

the Translational Scientist



2017
*Media
Planner*

Editorial Overview



Translational Science (also known as translational medicine or translational research) is the process of applying findings from basic science to enhance human health and wellbeing – in other words, translating science into medicine.

That includes the process of taking new drugs, devices and diagnostics all the way from preclinical testing in animal or cell models, to first-in-human studies, efficacy trials, and eventually whole populations.

As healthcare costs increase, the pressure to make clinical translation faster and more efficient is growing, and translational science is, without doubt, one of the most exciting (and well-funded) aspects of the life sciences. It is a major focus for governments, academic institutions, pharmaceutical companies and biotechs, with funding agencies in Europe and the US making it a key priority.

The Translational Scientist tells the stories behind the science – exploring the motivations, aspirations, hopes and fears of leaders in the field. We're celebrating successful translation happening today – and getting an insider's view of the ground-breaking innovations that could revolutionize healthcare tomorrow.

Translational scientists include researchers working in a wide range of specialities, including cancer research, genomics, neuroscience, bioinformatics, imaging and many more.

With The Translational Scientist, we want to bring together researchers and policy-makers from the scientific and clinical arenas, to connect and find common ground.

Charlotte Barker
Editor



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 factors that lead to successful implementation in the wider population.



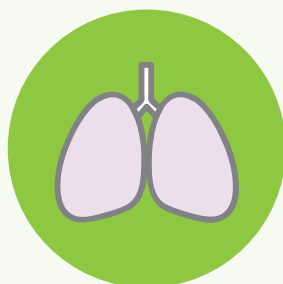
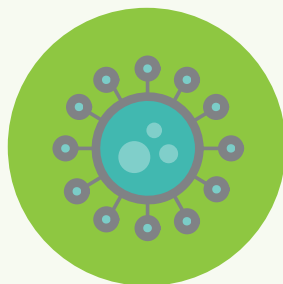
Sitting Down With

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.

The Translational Toolbox

Innovative science needs innovative tools, and as a major component of the life sciences market, translational scientists use a broad range of technology, including:

- Antibody-based protein detection
- Biobanking
- Bioinformatics
- Biomarkers
- Cell signaling assays
- Chromatography
- Cloning
- Confocal & two-photon fluorescence microscopy
- Cryogenic systems
- Data mining
- DNA isolation/purification
- DNA sequencing
- Electron microscopy
- Electrophoresis
- Ex vivo metrics
- Flow cytometry
- Gene expression analysis
- Genotyping/SNP analysis
- High content screening
- High throughput screening
- Imaging
- Mass spectrometry
- Microarray analysis
- Microfluidics
- Mutagenesis
- NMR spectroscopy
- Patient-derived xenografts
- PCR/RT-PCR
- Protein isolation/purification
- Protein sequence analysis
- Recombinant protein expression
- RNAi
- Spectrometry
- Transfection/gene transfer



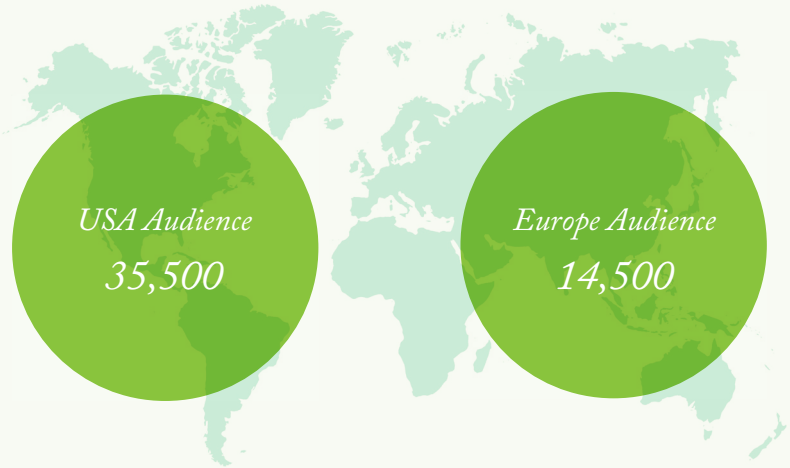
We cover exciting and emerging tools in our "Toolbox" section. Contact us to find out more.

Editorial Calendar

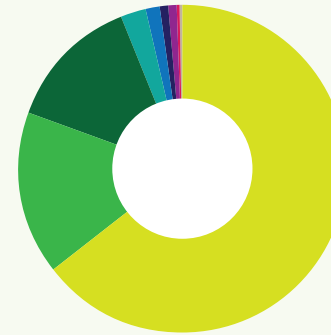
	Bonus Distribution	Topics
January		Laboratory automation
February	• Society for Laboratory Automation	Mass spectrometry
March	• The Pittsburgh Conference	Microscopy
April	• American Association for Cancer Research • American Federation of Medical Research (Meeting at FASEB)	Cancer
May	• American Association of Pharmaceutical Sciences • Analytica • Immunology • World Advanced Therapies & Regenerative Medicine	Proteomics
June	• American Society for Microbiology • American Society of Clinical Oncology • American Society for Mass Spectrometry • Biotechnology Industry Organization • International Society for Stem Cell Research	Cell & gene therapy
July/August		Drug delivery
September		The Art of Translation: special issue Novel imaging techniques
October	• American Society of Human Genetics	Gene editing
November	• Society for Neuroscience • 6th International Conference on Translational Medicine	Neuroscience
December	• American Society for Cell Biology	Microbiome

Audience and Market

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.



