

Lab Manager[®] MAGAZINE
Run Your Lab Like a Business

LabX
AUCTIONS, CLASSIFIEDS & NEW PRODUCTS

LabWrench
Lab Equipment Information and Discussions.

2012
MEDIA KIT

REPRINT SERVICES PODCAST
ONLINE VIDEO LAB PRODUCT
WHITE PAPERS ONLINE VIDEO LAB PRODUCT
FORUMS PRODUCT RESOURCE GUIDE WEBINAR
E NEWSLETTERS AD AWARENESS STUDIES SOCIAL NETWORK
SPONSORED S
PRODUCT MICROSITES LEAD GENERATION CASE ST
PUBLISHING LIST RENTALS APPLICATION NOTES P
ONLINE VIDEO AD AWARENESS STUDIES PRO
PUBLISHING WEBINARS Q
PRODUCT BUYER'S GUIDES
EMEA

A POWERFUL NETWORK FOR YOUR
LAB PRODUCTS AND SERVICES

www.labmanager.com | www.labx.com | www.labwrench.com



A POWERFUL NETWORK FOR YOUR PRODUCTS AND SERVICES

LabX Media Group is your partner for success, with unique marketing and promotional programs that enable you to engage directly with the lab professionals and decision-makers who build and manage successful research organizations and, most importantly, are buyers of lab products.

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LABX MEDIA GROUP INCLUDES:

- > 3 LEADING MEDIA BRANDS
- > 3 STRATEGIC MARKETING CHANNELS
- > 1 POWERFUL NETWORK TO DELIVER YOUR MARKETING MESSAGE





ABOUT LABX MEDIA GROUP

2011 was a great year for LabX Media Group. Our products continue to evolve, providing excellent editorial content to our subscribers and quality leads to our advertisers. In addition, we continue to grow our audience base with key decision-makers and have introduced a number of exciting new products, including the first and only lab product-focused social networking site – LabWrench.

Like many of you, we are optimistically looking forward to 2012.

LabX Media Group powers both lab product marketing and lab product decision-making through marketing services and lab product information.

OUR APPROACH

LabX Media Group connects laboratory professionals with the resources to help them make smarter buying decisions through:

- **Powerful, market-leading brands** — In addition to the flagship LabX, the Group includes *Lab Manager Magazine* and LabWrench, which together represent an unmatched editorial environment and interactive community for the laboratory industry.
- **Content delivered via engaging user interfaces and innovative applications**, such as live streaming, interactive decision-making tools, and social media.
- **Trusted industry voices and experts** connect LabX Media Group professionals, analysts, and subject matter experts with the best user and lab product provider contributors.
- **Audience of lab professionals** who build and manage successful labs of all sizes.



LabX Media Group provides vital news, data tools, analysis, and commentary for laboratory professionals responsible for running successful research organizations.

INTEGRATED MARKETING SOLUTIONS

LabX Media Group prides itself on its commitment to innovation and investment — creating products and solutions that deliver value to customers with new dimensions of performance. This lasting commitment is one reason why our customers continue to rely on our resources and conduct business with us, year after year.

YOU NEED BIG IDEAS

As a marketer, you're always under pressure to come up with breakthrough campaigns to capture and keep your customers' attention — and to execute those campaigns across an increasingly complex range of media options, including websites, print, video, and social networking.

QUICK TURNAROUND AND MEASURABLE RESULTS

What's more, you've got to move quicker than the marketplace and deliver measurable results against multiple sets of short- and long-term goals.

KICK UP YOUR MARKETING WITH LABX MEDIA GROUP

We have the reach, the power, and the experience to take your marketing efforts to the next level. We'll help you create big ideas, and bring them to the marketplace quickly and effectively.

YOUR CUSTOMERS ARE OUR AUDIENCE

With an audience of 200,000 buyers, LabX Media Group creates a powerful social network that enables lab professional decision-makers to interact with peers, experts, and our respected editors in real time. No matter what lab equipment or service you're selling, your customers and prospects engage with our editorial brands and platforms every day.

We know what information decision-makers need, and we know how to deliver it to them efficiently. What's more, we've developed powerful, proven promotional drivers to ensure your campaign reaches the people you need to reach.

CONTENT IS KEY

Providing engaging and relevant content has always been the core of effective marketing

programs. Lab product buyers make complex choices with far-reaching consequences.

In order to make those choices, they need useful information at every decision-making stage, including top-level thought leadership and granular product details. With platforms and media choices proliferating, lab product buyers have come to expect a level of engagement that goes far beyond choosing a whitepaper to download. They expect to be able to engage efficiently with content in the way that suits them, and they expect that engagement to be two-way — to be able to respond, ask questions, and engage with vendors and other customers.

BREAK THROUGH THE NOISE

Our editorial team produces world-class content that engages buyers at every stage of the decision-making process. We have the ability to deliver this content in multiple ways across multiple platforms. We'll work with you to craft the right combination of content and platforms to match your customers' needs, your message, and your marketing goals.

LabX Media Group's leading brands and platforms both frame the top-level issues and provide the tools buyers use to make good business and technology-buying decisions. Reaching those buyers within that unique context amplifies your marketing efforts and breaks through the noise.

LET'S GET TO WORK

Our team has over a decade of experience creating integrated technology marketing campaigns. With expertise in marketing, content development, and audience acquisition, our team creates sophisticated programs with significant impact.

LEAD GENERATION

It starts with the right lead.

LabX Media Group doesn't just deliver random names from our circulation file, but instead QUALIFIED leads that provide advertisers a sales-ready opportunity to generate revenue!

Good sales leads can go stale if they are not properly managed and acted on quickly. Our lead generation programs use a combination of lead generation vehicles and targeted email communications to qualify prospects that are ready to buy. Our marketing and sales qualification techniques ensure a successful and timely hand-off of qualified buyers. As a result, the lead is fully qualified and becomes a sales-ready opportunity. When your sales team makes the call, they'll have real knowledge of a prospect's interests.

Product Surveys

Lab Manager Magazine's product surveys have been praised by advertisers. A free service for you as an advertiser, product surveys offer an in-depth review of a specific product and are published as "Survey Says" in each issue.

Advertisers can take advantage of the knowledge gained from the product surveys, such as:

- Identify end-user's current and future product needs and requirements
- An understanding of which features/factors are most important to end-users in their buying decision.
- Qualify leads of end-users requesting product information. Leads are delivered to the advertiser in a detailed, easy-to-use spreadsheet.

Ad Awareness Program

Our proactive and innovative email Ad Awareness Program helps increase lead volumes for our advertisers. The greatest value advertisers receive from the leads we provide is that we only send you those leads that come from your advertisements. We do not send you the names of readers who have not asked for your information. No competitors or other companies reap the benefits of your advertising.

BRANDING & INFORMATION TOOLS

Create **positive recognition** for your company and your brand.

CO-BRANDED EMAILS

Leverage the power of our brand recognition through a co-branded email. Unlike a standard email rental, your message is sent out under the brand name of the list you choose to rent, highlighting your association with our publication.

CUSTOM PUBLISHING

Custom printed pieces have staying power. They are shared, distributed and discussed. Our experienced staff handles all aspects of project management and provides a range of services tailored to your marketing objectives.

CASE STUDIES

This custom email campaign enables you to reach an audience of industry decision-makers to tell them how your business solution is yielding tangible results.

WHITE PAPERS / APPLICATION NOTES

Let us publish your white paper and/or application note and include it in our online library.

LIST RENTALS

Marketing to decision-makers is easy when using our rental list of over 150,000 lab professionals. Our readers are highly targeted professionals working in world-class research organizations.

PRODUCT RESOURCE GUIDE / LAB PRODUCT BUYER'S GUIDES

Showcase your products and services in the industry's most comprehensive laboratory product resource guide and buyer's guides. We offer integrated print

and online advertising solutions that reach key decision-makers from small to large research organizations all year long.

