

Bio Business

CHAMPIONING THE BUSINESS OF BIOTECHNOLOGY IN CANADA



2010
Rates and Data

Bio Business

Bio Business is the largest biotechnology magazine in Canada and most trusted source for news in the Canadian life sciences industry. The magazine provides life sciences researchers and companies with a forum for lively discussion and debate around pertinent topics, superior editorial written by predominant Canadian scientists and national coverage of our successes and challenges. Our readers work in every sector of the biotechnology market and constitute an involved readership interested in your ideas, products and services.



The publisher of *Bio Business*, Jesmar Communications Inc., is recognizing its 25th anniversary in 2010. In an effort to give back to the community, we have partnered with The Brain Tumour Foundation of Canada, and a portion of 2010 ad sales will be donated to the charity in the names of our advertisers. All supporters will be posted on our web site for the year and highlighted in our Winter issue.



From the Executive Editor

From humble beginnings selling mail-based advertisements to a vibrant print and digital magazine, a lot has changed in the past 25 years. It's a time of reflection and celebration. We've got an exciting year planned, celebrating 25 years of publishing excellence to Canada's scientific community with our publisher, Jesmar Communications Inc. Throughout the year, we will be highlighting trends, industry growth and special events, as well as looking forward to ongoing celebrations. We will continue our exploration of life sciences across the globe, bringing back lessons and best practices for our Canadian readers.



With the worst of the recession seemingly behind us, we'll explore whether funding opportunities are improving and human resources issues are being solved. Other hot button topics for biotechs in 2010 will be making the most of social media, delving deeper into a world of possibility with stem cells, as well as opportunities to use advances in genome mapping for personalized medicine. The prospects are limitless.

Count on *Bio Business* to remain the trusted source for news in the Canadian life sciences industry.

A handwritten signature in black ink, which appears to be "Theresa Rogers".

Theresa Rogers
Executive Editor

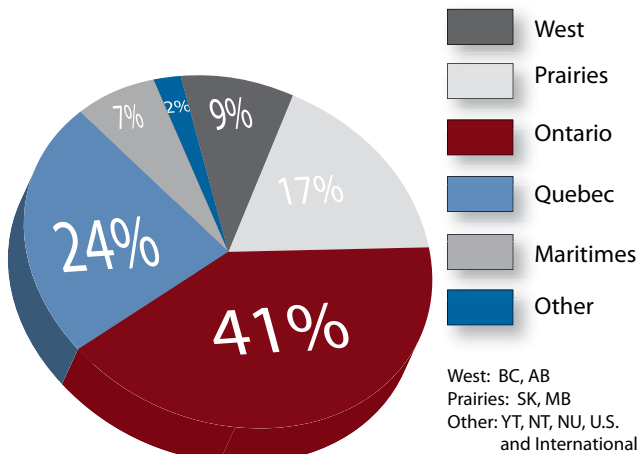
Reach Key Leaders in the Biotechnology Market

Circulation FACTS

Circulation	14,076*
Readers per copy	2.51**
Audience	35,330
Frequency	5x/year

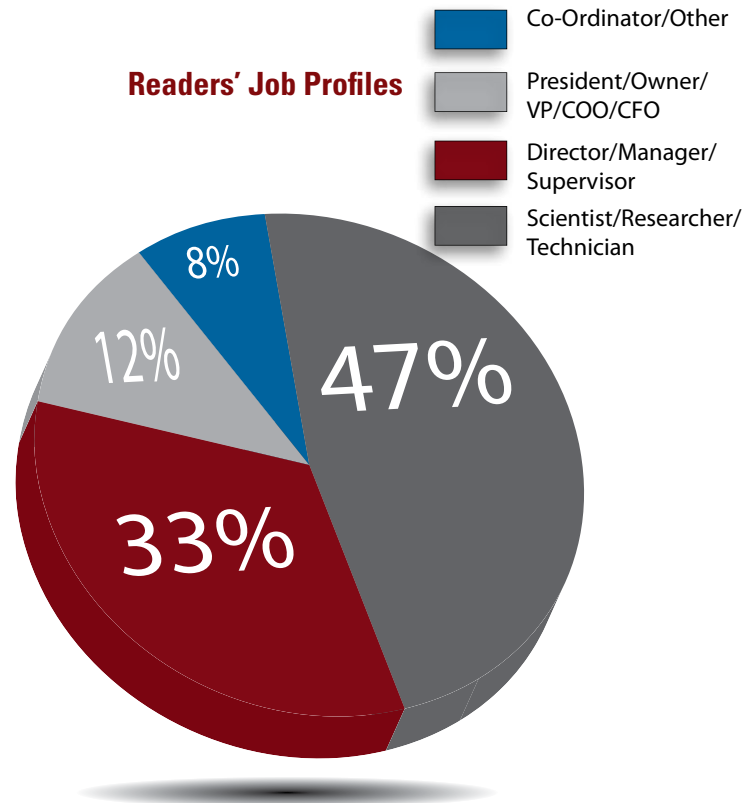
* Sworn Statement, January 2010
 ** 2007 Reader Survey

