

LABO

Fit for Lab

MEDIA GUIDE 2020

www.labo.de

LABO

Fit for Lab

The media brand LABO reaches across the media with

- the magazine LABO
 - the digital offers labo.de as a website and newsletter
 - focused events
- and creates a link between the decision makers of the laboratory industry.

The LABO authors and editors report competently and user-oriented. They support the people working in the laboratory with practical tips for handling laboratory and analytical instruments, with suggestions for quality assurance and control as well as with the presentation of new devices, methods and applications.

The technical articles are practice-oriented and take new trends into account. German abstracts of original English publications provide insight into the research and methodology of international working groups. The editorial offering is supplemented by industry news, market overviews, tips, company portraits, interviews, management topics as well as trade fair and conference reports.

LABO is mainly used in the laboratories of the chemical, biotechnological and pharmaceutical industry, in governmental and private testing laboratories as well as in research institutes and universities. Readers are decision-makers as well as laboratory staff.



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Editorial calendar 2020

Issue	Analytics and Laboratory technology in ... Environment, Food, Chemistry, Life Sciences	Trade Fairs	Special-Themed Newsletter
January DP: 30.01.2020 AD: 16.01.2020 EDI: 30.12.2019	Focus: Elemental analysis Laboratory equipment: Heating, evaporation, drying - Water analysis - Mobile Analytics - Chromatography - Nucleic acid analysis - Directory of providers: HPLC-Detectors		Heating, evaporation, drying 22.01.2020 Element analysis 29.01.2020
February DP: 25.02.2020 AD: 10.02.2020 EDI: 20.01.2020 Preview Analytica 	Focus: Liquid Handling Laboratory software: LIMS (Laboratory Information and Management System) - Automation in environmental analysis - Food testing for residue analysis - Mineral oil analysis (MOSH/MOAH) - Protein analysis and characterization - Directory of providers: Laboratory Information and Management System (LIMS)	ELRIG – Forum 2020, Darmstadt 05.03.2020	Liquid Handling 19.02.2020 LIMS 26.02.2020

Editorial calendar 2020

Issue	Analytics and Laboratory technology in ... Environment, Food, Chemistry, Life Sciences	Trade Fairs	Special-Themed Newsletter
March DP: 20.03.2020 Ad: 03.03.2020 EDI: 14.02.2020 Trade Fair Issue Analytica  analytica MARCH 31 - APRIL 3 2020 MUNICH	Focus: Analytica 2020 Laboratory Instruments: Microtiter Plate Processing ● Detection & analysis of microplastics ● Microbiological and molecular biological food analysis ● Toxicity testing ● Lipid analytics	Analytica 31.03.- 03.04.2020	Analytica I 04.03.2020 Analytica II 23.03.2020
April DP: 24.04.2020 AD: 09.04.2020 EDI: 20.03.2020 Review Analytica  analytica MARCH 31 - APRIL 3 2020 MUNICH	Focus: Water analysis Laboratory equipment: Cooling and freezing ● Spectrometry in environmental analysis ● Authenticity check / Food fraud ● Solids analysis ● Nucleic acid analysis ● Directory of providers: Ultrapure water systems	Wasser 2020 18.-20.05.2020	Review Analytica 20.04.2020 Water analysis 29.04.2020

May DP: 26.05.2020 AD: 07.05.2020 EDI: 20.04.2020	Focus: IT in the laboratory Laboratory Equipment: Microscopy & Imaging ● Air analysis ● Feed analysis ● Structural elucidation ● Cell cultivation / cell biology / cell counting and sorting ● Directory of providers: Flow cytometer	Chemspec Europe, Köln 27.-28.05.2020	Cooling and freezing 04.05.2020 IT in the laboratory 25.05.2020
June DP: 24.06.2020 AD: 08.06.2020 EDI: 20.05.2020	Focus: Spectrometry Laboratory Instruments: Dosing & Pipetting, Titration ● Organic trace analysis ● PCR in food analysis ● Thermoanalytical methods ● Mass spectrometry in the life sciences		Microscopy 29.06.2020 Spectrometry 29.06.2020
July / August DP: 25.08.2020 AD: 07.08.2020 EDI: 21.07.2020	Focus: Food analytics Special Supplement: : LABO Kompass – HPLC User Knowledge Laboratory equipment: Centrifuges, Filtration ● Sampling & sample preparation in environmental analysis ● Mass spectrometry in food analysis ● Raman spectroscopy ● High-throughput screening ● Directory of providers: Electronic manual pipettes	49. Deutscher Lebensmittel-chemikertag 14.-16.09.2020	Dosing & Pipetting 06.07.2020 HPLC 26.08.2020 Food Analysis 31.08.2020

