

	Leaderboard	Primary	Toolbox Section	
Single Sponsor — up to 31,000 subscribers	$6,500			

Frequency discounts available, contact your sales rep. for details.
Rates are net.

GEN eNewsletter Specs

GEN Highlights	Leaderboard	Medium Rectangle Position 1	Medium Rectangle Position 2	
18,000 Daily plus 35,000 Weekly subscribers (125,000 sends per week)	728 x 90 banner ad (.jpg or non-animated .gif) Target url	300 x 250 banner ad (.jpg or non-animated .gif) Target url	300 x 250 banner ad (.jpg or non-animated .gif) Target url	

Editor's Select Package	Leaderboard	Primary	Midway	Base
Editors' Picks 28,000 subscribers	728 x 90 banner ad (.jpg or non-animated .gif) Target url	Headline accompanied by 45 words (maximum) 90 x 40 pixel logo Target url OR 468 x 60 pixel banner Target url	Headline accompanied by 45 words (maximum) 90 x 40 pixel logo Target url OR 468 x 60 pixel banner Target url	Headline accompanied by 45 words (maximum) 90 x 40 pixel logo Target url OR 468 x 60 pixel banner Target url
eTOC & Mid-Month eTOC 23,500 subscribers				
New Product Watch 23,600 subscribers	Product Image (200 x 150 pixels), Headline (75 characters) Descriptive copy (75 words maximum) Target url			

Tech Focus	Position 1	Position 2	Position 3	Position 4	Position 5
Multi Sponsor (5 positions) up to 31,000 subscribers	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url	300 x 250 ad (.jpg or non-animated .gif) Target url

	Leaderboard	Primary	Toolbox Section
Single Sponsor up to 31,000 subscribers	728 x 90 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. 100 x 100 (.jpg or non-animated .gif). Target urls for each image.

All eNewsletter Creative should be sent to: **enewsletter@GENengnews.com**.
All creative is due five business days prior to eNewsletter deployment.

C L A S S I F I E D

GEN
Genetic Engineering & Biotechnology News

2017
Classified Media Kit

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