

2009

ADVERTISING
INFORMATION



The Total Media Solution

LabMedica[®]

WORLD'S CLINICAL LABORATORY NEWS LEADER

LabMedica International
LabMedica en Español
LabMedica China

COMBINATION RATES WITH
Bio Research
INTERNATIONAL



PRINT MAGAZINE
DIGITAL EDITION
SHOW DISTRIBUTION
E-NEWSLETTER
WEB PORTAL

PUBLISHED IN
COOPERATION WITH



POWERED BY

LINKXPRESS.COM

READER RESPONSE PLATFORM

Reach the World's Clinical Laboratory Elite... All Part of an Unmatched Multimedia Package

▶ PRINT MAGAZINE

As the premier international magazine serving clinical laboratory professionals worldwide, **LabMedica** appears in three separate language editions – **English, Spanish and Chinese**. Total circulation is over **32,000** worldwide plus extensive bonus distribution at major international events.



▶ DIGITAL EDITION

An exact copy of the original print version, **LabMedica's** digital edition is **fully interactive** and is powered by the **LinkXpress®** reader response system. Offered as a circulation bonus to print advertisers, the digital edition allows for extra advertising options in terms of **animated ads** and **streaming video** presentations.

▶ E-NEWSLETTER

Sent out twice a month in separate English and Spanish language editions and featuring latest news content, the E-Newsletter offers **sponsorship** and **banner** opportunities in various sizes.



▶ WEB PORTAL

LabMedica.com and its Spanish-language counterpart **LabMedica.es** have grown into leading sources of daily news for clinical laboratory professionals around the world. **Banner** advertising is available in the various sizes.

▶ CUSTOMIZED SERVICES

E-Broadcasts • E-Showrooms • E-Surveys • Magazine Inserts

A WORLD LEADER IN INTERNATIONAL TECHNICAL COMMUNICATIONS



*Publishers of: HospiMedica International • HospiMedica en Español
HospiMedica China • Medical Imaging International • Bio Research International
LabMedica International • LabMedica en Español • LabMedica China
HospiMedica.com • MedImaging.net • LabMedica.com • BiotechDaily.com*

ADVERTISING SALES REPRESENTATIVES

www.globetech.net • ads@globetech.net

USA Tel (1) 954-893-0003 • ads@globetech.net

UK Tel (44) 1753-892-791 • paul.mills@globetech.net

GERMANY Tel (49) 9771-3528 • jutta.ciolek@globetech.net

ITALY Tel (39) 010-570-4948 • fabio.potesta@globetech.net

JAPAN Tel (81) 3-5691-3335 • katsuhiro.ishii@globetech.net

CHINA Tel (86) 755-837-53877 • parker.xu@globetech.net

Switzerland, Austria, Eastern Europe: Contact Germany

Nordic Countries, France, Benelux: Contact UK • **Other countries:** Contact USA

Introducing: First Interactive Digital Magazine in the Field

The current issue of **LabMedica**, as well as recent archives, can now be viewed and read online, in full digital format, from the comfort of a computer screen. The state-of-the-art digital edition, an exact copy of the original print version, is fully interactive and allows the reader to reach hundreds of links by way of a simple click on editorial content, product news items, or display ads. The digital edition is made available free-of-charge to all readers – subscribers and non-subscribers alike.

**ALL PRINT ADS REAPPEAR IN THE DIGITAL EDITION
AS A CIRCULATION BONUS TO ADVERTISERS**



Advertisers can benefit from two special features available as extra options in the digital edition:

▶ ANIMATION OPTION

An animation feature can be added to each ad. Advertisers pay a percentage premium based on the size of the ad.

▶ STREAMING VIDEO OPTION

A streaming video presentation can be embedded within all ads of 4/9 units or larger. Advertisers pay a fixed premium for this additional feature.

All links appearing in the digital edition are fully enabled by LinkXpress®, Globotech's proprietary online real-time reader response system.

POWERED BY
LINKXPRESS.COM
READER RESPONSE PLATFORM

3 Regional Editions, 3 Languages



As the premier global clinical news medium serving laboratory medicine, **LabMedica** is published in three regional editions and appears in three languages.

