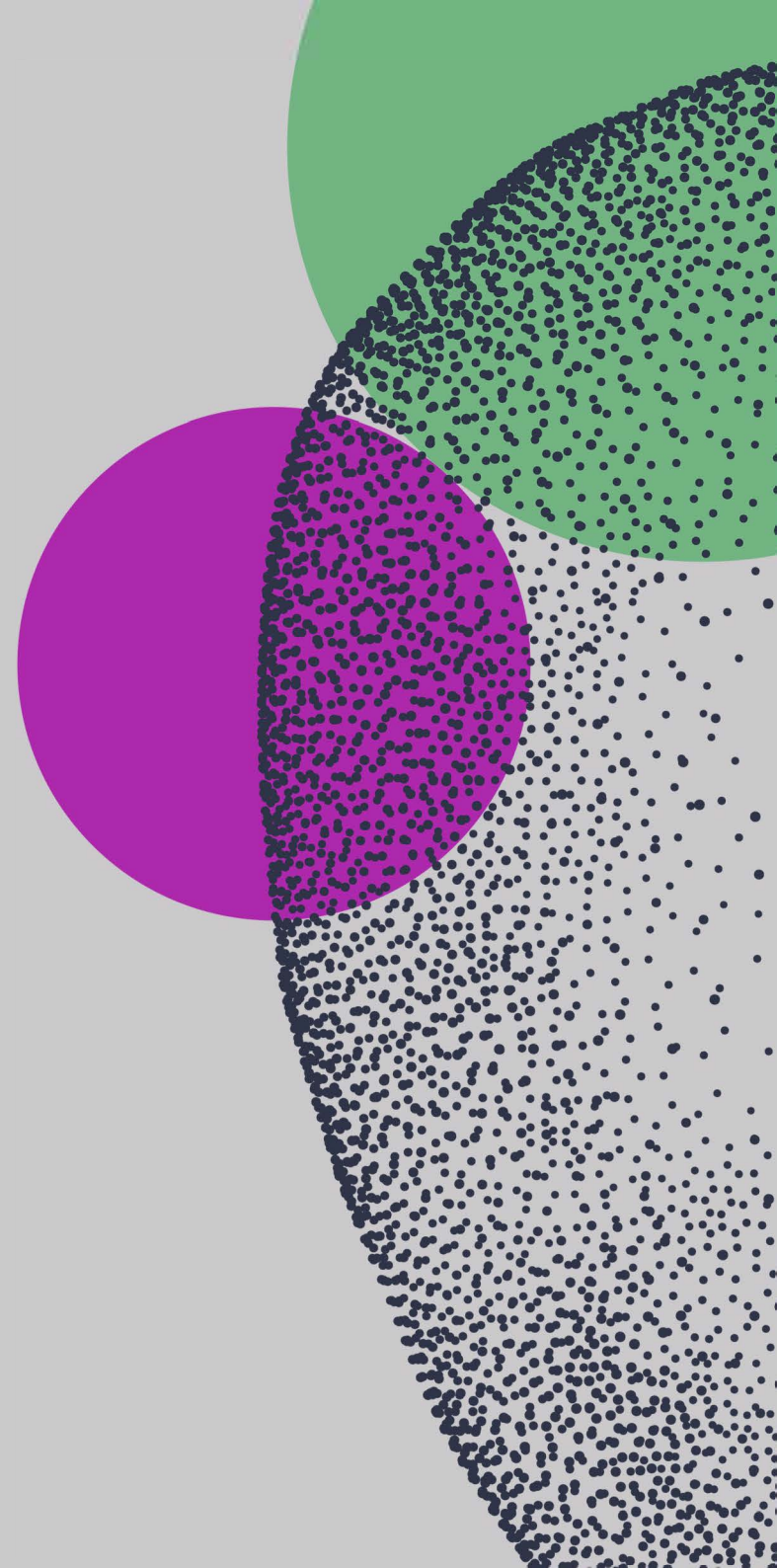


BIO FOCUS

**MEDIA KIT.
2024.**

Integrated marketing solutions.