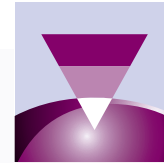
Issue	Analytics and Laboratory technology in ... Environment, Food, Chemistry, Life Sciences	Trade Fairs	Special-Themed Newsletter
September DP: 22.09.2020 AD: 07.09.2020 EDI: 18.08.2020	Focus: Laboratory Automation / Robotics Laboratory equipment: Cooling and freezing ● Spectrometry in environmental analysis ● Sampling & sample preparation in food analysis ● Oil and lubricant analysis ● Fermenters / Bioreactors	Powtech  29.09. - 01.10.2020 ILMAC  07.-08.10.2020	Cooling and freezing 23.09.2020 Laboratory Automation 28.09.2020
October DP: 22.10.2020 AD: 07.10.2020 EDI: 17.09.2020	Focus: Chromatography Laboratory equipment: air pollution control, sterile technology, clean room ● Contaminant analysis ● Drinking water analysis ● Water chemistry ● Nucleic acid extraction, Next Generation Sequencing ● Directory of providers: Microwave ovens	Medica 16.-19.11.2020 	Chromatography 28.10.2020

November DP: 17.11.2020 AD: 29.10.2020 EDI: 12.10.2020	Focus: Environmental analysis Laboratory equipment: Safety in the Lab ● Chromatography in environmental analysis ● Foreign body identification in food ● Material testing ● Automated processes: handling ELISAs, cellassays an more	Cleanroom Technology 04.11.2020 Safety in the Lab 11.11.2020 Environ-mental analysis 18.11.2020
December DP: 10.12.2020 AD: 24.11.2020 EDI: 05.11.2020	Focus: Basics for the laboratory, Review 2020 Special supplement: Buyer's Guide 2021 Laboratory equipment: pumps, conveying and connection technology, industry dates 2021 ● Thermoanalytical methods ● Raman spectroscopy in food analysis ● Elemental analysis ● Genome-Editing	Basics for the laboratory 09.12.2020

The logo for 'LABO Einkaufsführer' features a shopping cart icon containing a green flask with a chemical structure, positioned to the left of the text 'LABO' in large, bold, black letters, with 'Einkaufsführer' in smaller green letters below it.



Present your highlights at the Analytica!



analytica

MARCH 31–APRIL 3 | 2020 | MUNICH



(image: Messe München)

Secure your top advertising placement now!

- 3 Print editions (preview, trade fair edition, review)
- 3 Special newsletter in advance of the fair
- Topic page on www.labo.de/specials.htm
- Customized Publishing
- Social Media

We would be pleased to create the optimal communications package for you.

Contact: Marco Heuberger

Phone: +49 6151 3096-1601

E-Mail: mheuberger@weka-businessmedien.de

Orientation for your everyday laboratory life!

www.labo.de/labo-kompass.htm

Format:
Circulation:
Content:

DIN A5 special supplement
22,000 copies (Supplement LABO 7-8/20)
High Performance Liquid Chromatography (HPLC) user knowledge, incl. supplier directories

Date of Publishing :
Advertising deadline:
Special Newsletter HPLC:

25.08.2020
31.07.2020
26.08.2020

High range at low prices:

Company entry provider directory	free of charge
Free admission to market overview	free of charge
Company entry provider directory incl. logo	€ 270,- per directory
1/1 page product presentation:	€ 990,-
1/1 page 4c:	€ 990,-
2/1 page 4c:	€ 1,680,-
Inside cover:	€ 1,900,-
Cover:	€ 4,500,- including 1/1 page
Special Newsletter HPLC – Content Ad	€ 890,-



Advertising formats and rates in EUR

Size	Width x Height in mm	Rates 1c / 2c	Rates 3c / 4c
1/1 page	180 x 252	6,380,—	7,650,—
Juniorpage	135 x 190	3,780,—	4,750,—
1/2 page	88 x 252 vertical 180 x 124 horizontal	3,190,—	4,160,—
1/3 page	56 x 252 vertical 180 x 80 horizontal	2,130,—	3,100,—
1/4 page	180 x 60 horizontal 88 x 124 Corner	1,600,—	2,260,—
1/6 page	56 x 124 vertical 88 x 80 Ecke	1,180,—	1,840,—
1/8 page	180 x 29 horizontal 88 x 60 Corner	880,—	1,540,—
Cover page	180 x 180		9,240,—
2nd + 3rd Cover page	210 x 297		8,140,—
4th Cover page	210 x 297		8,350,—

Placement: Binding placement regulations possible from 1/3 page, surcharge 10%.

Colour:	2/1–1/4	1/6–1/8
Each normal colour	€ 570,—	€ 310,—
Surcharge 4-coloured	€ 1,270,—	€ 970,—
Per special colour	€ 1,430,—	

Format: A bleed surcharge is levied for advertisements above type area (not discountable) € 290,—

Discounts: Acceptance within one insertion year.
(Start with the publication of the first advertisement)

Frequency discount	Volume discount
3 or more insertions 5 %	2 or more pages 5 %
6 or more insertions 10 %	4 or more pages 10 %
9 or more insertions 15 %	6 or more pages 15 %
12 or more insertions 20 %	9 or more pages 20 %
	12 or more pages 25 %

No discount on ad specials, inserts or technical costs.

Combined discounts for cross-media campaigns on request.

Categories: Job offers: 25 % discount on the basic advertising price.
Job applications: 50 % discount on the basic advertising price.

