

the **Translational Scientist**

Media Planner 2016



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Editorial Vision

Celebrating the people, processes and vision that translate scientific discoveries into improved health for all.



Charlotte Barker
Editor

From decoding the human genome to the burgeoning field of stem-cell research, we live in a time of unprecedented advances in the life sciences. Every day, researchers are unraveling the complex mechanisms underpinning health and disease. And yet, much of the knowledge gained has not resulted in new or improved therapeutics. With practice lagging behind principles, world governments, academics and companies are increasingly recognizing the need for faster – and more efficient – translation. Momentum has been building over the past decade, with a renewed focus on translational research, including major funding programs both in the US and Europe.

Though the meaning of translational science appears to vary from person to person – the end goal is important to everyone. Some define it as translating basic science into a commercial product, while others emphasize the delivery of clinical advances to the people that need them most. What is translational research and how can we best apply it to improve the health of patients? The Translational Scientist explores the answer in a monthly publication, by telling the stories of the people driving scientific discoveries out of the laboratory and into the clinic – and beyond.

The Translational Scientist will launch in January 2016 and will be available in print, via an interactive app in Apple's App Store, and a website serving the full range of digital solutions life science marketers have come to expect. We will also engage with our audience via Twitter, LinkedIn, Facebook and other social media.

Editorial Overview

What can you expect from The Translational Scientist?

Case studies on successful projects, expert opinions from across the globe, feature articles that explore the topic in depth, high-level business commentary, personal development for senior professionals, solutions from vendors and application specialists, and personal interviews with the leading scientists in the field.

Upfront



Reporting on the research, personalities, policies and partnerships that are shaping translational medicine.

In My View



Experts share a single strongly-held view or key idea.

Features



In-depth coverage of the most central, crucial and contentious topics in translational medicine.

Toolbox



The low-down on the tools you need to help you succeed – from new technology to smarter trial design to more accurate analysis.

Translated



Learning from the experiences of other researchers is key to driving wider progress. We celebrate success, by telling the bench-to-bedside story of a new therapeutic, diagnostic or device.

In Perspective



Translating basic science into better clinical interventions is just the beginning. We put new clinical advances in perspective, by exploring community, patient, physician, and organizational factors that lead to successful implementation in the wider population.

Sitting Down With



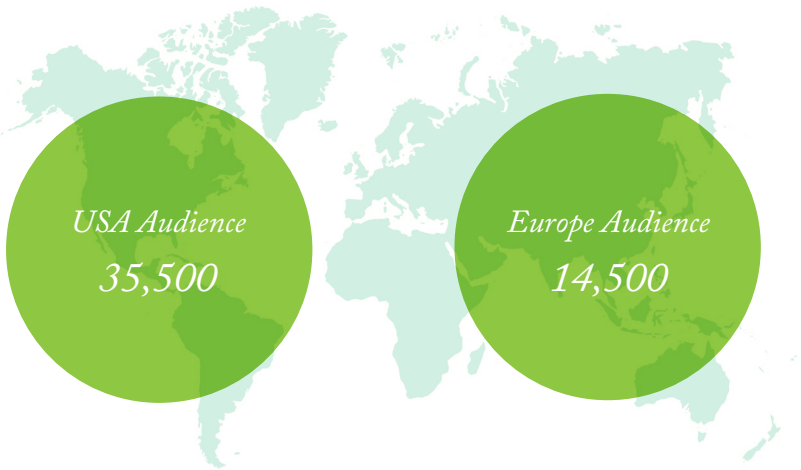
Interviews with key opinion leaders and champions of the field expose the personalities behind respected research centers, successful corporations and innovative start-ups across the globe.

Audience & Circulation



To ensure *The Translational Scientist* is received by the right people (decision makers) we have invested heavily in the development of our audience data and committed ourselves to continued quality.

Tracey Nicholls, Texere's Audience Development Manager, has over 20 year's experience in Life Science publishing. Using her industry knowledge, she has developed a sophisticated database that allows us to build intelligent audience profiles based on the content (both print and digital) that our readers interact with.



