

ASBMB TODAY

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

2023 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

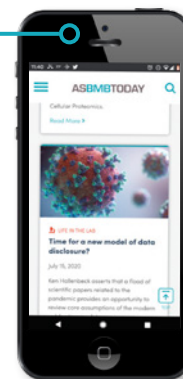
Research briefs, feature articles that dive deep into trends in the literature, and interviews with scientific newsmakers help professors and other established investigators stay up to date on current topics in biochemistry.

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.



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.

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.

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.

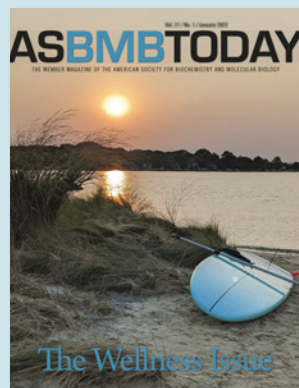
Mission

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



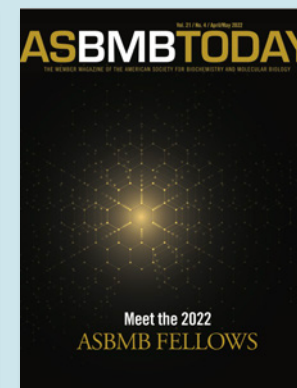
March: Women in science

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



April: Rising stars

Spotlight on the next generation of scientists.
Closing date: Feb. 1



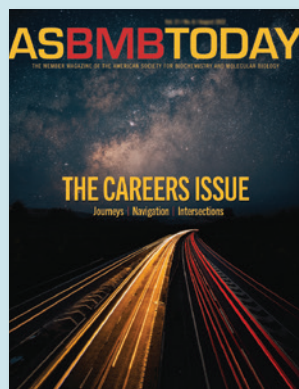
May: ASBMB fellows

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



June/July: PRIDE

Essays by and profiles of members of the LGBTIA+ community.
Closing date: April 1



August: Careers

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



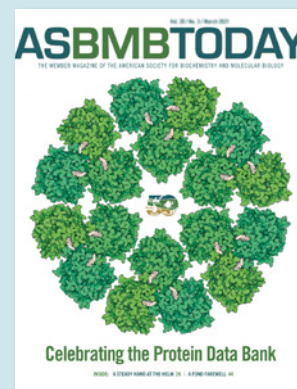
September: Bench to bedside

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: Science funding and policy

A look at the latest opportunities, issues and concerns.
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