- ▶ **LabMedica International** appears in English, serves **Europe** (excluding Spain), **Middle East/Africa** and **Asia/Pacific**, and is published eight times per year.
- ▶ **LabMedica en Español** appears in the Spanish language, serves **Latin America** and **Spain**, and is published eight times per year.
- ▶ **LabMedica China**, a national edition serving the **People's Republic of China**, appears in Chinese, and is published four times a year.

Cost-effective advertising in **LabMedica's** regional editions as a single package, provides international marketers with a worldwide exposure unmatched by any other publication.

Circulation by REGIONAL EDITION			
EDITION	REGION SERVED	CIRCULATION	% OF TOTAL**
LabMedica International	Europe*, Mideast/Africa, Asia/Pacific	17,442	72.6%
LabMedica en Español	Latin America and Spain	6,567	27.4%
LabMedica China	People's Republic of China (in Chinese)	8,000	Separate Magazine

* Excluding Spain

** Excluding China Edition

Worldwide Reach

Outside USA & Canada

LabMedica is mailed free-of-charge to qualified professionals in hospitals and healthcare institutions worldwide outside USA and Canada. Circulation includes laboratory directors, clinical

chemists, and other clinical laboratory specialists and technologists, as well as leading distributors and dealers in the field. Our BPA audit system provides the advertising community with the confidence and the analytical tools for using **LabMedica** as a highly-effective medium in reaching this select global audience.

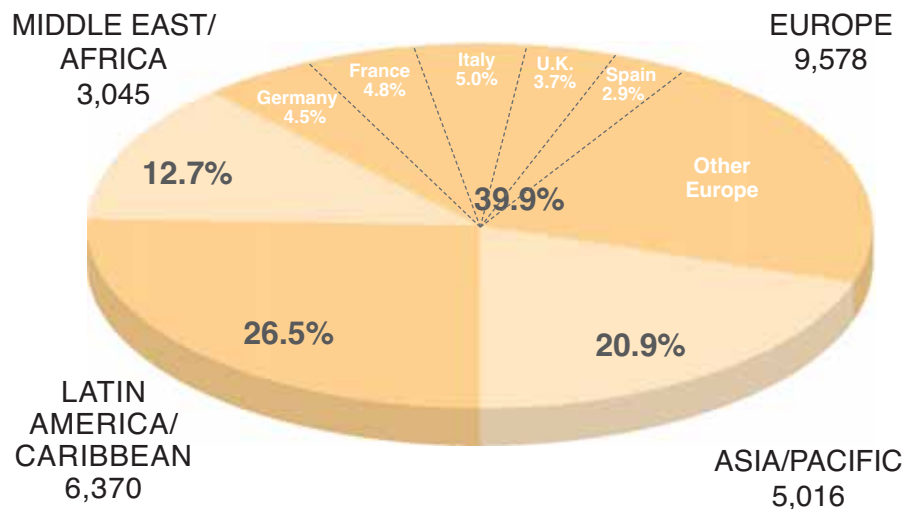
TOTAL CIRCULATION: 24,000+

Not including **LabMedica China** (Circulation: 8,000)