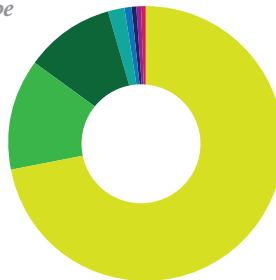
USA



Industry

Medical Research 10994	Pharmaceutical 305
University 1851	Organisation 111
Health Care 709	Biotechnology 100
Government 389	Medical Devices 41

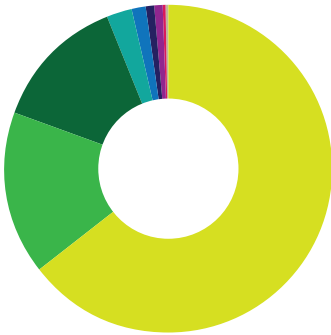
Europe



Industry

Medical Research 25615	Biotechnology 258
University 4642	Organisation 228
Pharmaceutical 3780	Government 200
Health Care 695	Medical Devices 132

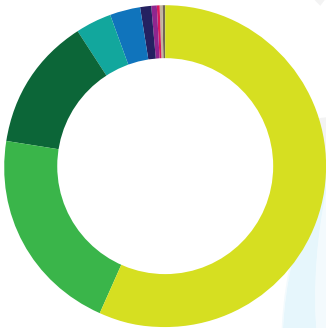
USA



Job Function

Scientist 22956	Consultant 314
Group Leader 5704	Manager 258
Professor 4759	Lab Manager 105
Head of Dept. 870	Research Asst 62
Director 506	Head Technician/Technician 16

Europe



Job Function

Scientist 8246	Director 138
Group Leader 3029	Research Asst. 77
Professor 1929	Head Technician/Technician 60
Consultant 521	Lab Manager 36
Head of Dept 442	Manager 22

Speciality/Discipline

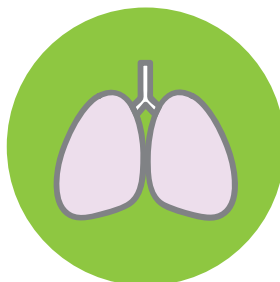
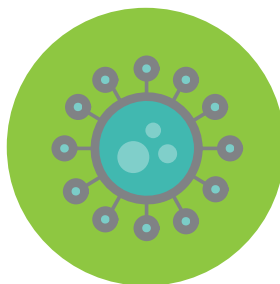
Endocrinology/Diabetes	9,058
Oncology	9,013
Clinical trial	5,794
Imaging	3,906
Surgery	3,142
Paediatrics/Neonatology	2,732
Radiology	2,543
Respiratory/Pulmonary	2,177
Policy	2,092
Pharmaceutical	1,873
Infectious Diseases	1,384
Neurology	1,349
Immunology	1,325
Genetics	1,324
Cell Biology	1,311
Cardiology	842
Epidemiology	819
Medical Devices	646
Urology	633
Psychiatry	447
Dermatology	413
Biomarkers	366
Ophthalmology	342
Gastroenterology	318
Obstetrics &Gynaecol.	289
Palliative	282
Rheumatology	248
Nephrology	233
Geriatrics	229
Stroke	204
Regenerative Medicine	202
Preclinical	199
Allergy	173
Obstetrics & Gynecol.	108
Clinical Trials	23
Personalised Medicine	19
Nanomedicine	11
Biomarkers	2

Scope

The Translational Scientist will cover all areas of translational science, from bench to bedside and beyond.

Topics include:

- Cancer
- Cardiovascular Disease
- Diabetes and Metabolism
- Neuroscience/Psychiatry
- Respiratory Disease
- Infectious Diseases
- Microbiology
- Immunology
- Cell & Molecular Biology
- Genetics
- Genomics, Proteomics
- Diagnostics
- Imaging
- Analytical science
- Nanomedicine
- Regenerative Medicine
- Biomarkers
- Biomedical Engineering
- Drug Discovery
- Drug Delivery
- Bioinformatics
- Preventative Medicine
- Outcomes Research
- Policy
- Global Health



Bonus Distribution

- American Federation of Medical Research
- Association for Clinical & Translational Science
- American Association for Cancer Research
- Association of Clinical Research Professionals

- Analytica
- World Stem Cell & Regenerative Medicine Congress

- American Society of Clinical Oncology
- Biotechnology Industry Organization
- International Society for Stem Cell Research
- American Society for Mass Spectrometry

- American Society of Human Genetics

- Society for Neuroscience
- American Association of Pharmaceutical Sciences
- 5th International Conference on Translational Medicine
- MEDICA

- American Society for Cell Biology

Products: Print, Digital, and Social



Editorial

The editorial of The Translational Scientist celebrates the latest trends and breakthroughs shaping translational medicine. Readers can expect high-quality content that taps into the passions of researchers in this field, with commentary, opinions, best practice tips, inspiring interviews and 'news you can use' to make our readers more effective in their daily jobs.



