

# 2019/2020 MEDIA KIT

YOUR CONNECTION  
TO THE CANADIAN  
SCIENCE COMMUNITY



**BioLAB**  
BUSINESS

Canadian  
**food**Business  
» The science of food and beverage

# TOGETHER, WE REACH FARTHER INTO THE CANADIAN SCIENCE COMMUNITY

*BioLab Business* has been the trusted and highly relevant go-to publication for the biotechnology and laboratory professional for the last 35 years. In 2020, we are excited to expand on this legacy with a newly launched website, fresh editorial and an all digital magazine. *BioLab Business* along with its sister publication *Canadian Food Business* reach decision-makers and leaders across the science community.

## 4 ISSUES OF COMBINED EDITORIAL

# BioLAB BUSINESS



Celebrating 35 years, *BioLab Business* continues to inform the laboratory and biotechnical industries with a rebranded digital edition.

### NEW

Fresh, user-friendly website  
[www.BioLabmag.com](http://www.BioLabmag.com)

4 Newsletters

 @BioLabmag

 @BioLabmag



# Canadian foodBusiness

» The science of food and beverage



Our sister publication *Canadian Food Business* enhances your reach with Canada's food and beverage science industry decision-makers.

2 Newsletters

[www.CanadianFoodBusiness.com](http://www.CanadianFoodBusiness.com)

 @CDNfood

## Total Circulation

# 17,359\*\*\*

Source: July 2018 Publisher's Sworn Statement

## FULL SUITE OF CUSTOM SOLUTIONS



### Digital Magazine

- The leading resource for Canada's science community
- A digital copy of each issue is emailed directly to our readers' inboxes
- Links instantly drive customers to your content
- Includes embedded audio and video capabilities

Sponsored content opportunities available

### E-Newsletters

- Engage readers in-between issues
- Reaches the inboxes of top professionals in Canada's labs, food and beverage and life sciences communities
- 6 opportunities with 4 issues of *BioLab Business* and 2 issues of *Canadian Food Business*



### Website

- The online destination for Canada's biotechnology, laboratory, and food science professionals
- Puts industry news, insights and stories at readers' fingertips
- More options & enhanced metrics



[www.BioLabmag.com](http://www.BioLabmag.com)

[www.CanadianFoodBusiness.com](http://www.CanadianFoodBusiness.com)

### Social Media

Engaging industry decision-makers with insights on current events

- @BioLabmag
- @BioLabmag
- @CDNfood



## THE PREMIER RESOURCE FOR LABORATORY AND BIOTECHNOLOGY PROFESSIONALS

Approximately **2,300 readers\***  
purchased or planned to purchase  
a product/service after reading

**89%**

are decision-makers (involved in the  
recommendation and/or final approval process)\*

**\$2.7 Billion**

combined minimum budget\*

### OCCUPATION\*

Lab Management  
R&D/Staff Scientist  
Executive/Corporate Management  
Lab Technologist/Technician  
Business Development Professional



### AREAS OF RESEARCH\*

Biology  
Environment  
Health Diagnostics/Therapeutics  
Biotechnology/Genomics  
Energy  
Industrial  
Chemistry  
Agriculture  
Food Science/Nutrition  
Pharmaceutical

### ENGAGEMENT\*

**80%**

find the advertising in *BioLab Business*  
relevant to their profession

**89%**

find the publication  
relevant to their job

**80%**

frequently read the publication

Source: \*LAB & Bio Business Reader Survey

### VALUABLE INSIGHTS

Showcase your brand alongside our in-demand regular  
features, like "Suzuki Matters, published in each issue and  
written by award-winning scientist, environmentalist and  
broadcaster David Suzuki



Reach the largest cross-section of Canada's laboratory  
and biotechnology workforce



## DELIVERING INSIGHTS AND INFORMATION TO THE BOOMING FOOD AND BEVERAGE SCIENCE INDUSTRY

*Canadian Food Business* readers come from every corner of the food and beverage science industry.



