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

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.

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.

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.

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.

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.

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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

- Full page
  7” x 10”
- Full-page bleed
  8.625” x 11.125”
  Trim
  8.375” x 10.875”
- 2-column vertical
  4.77” x 10”
- 2-column vertical bleed
  5.403” x 11.125”
- 1/2-page horizontal
  7” x 4.875”
- 1/2-page horizontal bleed
  8.625” x 4.875”
- 1-column vertical bleed
  3.18” x 11.125”
- 1/4-page vertical
  3.375” x 4.875”

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

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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

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File types: GIF, JPEG, PNG or HTML5
Color mode: RGB
Maximum file size: 200 KB
Artwork and URL deadline: Rolling
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