BIO SCIENCE TODAY

Media Pack 2027

Contents

03 | Distinctive Media Group Ltd
04 | Bioscience Today Magazine
05 | Schedule & Feature List
06 | Advertising Rates
07 | Digital Packages
08 | Digital Packages
09 | Digital Packages
10 | Specifications
11 | Contact

Publisher

D|STINCTIVE
www.distinctivegroup.co.uk

Established in 2003, Distinctive Publishing (now Distinctive Media Group Ltd), is a well-established publisher of industry journals and industry-specific publications.

Based in Newcastle upon Tyne for over 20 years, our organisation is well established within the publishing industry; sharing exceptional links within the print, distribution and marketing industries throughout the UK. We represent some of the world's leading brands in terms of design and marketing, while producing and distributing some of the UK's most respected publications.

Quality and service are our main hallmarks and our reputation throughout the publishing fraternity is unsurpassed in respect of quality of product and client interaction.

We have an enviable history of fostering relationships that add long-term value to client brands, while providing consultative excellence to advertisers that reflect and endorse the philosophy of their organisations; an approach that has proven to grow and enrich our clients' growth aspirations.

Our company representatives are some of the best trained within the publishing industry, and our staff loyalty serves as a reminder that our team have an element of longevity and professionalism necessary to provide long-term winning strategies for clients and partners alike.

Bioscience Today

Bioscience Today is the only UK magazine that is working towards the government agenda for medical technology and biopharmaceutical sectors.

Bioscience Today (previously Bioscience Journal) is a contemporary publication written to assist the drive towards the government agenda and vision of making the Life Sciences sector of the UK a test bed for clinical research and medical innovation.

Aimed towards decision-makers within the Bioscience, Medical, Pharmaceutical and Healthcare markets, and global in appeal, its content is independent and politically unbiased and driven by investigative journalism and expert analysis by industry leaders.

Covering key aspects within its chosen industries, Bioscience Today sheds light on industry impacting stories that shape its future and reveals the major players behind the growth of the UK's most exciting industry sector.

Bioscience Today reaches worldwide boardroom executives and senior government decision makers UK wide. Bioscience Today gets your message directly to the medical, pharmaceutical and healthcare markets that employ 233,000 people in the UK and generate £63 billion in revenues across over 5,000 companies.

Audience

Digital subscribers - **3,150**

Social Media followers - **6,850**

Magazine Readership - **9,000**

Online Audience

UK **50%**, Europe **23%**

USA **16%**, Rest of World **11%**

Website stats:

Average visits per month: **3,455**

Average page views per month: **6,102**

Schedule & Features List 2027

Bioscience Today covers the latest developments, innovations and challenges shaping the life sciences industry. Our 2027 features schedule highlights key topics across research, technology and healthcare, providing businesses with opportunities to showcase their expertise and connect with an engaged industry audience.

- Drug Development & Discovery
- Diagnostics
- Clinical Trials
- Cleanroom Technology
- Supply Chain Management
- Vaccines
- Life Sciences
- Laboratory Technology
- Commercialisation/Spin-outs
- Intellectual Property/Legal Issues
- Bioinformatics & Machine Learning
- Artificial Intelligence
- Disease Focus
  - Infectious Diseases
  - Cancer
  - Respiratory Disease
  - Cardiovascular
  - Alzheimer's/Dementia

Standard Advertising Rates

Advertising Rate	Cost
Inside Front Cover	£2,310
Inside Back Cover	£1,995
Outside Back Cover	£2,415
Double Page Spread	£2,415
Full Page	£1,522
Half Page	£940

Multiple Edition Discounts:	Discount
2 Issues	5%
3 Issues	7%
4 Issues	10%

Pre-Payment Discounts (invoiced in full on receipt of order)	Discount
2 Issues	10%
3 Issues	15%
4 Issues	20%

*All prices quoted are exclusive of VAT**

Digital Packages

Newsroom Package

Our online and social media option is our "Newsroom Package" for press releases, webinars, and case studies. The service consists of:

- Unlimited uploads to **biosciencetoday.co.uk** for 12 months
- Each article shared 3 times over a month across our social media channels
- Analytics reporting included for each article