Special forms of advertising:

Prices for banderole, gate folder, flap, pincer banderole, altar fold display (only in combination with title), Cover Gate Folder, glued on advertising material etc. on request

Bank details:

HypoVereinsbank, Munich

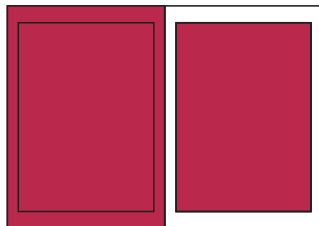
IBAN: DE 54 700 20 27 0001 002 1500

BIC: HYVEDEMMXXX

Direct debit with 2% discount, 10 days net

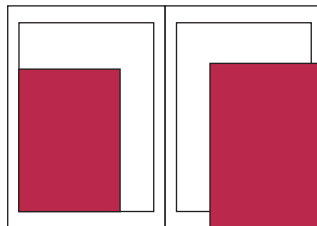
Bleed formats

1/1 page



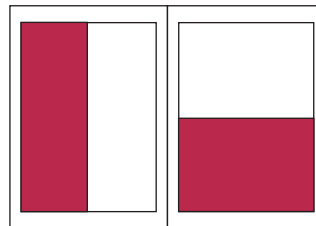
S: 180 × 252 mm
A: 210 × 297 mm

Juniorpage



S: 135 × 190 mm
A: 150 × 213 mm

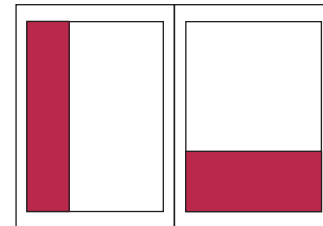
1/2 page



S: 88 × 252 mm
A: 103 × 297 mm

S: 180 × 124 mm
A: 210 × 147 mm

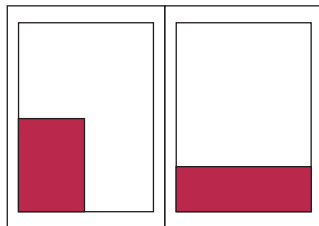
1/3 page



S: 56 × 252 mm
A: 71 × 297 mm

S: 180 × 80 mm
A: 210 × 103 mm

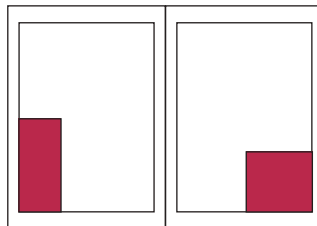
1/4 page



S: 88 × 124 mm
A: 103 × 147 mm

S: 180 × 60 mm
A: 210 × 83 mm

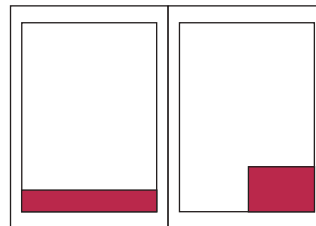
1/6 page



S: 56 × 124 mm
A: 71 × 147 mm

S: 88 × 80 mm
A: 103 × 103 mm

1/8 page



S: 180 × 29 mm
A: 210 × 52 mm

S: 88 × 60 mm
A: 103 × 83 mm

magazine format 210 × 297 mm

S: type area format

A: Bleed format
without bleed allowance

Bleed allowance:
A plus 3 mm on all 3 outer sides

Technical information



Magazine format:	trimmed format 210 mm wide x 297 mm high plus 3 mm bleed at all open pages
Type area:	180 mm wide x 252 mm high 4 columns each 42 mm wide
Printing process:	Cover: Sheetfed offset Content: Web offset
Colours:	Printing inks (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are available in arrangement possible. Minor deviations in tonal values are within the tolerance range of web offset printing justified. Black full tone areas should be underlaid with 40 % raster in cyan.
Data formats:	Printable closed PDF files. Please send one PDF file per single page. Relevant Graphic and text elements must be at least 5 mm thick away from the bleed. Image resolution 300 dpi
Proof:	color-accurate proof according to „media standard, Pressure“ (bvdn). Digital proofs without FOGRA media wedges are valid for than not binding in colour.
ICC Profile:	Envelope: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are described under www.eci.org is available for download.
Data transmission:	Please send the data (up to 10 MB) to: druckunterlagen@weka-businessmedien.de
Data archiving:	Data will be archived, unchanged Therefore, repetitions are usually possible. However, a data guarantee will not be granted.
Warranty:	For delays and misperformances, the due to erroneous data, we can not be held liable for assume no liability.
Contact:	Marco Heuberger Phone: +49 6151 3096-1601 mheuberger@weka-businessmedien.de

Inserts:	
Format:	min. 105 x 148 mm max. in height and width each 10 mm smaller than the carrier product Inserts have to be trimmed and folded as finished end products are delivered. Folded products must be closed towards the bundle and suitable for machine processing.

Bound Inserts:	
Format:	min. 115 x 140 mm max. format of the carrier product
Bleed:	Staple format: Head trim 6 mm, Front and foot trim min. 3 mm, additional + 3 mm milling edge in collar Inserts must be delivered untrimmed and folded. Multileaf bound-in inserts have to be closed and for machine processing be suitable. The type and design of bound inserts must be as follows that an additional preparation and processing is not necessary. Difficulties and additional folding and gluing work are carried out invoiced separately. Prior to acceptance and confirmation of the order, a binding pattern, if necessary a blind pattern with size and weight information. Inserts must be designed in such a way that they are recognisable as advertising and do not bear the editorial part can be confused. The placement of supplements depends on the technical possibilities. Inserts, which can be attached to a material other than paper, may be printed on, or only after prior written consent of the publisher approval of the post office.
Shipping address:	Delivery note: For magazine LABO, Issue (No.) Vogel Druck, Leibnizstr. 5 D-97204 Höchberg

Our general terms and conditions apply
(www.labo.de/AGB)

Special advertising formats



Cover Page

Format: 180 x 180 mm

The coordination of the coverpage takes place together with the publisher.