PRODUCT MICROSITES

A product microsite is a mini website with product content from archives, repositories, and custom content from our vendor community.

PODCASTS

Engage potential customers with a monthly podcast series using our editorial team to record interviews and discussions with content experts and client case studies.

REPRINT SERVICES

Custom reprints complement existing marketing programs and are a valuable communication tool with customers, potential clients, and employees. They are high-quality reproductions designed to meet customized marketing needs.

SPONSORED SUPPLEMENTS

Custom printed pieces have staying power. They are shared, distributed, and discussed. Distinguish your company as an industry thought leader through participation in a custom supplement that accompanies our publications and reaches thousands of subscribers.

WEBINARS

Webinars create a forum for sponsors to communicate with an audience and receive feedback in real time. Every session includes an audio slide

presentation and a Q&A session, with real-time polling capability.

GREAT DEALS / PRODUCT PROMOTION

By offering savings on **promotional products** with "great deals," let us direct your promotional programs to our websites' visitors.

CLASSIFIED ADVERTISING

Classified advertising is a cost-effective way to reach a high volume of potential customers and generate a significant response from one small message. You can generate leads, test elements of larger display advertisements, build prospect databases, and generate direct contact with interested parties.

ONLINE ADVERTISING

Our websites provide online real estate for presenting your brand and accompanying message in a strong editorial environment. These advertisements drive traffic to your website or online registration form, offering an important online conversion opportunity.

IT STARTS
WITH THE
RIGHT
LEAD!

LABX MEDIA GROUP EVENTS

Establish connections with your customers and close business deals.

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or video. Product webinars are highly interactive with global reach, a 12-month archive, and 24/7 access to a complete registrant report.

Seminars — We deliver the highest quality information, speakers, presenters, networking opportunities, and venues to help our readers make sound business decisions and achieve outstanding results. Sponsorship of these events guarantees your connection with the clients and prospects you need to reach.

Webinars — Many lab professionals keep their professional development up to date with educational webinars. By sponsoring a webinar, you can be part of this solution. As a webinar sponsor, you will receive full contact information for participants interested in learning more about your company and its services. That means hundreds of contacts you can market directly to via mail, email or telephone.



Lab Manager Academy Webinars — Each Lab Manager Academy webinar provides a forum and a framework to help lab managers hone their management skills and gain a more business-like approach to their research, while keeping the goals of good science and scientific discovery at the forefront.

ASK THE EXPERT

Ask the Expert Webinars — These webinars bring together leading lab professionals to discuss industry topics of your choice. We help create a thought-provoking list of questions to ensure a stimulating conversation. Excerpts from this discussion, along with color photographs of the participants, are published in magazine format and inserted into a selected issue of *Lab Manager Magazine*.

PRODUCT SHOWCASE

Product Showcase Webinars — These webinars were designed to help attendees understand emerging technologies and how those technologies may help them operate their labs more efficiently. Each webinar is moderated by *Lab Manager Magazine's* Product Editor. Panelists will have 10 minutes to educate attendees about their respective technologies. Following the presentations, there will be a live Q&A session.

New Technology Showcase Webinars — This is where buyers of laboratory products turn for new product introductions. Each webinar highlights the latest technology introductions and trends organized by product category. These webinars can accommodate four or five vendors as panelists.

BENEFITS OF LABX MEDIA GROUP WEBINARS:

- All webinars hosted by senior *Lab Manager Magazine* editorial staff
- Content development with our editor's participation
- In-demand presenters on important industry topics
- LabX Media Group's in-house production team facilitates attendee registration, monitoring and reporting
- Online registration form with up to three custom questions
- Event archived and posted online for 24/7 access
- On-demand viewing for one year
- Real-time online polling and Q&A
- Excellent lead generation resource

MARKETING CAMPAIGN INCLUDES:

- Landing page with sponsor's ad
- 3x eNewsletter mention
- 3x e-blast promotion
- Print ad promotion in *Lab Manager Magazine*

IF YOU HAVE A WEBINAR IDEA, WE WOULD BE HAPPY TO WORK WITH YOU.

Custom webinars are available upon request. Not only do we take care of the webinar logistics, we also do the promotional legwork for you.

Please contact your sales representative for further information.

RUN YOUR LAB LIKE A BUSINESS

LAB MANAGER MAGAZINE

With lab managers facing ever-greater challenges running their facilities and managing their staff, *Lab Manager Magazine* stays one step ahead—delivering timely and important editorial that provides real-world solutions to the issues that matter most—including navigating tougher FDA and OSHA regulations, managing intergenerational teams, the use of mobile devices and apps, and outsourcing. Going on five years, our tag line, “Run Your Lab like a Business,” remains the driver behind our editorial mission. With an eye on the bottom line, we keep lab professionals up to date on best business practices—such as leasing vs. purchasing equipment, evaluating service contracts, and in-depth product reviews. Our contributing writers, including two Ph.D. chemists and one Ph.D. biologist, know the market, the lab, and the challenges facing today’s research professional.

When it comes to making equipment purchases, *Lab Manager Magazine* excels at providing the most current technology news, applications, product comparisons, and analyses. Our targeted editorial helps readers stay ahead of the technology curve in order to create a more efficient and profitable research organization.

Lab Manager Magazine is also an industry innovator, with powerful programs such as **Product Showcase Webinars**, setting the standard for high-quality features and world-class events focused on state-of-the-art laboratory technology.

Lab Manager Magazine supplements its monthly coverage with weekly and monthly **eNewsletters**, a regularly updated website, comprehensive product **Buyer’s Guides** and an annual **Product Resource Guide**, which ensure a well-rounded editorial experience for both readers and advertisers.

TOPICS COVERED:

- Leadership & Staffing
- Business Management
- Technology & Operations
- Lab Health & Safety
- Laboratory Automation
- Lab Design & Furnishings
- Ask the Expert
- Perspective On
- Product Focus Reports
- Purchasing Survey Reports



“I truly enjoy the articles presented in Lab Manager Magazine. They are relevant and helpful to folks working in a lab.”

– **Violet M. Carvalho**, Director, Quality Control, Arena Pharmaceuticals

EDITORIAL SCOPE

Delivering practical business and technology insights to today's lab professionals, *Lab Manager Magazine's* editorial pages are filled with more relevant management, financial, and purchasing information than any other industry publication. Our writers, including chemistry and biology Ph.D.s with lab management experience, know the market and know the challenges facing today's research professional. As a result, we have a keen understanding of our audience. Anticipating their concerns, we deliver the timely and important business, buying, and industry information they need to solve real-world problems—from getting the greatest value from their instrument purchases, to navigating tougher FDA and OSHA regulations, to the use of mobile devices and apps, to outsourcing.

Going on five years, our tag line, "Run Your Lab like a Business," remains the driver behind our editorial mission. For every decision *Lab Manager Magazine* makes about what to publish and how to publish it, we apply one standard: Satisfying the professional needs of readers who make the important business decisions in their labs. In everything we do, from news and feature articles to lab product focuses, we make information more than available; we make it professionally useful.

Everyone generates content. *Lab Manager Magazine* provides intelligence. That's why a growing number of lab professionals are turning to *Lab Manager Magazine* to stay abreast of the latest technology developments, applications, comparisons, and analyses, as well as business and industry trends.

- Lab Manager Magazine aims to:**
- Educate and influence purchasers and specifiers in the research community.
 - Provide a forum for suppliers to talk about their technologies and products.
 - Help accelerate the adoption of laboratory technology into research applications across all disciplines.