About BioFocus.

Hello. Welcome to BioFocus, a life science industry publication bringing you updates across biotechnology, bioprocessing, pharma, health, sustainability and the latest life science industry news.

Comprising a group of scientists, communicators, and marketers, the BioFocus team are dedicated to delivering up-to-date news to the public, industry professionals, and everyone in-between.

At BioFocus we offer integrated marketing solutions to help you build brand awareness, generate leads, and position yourself as a true thought leader within your industry.



Our Audience.

The BioFocus Audience.

We connect your brand with a global audience of senior managers, decision-makers, opinion leaders and trendsetters across the life sciences industry. Reach out to the BioFocus team directly for more in-depth stats and audience demographic segments: info@bio-focus.co.uk.

2,000
Email database.

9 min.
Av. session duration.



48%
Organic search traffic.

1,330
Monthly page impressions.

Top industries.

- Biotech, **32%**
- Biopharma, **21%**
- Cell and gene therapy, **14%**
- Bioprocessing, **12%**
- Academia/research, **10%**
- CMO/CRO, **7%**
- Healthcare, **4%**

Job functions.

- Manufacturing/process dev., **26%**
- Lab management, **19%**
- R&D, **18%**
- Clinical operations, **14%**
- Staff scientist, **11%**
- Senior management, **4%**
- Procurement, **3%**
- Other, **5%**



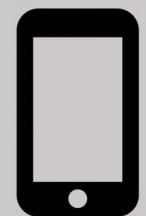
44%
EMEA.

42%
NA.

14%
APAC.



63%
Desktop.



37%
Mobile.

Our Marketing Solutions.

01

Digital.

Display banners.
Email.
Sponsored LinkedIn posts.

