the



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

Chedde Kerler



Upfront

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



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

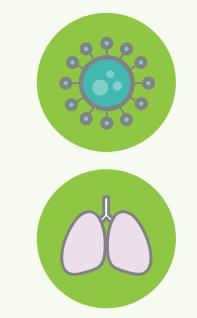
Interviews with key opinion leaders and champions of the field expose the personalities behind respected research centers, successful corporations and innovative start-ups across the globe.

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.







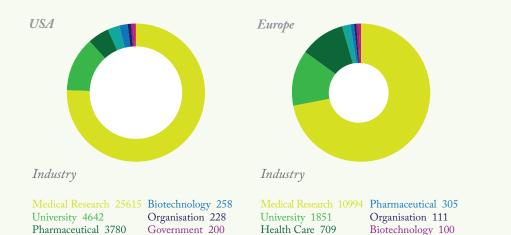
Editorial Calendar

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.



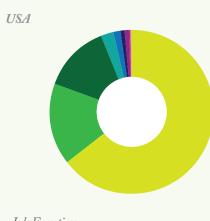


Government 389

Medical Devices 41

Medical Devices 132

Health Care 695

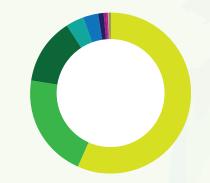


Job Function

Group Leader 5704 Professor 4759 Head of Dept. 870 Director 506

Consultant 314 Manager 258 Lab Manager 105 Research Asst 62 Head Technician/Technician 16

Europe



Job Function

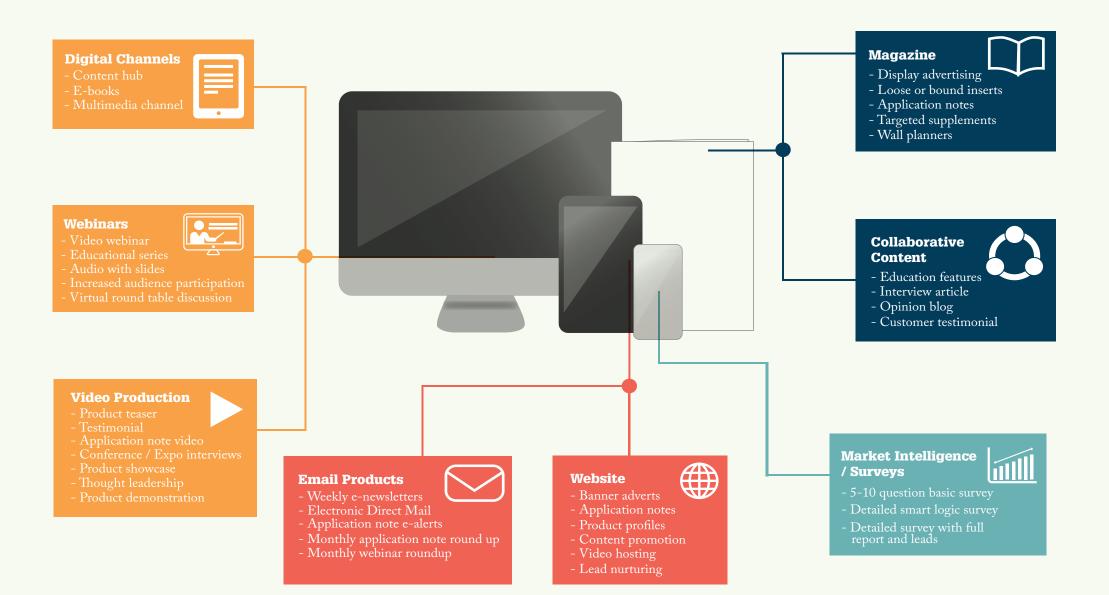
Group Leader 3029 Research Asst. 77 Professor 1929 Consultant 521 Head of Dept 442

Director 138 Head Technician/Technician 60 Manager 22

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 Medical Devices	819
Medical Devices	646
Urology	633
Psychiatry	447
Dermatology	413
Biomarkers	366
Gastroenterology	318
Gastroenterology 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

Product Portfolio



Rates Summary (Euro)

Discounts are available for frequency and campaign bookings.