EDITORIAL DEPARTMENTS

Product Focus: A comprehensive look at a specific new product, technology or service, the Product Focus editorial provides an overview of the latest trends and developments in featured technologies, enabling lab professionals to carry out their purchasing processes with greater confidence and competence.

Survey Says: Provides a snapshot of purchasing practices for a particular instrument based on *Lab Manager Magazine's* online product surveys.

Technology News: Where subscribers turn for new product introductions and trends organized by product category. In each issue, the editors of *Lab Manager Magazine* select a few new products within specific categories to feature as "Product Spotlights."

How it Works: Targeted editorial describes a research/analytical problem and a solution to that problem based on a specific technology.

Ask the Expert: Interviews with experts and end-users on buying, using, maintaining, and perhaps—later—discarding a particular lab instrument.

The Right Choice: As an advertiser, you highlight features of your products that are most important to end-users and discuss what best meets users' research requirements.

Products in Action: Published three times a year, in March (Pittcon issue), July and August Product Resource Guide. Purchase a full or half page ad, and receive an equivalent space for your "Products in Action" advertorial, which describes your product's techniques and applications that are of immediate interest and importance to lab professionals.

Application issue: *Lab Manager Magazine's* May, August Product Resource Guide and November issues offers advertisers who purchase a full or half page ad the opportunity to receive an equivalent space for an "Application Note" of their choice..

Product Resource Guide: A comprehensive source of information to influence the buying decisions of lab professional leaders all year long.

Same great content, new publishing date. Upon advertisers' request, the *Lab Manager Magazine* Product Resource Guide was moved from November to August. The Product Resource Guide's unique editorial provides year-round exposure of manufacturers' products and services. Included in the guide is a comprehensive review of consumables and lab supplies used within the lab. Unlike other industry Buyers' Guides, the Product Resource Guide is specifically designed to enhance, expedite, and complete the buying process while providing users with indispensable user comments, industry news and analysis. Designed with lab professionals in mind, the guide contains vital information they need and can use in one easy-to-read source. That content drives better buying decisions when it comes to selecting vendors and technology to fit users' needs.

AN INFLUENTIAL, ENGAGED AUDIENCE

40,182 BPA Qualified Subscribers

With an impressive audience from both small and large research organizations, *Lab Manager Magazine* is written for laboratory supervisors, managers and directors, research managers and directors, and other leading research professionals who identify, recommend, purchase, and support their labs' technology needs.

Top reasons for reading *Lab Manager Magazine*:

- To learn best business and management practices for R&D processes
- To learn how to better retain and motivate staff
- To stay current with rapidly changing laboratory technologies

THE STRENGTH OF OUR SUBSCRIBERS

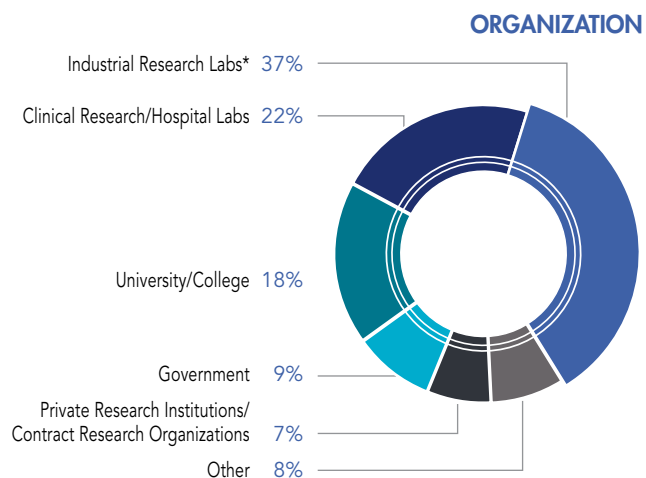
Continuous audience growth BPA AUDITED DATA

Jan-June 2009	Jan-June 2010	Jan-June 2011
26,988	34,525	40,182

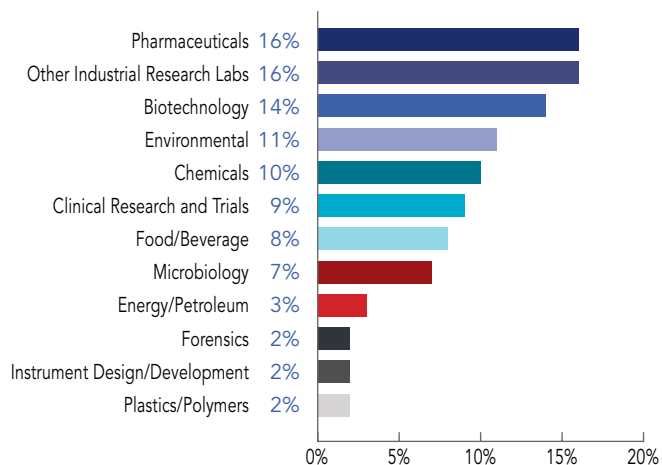
100% of our subscribers are qualified within 2 years.

Source: BPA Worldwide Statement for the six month period ended Dec 2010

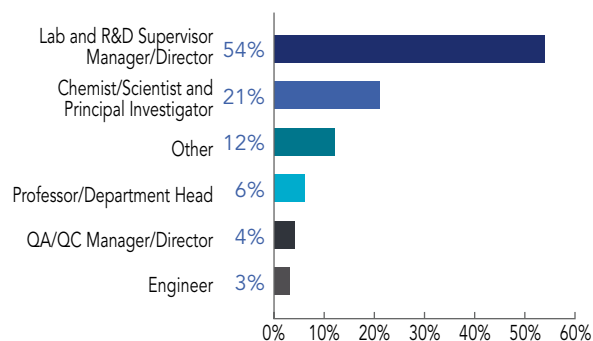
READER DEMOGRAPHICS



*INDUSTRIAL RESEARCH LAB — AREA OF RESEARCH



JOB TITLE



LAB MANAGER MAGAZINE EDITORIAL CALENDAR 2012

Issue Date	Cover Story / Feature Articles	Editorial Sections				
		Laboratory Management	Technology & Operations	Lab Automation	Lab Health & Safety	Perspective On
January / February 2012	Budgeting 101: Managing Your Research Dollars	Vendor Lease Management	Consolidating Laboratory Service and Maintenance Providers	Integrating Systems for Improved Workflow	Personal Communication Devices in the Lab: Do They Pose Dangers Beyond Distraction?	Perspective On: A Contract Lab
March 2012 Products in Action	Investment Confidence Report	How One's Personal Management Style Helps or Hinders Staff Performance	Staff Adoption and Training for New Equipment	The Crucial Role of Power Protection in Lab Automation	New Generation Sterilizers: Ethylene Oxide and Hydrogen Peroxide	Perspective On: A Forensic Lab
		Pittcon 2012 New Technology Guide				
April 2012	Managing Energy Costs: Strategies for Mitigating Increased Energy Costs	Efficient Candidate Sourcing	Chemical Inventory Management	Bar Code Technology	Chemical Hygiene Plan	Perspective On: A Biofuel Research Lab
May 2012 Application Issue	Latest Apps for the Lab	Lab Etiquette	No Level of Contamination is Acceptable	Working with IT	Ergonomics	Perspective On: An Environmental Research Lab
June 2012	Lab Health & Safety (Includes 3rd Annual Lab Safety and Health Survey results)	Project/Work Management	Sample Prep for Chromatography Analysis	Stepping into the Cloud (Cloud computing)	Hazardous Waste	Perspective On: A Food & Beverage Lab
July 2012 Products in Action	Collaborating and Communicating Effectively Around the World	Lab Accreditation	Field Instruments	Process Analytical Control	Fire and Electrical Safety	Perspective On: A Drug Discovery Lab
August 2012- PRG Products in Action / Application Notes	Product Resource Guide: A Comprehensive Source of Information to Influence the Buying Decisions of Lab Professionals All Year Long The Product Resource Guide's unique editorial provides year-round exposure of manufacturers' products and services. Included in the guide is a comprehensive review of consumables and lab supplies used within the lab. Unlike other industry Buyers' Guides, the Product Resource Guide is specifically designed to enhance, expedite, and complete the buying process. Designed with lab professionals in mind, the guide contains the vital information they need in one easy-to-read source to drive better buying decisions when it comes to selecting vendors and technology.					
September 2012	Social Media: Putting it to Work in the Lab	Managing a 24/7 Lab Staff	Service/Calibration	LIMS to LIMS Integration	Material Safety Data Sheets (MSDSs)	Perspective On: A Polymer Lab
October 2012	Talent Wars (Includes 6th Annual Salary & Job Satisfaction Survey results)	Professional Career Development	High Purity Water Systems	Data Collection, Manipulation and Visualization	Biosafety Exposure Control Plan	Perspective On: A Mobile/Field-Research Lab
November 2012 Application Issue	Branding & Publicity: Putting Your Lab on the Map	Scientific Partnerships	Research Data Management (Retrieval, Storage and Analysis)	Integration Challenges in the Modern Era of Automation	Lab Safety Inspections	Perspective On: An Academic Research Lab
December 2012	Communication 101	Good Laboratory Practices (GLP)	Equipment Layout for Maximum Efficiency	An Open Platform for Scientific Applications Based on the AnIML Standard	Training for Safety	Perspective On: A Cell Culture Lab