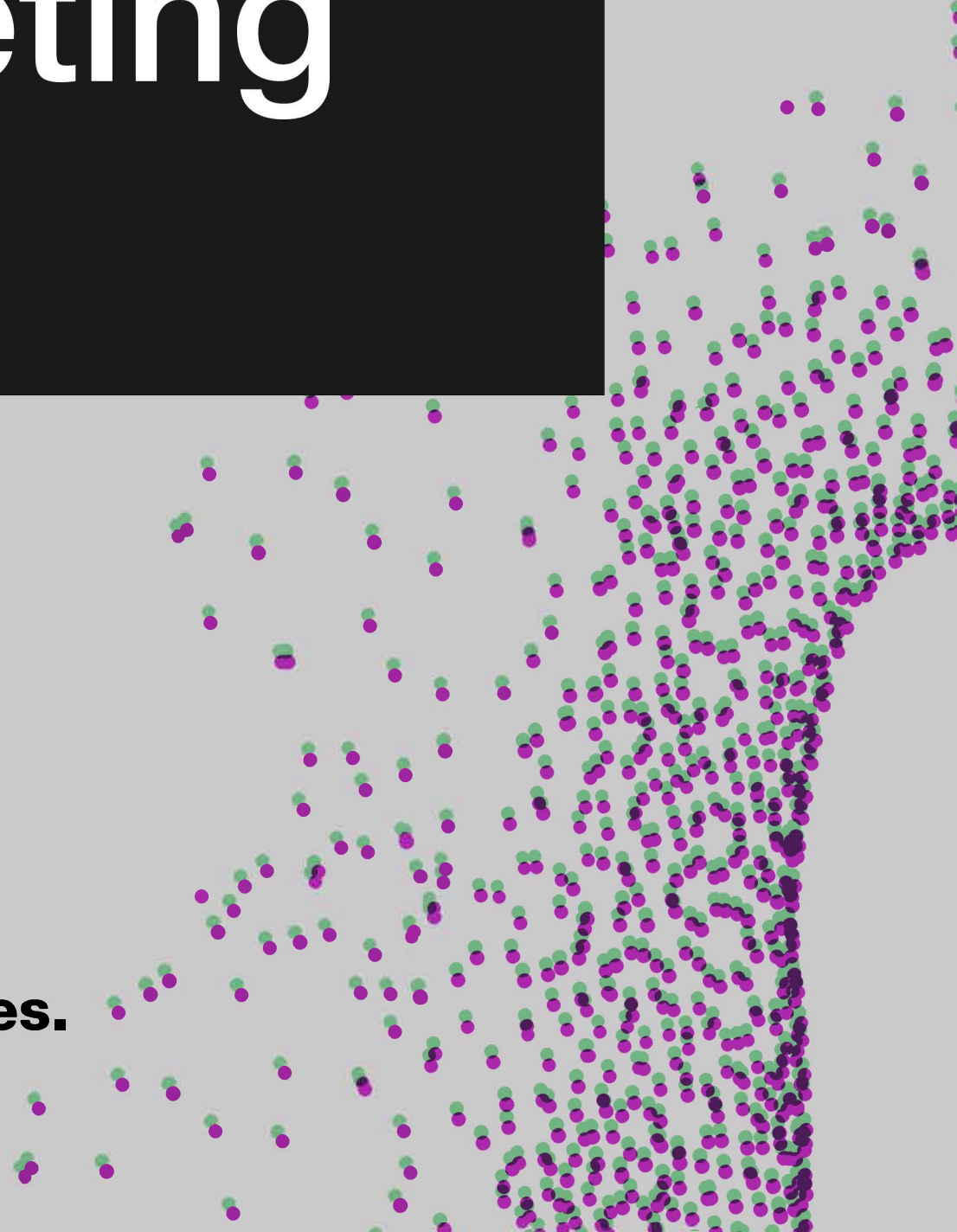
02

Content.

Content hosting.
Editorial.

03

Custom opportunities.



01 Digital.

01 Digital.

01 Display.

Elevate your brand presence with our website banners. Choose from a range of banner formats to suit your campaign objectives and creative vision.

- **Leaderboard:** Command attention with our leaderboard banners, ideal for brand showcases and promotions.
- **Skyscraper:** Stand tall and make a lasting impression with our skyscraper banners, perfect for highlighting special offers or driving traffic to specific landing pages.
- **Rectangle:** Seamlessly integrated, our rectangle banners offer a balanced blend of visibility and engagement, ensuring optimal exposure for your brand.

ROS

- ROS premium leaderboard: £1,500 p/month
- ROS footer leaderboard: £1,200 p/month

Home page

- Pop-up banner: £1,500
- Mid-page leaderboard: £1,200 p/month
- Home-page MPU: £1,000 p/month

Topic-targeted

- Topic-targeted skyscraper: £900 p/month
- Topic-targeted MPU: £800 p/month

Material specifications

- Format: JPEG, PNG, GIF, SWF or FLA files. File sizes should be under 40 kb.
- Resolution & Colour: All images must be converted to RGB, with resolution of 72 dpi.

The screenshot displays the BioFocus website interface. At the top, there is a search bar and a 'Subscribe' button. The main header features the 'BIO FOCUS' logo and a 'Premium leaderboard: 728x90' banner. Below the header, there are navigation tabs for 'Engineering', 'Biotechnology', 'Pharma', 'Health', and 'Sustainability'. The main content area is dominated by a large, colorful graphic with the text 'Hello. Welcome to BioFocus. Explore the latest updates from the life science industry.' Below this, there is a 'Featured Article' section titled 'Hookworm Therapy: Advancing Type 2 Diabetes treatment?' with a small image of hookworms. To the right of the featured article is a 'Skyscraper: 300x600' banner. Below the featured article, there is a 'News Feed' section with four items, each with a 'Read more' link. To the right of the news feed is an 'Event Spotlight' section with the text 'All you need to know about upcoming industry events.' and a 'Discover more.' link. Below the event spotlight is an 'MPU: 300x250' banner. At the bottom of the page, there is a 'Footer leaderboard: 728x90' banner with the BioFocus logo and a 'Subscribe' button. The footer also includes a 'Stay up-to-date. Connect with BioFocus on LinkedIn or subscribe to our mailing list.' message and social media icons for LinkedIn and email.