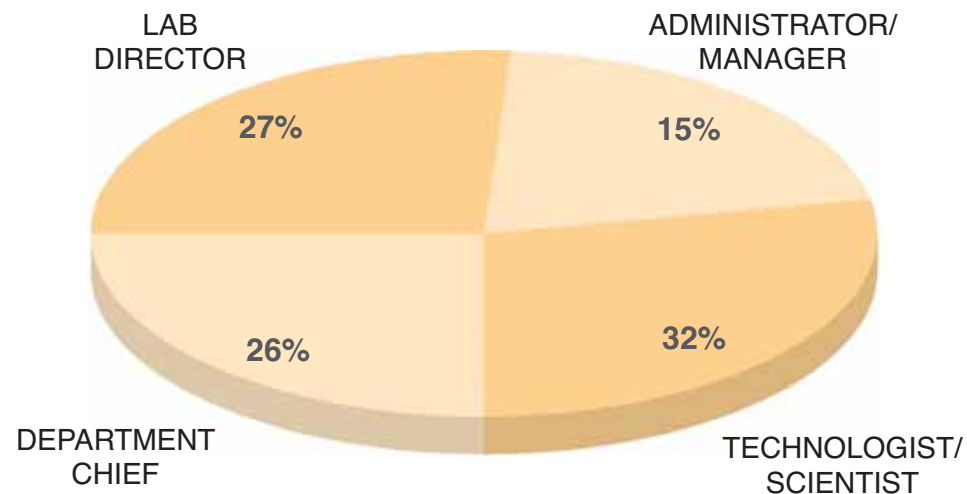
Circulation by REGION

Country breakdown available in BPA circulation statement



Figures based on BPA Circulation Statement, June 2008

Circulation by FUNCTION



Figures based on publisher's own data

The Most Advanced Reader Response System in International Media Today

POWERED BY

LINKXPRESS.COM
 READER RESPONSE PLATFORM

Introduced in mid-2007, Globotech's proprietary LinkXpress® system is live and operates in real-time. With LinkXpress®, the advertiser is now able to receive, process and pursue sales inquiries – some of which are from the other end of the globe – within seconds of when inquiries are made!



Each advertiser's online access to a dedicated LinkXpress® account, allows you to receive latest sales responses at any time or place and on a real-time basis, via a secure online account. Inquiry reports are downloadable in Excel format and can be used to generate various types of lists and labels.

Valuable international sales leads are reported to advertisers through **LabMedica's** advanced online reader inquiry system. The publication's editorial focus and circulation reach make this system a key marketing service. Information provided on each respondent includes: Type of Establishment; Function/Title; Dept. or Specialty; PhD/MD or Not; Telephone and E-mail.

WEBSITE BANNERS

LabMedica.com and its Spanish-language edition offer the premier source of online daily news to clinical lab professionals around the world. Banner advertising is available in three sizes.

E-SHOWROOMS

E-Showrooms serve as a company's own dedicated site-within-a-site, providing information on the company, its distribution network and product lines; while showcasing specific products and featuring streaming video presentations.

E-NEWSLETTERS

The **LabMedica** E-Newsletter is sent out twice a month in English and Spanish language editions to clinical lab professionals worldwide. **Sponsorship** and **banner** opportunities are available in various sizes.

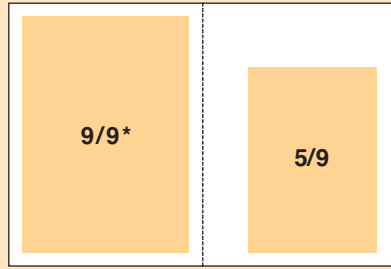
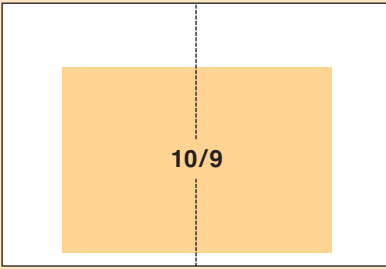
E-BROADCASTS

Benefit from online message delivery to tens of thousands of registered email subscribers in our worldwide database. Geographic and specialty selections are available.

E-SURVEYS

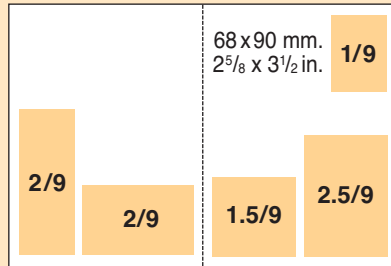
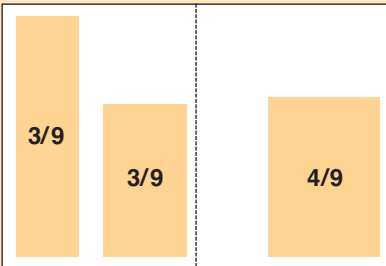
Cost-effective results and quick turnaround for your survey needs. Receive completed survey outcomes in less than two weeks. Select from various demographic criteria. Survey responses will be compiled and tabulated based on your requirements.