Lab Product Reports					Bonus Distribution	Product Showcase Webinar
Lab Product Focus	Survey Says	The Right Choice	INSIGHTS Lab Equipment Reports	Ask The Expert		
<ul style="list-style-type: none"> Analytical Balances Automated Liquid Handling Microplate Handlers Refractometers Stirrers, including overhead 	<ul style="list-style-type: none"> ELN Fume Hoods Rotary Evaporators 	UHPLC Systems	Liquid Chromatography	The Economic Benefits of Lab Automation	<ul style="list-style-type: none"> Society for Laboratory Automation and Screening (SLAS) American Academy of Forensic Sciences 	<ul style="list-style-type: none"> Mass Spectrometry - Drug Discovery (Jan) ELN (Jan) Titrators (Feb) Ultra Low Freezers (Feb)
<ul style="list-style-type: none"> Filtration (especially membranes) Flow Cytometers Glove Boxes Microscopy / cell imaging Shakers 	<ul style="list-style-type: none"> Flow Cytometers HPLC Systems Lab Ovens 	Microplate Readers		Technologies That Best Improve QA / QC	<ul style="list-style-type: none"> Pittcon 2012 ACS 2012 Spring Meeting 	<ul style="list-style-type: none"> HPLC Systems HPLC Columns
Pittcon 2012 New Technology Guide						
<ul style="list-style-type: none"> Gas Generator Gel electrophoresis / Electrophoresis LIMS Sample Prep for Chromatography Analysis TOC Analyzers 	<ul style="list-style-type: none"> Automated Liquid Handling Centrifuges Mass Spectrometry (stand-alone / integrated) 	CO2 Incubators	Mass Spectrometry	What to Consider Before Consolidating Laboratory Services with One Provider	<ul style="list-style-type: none"> Cancer Research 	<ul style="list-style-type: none"> Mass Spectrometry - Food Safety Automated Liquid Handling
<ul style="list-style-type: none"> Chromatography Data Systems Fume Hoods HPLC Systems Thermal Cyclers 	<ul style="list-style-type: none"> HPLC Columns Water Purification Microplate Readers 	Biological Safety Cabinets	Lab Automation - Liquid Handling	Accelerating Research Results with High-Performance Mass Spectrometry	<ul style="list-style-type: none"> American Society for Microbiology 2012 	<ul style="list-style-type: none"> Water Purification Clean Room Equipment
<ul style="list-style-type: none"> Centrifuges ELN Mass Spectrometry (stand-alone / integrated) PCR Reagents 	<ul style="list-style-type: none"> Gas Generator Spectrophotometers - UV-Vis Titrators 	Centrifuges		Choosing the Right ELN for the Right Application	<ul style="list-style-type: none"> ASMS Conference on Mass Spectrometry 2012 HPLC 2012 	<ul style="list-style-type: none"> Spectrophotometers - UV-Vis Sample Prep for Chromatography Analysis Multi-Vendor Laboratory Services for Analytical Instruments
<ul style="list-style-type: none"> Biological Safety Cabinets Homogenizers pH Meters Titrators Water Purification Systems 	<ul style="list-style-type: none"> Chromatography Data Systems Clean Room Equipment Microplate Handlers 	Thermal Analyzers		What to Know Before Investing in an Ultrapure Water Purification System	<ul style="list-style-type: none"> American Association for Clinical Chemistry 2012 	<ul style="list-style-type: none"> Chromatography Data Systems
Analytical Instruments: HPLC Systems • GC Systems • Mass Spectroscopy • Microscopes • Particle Size Analyzers • LC Columns. General Lab Equipment: Water Purification Systems • Centrifuges • BioSafety Cabinets • Fume Hoods • Mills / Grinders • Water Baths • Freezers & Refrigerators • Analytical Balances • Vacuum Pumps • Liquid Handling • Meters and Monitors • Pipettes • Incubators • Glove Boxes. Life Science and Clinical Lab Equipment: Biochemicals & Reagents • Assay Kits • PCR • RNA Technology • Microarray Technology • Microplate Management Systems. Software: CDS • LIMS • MRS • ELN					<ul style="list-style-type: none"> ACS Fall Meeting - 2012 	
<ul style="list-style-type: none"> HPLC Columns Lab Ovens Microplate Readers Refrigeration / Freezers Thermal Analyzers 	<ul style="list-style-type: none"> Analytical Balances Immunoassays pH Meters Pipettes 	Mass Spec	Electronic Lab Notebook (ELN)	Latest Advances in Instrumentation and Reagents for Next-Generation Sequencing	<ul style="list-style-type: none"> AOAC 	<ul style="list-style-type: none"> LIMS Thermal Analyzers Ion Chromatography
<ul style="list-style-type: none"> Clean Room Equipment Sequencing Spectrophotometers - UV-Vis Vacuum Pumps 	<ul style="list-style-type: none"> GC Systems Lab Washers Thermal Analyzers 	Analytical Balances	Gas Chromatography	Latest Technologies for Improving Research Outcomes in a Cell Culture Lab	<ul style="list-style-type: none"> Gulf Coast Conference Neuroscience 2012 	<ul style="list-style-type: none"> GC Systems Biological Safety Cabinets
<ul style="list-style-type: none"> GC Columns Immunoassays Lab Washers Mills and Grinders Rotary Evaporators 	<ul style="list-style-type: none"> Biological Safety Cabinets CO2 Incubators / Incubators LIMS 	Refrigeration / Freezers		The Impact of UHPLC Systems on Research Efficiencies and Outcomes	<ul style="list-style-type: none"> EAS 2012 MRS 2012 	<ul style="list-style-type: none"> UHPLC Microplate Readers
<ul style="list-style-type: none"> Chemical Analyzers CO2 Incubators / Incubators GC Systems Pipettes 	<ul style="list-style-type: none"> Gel electrophoresis / Electrophoresis Refrigeration / Freezers TOC Analyzers 	Water Purification Systems	Spectrophotometers	The Benefits of a Research Management System for Your Lab	<ul style="list-style-type: none"> Cell Biology 2012 	<ul style="list-style-type: none"> Cell Culture Lab Equipment TOC Analyzers

LAB MANAGER MAGAZINE – ONLINE

LabManager.com extends your brand to our online readers through interactive marketing opportunities that include LabManager.com webinars, custom eNewsletters, and more.