01 Digital.

02 Email.

Tailored to your specific target demographic, our email campaigns offer a direct pathway to engaging with potential customers and driving meaningful actions.

Tap into our extensive network of subscribers and partners to extend the reach of your brand message beyond your existing audience. Whether you're looking to reach a niche market or expand your brand's visibility on a broader scale, our email campaigns provide access to diverse and engaged audiences across various industries and demographics.

£2,500 p/email

Material specifications

- File format: HTML
- Please specify subject line
- We also offer A/B testing solutions. Reach out to us for more information about this.

● **2,000**

Email database.

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- Procurement, **3%**
- Other, **5%**

01 Digital.

03 Sponsored LinkedIn posts.

Designed to resonate with an audience of professionals and decision-makers, our sponsored posts offer a powerful platform to showcase your brand's expertise, products, and services within the world's leading professional network.

1 post: £150
2 posts: £175
3 posts: £200

Material specifications

- Headline: maximum 220 characters (including spaces).
- Body copy: maximum 2,000 characters (including spaces)
- Image: 1080x1080px (square) or 1920x1080px (portrait) or 1200x644 (landscape).



BioFocus · Following
Life Science & Industry News
3w · 🌐

Verve Therapeutics, a leader in gene-editing therapies for cardiovascular diseases, has made headlines with its latest updates. Discover the latest insights on Verve's decision to halt enrollment in its gene editing tria ...see more

Discover the latest developments from the biotech industry.

Verve Therapeutics Halts Gene Editing Trial After Side Effects

bio-focus.co.uk

● **5.2%**
Average organic CTR.

● **16**
Average organic clicks.

● **500+**
Expected organic impressions.

● **Visitor demographics.**

Top industries.

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- Bioprocessing, 12%
- Academia/research, 10%
- CMO/CRO, 7%
- Healthcare, 4%

02 Content.

02 Content.

01 Content hosting.

Whether you're looking to amplify your brand's reach, engage with your target demographic, or establish thought leadership in your industry, our content hosting solutions provide the ideal platform to showcase your content in a compelling and impactful manner.

We also offer the option to drive leads through gating your content behind a fully-customizable form fill page.

Non-gated: £1,500

Gated: £3,000

Material specifications

- Your chosen content piece. This can be an app note, article, video, etc.
- You can either submit your content piece in templated format (i.e., a PDF) or as raw text and images.
- Custom form fill fields (gated only)
- Landing page copy of up to 1,000 words. This will be used to promote your content and encourage leads (gated only).

The screenshot displays the BioFocus website interface. At the top, there is a search bar with the placeholder text 'Type here to search', a magnifying glass icon, and a 'Subscribe' button. Below the search bar is the 'BIO FOCUS' logo. A navigation menu includes categories: 'Bioprocessing', 'Biotechnology', 'Pharma', 'Health', and 'Sustainability'. The main content area features a featured article titled 'Developing perfusion platforms for scale-up. Discover more in the app note.' The article text discusses monoclonal antibodies and large-scale pharmaceutical manufacturing. Below the article is a 'Download the app note to learn more.' button. To the right of the article is a gated form with fields for 'First name', 'Last name', 'Country', and 'Email'. Below the form is a checkbox for 'I acknowledge and agree to the use of my contact information to receive messages about offerings by BioFocus, its brands, affiliates and/or third-party partners, consistent with the BioFocus Privacy Policy' and a 'Download app note' button. A small thumbnail image of the app note is also visible.

02 Content.

02 Editorial.

Designed to demonstrate thought leadership, we also offer a range of editorial opportunities. These are free of charge and subject to evaluation by our editorial team. Our editorial content ensures that your brand is associated with high-quality, informative content that educates, inspires, and engages our audience. While not overtly promotional, we do provide the option to include links to your website and references to products.