Bio Business reaches readers across Canada.



Your ad will reach biotechnology executives!

Readers' Job Profiles



Bio Business is a cost efficient and effective way to reach the Canadian market.

	Circulation	(CPM)*	Managers or Executives	Involved in purchasing process
Bio Business	14,076	\$419.15	45%	95%
Biotechnology Focus	8,919	\$684.61	18%	89%

*Cost to reach 1,000 readers
 Sworn Statement: June 2009 CCAB Statement,
 Sworn Statement January 2010, 2007 Reader Survey

Readers Work in These Biotechnology Sub-sectors

- ❖ **33%** Chemistry
- ❖ **29%** Agriculture/Plant Sciences
- ❖ **21%** Environment
- ❖ **20%** Food Science/Nutrition
- ❖ **18%** Industry
- ❖ **16%** Microbiology
- ❖ **15%** Genomics

Our readers will boost your business



Bio Business is in tune with its readers, consequently attracting a loyal advertising base, who get results from their advertising campaign.

Bio Business readers are managers with purchasing power!

95%

of readers are involved in the purchasing process

45%

of readers are in a management or an executive position

33%

of readers grant final approval on all purchases

Type of equipment they purchased

Chemicals/Reagents	61%
Safety Equipment	41%
Computer Software/Hardware	39%
Consumables	39%
Chromatography (GC, LC, HPLC)	35%
Furniture	31%
Sample Preparation	29%
Freezers	22%
Microscopes	22%

Our influential readers trust us — they will trust you too.

Readers trust Bio Business

91% find **Bio Business** relevant to their current job

74% read most issues of **Bio Business** magazine

48% read more than half of every issue

Readers take action after reading Bio Business

78% visit a web site after reading **Bio Business**

59% investigate a product or service advertised or mentioned in an article

45% discuss information with a colleague

Readers are Educated

82% have an undergraduate degree or higher

57% of these have a Masters or Doctorate

Now is the time to invest in Canadian life sciences

2010 Editorial Calendar

ISSUE	SPRING	SUMMER	NATIONAL BIOTECH WEEK SPECIAL ISSUE	FALL	WINTER
Space Closing	February 26	June 11	July 16	October 1	November 3
Material Closing	March 5	June 18	July 23	October 8	November 10
Mail Date	April 16	July 30	September 7	November 22	December 21
Theme	Pre BIO 2010	Human Resources and Post BIO 2010	Education and Pre National Biotechnology Week	Entrepreneurship and Post National Biotechnology Week	IP and Patenting
In Every Issue	<ul style="list-style-type: none"> • Business Management • Financing • Intellectual Property & Patenting • News/Appointment Announcements 		<ul style="list-style-type: none"> • Regional Profile • In Person: Researcher profile • Q & A: Question and answer with an industry expert / supplier • Products 		

Editorial Mandate

Bio Business is dedicated to further developing the business of life sciences, supporting Canadian biotechnology executives and managers with an exploration of the trends and issues affecting their business. We deliver news, profiles, case studies and feature stories designed to assist readers in identifying industry benchmarks, as well as showing the faces behind the success stories.

Industry Submissions

Bylined articles, guest columns and contributions are encouraged. A clear distinction will be made for the reader between news reports and opinion. Please contact us 6 weeks prior to the listed publication date and send a short synopsis of your proposed article, to the editor. All contributions are subject to editing for space, clarity and conformity with **Bio Business** house style.

Address submissions, queries and/or press releases to:

Theresa Rogers, Editor
 e-mail: trogers@jesmar.com
 30 East Beaver Creek Road, Suite 202
 Richmond Hill, Ontario, L4B 1J2
 Tel: 905.886.5040
 Fax: 905.886.6615

"Bio Business provides critical information on industry issues, emerging products and technologies with a quality incomparable to any other Canadian publication on the market. It provides Eppendorf North America with a vital link to the Canadian biotech community"

*Bharat Shetty,
 National Marketing Manager
 Eppendorf North America*

2010 Online Opportunities

Increase your exposure and get in front of our growing online audience.