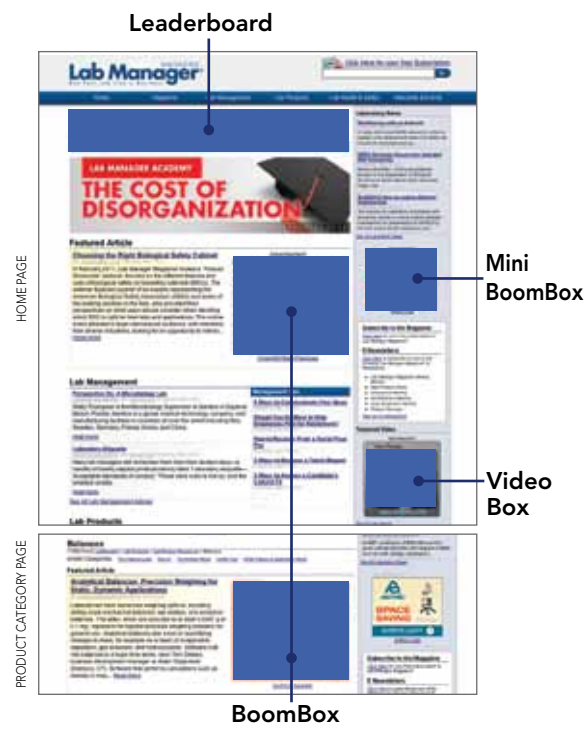
Labmanager.com delivers the same great editorial found in the magazine, but with much more. Easily searchable and retrievable content from back issues as well as newly-updated industry news, safety, and management articles, make Labmanager.com a first-stop information source. With over 40 content-rich and well-organized Product Resource pages, Labmanager.com also provides lab professionals with the in-depth product information they need to make the best buying decisions—more important now than ever.

LabManager.com Continues to Grow to Suit Your Needs!

WEBSITE ADVERTISING

Multiple website advertising opportunities! With five different web ads to choose from, we have an ad size for every advertising budget.

ADVERTISING TYPE	SIZE
Leaderboard position — Appears on all public web pages on LabManager.com. Full banner ads are the most forward-facing banner ads	728 x 90 px
BoomBox — Appears on home page and all public web pages on LabManager.com	300 x 250 px
LabManager.com BoomBox Product Page Sponsorships — Appear on home page and all specific product category pages. (new) Product page sponsorships ensure your brand has the most appropriate editorial contextual positioning by targeting specific product areas of LabManager.com. High-impact, exclusive ad placement in the section of your choice aligns your message with our unique, high-quality editorial content.	
Mini BoomBox — Appears on all public web pages on LabManager.com; (prominent right column position)	180 x 150 px
Feature Products — Appear on all public web pages on LabManager.com (prominent right column position)	
Video Box — Appears on all public web pages on LabManager.com (right column position)	



E-MAIL NEWSLETTERS

Lab Manager Magazine e-mail newsletters are sent to a highly-engaged audience of influential lab professionals. Through our email newsletters, your advertisement is delivered to the inboxes of thousands of the lab professionals you want to reach. Extremely high email open rates and click-through rates ensure branding and product awareness among key decision-makers.

eNewsletter Advertising

Advertise in Lab Manager Magazine eNewsletters and maximize your exposure. Our eNewsletters offer a targeted, high-impact advertising channel to increase your ROI.

Different types of eNewsletters:

Lab Manager Weekly Monitor is delivered every Friday to opt-in subscribers, and highlights the most current industry news, lab management strategies and insights, safety updates, and technology breakthroughs.

Lab Manager Magazine Preview is delivered just prior to the issue publication date and provides a summary of the articles, product focuses, technology news, and special sections subscribers will find in the upcoming issue of Lab Manager Magazine.

New Technology News eNewsletter is delivered every month to more than 70,000 lab professionals. This low-cost information source is an effective way to reach industry professionals seeking timely product updates.

E-Product Categories: • eGeneral Lab Equipment • eAnalytical Instruments • eLife Science. Reviews of the latest trends and developments within each featured technology category.

Single Sponsorship eNewsletters

Distinguish your company as an industry thought leader and reach thousands of lab professionals through customized editorial content.



ADVERTISING TYPE	SIZE
Leadboard	728 x 90 px
Product Focus Ad	180 x 150 px
Skyscraper	160 x 600 px

Ask your sales rep for current newsletter schedules and availability.

DIGITAL COVER EXCLUSIVES

Digital Magazine Cover Exclusive offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.

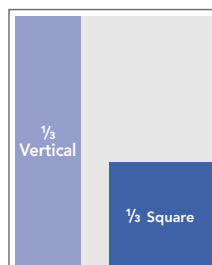
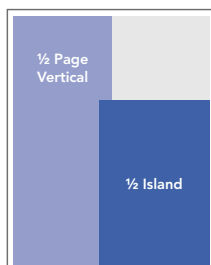
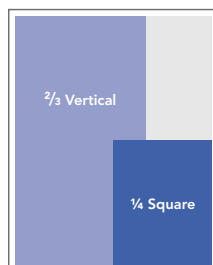
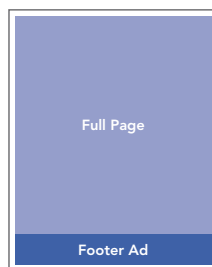
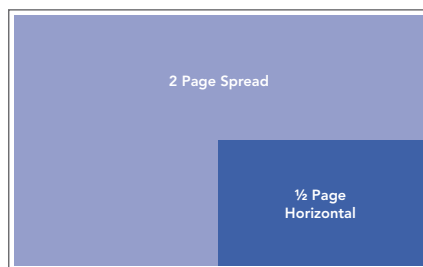
LABMANAGER.COM OFFERS NOVEL AND EFFECTIVE WAYS TO ADVERTISE ONLINE:

- ROS and targeted content sponsorships
- eNewsletter Sponsorships
- Custom eBlasts and Video eBlasts
- White Papers / Application Notes

- New Product Introductions
- Webinars
- Product Microsites
- Ask the Experts
- and more!

PRINT ADVERTISING SPECIFICATIONS

DIMENSIONS	TRIM SIZE (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)
Spread	16 in x 10.75 in 406.4 mm x 273 mm	16.25 in x 11 in 412.7 mm x 279.4 mm
Full Page	8 in x 10.75 in 203.2 mm x 273 mm	8.25 in x 11 in 209.5 mm x 279.4 mm
2/3 Vertical	5.25 in x 10.75 in 133.3 mm x 273 mm	5.5 in x 11 in 139.7 mm x 279.4 mm
1/2 Page Vertical	4 in x 10.75 in 88.9 mm x 273 mm	4.25 in x 11 in 104.7 mm x 279.4 mm
1/2 Page Horizontal	8 in x 5.375 in 203.2 mm x 136.5 mm	8.25 in x 5.625 in 209.5 mm x 142.9 mm
1/2 Island	4.5 in x 7.375 in 114.3 mm x 187.3 mm	4.75 in x 7.625 in 120.6 mm x 193.6 mm
1/3 Vertical	2.6 in x 10.75 in 66 mm x 273 mm	2.75 in x 11 in 69.8 mm x 279.4 mm
1/3 Square	4.5 in x 4.875 in 114.3 mm x 122.5 mm	4.75 in x 5.125 in 120.6 mm x 130 mm
1/4 Square	3.125 in x 4.875 in 79.3 mm x 122.5 mm	3.375 in x 5.125 in 85.7 mm x 130 mm
Footer Ad	8 in x 1 in 203.2 mm x 25.4 mm	8.25 in x 1.25 in 209.5 mm x 31.7 mm



SUBMISSION REQUIREMENTS

Lab Manager Magazine is produced in Adobe InDesign on a Macintosh platform. Please follow these guidelines carefully to avoid additional production charges.