12-month package **£830**

Digital Package for Customer Announcements/Product Launches

- Editorial feature on your products and/or services on **biosciencetoday.co.uk**
- Featured on the home page of **biosciencetoday.co.uk** – one of the top three articles
- Featured as our Product Spotlight of the Week in our eNewsletter including links to your profile (one week)
- One month of analytics reporting included for the article
- Shared 6 times on our social media channels – one month campaign (3 times per social feed)

Package is **£575**

*All prices quoted are exclusive of VAT**

Digital Packages

Feature Sponsorship

This exclusive opportunity for companies to become the sole sponsor of one of our key categories within the features section on the website.

- Web banner on feature page
- Upload unlimited articles to the sponsored category
- Selected social media promotion of key articles max 4 per month
- Banner analytics supplied every quarter of your campaign

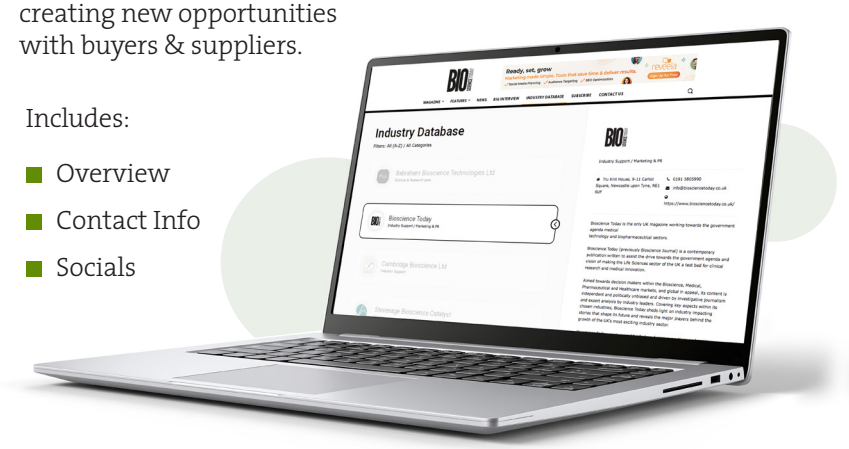
3 months **£830**
6 months **£1,250**
12 months **£1,670**

Industry Database

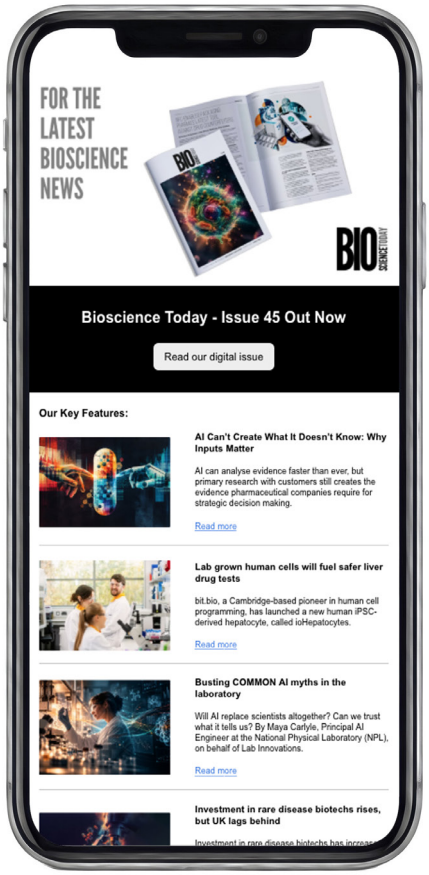
Your company will be listed for 12 months on our searchable industry database, creating new opportunities with buyers & suppliers.

Includes:

- Overview
- Contact Info
- Socials



Price is: **£300** for a 12-month listing.



eNews Sponsorship

We offer the opportunity to be the exclusive sponsor of our monthly eNews bulletin

The sponsorship includes:

- Solus Sponsorship
- Two banners - top and bottom (Banners can be different) Linked to your website / landing page
- 45-word sponsor message

Price is: **£575** per eNews

E-shot

- Dedicated e-shot about your product or service, written by you and sent to our subscribers.
- Analytics report supplied following e-shot mailing.