€ 9,240,-

Content-offer to selected LABO-Specials and Special issues.

Content-Paket

1/1 page Advertorial

€ 3,810,-

Crossmedia-Offer

plus 4 weeks presence of your advertorial under the corresponding heading on the website.

€ 4,980,-



Bound inserts 80 - 135 g/m²

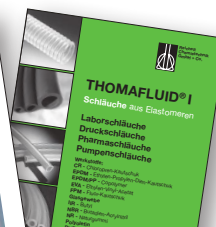
1 Sheet = 2 pages € 6,610,-

2 Sheet = 4 pages € 9,700,-

3 Sheet = 6 pages € 12,790,-

Required delivery quantity:
22,000 copies.

Partial inserts possible.



Inserts up to 25 g/piece

€ 280,- per %

Inserts up to 26 - 50 g/piece

€ 350,- per %

Inserts up to 51 - 75 g/piece

€ 420,- per %

XXL-Inserts

Surcharge 20 %

Analysis of circulation and distribution

Target group

The readers of LABO are chemists, physicists, pharmacists, biologists, biochemists and food chemists in industry and research, as well as engineers, managers and investment decision makers. LABO provides them with the information they need, to follow current developments in the laboratory industry and to participate in product innovations to be able to participate - in other words, to „stay on the ball“ in professional life.

Circulation control: 

Circulation analysis: Copies per edition at annual average
(July 1, 2018 – June 30, 2019)

print run	22,005		
total circulation	21,615	abroad	697
Sold circulation	–	abroad	–
Subscription copies	–	member copies:	–
Sales of individual copies	–		
other sales	–		
Controlled copies	21,615		
Remainder; archive and voucher copies:	346		

Geographical distribution analysis:

economic region	share of total circulation	
	%	copies
Germany	96.8	20,918
other countries	3.5	697
total circulation	100.0	21,615

Title:	LABO – Fit for Lab		
Frequency of publication:	12 issues per year		
Magazine wformat:	DIN A4		
Volume:	52th Volume 2020		
Subscription rate:	Domestic subscription	102,00 €	
	Overseas subscription	138,00 €	
	single copy rate	10,00 €	
Membership:	IVW, IVW-EDA (certified audit of circulation), IVW-ONLINE		
Publisher:	WEKA BUSINESS MEDIEN GmbH Julius-Reiber-Straße 15, 64293 Darmstadt Phone : +49 6151 3096-01 www.weka-businessmedien.de		
Published by:	WEKA BUSINESS MEDIEN GmbH		
Advertisements:	Marco Heuberger Phone: +49 6151 3096-1601 E-Mail: mheuberger@weka-businessmedien.de		
Editorial office:	Dr. Stephanie Konle Phone: +49 6151 3096-1241 E-Mail: labo-redaktion@weka-businessmedien.de		



EDA

Analysis of circulation and distribution

Branches/Sectors

Department/ group/class	Groups of recipients	share of total circulation	
		%	copies
	Chemical industry	21.7	4,671
20	Manufacture of chemicals	18.5	3,989
21	Manufacture of pharmaceuticals	0.6	122
22	Manufacture of rubber and plastic products	0.8	166
23	Manufacture of glass, glassware and ceramics	1.8	394
	Food/Medicine	47.1	10,198
10	Manufacture of food/beverages	5.6	1,215
26.5	Manufacture of instruments, appliances and appliances for measurement/control	17.3	3,733
26.6	Manufacture of electromedical equipment	16.0	3,469
86	Healthcare (hospitals/practices)	8.2	1,781
	Research/services	20.2	4,354
35	Energy supply/water supply	1.9	420
46	Wholesale	0.7	157
71.1	Architectural and engineering activities	0.6	122
71.2	Technical/physical/chemical testing	2.1	448
72.1	Research/development in natural/engineering sciences and medicine	3.4	726
77	Other service activities	1.3	282
84	Public administration	1.1	247
85.4	Universities/colleges	8.3	1,789
94	Representation of interests	0.8	163
	Manufacturing	2.1	431
24	Metal production/processing	0.5	101
27	Manufacture of electrical equipment	0.6	122
28	Mechanical engineering	1.0	208
	Other qualified industries (share below 0.5 %)	1.4	301
—	Industry not surveyed/known	5.3	1,141
	rounding difference		33
	other	2.2	486
	Total circulation	100.0	21,615

Size of business unit	share of total circulation	
	%	copies
1 – 9 employees	8.0	1,739
10 – 19 employees	7.0	1,510
20 – 49 employees	12.6	2,732
50 – 99 employees	8.2	1,776
100 – 199 employees	7.1	1,528
200 – 499 employees	7.5	1,614
500 – 999 employees	4.3	934
More than 1,000 employees	12.9	2,786
Number of employees not known	30.0	6,476
rounding difference	0.0	34
Other	2.2	486
total circulation	100.0	21,615