USA



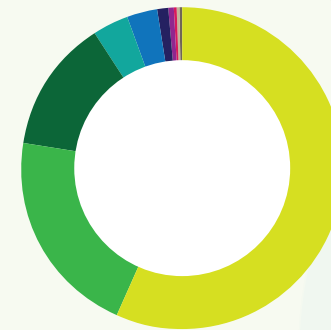
Job Function

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

Speciality/Discipline

Endocrinology/Diabetes	9,058
Oncology	9,013
Clinical trial	5,817
Imaging	3,906
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
Gastroenterology	318
Obstetrics & Gynaecol.	397
Rheumatology	248
Nephrology	233
Geriatrics	229
Stroke	204
Regenerative Medicine	202
Preclinical	199
Allergy	173
Personalised Medicine	19
Nanomedicine	11
Biomarkers	2

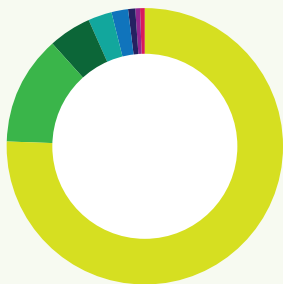
Europe



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

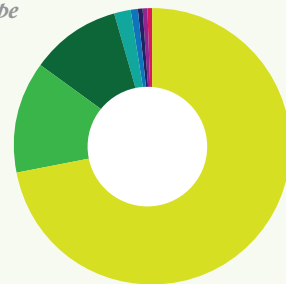
USA



Industry

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

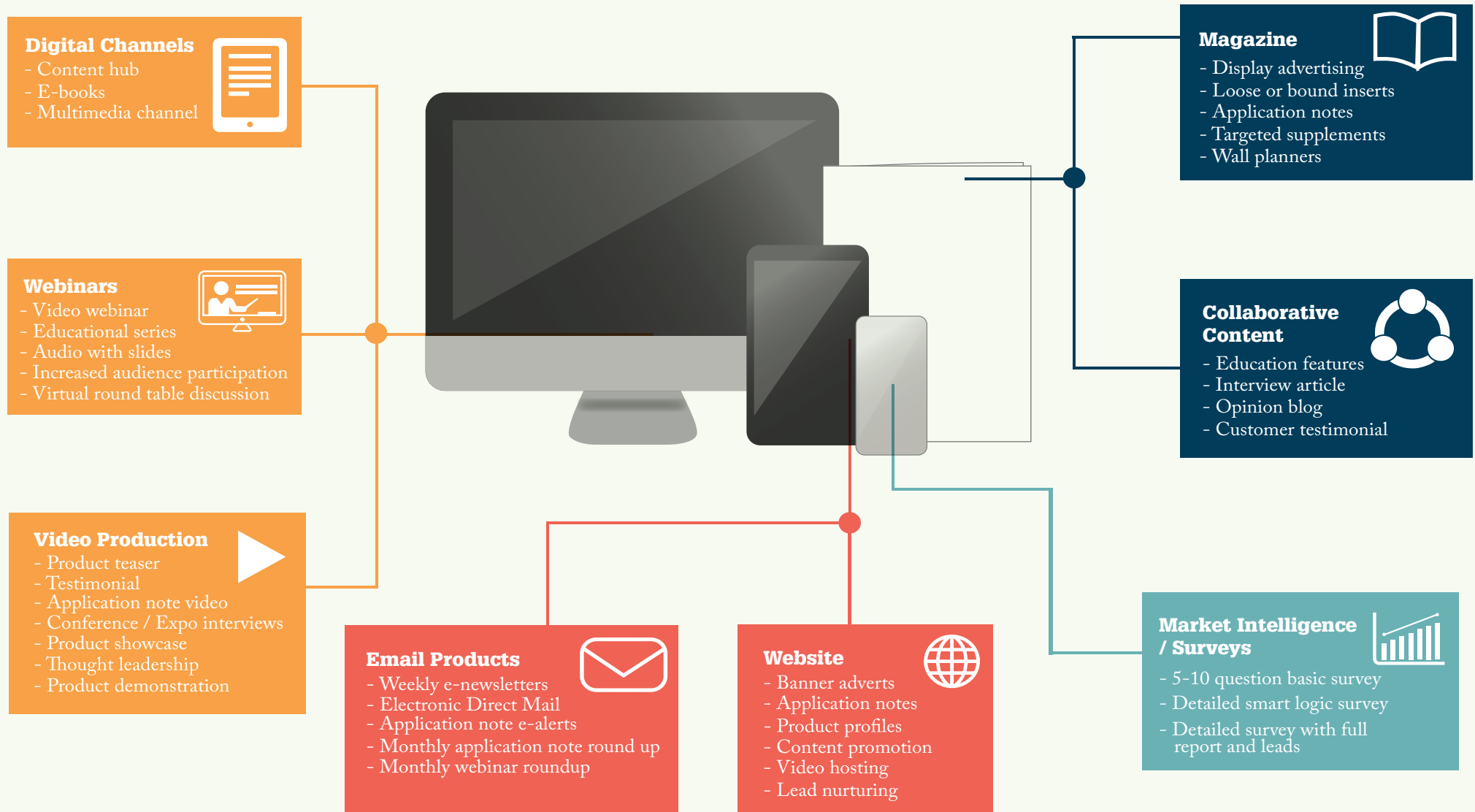
Europe



Industry

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

Product Portfolio





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