From **£725**

Event promotion package (Webinar/show/launch)

- Web banner on **biosciencetoday.co.uk** for 2 weeks.
- Dedicated e-shot about your event.
- News article about event on website.
- Promotion of event to magazine's social media channels during the week leading up to event (posted 3 times on both platforms).

From **£1,115**

*All prices quoted are exclusive of VAT**

Digital Packages

Leaderboard banner on the website.

Website Banners

The Bioscience Today website offers a range of banner advertising options at cost-effective prices.

With an average of 6,102 website views per month, our web banners help businesses build brand recognition, promote their products & services and effectively target those in the bioscience industry.

Leaderboard Banner
£775 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Square MPU Banner
£475 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 300px deep
- If animated no longer than 4 seconds

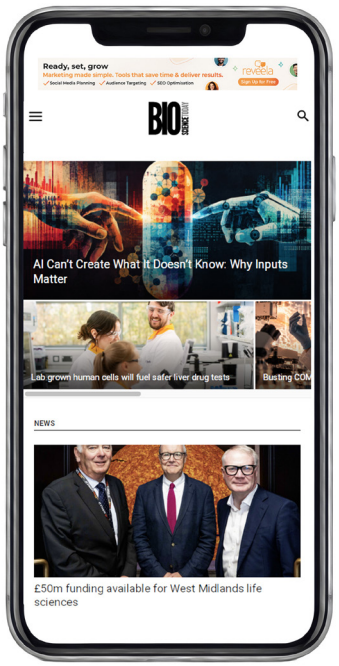
Skyscraper MPU Banner
£660 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

Homepage Banner
£475 per month*

- Visible on the homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Leaderboard banner at the top of mobile.



***Discounts available for multiple months**

Specifications

MECHANICAL DATA:

Full Page Trim Size:
297mm x 210mm

Type Area:
275mm x 182mm

Bleed:
303mm x 216mm

Half Page Horizontal:
120mm x 180mm

Quarter Page
120mm x 88mm

Double Page Spread:

297mm x 420mm	(trim area)
275mm x 394mm	(type area)
303mm x 426mm	(bleed)

SUPPLIED ARTWORK:

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied as a high-resolution PDF. All fonts should be embedded or sent as outlines.

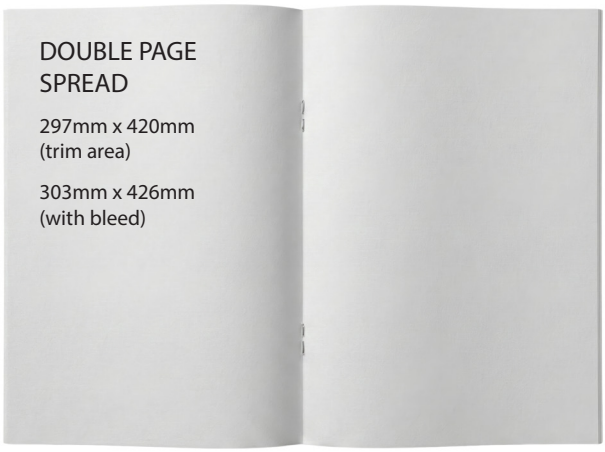
We also accept Photoshop files at 300 dpi and CMYK.

Images in Word, Excel or PowerPoint cannot be used for this publication.

SUPPLIED COPY:

Text should be supplied as a text document. Please provide high-resolution (at least 300 dpi) logos and images with captions.

Artwork can be sent via email to:
production@distinctivegroup.co.uk



PLEASE CONTACT:

Helen Flintoff

Business Development Manager,
Distinctive Media Group Ltd

Tel: 0191 5805476

Mob: 07943 985175

Email: helen.flintoff@distinctivegroup.co.uk

Distinctive Media Group Ltd, 3rd Floor,
Tru Knit House, 9-11 Carliol Square
Newcastle upon Tyne NE1 6UF

distinctivegroup.co.uk

biosciencetoday.co.uk

PUBLISHED BY
DISTINCTIVE

BIO SCIENCETODAY