Fields of Activity	share of total circulation	
	%	copies
Corporate governance	17.5	3,779
Technical operations	6.4	1,393
Research/development	11.1	2,408
Construction	1.8	380
Laboratory	18.3	3,945
Production/manufacture/assembly	2.8	607
Materials management/purchasing/logistics	2.8	602
Marketing/sales/distribution/advertising	4.3	929
Organization/Administration/Human Resources	1.5	326
Responsibilities not known	31.1	6,726
rounding difference	0.0	34
Other	2.2	486
Total circulation	100.0	21,615

Position	share of total circulation	
	%	copies
Owner/co-proprietor	6.3	1,357
Management	31.5	6,807
Plant management	1.0	222
Division management	7.2	1,559
Head of department	12.5	2,697
Group leader/master	4.7	1,013
Clerk/specialist	9.5	2,054
Research Assistant	7.3	1,568
Position not known	17.7	3,818
rounding difference	0.0	34
Other	2.2	486
Total circulation	100.0	21,615



The company finder includes more than 100,000 companies and 50,000 product terms and is available on all our websites. With the booking of your premium entry your customers will find you better.

Increase your visibility as a premium provider:

- Individual company presentation with integration of your products, pictures, videos, e-catalogues, White papers, company events, trade fair appearances, contact persons
- Top listing in the search results
- The articles about your company/product published on our portals are also displayed in the premium entry
- Your company logo will be displayed in every editorial article that contains one of your contains a booked keyword (branding of your logo)
- Presence on all WEKA BUSINESS MEDIEN GmbH websites
- Premium providers are regularly (rotatingly) listed in the newsletters of the individual media brands presented.

Price: € 1,800,- / 12 Month

Keyword-Advertising

(context-related logo insertion, only in connection with a premium entry)

Only as a premium provider you have the possibility to book keywords. If this keyword is used in a editorial article, we place a reference to your premium entry with logo.

CPM pro Keyword: € 80,-

(CPM = thousand contact price, price per 1,000 Ad Impressions (AI))

Customized Publishing

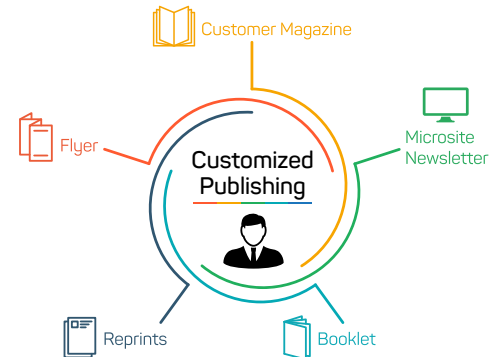
Individual. Professional. Targeted.

Whether print or online, from the booklet in the desired format, from advertorial pages to customer- and employee magazines, we bring your requirements into the appropriate format.

Our services:

- Concept
- Editorial elaboration
- Design and Layout
- Printing/Processing
- Target-group-specific dissemination

Prices on request





Website and newsletter in Responsive Design - Read LABO always and everywhere.

Whether in business or science: On www.labo.de chemists, biologists, bio- and food chemists, laboratory physicians and pharmacists find the information they need to keep up to date with the latest developments in the laboratory sector and to participate in product innovations and to be able to participate. Managers and investment decision makers learn about important news in their field.

In addition to product presentations and research reports www.labo.de focuses on current news from business and science. Market overviews,

technical and application reports as well as company portraits and trade fair /conference reports as well as management topics complete the contents of the platform.

www.labo.de, the IVW-approved online portal, offers advertisers targeted communication concepts. The offer ranges from the classic display advertising up to lead generation, from company presentations in the company finder up to content ads in our newsletter.



Banner advertising

Data formats: GIF, JPG, HTML5, max. 80 KB

(CPM = thousand contact price, price per 1,000 Ad Impressions (AI))

Billboard Ad



800 x 250

* Mobile: 4:1 / 300 x 75

CPM € 330.-

Baseboard Ad (sticky)



728 x 90 or

940 x 90

* Mobile: 6:1 / 300 x 50

CPM € 310.-

Sidebar Ad (sticky)



300 x 600

* Mobile: 2:1 / 300 x 150

CPM € 290.-

Halfpage Ad



300 x 600

* Mobile: 2:1 / 300 x 150

CPM € 280.-

Wallpaper



728 x 90 (top)

120 x 600 (right) or

160 x 600 (right)

* Mobile: 2:1 / 300 x 150

CPM € 290.-

Medium Rectangle



300 x 250

€ 220.- / 1,000 ad impressions

Skyscraper



160 x 600

* Mobile: 6:1 / 300 x 50

CPM € 190.- left

€ 220.- right sticky

Superbanner



728 x 90

* Mobile: 4:1 / 300 x 75

CPM € 180.- /

Fullsize



468 x 60

CPM € 150.-

Halfsize



234 x 60

CPM € 110.-



* Your banner can also be delivered on mobile devices, please send us also the corresponding banner format.