Advertising Space Specifications



mm	Non-Bleed	298 x 185
	Bleed	304 x 193
inch	Non-Bleed	11 ³ / ₄ x 7 ³ / ₈
	Bleed	12 x 7 ⁵ / ₈

mm	9/9*	214 x 281	154 x 206
	5/9	230 x 297	162 x 214
inch	9/9*	8 ¹ / ₂ x 11 ¹ / ₈	6 ¹ / ₈ x 8 ¹ / ₈
	5/9	9 ¹ / ₈ x 11 ³ / ₄	6 ³ / ₈ x 8 ¹ / ₄



mm	3/9	68 x 281	104 x 185	141 x 185
	3/9	-	-	149 x 193
inch	3/9	2 ⁵ / ₈ x 11 ¹ / ₈	4 ¹ / ₈ x 7 ³ / ₈	5 ³ / ₄ x 7 ³ / ₈
	3/9	-	-	5 ⁷ / ₈ x 7 ⁵ / ₈

mm	2/9	68 x 185	141 x 90	104 x 90	104 x 137
	2/9	-	-	-	-
inch	2/9	2 ⁵ / ₈ x 7 ³ / ₈	5 ³ / ₄ x 3 ¹ / ₂	4 ¹ / ₈ x 3 ¹ / ₂	4 ¹ / ₈ x 5 ³ / ₈
	2/9	-	-	-	-

Trim Size: 230 x 297 mm (9¹/₈ x 11³/₄ in.)

Bleeds: Allow 5 mm (1/4 in.) bleed allowance beyond bleed size.
Live area to be kept at 10 mm (3/8 in.) from trim

*** LabMedica China:**

Trim Size: 210 x 297 mm (8¹/₄ x 11³/₄ in.) • Change applies to only 9/9 unit ads

ADVERTISING MATERIAL REQUIRED

- ▶ **File formats:** Adobe Acrobat PDF (Press Quality, High Quality, PDFX1a, PDFX3), Adobe Photoshop TIFF, JPEG, EPS, PSD
- ▶ **Software:** Quark-XPress 6.0 for Mac, Adobe Acrobat, Photoshop CS
- ▶ **Electronic media:** CD-ROMs, DVD-ROMs

PRINTING SPECS

- ▶ **Printing:** 4-color, 2-web heatset offset
- ▶ **Binding:** Saddle-stitched

SPANISH AND CHINESE ADS

Publisher can translate and convert English-language ads into Spanish or Chinese from electronic files. One-time charge for this service is a 5% premium over space charge for ads of 4/9 units or larger, and 10% premium for smaller ads.

MAILING DATES

Unless otherwise specified, magazines are mailed not later than the end of the first week of the second issue month, for bimonthly issues; and prior to the end of the second week of the issue month, for monthly issues.

SEND ADVERTISING MATERIAL TO:

By E-Mail:
ads@globetech.net

By Mail/Courier:

GLOBETECH MEDIA, LLC • 450 North Park Rd, Unit 503
Hollywood, FL 33021, USA • **Tel:** (1) 954-893-0003

E-Mail: ads@globetech.net • **Web:** www.globetech.net



LabMedica
INTERNATIONAL**LabMedica**
EN ESPAÑOL**LabMedica**
CHINA**2009****Worldwide
Marketing
Calendar**EUROPE • MIDDLE EAST/AFRICA
LATIN AMERICA • ASIA/PACIFIC • CHINAEvery issue of **LabMedica** features latest news and advances in the following specialties:**CLINICAL CHEMISTRY • IMMUNOLOGY • MICROBIOLOGY • HEMATOLOGY / BLOOD-BANK**Other sections include: **IFCC NEWS • PRODUCT NEWS • TECHNICAL LITERATURE • EVENTS CALENDAR**Each issue offers extensive **BONUS DISTRIBUTION** at the following
international congresses and exhibitions:

LABMEDICA INTERNATIONAL • LABMEDICA EN ESPAÑOL

LABMEDICA CHINA

FEBRUARY-MARCH

Vol. 26 • No. 1

25th World Cong of Pathology & Laboratory Medicine • Sydney (Mar 13-15)
Medical Fair India 2009 • New Delhi (Mar 27-29)
EXPOLAB 2009 - 32nd Mexican Cong. of Clinical Chemistry • Veracruz (Mar 16-18)