82,000 monthly page views

61,000 unique monthly visitors

5:07 min. avg. time spent on page

0.03–0.14% ad click-through rate

49% mobile

Source: Google Analytics and Google Ad Manager

Online reader ages

Women: 44%

Men: 56%

18–24: 34%

25–34: 24%

35–44: 18%

45–54: 12%

55–64: 7%

65+: 5%

Top countries: USA, India, Philippines,
United Kingdom, Canada and Australia

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

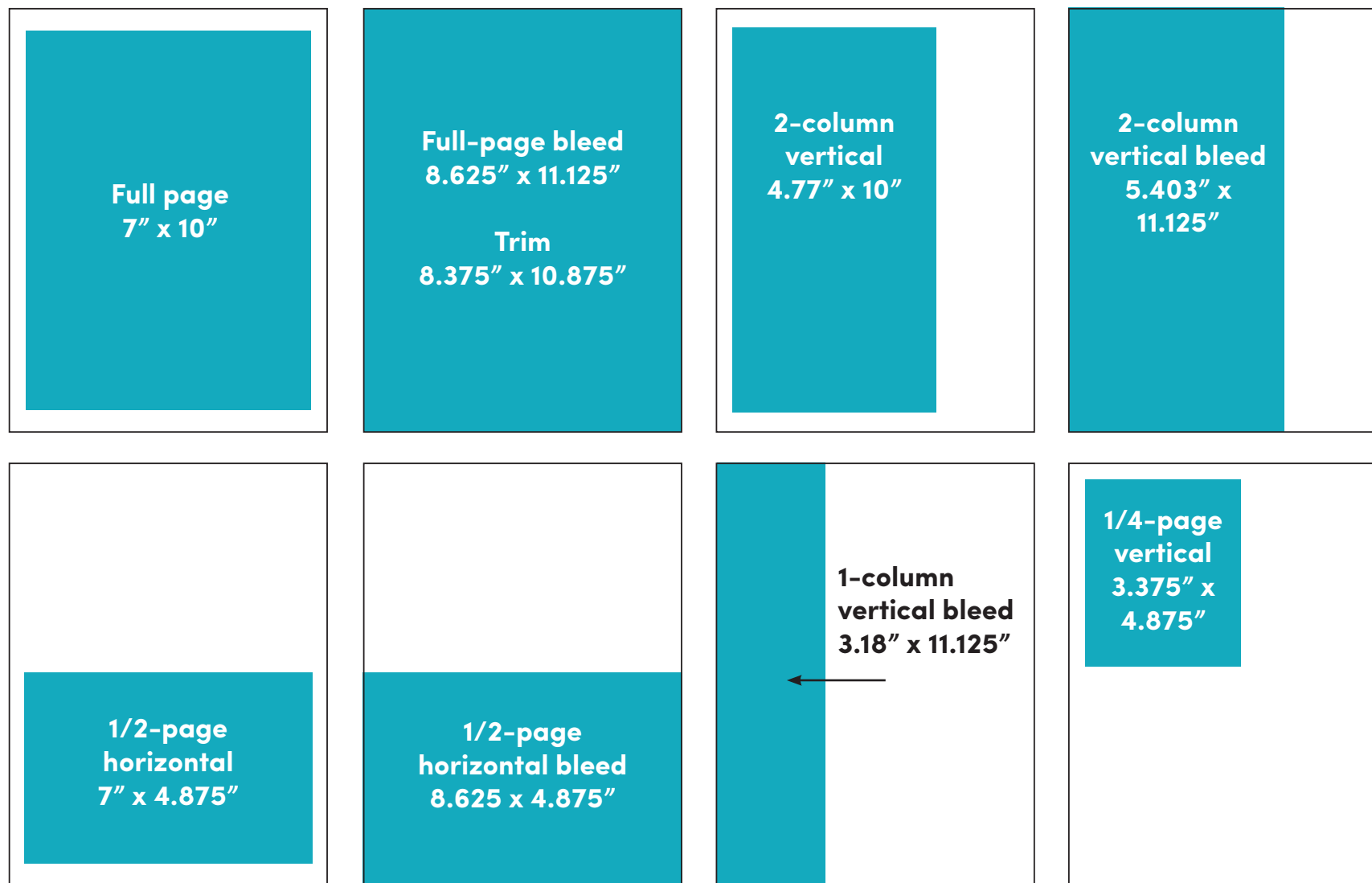
1.8% click rate

38% lab heads and professors

29% undergraduates

Source: Higher Logic Marketing Platform

Print advertising



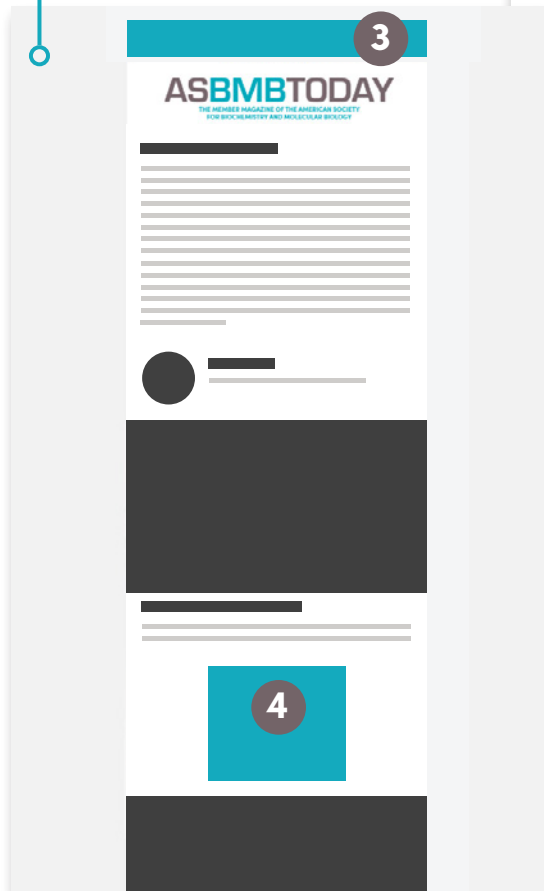
Other options

- 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

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