Native Advertising / Lead Campaign

The screenshot shows the LABO website with a navigation bar at the top containing links like 'Bildergalerien', 'Specials', 'International', 'Events', 'Newsletter', 'Shop', and 'Media'. Below the navigation bar is a search bar and a 'Firmenfinder' button. The main content area features several articles and advertisements:

- Top Banner:** A green banner for 'sage' with the text 'Schritt für Schritt zur passenden ERP-Lösung' and a 'Jetzt laden' button.
- Main Article:** A large image of a robotic arm with the headline 'Neue Konzepte in der Automatisierung: Zweiarmer Roboter erobern das Labor'.
- Left Column:**
 - Top:** An article titled 'Spezifisch und wirkungsbezogen: Bisphenole im Spurenbereich messen mit Ready-to-use-Hefezell-Assay' with a sub-headline 'A-YBS (Anula Yeast Bisphenol Screen), ein Biosensor auf Basis der Hefe Anula adenivorans, ermöglicht die wirkungsbezogene Analyse von Bisphenolen in wässrigen Extrakten und Proben. mehr...'. It includes a small image of laboratory equipment.
 - Middle:** An article titled 'Höherer Durchsatz mit INTEGRAS VIAFLO 96-Kanal-Pipette' with a sub-headline 'Forschende an der University of North Texas (UNT) benutzen die elektronische VIAFLO 96-Kanal-Pipette von INTEGRA, um den Durchsatz ihrer ELISA-, Lumineszenz- und Durchflusszytometrie-Verfahren zu erhöhen, und gleichzeitig die Reproduzierbarkeit ihrer Ergebnisse zu verbessern. mehr...'. It includes a small image of a pipette.
 - Bottom:** An article titled 'Proben- und Objektbewegung: Richtig bewegt in der Mikroskopie' with a sub-headline 'Was bei der Auswahl von Probentischen und Objektscannern zu berücksichtigen ist, beleuchten Spezialisten von Physik-Instrumente. mehr...'. It includes a small image of a microscope.
- Right Column:**
 - Top:** A section titled 'Highlight der Woche' with a sub-headline 'Bodenroller statt Transportwagen' and a sub-headline 'Für die Zwischenlagerung von Traystapeln oder den Transport von Traystapeln innerhalb der Fertigung bietet Hirtal neben seinen bewährten Transportwagen als weitere Option für seine Traywechselsysteme die De-/Palettierung direkt von bzw. auf Bodenroller an. Zum Highlight der Woche >'. It includes a small image of a transport cart.

Highlight of the week

- Present your product, webinar, or event for one week on our website
- Headline: 40 characters incl. spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Link to your website or to a microsite filled with your contributions

Highlight of the week

Price: € 560,-

Highlight of the week Combi

Price: € 1,990,-

(including a text ad / native ad in the newsletter, Specifications see newsletter page)

Native Ad of the week

- Text ad / native ad in the look & feel of our specialist portal
- Headline: 40 characters incl. spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Link to your website or one of our websites designed microsite with your contributions

Native Ad of the week

Price: € 790,-

Native Ad Combi

Price: € 2,190,-

(including a text ad / native ad in the newsletter, specifications see newsletter page)

Native Ad Combi Plus

Price: € 3,080,-

(additional publication on our social media channels)



Support your sales activities with valuable leads.

Bildergalerie Specials International Events Newsletter Shop Media

MENU **LABO** **Q**

sage Schritt für Schritt zur passenden ERP-Lösung Ratgeber laden

Bereitgestellt von strataysys

Effizienz von Werkzeughilfsmitteln und Vorrichtungen durch den 3D-Druck steigern

Werkzeughilfsmittel sind ein wichtiger Bestandteil bei der Fertigung von Gütern. Seit Jahrzehnten werden sie aus Metall gefertigt.

Dieses White Paper, zeigt Ihnen, dass es oft einen besseren und schnelleren Weg gibt, Werkzeughilfsmittel und Vorrichtungen herzustellen, wodurch Kosten gesenkt und die Effizienz erhöht werden kann.

White Paper kostenfrei anfordern:

Anrede*

Vorname* Nachname*

Telefon* Firma*

PLZ* Ort*

E-Mail*

☐ Ich habe die AGB und die Datenschutzbedingungen gelesen und stimme diesen zu.

☐ Hiermit stimme ich der Weitergabe meiner Daten an die Firma Strataysys GmbH zu.

White Paper kostenfrei anfordern

- Your Whitepaper/Webinar will be published on our website and advertised with accompanying display ads.
- The link is to a landing page with download-requirement (DSGVO-compliant).
- This way you generate a high visibility on our channels and receive valuable leads after completion of the campaign.
- We would be pleased to submit you an individual offer and support you in the preparation of the whitepaper as well as the advertising media.

Lead campaign with Whitepaper/Webinar:

Period: 2 months

Price: € 3,500,- plus € 70,- per lead

Newsletter advertising formats

Newsletter advertising formats

Twice a week LABO sent its newsletter to over 13,000* recipients. Your customers receive tailor-made news, product reports and professional contributions (*7/2019, publisher's statement)

The LABO newsletter is the perfect platform for product presentations and company or seminar events.

All newsletter advertising formats are optimized for mobile devices.

Diese Mail im Browser lesen

Premium placement

Leaderboard € 1,150,-

LABO

Natur und Technik ...