_____ Advertising Closing: Feb 1 • Material Date: Feb 10 _____

APRIL

Vol. 26 • No. 2

ECCMID 2009- 19th Eur. Cong. of Clin. Microbiology & Infectious Dis. • Helsinki (May 16-19)
ECE 2009 - 11th European Congress of Endocrinology • Istanbul (Apr 25-29)
EAACI 2009 - 28th Eur. Cong. of Allergology and Clin. Immunology • Warsaw (Jun 6-10)

_____ Advertising Closing: Mar 10 • Material Date: Mar 20 _____

MAY

Vol. 26 • No. 3

EuroMedLab 2009 - 18th IFCC-EFCC European Congress • Innsbruck (Jun 7-11)
Diagnostica / Hospitalar 2009 • Sao Paulo (Jun 2-5)
ExpoLab China 2009 • Shanghai (Jun 16-19)

_____ Advertising Closing: Apr 10 • Material Date: Apr 20 _____

JUNE-JULY

Vol. 26 • No. 4

AACC 2009 - 60th Ann. Meeting of Amer. Assoc. for Clin. Chem. • Chicago (Jul 19-23)
FIME 2009 - Florida International Medical Exhibition • Miami (Aug 12-14)

_____ Advertising Closing: May 10 • Material Date: May 20 _____

AUGUST-SEPTEMBER

Vol. 26 • No. 5

BIOTECHNICA 2009 • Hannover (Oct 6-8)
BCLF 2009 - 17th Ann. Meeting, Balkan Clin. Lab. Fed. • Ohrid, Macedonia (Sep 16-19)
ArabMedLab 2009 - 12th Cong. Arab Federation of Clinical Biology • Beirut (Oct 1-3)

_____ Advertising Closing: Jul 10 • Material Date: Jul 20 _____

OCTOBER

Vol. 26 • No. 6

JIB 2009 - Journées Internationales de Biologie • Paris (November)
20th Asian Regional Cong. - Intl. Soc. of Blood Transfusion (ISBT) • Nagoya, Japan (Nov 18)

_____ Advertising Closing: Sep 1 • Material Date: Sep 10 _____

NOVEMBER

Vol. 26 • No. 7

MEDICA 2009 • Düsseldorf (Nov 18-21)
Arab Health / MedLab • Dubai (January)
36th Annual Conference - Assoc. of Clinical Biochemists of India • (December)

_____ Advertising Closing: Oct 1 • Material Date: Oct 10 _____

DECEMBER-JANUARY YEARBOOK & BUYERS' GUIDE

Vol. 26 • No. 8

World's premier buying and reference guide for clinical lab products and equipment. Indispensable procurement tool for lab professionals, purchasing managers, dealers/distributors worldwide, on a year-round basis.

_____ Advertising Closing: Dec 1
Material Date: Dec 10 _____**MAR-APR**

No. 1

61st CMEF - China National
Medical Equipment Fair
Shenzhen (April)

CHINAMED • Beijing (March)

62nd ExpoLab • (May)

7th China Blood Transfusion
Conference • (March)_____ Advertising Closing: Feb 1
Material Date: Feb 10 _____**MAY-JUN**

No. 2

CCLab 2009 - 11th National
Conf. of Lab Medicine • Beijing10th CMEF West - China Nat'l
Medical Equipment Fair • (June)

CICME 2009 • Beijing (June)

AACC 2009 • Chicago (July)

_____ Advertising Closing: Apr 20
Material Date: Apr 30 _____**AUG-SEP**

No. 3

2009 National Clinical
Equipment Exhibition
Beijing (October)6th China Blood Transfusion
Conference • (October)

63rd ExpoLab • (November)

_____ Advertising Closing: Aug 20
Material Date: Aug 30 _____**NOV-DEC**

No. 4

62nd CMEF - China National
Medical Equipment Fair
(November)MEDICA 2009
Düsseldorf (November)National Diagnostic Reagent and
Laboratory Exhibition • (November)_____ Advertising Closing: Oct 1
Material Date: Oct 10 _____