

# ASBMB TODAY

THE MEMBER MAGAZINE OF THE AMERICAN SOCIETY  
FOR BIOCHEMISTRY AND MOLECULAR BIOLOGY

## 2022 Media Kit

Advertising solutions  
for reaching educators,  
researchers and students  
in the  
molecular life sciences.



Published by the American Society for  
Biochemistry and Molecular Biology

## Bringing valuable content to molecular life scientists

### Scientific findings, trends and controversies

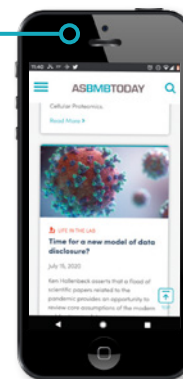
Research briefs, feature articles that dive deep into trends in the literature, and interviews with scientific newsmakers help professors and other established investigators stay up to date on current topics in biochemistry.

### Daily publishing

The online version of the magazine is updated every day with news, features and columns.

### Freely available

All stories on the site are accessible to all visitors.



### Career profiles and advice

To help young life scientists understand the broad spectrum of careers available to them, ASBMB Today publishes advice articles and profiles of scientists working in many roles in industry, academia, government and nonprofits.

### Printed 11 times a year

Sent to the homes and labs of nearly 8,000 subscribers. PDF versions of print issues are archived online and freely available to all.

### Perspectives and personal stories

Readers share their own experiences of life in the laboratory and weigh in on broader conversations in science and higher education.

## Mission

ASBMB Today is the award-winning news magazine published by the American Society for Biochemistry and Molecular Biology. It provides in-depth coverage on recent scientific advances as well as human interest stories about the experiences of students and researchers in the molecular life sciences.





# Editorial calendar

ASBMB Today produces 11 print issues a year.



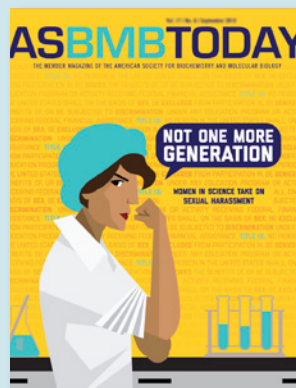
## January: Wellness

Stories and essays about surviving and thriving as a scientist and a human being.  
**Closing date: Nov. 1**



## February: Diversity, equity and inclusion

Articles about Black scientists and diversity, equity and inclusion.  
**Closing date: Dec. 1**



## March: Women in science

Essays by women in the field about current issues and personal experiences.  
**Closing date: Jan. 1**



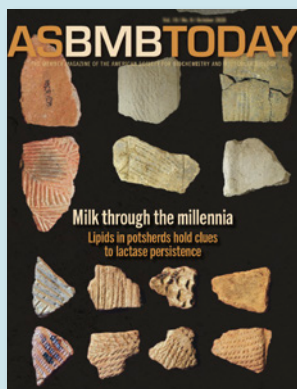
## April: ASBMB fellows

The society recognizes its most committed and accomplished members.  
**Closing date: Feb. 1**



## May: Emerging methods

A look at inventions and innovations of great potential.  
**Closing date: Mar. 1**



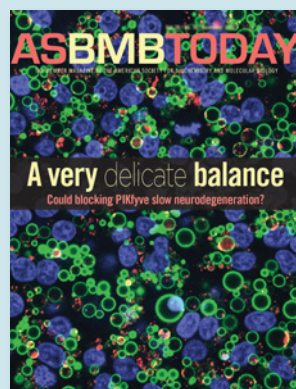
## June/July: BMB in Africa

Essays by biochemists and molecular biologists about the world that could be.  
**Closing date: Apr. 1**



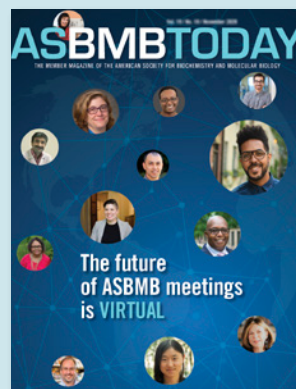
## August: Careers

Information and advice on career transitions, applying for jobs, startups and more.  
**Closing date: June 1**