Late Fee Advertising material received after material due date will be subject to a \$200 late charge.

Production Charges *Lab Manager Magazine* has complete production capabilities available, including ad design, layout, and copywriting. Advertisers will be billed for production costs at prevailing rates.

All materials should be submitted on disk or by e-mail and **MUST** include:

- Ad document and file name.
- Program name and version used.
- All original graphics, logos, and/or scans. All artwork must be at least 300 dpi and 100% of repro size, except for vector art. Accepted formats are high-resolution .TIF, .EPS, or .PDF.
- All fonts used in the document—printer and screen as well as embedded fonts. Some fonts may be converted to include them in the page.
- All color converted to CMYK.
- Color proof must accompany all ads. *Lab Manager Magazine* will not be held responsible if proof is not provided.
- FTP submission available upon request.

For more information or questions, please contact your *Lab Manager Magazine* sales representative.

Failure to provide any of the above will result in significant delays in the production process and may incur additional expense.

The editors of *Lab Manager Magazine* want to help you promote your company and products for free. Please send your product, news, literature, and event announcements electronically to pam@labmanager.com.

Text: Attach as MS Word or plaintext (.doc or .txt) file.
Image: Attach as .tif, .eps, or .jpg file.

HIGH-IMPACT ADVERTISING OPPORTUNITIES

HIT THE BULLSEYE OF YOUR TARGET MARKETS THROUGH MULTIPLE MEDIA CHANNELS

Lab Manager Magazine Media ADvantage offers multiple channels aimed directly at the leaders in the research and development marketplace. We offer a combination of ad opportunities in Lab Manager Magazine print and digital editions. Lab Manager Magazine's electronic media options include e-newsletters, websites, webcasts, and video-on-demand, while Lab Manager Magazine's custom media options include advertorials, white papers/case studies, and roundtable dialogues with industry leaders.

COVER TIP-ONS

Announce yourself, your product, or your service. Catapult your message into the hands of our readers by having your marketing material affixed to the cover of our monthly publication.

A Cover Tip-On is an extremely effective, results-driven, marketing platform.

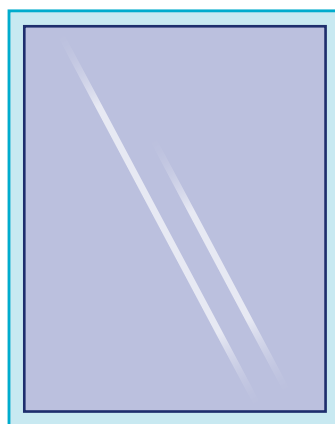


Specifications:

Cover Tip-Ons are affixed by glue.
 Max width: 7.75 in / 196.85 mm
 Max height: 6 in / 152.4 mm

POLYBAGGED OUTSERTS

Deliver your message in style by polybagging your marketing material with our magazine. Use this platform to distribute a booklet or mini-magazine, a poster, or a promotional marketing offer or piece to our audience.

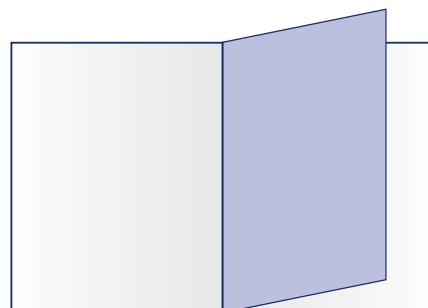


Specifications:

Max Weight: 3.3oz
 Max width: 8 in / 203.2 mm
 Max height: 10.75 in / 273.05 mm

TIP-INS AND INSERTS

Present your message alongside the content of Lab Manager Magazine. Incorporate your marketing material into our magazine by either affixing a tip-in with glue or binding in an insert.



Affixed Specifications:

Tip-ins are affixed by glue.
 Weight limit may apply.
 Max width: 8 in / 203.2 mm
 Max height: 10.75 in / 273.05 mm

Detached Specifications:

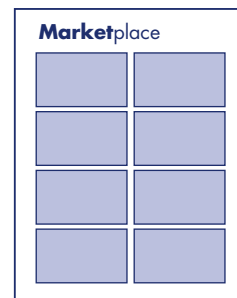
Min width: 2.5 in / 63.5 mm
 Max width: 4 in / 101.6 mm
 Min height: 3 in / 76.2 mm
 Max height: 6 in / 152.4 mm

THE LAB MANAGER MAGAZINE MARKETPLACE

Offers a cost-effective platform for introducing your new, pre-owned or refurbished laboratory equipment. Lab Manager Magazine Marketplace advertisements allow you to reach thousands of laboratory professionals without straining your company's resources.

Specifications: Marketplace ads are printed in the magazine.

Max width: 3.375 in / 85.7 mm
 Max height: 2 in / 50.8 mm



INSIGHTS – LAB TECHNOLOGY BUYER'S REPORT

Published as a special supplement to *Lab Manager Magazine* six times a year, Insights is a product category-specific report that provides vital information lab professionals need in one easy-to-read source. The report includes information on choosing vendors, selecting the right product/equipment, getting your staff and facility ready, and managing future growth.

INSIGHTS

LAB TECHNOLOGY BUYER'S REPORT

PRODUCT CATEGORIES AND SCHEDULE

PRODUCT CATEGORY	LAB MANAGER MAGAZINE ISSUE
Liquid Chromatography	Jan/Feb 2012 Issue
Mass Spectrometry	April 2012 Issue
Lab Automation – Liquid Handling	May 2012 Issue
Electronic Lab Notebooks (ELN)	September 2012 Issue
Gas Chromatography	October 2012 Issue
Spectrophotometers	December 2012 Issue

EVERY ISSUE OF INSIGHTS

OFFERS VARIOUS
ADVERTISING
OPPORTUNITIES,
PLEASE TALK WITH
YOUR SALES REP
FOR ADDITIONAL
INFORMATION.

EDITORIAL OUTLINE FOR THE LAB TECHNOLOGY BUYER'S REPORT:

1. Making the business case for purchasing the feature product
2. Features / factors that are important in the buyer's decision-making process
3. Ask the Expert – Q&A with an industry expert who shares his/her knowledge on topics such as making the right investment in technology, facility, staffing, etc., in order to optimize the laboratory's ROI and manage future growth
4. New technology guide – a comprehensive listing of new products
5. What lab professionals can expect once they purchase the feature product, including a discussion of how to prepare the lab for implementation, service requirements, necessary training, and operating expenses

LABX AUCTIONS, CLASSIFIEDS, NEW PRODUCTS

LabX.com is a powerful brand name for laboratory equipment purchases.

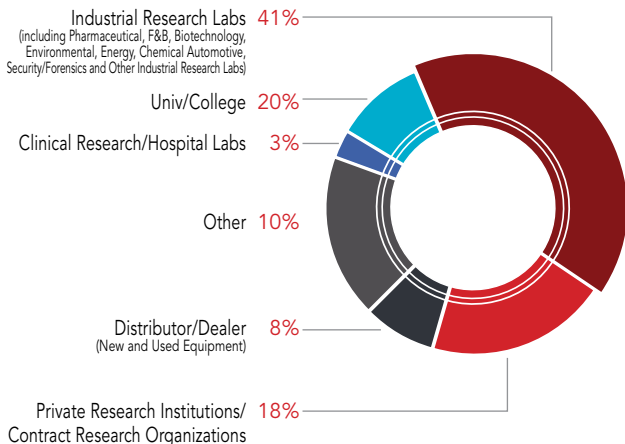
In the lab equipment marketplace, LabX.com has defined online purchasing and is the first place the industry looks when beginning its search for laboratory equipment and supplies.