▶ Combine print and online advertising for twice the **IMPACT!**

Online Advertising Revenue in Canada is estimated to be **\$1.75 billion** in 2009, or **9.2%** more than the 2008 actuals.

Source: IAB 2008 Actual + 2009 Estimated Canadian Online Advertising Revenue Survey

E-Newsletter



www.biobusinessmag.com



<http://biobusiness.dgtpub.com>

Bio Business' online audience is growing!

- The number of visits has increased by **171%**
- The number of unique visitors has increased by **160%**
- The average number of page views has increased by **129%**

January-November 2008 versus January-November 2009

Take advantage of our various online opportunities to maximize your exposure. Placing a print ad will get your ad in our digital edition for free.

Your ad is hotlinked to your company web site for even more exposure. Digital edition sponsorship is also available.

ONLINE ADVERTISING

- Banner Ads
- Tile Ads
- E-Newsletter Tile Ads

Online Rates

Banner advertisements and logo tiles are available on the *Bio Business* web site and e-newsletter.

Banner Ad: \$625 per month
Tile Ad: \$260 per month
E-newsletter Tile Ad: . . . \$430 per month
 (10% discount for one year)

Online Dimensions

Banner Ad: 488 pixels x 72 pixels
Tile Ad: 125 pixels x 125 pixels
 (Resolution: 300 DPI, images as EPS, TIFF, JPEG or PDF in RGB colour space)



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2010 Advertising Rates & Data

General Advertising Rates (Gross Rates)

Four-Colour:	1x	2-3x	4-5x
Full Page	\$5,900	\$5,605	\$5,325
1/2 Page Island	5,015	4,765	4,530
1/2 Page	4,425	4,205	3,995
1/3 Page	3,835	3,645	3,465
1/4 Page	3,245	3,085	2,930
DPS	10,090	9,585	9,105

Covers	1x	2-3x	4-5x
OBC	\$7,375	\$7,005	\$6,655
IBC/IFC	7,080	6,725	6,390

Covers are non-cancellable, full-page, four-colour process.

Black and White rates are available upon request.

Inserts & Outserts: Rates on request

Special Positions: 25% surcharge

Goods & Services Tax: Our published rates do not include GST or HST, which will be added in invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best-earned space rate applicable.

Space Cancellations: Cancellations and space changes not accepted after closing date.

For all advertising opportunities please contact:

Publisher, Christopher Forbes
 Tel.: 905.886.5040
 Fax: 905.886.6615
 E-mail: general@jesmar.com

Dimensions (Inches)

	Width	Depth
Trim Page	8 1/8 (8.125)	x 10 1/8 (10.875)
Bleed Page	8 3/8 (8.375)	x 11 1/8 (11.125)
Live Area	7 (7.0)	x 10 (10.0)
1/2 pg Island	4 3/8 (4.625)	x 7 1/2 (7.5)
1/2 pg Horizontal	7 (7.0)	x 4 3/8 (4.875)
1/3 pg Vertical	2 1/8 (2.125)	x 10 (10.0)
1/3 pg Square	4 3/8 (4.625)	x 4 3/8 (4.875)
1/4 pg Square	3 3/8 (3.375)	x 4 3/8 (4.875)
1/6 Page	2 1/4 (2.25)	x 4 3/8 (4.875)
DPS	16 1/4 (16.25)	x 10 1/8 (10.875)

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Mechanical Requirements:

Printing Method: Web
 Binding: Saddle-stitched
 Screen: 133 - 150 line screen

Electronic Material: Digital files only. PDF/X-1a files are preferred.

Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** Publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com

FTP Site: ftp.jesmar.com. Please send an e-mail to ftp@jesmar.com for password information for the *Bio Business* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanne Somaiya, jsomaiya@dvtail.com or Crystal Himes, chimes@dvtail.com
 Tel.: 905.886.6640



Delivering value and insight to Canada's scientific community for over 25 years.

Jesmar Communications Inc. has been publishing Canada's leading scientific magazines, *LAB Business* and *Bio Business* for more than 25 years. Jesmar's publications reach the key decision-makers in Canada's biotechnology sector plus laboratories throughout the government, education, medical and private sectors.

Mail or fax contracts/insertion orders to:

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Web site: www.biobusinessmag.com

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