Audience

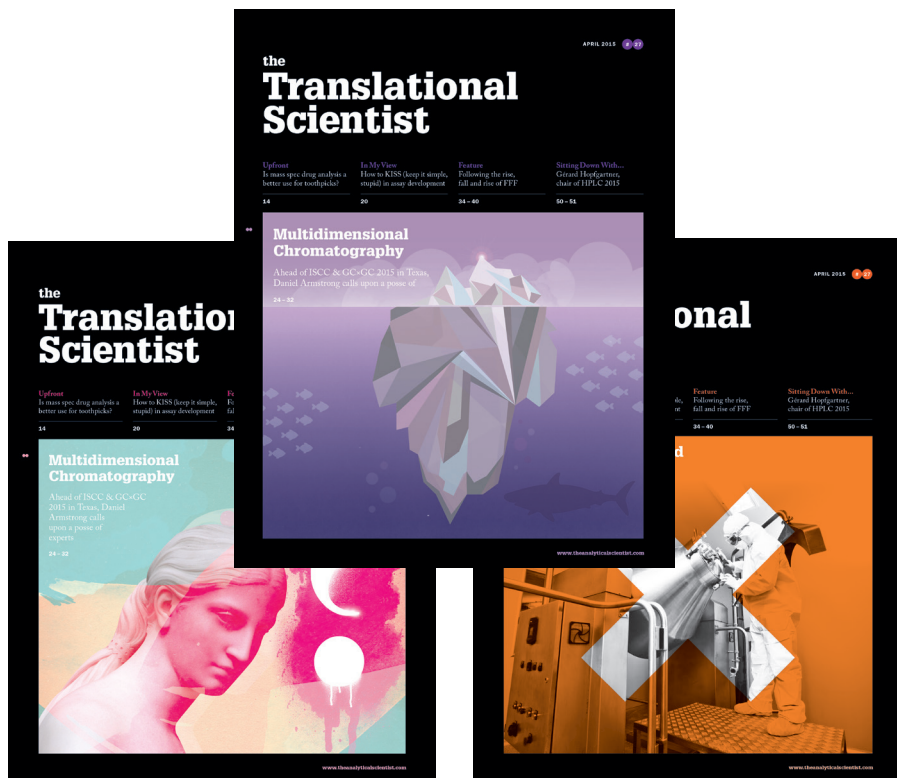
The Translational Scientist's readers are some of the smartest and most influential professionals working in translational medicine. From CEOs, to Scientists, to policy makers, our readers are working hard to bring new drugs, devices and diagnostics to the people who need them.

Magazine Advertising

The appetite for high quality, original and inspiring content remains strong. *The Translational Scientist* print, digital, and iPad editions are designed to create an immersive experience, providing brands with the power to influence their target customers when they are at their most open minded.

Special Issues

- *The Power List (June)*
- *The Art of Translation (August)*
- *The Innovation Awards (December)*



Content Marketing Solutions

Content marketing has become an integral part of companies' marketing programs, with more than 93% of B2B marketers using it and 58% of B2B marketers looking to increase their content marketing budget in 2016. The difficulty, however, is finding the most effective tactics and striking the right balance between valuable, engaging information, and promotional content.

We have developed a portfolio of products that help you maximize impact, drive innovation and establish thought leadership.

"90% of readers find custom content useful and 78% believe that companies providing custom content are interested in building good relationships" Source: McMurry / TMG

Collaborative Content

The Translational Scientist now offers you the opportunity to collaborate on a single piece or series of tailored content that maximizes impact and value, creating genuine proximity with your target audience. In addition we can provide enduring high-value multimedia assets for ongoing internal and external communications including:

- Video Interviews / blogs that complement each piece
- Webinar Round up of content series
- Physical or eBook compendiums

We make the process easy by providing the following:

- Initial Consultation
- Concept creation
- Recommendation of content style
- Research, Interviews with customers / key opinion leaders
- Creation of content from transcription to published article
- Video production



E-mail Content Platforms

E-mail marketing is a great way of reaching your target audience on a regular basis. We have developed several content driven products that will help you deliver your message directly into the inboxes of potential customers.