We are the laboratory's source and are uniquely poised to deliver targeted equipment buyers to our advertisers. Lab professionals of every type rely on LabX.com more than any other online source for transactions of new, surplus, and pre-owned equipment.

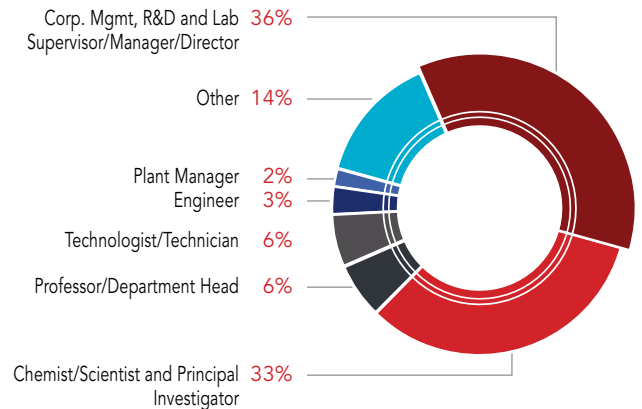
With over 250,000 unique visitors each month, LabX.com provides more reach and wields more influence among your current or prospective customers than any other industry-related website.

LabX.com generates thousands of sales leads for our advertisers each month. Are you getting your share? Every one of these leads is a selling opportunity for someone in our industry. Moreover, LabX has over 13,500 unique visitors each day and delivers qualified buyers to our vendors' websites who are ready to make purchases.

ORGANIZATION



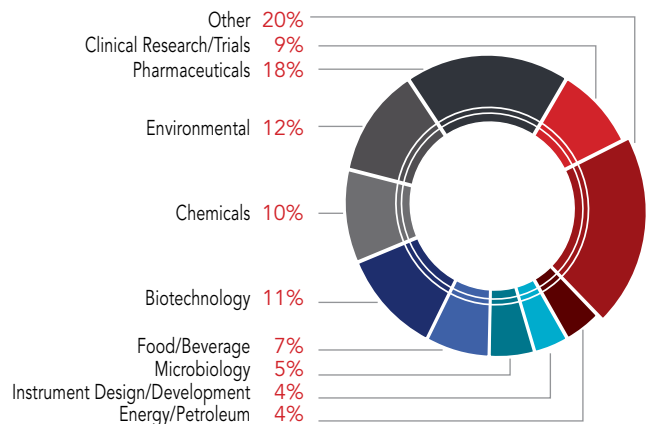
JOB TITLE



Total Registered Members:
200,000+; growing on average
1,500 new members per month

Weekly eNewsletter Subscribers:
60,000+

AREA OF RESEARCH



LABX IS DEDICATED TO **YOUR SUCCESS!**

A Tradition of Excellence — Online since 1995, the LabX team possesses a wealth of Internet experience that supports scientific product marketing and we represent a well-established and loyal following of lab professionals that is not found elsewhere.

Unique Content — We deliver unique website content through our classified and auction listings in 330+ product categories. This one-of-a-kind product content is rarely found anywhere else on the web!

Extensive Pay-Per-Click — We manage over 10,000 keywords in Google, MS AdCenter and other PPC venues along with targeted advertising in related industry websites.

Search Rank — High rank in Internet search engines. From general industry terms to individual products, the unique listings on LabX generate targeted placement for buyers searching for products. You'll find us on page one of many popular Internet searches.

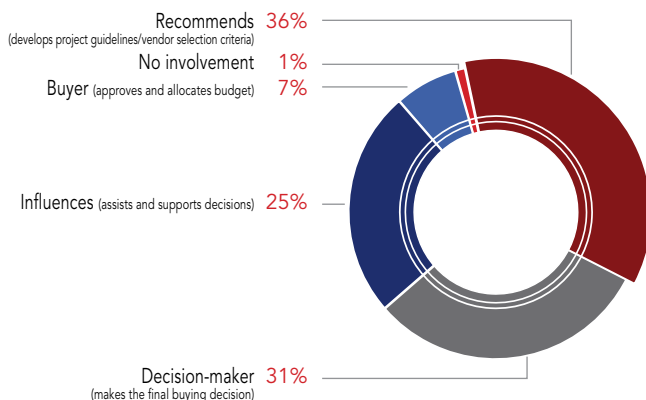
Customer Service — Live help desk and customer support. We top it all off by supporting and retaining our members through personalized customer service and a toll-free number.

WE DELIVER THE RESULTS

LabX.com Traffic and Membership Statistics

Monthly Site Page Views	1,260,000+
Monthly Home Page Views	65,000+
Monthly Product Searches	230,000+
Monthly Unique Visitors	250,000+
Average Daily Visitors	13,500+
Total Registered Members	200,000+
Weekly E-Newsletter Subscribers	60,000+
Monthly Inquires / Leads	9,000+

LabX's highly-engaged audience is greatly involved in the purchase of lab equipment and instruments for their organizations:



Email Newsletters Through our email newsletter, your advertisement is delivered to the inboxes of tens of thousands of the research professionals you want to reach. High email open rates and click-through rates ensure branding and product awareness among key decision-makers who rely on the latest news to drive their business.

- **LabX News Weekly** reaches over 60,000 subscribers weekly and is our long-standing must-read update on all the latest ads and advertisements posted on LabX. Promote your company or products to gain maximum exposure to our LabX audience. These weekly newsletters complement your banner advertising category campaigns.
- **eLab Products Newsletters** are sent to a highly-engaged audience of influential lab professionals every week. Each sent once per month, they include: eAnalytical Instruments, eLife Science, eLab Equipment, and eTechnology News.
- **Great Deals Newsletter** is our newly-launched newsletter for manufacturers and distributors to promote special offers and promotions or limited-time specials. This newsletter complements the "Great Deal" listings that manufacturers may post on LabX.



E-mail Newsletter

CATEGORY BANNER ADVERTISING

Website Advertising

Multiple website advertising opportunities! With five different web ads to choose from, we have an ad size for every advertising budget.

ADVERTISING TYPE	SIZE
Main Menu Banners — Displayed on the LabX homepage, as well as on "All Categories," "Announcements," and "Big List" pages.	130 x 77 px 8k max
Homepage Banners — Premium location on LabX home page.	234 x 60 px 12k max
Homepage Text Ad Banners — Homepage banner exposure plus a short company or product description.	130 x 77 px 8k max
Category Page Banners — Six positions available at the top of each category page. Beneficial for focused advertising in a specific area. Double banner ads are available.	234 x 60 px 12k max 234 x 120 px 24k max
Skyscraper Banners — Premium vertical position within the left-hand menu bar of every category.	120 x 600 px 36k max

TARGETED PRODUCT CATEGORY BANNER ADVERTISING

- ✓ Drive a targeted buying audience to your website.
- ✓ Generate qualified sales leads specific to your New Product Releases.
- ✓ Promote current promotions, special offers, and limited-time sales.

Advertise with the largest scientific marketplace online!



Homepage Text Ad Banners



Skyscraper Banners

LAB EQUIPMENT INFORMATION AND DISCUSSIONS

Prospects, customers, and industry influencers are talking about you and your competitors' products and services online. Even if you are already using social media tools, many companies are challenged to determine objectives for audience engagement and methods for measuring effectiveness. Monitoring your brand and your competitor's can yield insights to help you optimize ongoing marketing campaigns, act quickly on opportunities and positively impact the success of SEO programs and other online tactics.

BRING FOCUS TO YOUR SOCIAL MEDIA MARKETING STRATEGY

LabWrench.com is a product-focused social network where lab professionals, manufacturers, dealers, and industry experts can provide opinions, share ideas, and gather relevant information on laboratory technology and equipment. Labwrench.com is backed by the strength of LabX and *Lab Manager Magazine* and the 160,000+ lab professionals they serve.