Advertising Opportunities	€ Euro
Double Page Spread	12000
Full Page	8400
Cover Position	10200
1/2 Page	6600
1/3 Page	4800
1/4 Page	4200
Bound Insert (1 x page)	8400
Belly Band / Cover Tip	14400

Content Opportunities	€Euro
Application Note (1 x page)	8400
Collaborative Content (1 x page)	12000
Collaborative Content (2 x pages)	18000

Sponsored Survey Including Marketing	€ Euro
App Note / Product Profile / E-shop / Webinar	1800
Leaderboard	3000
Footer Banner	2400
Road Block (Footer, App Note and Product)	6600

Tea With Rich Sponsorship	€ Euro
1x Tea with Rich Interview Sponsorship	7200
Series Sole Sponsorship (six interviews)	30000

Website	€Euro
Box advert	2400
Skyscraper	3000
Content filter banner	6000
Article banner	4800
Application note	1320
Product Profile	1320
Bespoke Content Hub	30000

Content Channels	€ Euro
Multimedia Channel	30000
E-Books	18000

Single Sponsored E-mail Broadcasts	€ Euro
App Note e-alert (Up to 6 App Notes)	12000
Multimedia e-alert	12000
EDM (Electronic Direct Mailer)	12000
Targeted EDM	540 per '000

Sponsored Survey Including Marketing	€ Euro
5 Questions	7200
10 Questions	10200
15 Questions	13200
20 Questions	16800
25 Questions	21600

Webinars	€ Euro
Educational Webinar Sponsorship	14400
Audio with Slides - Live or Pre-recorded	16800
Video Webinar - Pre-recorded	21600
Collaborative Video Webinar - Pre-recorded	24000

Video Projects	€Euro
Video Application notes (x3) plus marketing package	12000
Conference interview (1 hour slot, 5-10 video)	12000
Conference booth video 1/2 day	18000
1x day filming, 3-5 minute video, plus marketing package (Travel and expenses not included)	30000

Technical Specifications

Magazine

Ad Sizes	Metric	Imperial
Page Unit	Width x Depth	Width x Depth
Full Page	210mm x 266mm	8.3" x 10.5"
2/3 Page	130mm x 266mm	5.1" x 10.5"
1/2 Horizontal	210mm x 130mm	8.3" x 5.1"
1/2 Vertical	100mm x 266mm	3.9" x 10.5
1/3 Vertical	70mm x 266mm	2.75" x 10.5"
1/3 Square	130mm x 130mm	5.1" x 5.1"
1/4 Page	100mm x 130mm	3.9" x 5.1"
1/6 Page	70mm x 130mm	2.75" x 5.1"

Format: All files must be supplied as PDF. Please ensure all fonts are embedded, and that all images used within are CMYK and at least 300dpi in quality. Bleed: Please supply with 3mm bleed on all sides. Live area: All text must be inset at least 5mm on all external edges. On internal edges (i.e. right hand side on a left hand page advert), we recommend insetting text by at least 10mm, to compensate for any space lost when binding.

e-Newsletter

Formats and sizes: All images below to be provided as JPG, PNG or GIF filetypes, with a maximum size of 45KB. All sizes in pixels.

Banners – Leaderboard Banner 728 x 90 Footer Banner 728 x 90 *Product Profile* - Text: Headline - up to 12 words. Body text - up to 45 words describing the product. Image: 150 x 150 image - image of product. Hyperlink. *Application Notes* - Text: Headline - up to 12 words. Body text - up to 45 words describing the application note. Image: 150 x 150 image - image of application note content.

Exhibitor Highlight - Headline - up to 12 words. Body text - up to 45 words describing the event. Image: 150 x 150 Logo Hyperlink.

Website

Ad Sizes	Metric
Right Hand Column	Width x Depth
Box	200 x 200px
Small Skyscraper	200 x 300px
Large Skyscraper	200 x 500px
In Content	
Postcard	300 x 200px
Content Filter	
3 sizes for different browser	450 x 210x
window sizes	540 x 210px
	900 x 210px

Formats and sizes: All ads to be provided as JPG, PNG, GIF filetypes, with a maximum size of 45KB.

Application Notes (Print)

- Your company name
- Title: up to 12 words
- Subtitle: 10-20 words
- Body Text: Max 450 words (reduce by 75 words for additional image)
- Author(s) (no company affiliations) •
- Abstract: a description of what the Application Note contains; two or three sentences maximum
- Email Address: for leads
- Contact name
- Contact phone number
- Logo: supplied in high resolution format (300dpi, CMYK) as JPG, PDF, TIF or Illustrator file.
- Images: any associated diagram image that you may feel is appropriate
- URL Link: one address that will link from the page
- Any additional online content supplied in PDF format



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