## September: Bench to bedside

Features and more about translational research.  
**Closing date: July 1**



## October: Annual meeting

A special section on the society's flagship event.  
**Closing date: Aug. 1**



## November: Climate change

News and features about the biochemistry of climate change and how scientists themselves are making their work more sustainable.  
**Closing date: Sept. 1**



## December: Best of BMB and holiday gift guide

The top BMB discoveries of the year and science-themed gift ideas.  
**Closing date: Oct. 1**

## Readership

### WEBSITE

**220,000** monthly page views

**180,000** unique monthly visitors

**5:19 min.** avg. time spent on page

**0.03–0.14%** ad click-through rate

**68%** mobile

Source: Google Analytics and Google Ad Manager

### Online reader ages

**Women:** 49%

**Men:** 51%

**18–24:** 20%

**25–34:** 29%

**35–44:** 18%

**45–54:** 15%

**55–64:** 11%

**65+:** 7%

**Top countries:** USA, Canada, U.K. and India

Source: Google Analytics

### PRINT

**8,899** total print readership

### Career level

**51%** established investigators

**16%** graduate students

**13%** retired professionals

**9%** early-career researchers (earned Ph.D. less than 10 years ago)

**8%** undergraduates

**2%** high school teachers, outreach professionals and affiliate members

**1%** industry professionals

### EMAIL

**10,000+** weekly recipients

**39%** open rate

**1.8%** click rate

**38%** lab heads and professors

**29%** undergraduates

Source: Higher Logic Marketing Platform

## Print advertising



### Other options

- Loose insert
- 2-page bound insert
- 4-page bound insert
- 4-page bound roll fold

# Digital advertising

## Email

- 3 Email leaderboard  
650x80 px
- 4 Square  
300x250 px



## Website

- 1 Leaderboard  
728x90 px and 320x50 px\*  
\*Mobile leaderboard.  
Please supply both sizes.
- 2 Square  
300x250 px

## Segmented email advertising

Run a banner that targets all 10,000 recipients of the weekly alert, or target specific segments with a banner tailored to match their research interests. Please contact your sales representative for list segment counts.

Research areas of interest  
Biochemistry  
Bioenergetics  
Cell biology  
Computational biology  
Developmental biology  
DNA and chromosomes  
Drug discovery  
Enzymology

Gene regulation  
Glycobiology and extracellular matrices  
Immunology  
Lipids and lipidomics  
Membrane biology  
Metabolism  
Microbiology  
Molecular bases of disease  
Molecular biology and genetics

Molecular biophysics  
Neurobiology  
Plant biology  
Post-translational modifications  
Protein structure and folding  
Protein synthesis and degradation  
Proteomics  
RNA  
Signal transduction



## Print advertising rates

	1x	3x	6x	12x
Cover 2	\$ 1,244	\$ 1,138	\$ 1,069	\$ 1,025
Cover 3	\$ 1,052	\$ 954	\$ 891	\$ 851
Cover 4	\$ 1,285	\$ 1,145	\$ 1,085	\$ 1,030
Full page with or without bleed)	\$ 1,120	\$ 1,020	\$ 990	\$ 940
2-column vertical (with or without bleed)	\$ 750	\$ 680	\$ 660	\$ 625
Half-page horizontal (with or without bleed)	\$ 670	\$ 615	\$ 585	\$ 555
1-column vertical with bleed	\$ 560	\$ 510	\$ 485	\$ 460
Quarter-page vertical	\$ 410	\$ 375	\$ 355	\$ 330

### Print production specifications

**File specifications:** PDF, CMYK, 300 dpi

Include all fonts. Hard copy proof of ad required. Ads will not be accepted without appropriate proof.

**Closing date:** 60 days prior to the issue month

## Digital advertising rates

**Website (all sizes/positions): \$55 CPM**

	1x	3x	6x	12x
Email (all sizes)	\$ 1,000	\$ 950	\$ 900	\$ 845

**File types:** GIF, JPEG, PNG or HTML5

**Color mode:** RGB

**Maximum file size:** 200 KB

**Artwork and URL deadline:** Rolling

## Contact us

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