2022 Media Kit

Advertising solutions for reaching educators, researchers and students in the molecular life sciences.
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
- 36% lab heads and professors
- 29% undergraduates

Source: Higher Logic Marketing Platform
Print advertising

- **Full page**
  - Size: 7” x 10”
  - Bleed: 8.625” x 11.125”
  - Trim: 8.375” x 10.875”

- **Full-page bleed**
  - Size: 8.625” x 11.125”
  - Trim: 8.375” x 10.875”

- **2-column vertical**
  - Size: 4.77” x 10”
  - Bleed: 5.403” x 11.125”

- **2-column vertical bleed**
  - Size: 5.403” x 11.125”

- **1/2-page horizontal**
  - Size: 7” x 4.875”
  - Bleed: 8.625” x 4.875”

- **1/2-page horizontal bleed**
  - Size: 8.625” x 4.875”

- **1/4-page vertical bleed**
  - Size: 3.18” x 11.125”

**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

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

Website

1 Leaderboard
728x90 px and 320x50 px*
*Mobile leaderboard. Please supply both sizes.

2 Square
300x250 px
# Print advertising rates

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<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
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<td>$1,069</td>
<td>$1,025</td>
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<td><strong>Cover 3</strong></td>
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<td>$891</td>
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<td>$1,085</td>
<td>$1,030</td>
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<tr>
<td><strong>Full page with or without bleed</strong></td>
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<td>$1,020</td>
<td>$990</td>
<td>$940</td>
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<tr>
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<td>$750</td>
<td>$680</td>
<td>$660</td>
<td>$625</td>
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<tr>
<td><strong>Half-page horizontal (with or without bleed)</strong></td>
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<td>$585</td>
<td>$555</td>
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<tr>
<td><strong>1-column vertical with bleed</strong></td>
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<td>$510</td>
<td>$485</td>
<td>$460</td>
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<tr>
<td><strong>Quarter-page vertical</strong></td>
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</table>

## 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**

<table>
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<tr>
<td><strong>Email (all sizes)</strong></td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$845</td>
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</tbody>
</table>

**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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