... heißt ein Unterrichtsfach an bayerischen Gymnasien, und die Kombination aus Biologie, Physik, Chemie und Informatik soll die Schüler lehren naturwissenschaftlich interdisziplinär zu denken und dabei moderne IT-Verfahren einzubeziehen. Sinnvoll in einer Zeit, in der die Grenzen zwischen den Disziplinen aufweichen und sich Chemiker mit „Computational Chemistry“, Biologen mit Bioinformatik und Ingenieurwissenschaftler mit technischer Chemie beschäftigen.

Ihre Stephanie Konle
Chefredakteurin



Position 1

below editorial

€ 890,-

Position 2

Inside the editorial messages

€ 890,-

Position 3

at the end of the newsletter

€ 890,-

Leaderboard
 (630 x 90 Pixel, max. 200 KB)
 Data format: PNG, JPEG, GIF*

Billboard
 (630 x 200 Pixel, max. 200 KB)
 Data format: PNG, JPEG, GIF*

Possible forms of advertising
 Text ad/ Native Ad, Billboard or
 Leaderboard

Appointment

Text: 130 characters incl. spaces and URL (max. 1 link)

€ 350,- EUR

The editorial staff of labo.de reserves the right to edit the articles in corporation with the customer.

Exclusive newsletter

4 insertions forms of your choice

+

2 editorial messages

+

Mention within subject heading (no discounts)

Small Rectangle
sample placement
€ 350,-

Small Rectangle
sample placement
€ 350,-

Small rectangle

(291 x 156 Pixel, max. 200 KB),
Any image to be supplied by the customer
Data formats: PNG, JPEG, GIF*

SEPT
24

Headline for a long title news article
over two lines and with a lot text.

MEHR ▶

Anzeige
Headline for you advert

5G in Industrie & Logistik
Megatrends wie Industrie 4.0 und autonome Fahrzeuge prägen die Gesellschaft. Diese Anwendungsfelder sind jedoch auf einen schnellen und jederzeit verfügbaren Echtzeit-Datenaustausch angewiesen. Mit 5G wird im Jahr 2020 die neueste Mobilfunkgeneration live gehen und die mobile Datenkommunikation auf ein neues Level heben. Die maximale Datenrate wird sich von 100 Mbit/s (LTE) auf 20 Gbit/s steigern.

Anzeige
Headline for you advert



OT meets IT

Wer auf Dauer erfolgreich sein möchte, kann sich der digitalen Transformation nicht entziehen. Die Digitalisierung und die damit einhergehende Vernetzung ziehen sich wie ein roter Faden durch alle Branchen und Lebensbereiche. Auch in der Produktion ist der Trend angekommen und das beeinflusst die Industrie über alle Ebenen der Produktionspyramide hinweg.

MEHR ▶

Text Ad/Native Ad

Visualization like articles
Header + text + logo and target-URL (max. 1 link)
Image: 225 x 127 Pixel, max. 200 KB
Headline: max. 40 characters
Text: max. 300 characters incl. space
Data formats: PNG, JPEG, GIF*

Exklusive newsletter
€ 3,800,-

* GIF without Animation

Newsletter schedule

	CW	Date	Topic
January	2	Wednesday, January 8th	News - Science, Economy, Products
	2	Friday, January 10th	Top 10 of the month
	3	Monday, January 13th	News - Science, Economy, Products
	3	Wednesday, Jan. 15th	News with MO autoclaves
	4	Monday, 20 January	News with MO bioreactors/fermenters
	4	Wednesday, Jan. 22nd	News plus laboratory equipment for heating/evaporation/drying
February	5	Monday, January 27th	News with MO incubators
	5	Wednesday, Jan. 29th	Elemental analysis
	6	Monday, February 3rd	News with MO HPLC detectors
February	6	Wednesday, Feb. 5th	News with MO Dispersers
	6	Friday, February 7th	Top 10 of the month
	7	Monday, February 10th	News with MO Bottle top dispensers
	7	Wednesday, Feb. 12th	News with MO Freezers
	8	Monday, 17 February	News with MO Climate test chambers
	8	Wednesday, 19 February	Liquid Handling
	9	Monday, February 24th	News with MO refrigerators
	9	Wednesday, Feb. 26th	LIMS
March	10	Monday, 2 March	News with MO Laboratory hose pumps
	10	Wednesday, March 4th	Analytica Preview I
	10	Friday, March 6th	Top 10 of the month
	11	Monday, March 9th	News with MO Multichannel manual pipettes
	11	Wednesday, Mar. 11th	News with MO Microplate reader
	12	Monday, March 16th	News with MO Pipetting robots
	12	Wednesday, Mar. 18th	News with MO Safety Cabinets
	13	Monday, March 23rd	Analytica Preview II
	13	Wednesday, Mar. 25th	Latest news with MO Cooling centrifuges
	14	Monday, March 30th	News with MO Vacuum drying ovens