- Weekly E-newsletter
- Dedicated Solutions e-blasts
- EDM (Electronic Direct Mailer)
- Multimedia e-blasts
- Video series sponsorship



Customized Marketing Solutions

Market Intelligence Survey

Gathering market knowledge allows you to develop new products, uncover market trends as well as assess your competitor's activity in the market. The Translational Scientist market intelligence survey packages will help you do this by creating a tailor made survey to suit your needs.

Supplements: Printed / eBooks

The Translational Scientist can work with you create a printed or electronic publication dedicated to a particular subject. Working with our editorial team we can help create:

- Product brochures
- Application books
- How to Guides
- Educational publications
- Event reports



Webinars

Over the past 7 years webinars have become one of the most effective content marketing tools available. They allow you to position your company as thought leaders, reach large audiences, build faster and deeper relationships and capture valuable sales leads.

Webinar Options:

- Educational Webinar Sponsorship package
- Audio with slides (live or pre-recorded)
- Video webinar (pre-recorded)
- Real time product demo (pre-recorded)
- Collaborative video webinar (pre-recorded)



Video Production

If one minute of video is worth 1.8 million words (according to Forrester's researchers) it is no wonder that by 2017 it will apparently account for 69% of all internet traffic. In order for you to take advantage of this medium, The Translational Scientist offer a series of video products that can be integrated into your marketing campaigns. Video not only helps develop deeper emotional connections with potential customers, it helps nurture your existing customers also. We will work with you to develop the best type of video to meet your goals including:

- Testimonials
- Interviews
- Product Demonstrations
- Thought Leadership
- Teaser
- Storytelling

We also offer several different styles of video to best suit your requirements including live action, screencast motion graphics and live streaming.



Rates Summary

Magazine rates 2016	\$ Dollar				
Adverts	1x	3x	6x	9x	12x
Double Page Spread	12000	11760	11520	11280	11040
Full Page	8400	8160	7920	7680	7440
1/2 Page	6600	6360	6120	5880	5640
1/3 Page	4800	4680	4560	4440	4320
1/4 Page	4200	4080	3960	3840	3720
Application Notes	1x	3x	6x	9x	12x
Full Page	6600	6360	6120	5880	5640

Preferred Positions (Page rate +)	\$ Dollar
<i>Normal Page rate Plus the following</i>	
Outside Back/Cover 4	1800
Inside Front/Cover 2	1560
Preferred Position	720
Bellyband	14400
Cover Tip	14400

Collaborative Content (Page rate +)	\$ Dollar
<i>Normal Page rate Plus the following</i>	
Blog Style	1800
Q&A Style	2400
Interview Style	3600
Feature Style	4800

Website	\$ Dollar
Box advert	2400
Medium Skyscraper	3000
Application Note	1320
Product Profile	1320

Content Marketing Channels	\$ Dollar
TAS Website Content Hub (includes marketing package)	30000
Multimedia Channel (includes marketing package)	30000
E-Books	18000



Weekly E-newsletter	\$ Dollar			
	1x	3x	6x	9x
Text Adverts	1800	1560	1440	1320
Leaderboard	3000	2760	2520	2280
Footer Banner	2400	2160	1920	1680
Road Block (Leaderboard, Footer, App Note and Product)	6600	6360	6120	5880

Single Sponsored E-mail Broadcasts	\$ Dollar
Dedicated Application note e-alert (Up to 6 App notes)	12000
Dedicated Multimedia e-alert	12000
EMD (Electronic Direct Mailer)	12000
Targeted EMD	550 per '000

Tea With ... Sponsorship	\$ Dollar
1x Tea with Interview Sponsorship	7200
Series Sole Sponsorship (six interviews)	30000

Sponsored Survey Including Marketing	\$ Dollar	
	Data Only	Report and Data
5 Questions	4800	7200
10 Questions	7200	10200
15 Questions	10200	13200
20 Questions	13200	16800
25 Questions	16800	21600

Webinars	\$ Dollar
Educational Webinar Sponsorship	14400
Audio with Slides - Live or Pre-recorded	16800
Video Webinar - Pre-recorded	21600
Collaborative Video Webinar - Pre-recorded	24000
Post Webinar Review and Promotional Package 12 months	6000

Video Projects	\$ Dollar
Talking Head Video	8400
Product Demo	12000
Interview Style (Similar to Tea With...)	12000
Guru Video	19200

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