LabWrench fosters guided dialogue with a targeted audience around critical lab product issues and provides the quickest way to find laboratory technology and equipment information—from solving problems to purchasing—all in one place.

"...your site is one of the most successful online lead generation sources we had, especially given as young as LabWrench is. I definitely see lots of potential for growth with LabWrench from a manufacturer's perspective."

– LabWrench Sponsor (**Mills category**)

LABWRENCH SOLVES TOUGH LABORATORY INSTRUMENTATION PROBLEMS AND MORE

CONSIDER THIS:

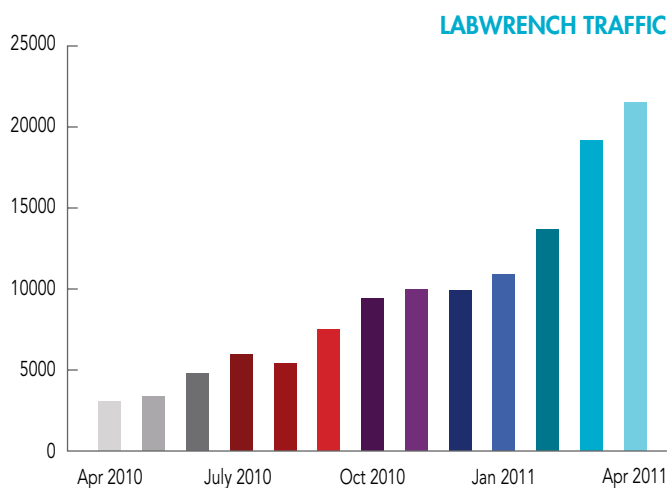
- Researchers using LabWrench find discussion threads—specific to their lab equipment—that provide real-world solutions to their problems.
- Researchers are changing the way they evaluate and engage in the buying process. The budget creation, solution criteria, and RFP distribution phases are being supplemented with a more peer-oriented approach that now occurs within the social networking medium.
- In an attempt to connect directly with vendors, researchers are posting questions on LabWrench to accelerate the buying process.

REASONS LAB PROFESSIONALS VISIT LABWRENCH

- Get answers to their most pressing lab equipment questions
- Gain quick access to product information, manuals, videos, and more
- Share knowledge by providing solutions to others
- Stay current with new products and equipment news
- Find quality vendors and service providers to help grow and maintain their lab

LABWRENCH DEMOGRAPHICS

The number of visitors to LabWrench is growing every month. Let us develop a campaign that will target and engage your customers.



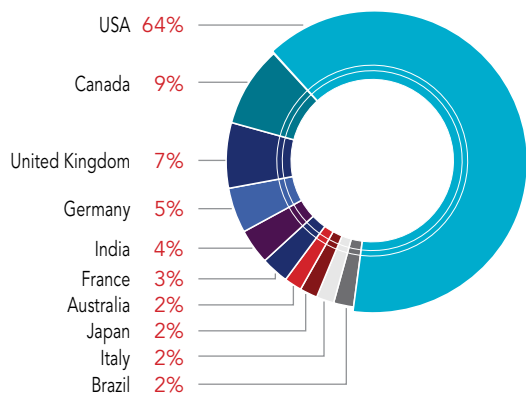
AREAS OF RESEARCH

Biotechnology	29%
Chemistry	17%
Pharmaceutical	9%
Environmental	7%
Food and Beverage	4%
Petroleum	2%
Aerospace	2%
Other	30%

RESEARCH ORGANIZATION

Industrial Research Lab	74%
Hospital / Clinical Lab	10%
University / College Lab	8%
Private Research Lab	2%
Government Lab	1%
Other	5%

GLOBAL AUDIENCE



"...I found the website very easy to navigate and post questions. There are many challenges to conducting research in remote field stations, particularly when troubleshooting equipment problems. Having access to sites such as LabWrench allows researchers to connect to one another from remote regions, which is extremely beneficial to overcome these problems..."

– Graduate Research Assistant, **The Ohio State University**

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP NAME	INCLUDES	SPECS
Homepage: Located prominently on the LabWrench homepage, visible by the ever-growing number of visitors to the site.	<ul style="list-style-type: none"> • Banner on LabWrench homepage • Text link below banner • Two newsletter product highlights • Minimum of six social media promotions • Featured homepage Product • Custom email blast to LabWrench subscribers 	250 x 250 px 40k max
Main Menu: Located below the left main menu, this banner will follow a visitor around the site, reinforcing your brand site-wide.	<ul style="list-style-type: none"> • Banner located under left main menu, site wide • Text link below banner • Two newsletter product highlights • Minimum of six social media promotions • Featured homepage Product 	160 x 300 px 40k max
Category: Highly visible at the top of the category page, this banner positions your brand as a preferred brand and delivers qualified traffic.	<ul style="list-style-type: none"> • Banner linked to a page of your choice • Banner located on related forum pages • Banner located on related product pages • Text link below banner • 2 newsletter product highlights • Minimum of 6 social media promotions • Featured Category Products 	468 x 60 px 40k max
Forum: Located as a leaderboard at the top of every related category forum, this banner is displayed when visitors are highly engaged and interacting with each other.	<ul style="list-style-type: none"> • Included with category sponsorship 	728 x 90 px 40k max
Product Pages: Banner located below the product description to the right of Q&A's; promote your brand on every product page within your sponsored category	<ul style="list-style-type: none"> • Included with category sponsorship 	234 x 60 px 16k max
LabWrench Weekly Newsletter: Leaderboard	<ul style="list-style-type: none"> • Banner linked to a page of your choice 	728 x 90px 40k max
LabWrench Weekly Newsletter: Skyscraper	<ul style="list-style-type: none"> • Banner linked to a page of your choice 	160 x 600px 40k max
Custom email blast to LabWrench subscribers	<ul style="list-style-type: none"> • Please contact your sales rep for details 	

Homepage Banners

Product Page Banners



Main Menu Banners

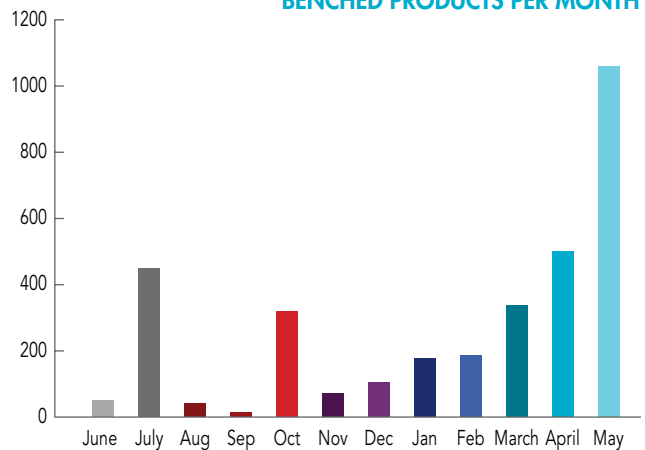
Main Menu Banners

Newsletter

LABWRENCH 'MY BENCH'

Each product listing on LabWrench features an 'add to my bench' function that allows members to bookmark products they use in the lab or have interest in. As an advertiser, you can reach these clients with targeted messages promoted directly to members who we know are interested in your product. My Bench also gives members quick access to discussions, user manuals, videos, and more. **Thousands of products have been benched.** Start reaching your customers today!

BENCHED PRODUCTS PER MONTH



ADD YOUR PRODUCTS TO LABWRENCH FREE

There is no charge to promote your products on LabWrench. Each product listing will get you a link to your company profile page on LabWrench and assist with your overall SEO strategy. **Please email melaniep@labwrench.com or call 1-888-781-0328 x230 for data entry information.**

ONLY PAID ADVERTISERS ARE ELIGIBLE TO PARTICIPATE IN THE LABWRENCH LEAD GENERATION SERVICE

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