	CW	Date	Topic
April	14	Wednesday, April 1st	News with MO Laboratory shakers
	14	Friday, April 3rd	Top 10 of the month
	15	Monday, April 6th	News plus processors for Microtitre plates
	15	Wednesday, April 8th	News with MO Laboratory balances
	16	Wednesday, April 15th	News - Science, Economy, Products
	17	Monday 20 April	Analytica Review
	17	Wednesday, April 22nd	News - Science, Economy, Products
	18	Monday, April 27th	News with MO Ultrapure water systems
May	18	Wednesday, April 29th	water analysis
	19	Monday 4 May	News plus laboratory equipment for cooling and freezing
	19	Wednesday, May 6th	News - Science, Economy, Products
	19	Friday, May 8th	Top 10 of the month
	20	Monday, May 11th	News - Science, Economy, Products
	20	Wednesday, 13 May	News - Science, Economy, Products
	21	Monday, 18 May	News - Science, Economy, Products
	21	Wednesday, 20 May	News - Science, Economy, Products
	22	Monday, May 25th	IT in the laboratory
	22	Wednesday, May 27th	News with MO Flow cytometer
June	23	Wednesday, June 3rd	News plus Microscopes
	23	Friday, June 5th	Top 10 of the month
	24	Monday, June 8th	News - Science, Economy, Products
	24	Wednesday, June 10th	News - Science, Economy, Products
	25	Monday, June 15th	News - Science, Economy, Products
	25	Wednesday, June 17th	News - Science, Economy, Products
	26	Monday, June 22nd	News - Science, Economy, Products
	26	Wednesday, June 24th	News - Science, Economy, Products
	27	Monday, June 29th	spectrometry

Explanation: **MO** = market overview

In every newsletter we report about current news, trends and technologies and a focus topic. Subject to change without notice.

	CW	Date	Topic
July	27	Wednesday 1 July	News - Science, Economy, Products
	27	Friday, July 3rd	Top 10 of the month
	28	Monday, July 6th	News plus Laboratory instruments for dosing and titration
	28	Wednesday, July 8th	News - Science, Economy, Products
	29	Monday, July 13th	News - Science, Economy, Products
	29	Wednesday, July 15th	News - Science, Economy, Products
	30	Monday 20 July	News - Science, Economy, Products
	30	Wednesday, July 22nd	News - Science, Economy, Products
	31	Monday, July 27th	News - Science, Economy, Products
	31	Wednesday, July 29th	News - Science, Economy, Products
August	32	Monday, August 3rd	News - Science, Economy, Products
	32	Wednesday, August 5th	News - Science, Economy, Products
	32	Friday, August 7th	Top 10 of the month
	33	Monday, August 10th	News - Science, Economy, Products
	33	Wednesday, August 12th	News - Science, Economy, Products
	34	Monday, August 17th	News - Science, Economy, Products
	34	Wednesday, August 19th	News - Science, Economy, Products
	35	Monday, August 24th	News - Science, Economy, Products
	35	Wednesday, Aug. 26th	HPLC
	36	Monday, August 31st	Food analytics
September	36	Wednesday, Sept. 2nd	News with MO Electronic manual pipettes
	36	Friday, September 4th	Top 10 of the month
	37	Monday, September 7th	News - Science, Economy, Products
	37	Wednesday, Sept. 9th	News plus laboratory equipment for Filtration and centrifugation
	38	Monday, Sept. 14th	News - Science, Economy, Products
	38	Wednesday, September 16th	News - Science, Economy, Products
	39	Monday 21 September	News - Science, Economy, Products
	39	Wednesday, Sept. 23rd	News plus laboratory equipment for Cooling and freezing
	40	Monday, Sept. 28th	Laboratory automation
	40	Wednesday, September 30th	News - Science, Economy, Products

	CW	Date	Topic
October	40	Friday, October 2nd	Top 10 of the month
	41	Monday, October 5th	News - Science, Economy, Products
	41	Wednesday, October 7th	News - Science, Economy, Products
	42	Monday, October 12th	News - Science, Economy, Products
	42	Wednesday, October 14th	News - Science, Economy, Products
	43	Monday 19 October	News - Science, Economy, Products
	43	Wednesday, October 21st	News - Science, Economy, Products
	44	Monday, October 26th	News with MO Microwave ovens for the laboratory
	44	Wednesday, Oct. 28th	Chromatography
November	45	Monday 2 November	News - Science, Economy, Products
	45	Wednesday, Nov. 4th	News plus cleanroom technology/air purification
	45	Friday, Nov. 6th	Top 10 of the month
	46	Monday, November 9th	News - Science, Economy, Products
	46	Wednesday, Nov. 11th	News plus safety and health at work - Safety in the Lab
	47	Monday 16 November	News - Science, Economy, Products
	47	Wednesday, Nov. 18th	Environmental analysis
	48	Monday, November 23rd	News - Science, Economy, Products
	48	Wednesday, Nov. 25th	News - Science, Economy, Products
	49	Monday, November 30th	News - Science, Economy, Products
December	49	Wednesday, Dec. 2nd	News - Science, Economy, Products
	49	Friday, December 4th	Top 10 of the month
	50	Monday, December 7th	News - Science, Economy, Products
	50	Wednesday, Dec. 9th	Basics for the laboratory
	51	Monday, December 14th	News - Science, Economy, Products
	51	Wednesday, Dec. 16th	Annual review

Explanation: **MO** = market overview

In every newsletter we report about current news, trends and technologies and a focus topic. Subject to change without notice.

LABO

Fit for Lab

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