## OUR READERS PURCHASE:



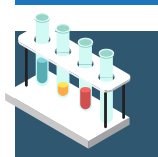
### PRODUCT PACKAGING

Packaging, meal trays, boxes, cartons, bottles and more



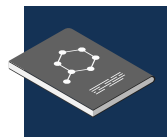
### INGREDIENTS AND COMMODITIES

Oils, preservatives, chemicals and sweeteners



### LAB PRODUCTS

Microscopes, food testing instruments, crushing/filling machinery, condensers and other research-related products



### QUALITY ASSURANCE

Equipment and instruments for analysis

## OUR READERS INCLUDE:

- Continental Ingredients
- Griffith Laboratories
- Sofina Fine Foods
- Quadra Ingredients
- Sleeman Breweries
- Lillydale Foods
- University of Guelph
- Pepsi Co Inc.
- FMC BioPolymer
- N2 Ingredients
- McCain Foods Limited
- Parmalat Canada Inc.

*Canadian Food Business* is integrated within our sister publication *BioLab Business*

# EDITORIAL CALENDAR



## FALL 2019

Ad Space: July 31, 2019  
Ad Material Deadline: August 7, 2019

Theme: Energy



## WINTER 2019-2020

Ad Space: November 1, 2019  
Ad Material Deadline: November 8, 2019

Theme: Feeding the World

**Enhanced**  
*Canadian Food  
Business  
Bonus Issue*



## SPRING 2020

Ad Space: January 27, 2020  
Ad Material Deadline: February 3, 2020

Theme: Living in the Cloud



## SUMMER 2020

Ad Space: May 3, 2020  
Ad Material Deadline: May 10, 2020

Theme: Public Health & Disease

**Enhanced**  
*Canadian Food  
Business  
Bonus Issue*



## FALL 2020

Ad Space: July 31, 2020  
Ad Material Deadline: August 7, 2020

Theme: Disruptors and Gamechangers



## WINTER 2020

Ad Space: September 30, 2020  
Ad Material Deadline: October 7, 2020

Theme: TBD

**Enhanced**  
*Canadian Food  
Business  
Bonus Issue*

## ENEWSLETTERS

PUBLICATION	DELIVERY
<i>BioLab Business</i>	July 2019, November 2019, March 2020, June 2020, September 2020
<i>Canadian Food Business</i>	September 2019, February 2020, July 2020

Editorial content subject to change

## ADVERTISING RATES (Gross Rates)

4-colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
<b>Covers</b>				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

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

Black & white rates **available upon request**.

**Inserts & Outserts: Rates on request.**

**Special Positions:** Twenty-five percent (25%) surcharge.

## UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details

## ONLINE ADVERTISING

Banner advertisements and logo available on the websites and e-newsletter

PER MONTH

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

## SPONSORED CONTENT –

Including white paper and reports

Exclusive Opportunities	Call for details
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## DIMENSIONS (inches)

	Width	Height
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

## MECHANICAL REQUIREMENTS

**Electronic material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to [chimes@jesmar.com](mailto:chimes@jesmar.com).

**FTP site:** Please send an email to [ftp@jesmar.com](mailto:ftp@jesmar.com) for login information for Canadian Food Business FTP site.

**Design services:** Complete design services are available at an additional charge. For details, please contact: Roberta Dick, [robertad@jesmar.com](mailto:robertad@jesmar.com) or Crystal Himes, [chimes@jesmar.com](mailto:chimes@jesmar.com) at 905.886.5040

## DIGITAL REQUIREMENTS

We can accept rich media. Please see below for accepted file formats. Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

**Audio:** mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file

**Video:** ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group, mov: the quicktime video file format, wmv: windows media video file

**Flash:** flv: flash video file, swf: shockwave file

## TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to 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.

EMAIL CONTRACTS/INSERTION ORDERS & MATERIAL TO:

**JESMAR**  
COMMUNICATIONS INC.

Jesmar Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel: 905.886.5040 Fax: 905.886.6615  
Email: [canadianfoodbusiness@dvtail.com](mailto:canadianfoodbusiness@dvtail.com)

Cancellations and space changes not accepted after closing date.

American customers benefit from a  
**favourable 30% exchange rate.**



**PUBLISHED BY**

**JESMAR**  
COMMUNICATIONS INC.

30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2

📞 905-886-5040

📠 905-886-6615

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✉ [Bio.Lab@jesmar.com](mailto:Bio.Lab@jesmar.com)

📘 @BioLabmag

🐦 @BioLabmag

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