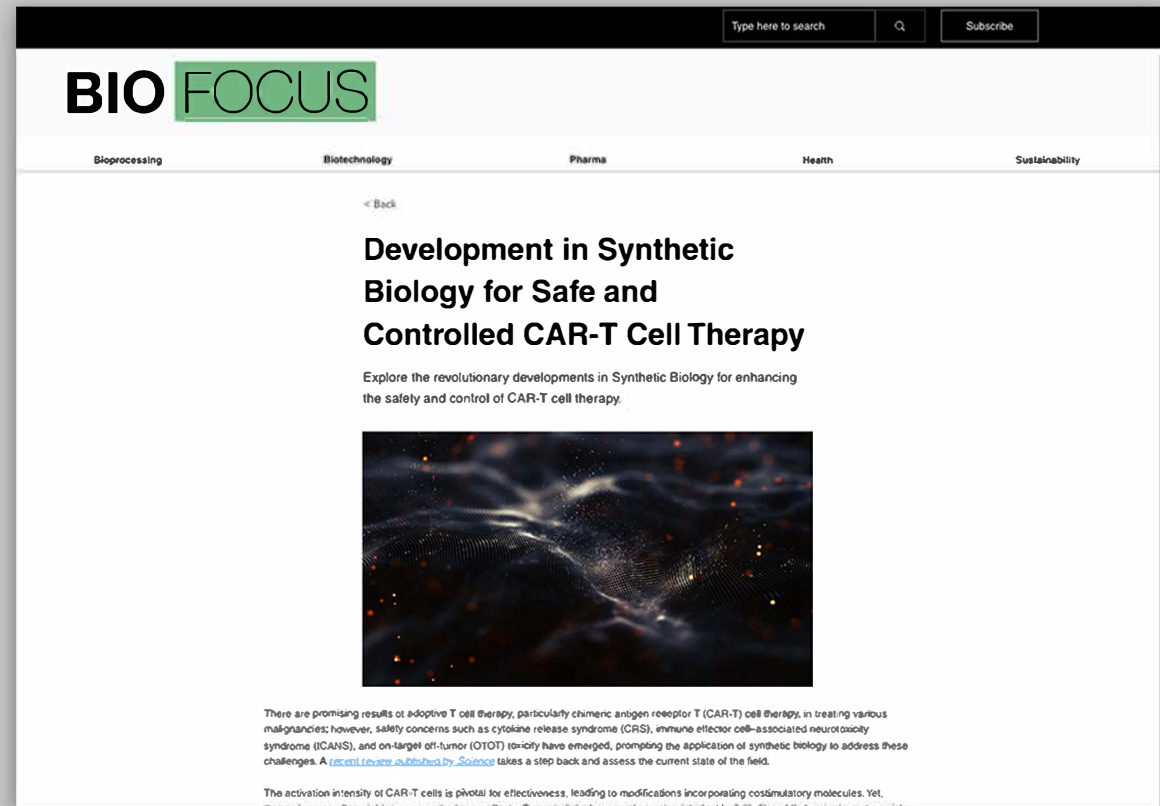
Subject to editorial review

Non-gated

Templated content + re-use rights: £250

Material specifications

- Your chosen content piece. This can be any form of traditional written content.
- Editorials must be submitted as raw text and images.



The screenshot shows a webpage for 'BIO FOCUS'. The header includes a search bar with the text 'Type here to search', a magnifying glass icon, and a 'Subscribe' button. Below the header, the 'BIO FOCUS' logo is displayed in green. A navigation bar lists categories: 'Bioprocessing', 'Biotechnology', 'Pharma', 'Health', and 'Sustainability'. The main content area features a '< Back' link, followed by the article title 'Development in Synthetic Biology for Safe and Controlled CAR-T Cell Therapy'. Below the title is a sub-headline: 'Explore the revolutionary developments in Synthetic Biology for enhancing the safety and control of CAR-T cell therapy.' A large, abstract image with glowing blue and orange particles is centered on the page. Below the image, there is a paragraph of text: 'There are promising results of adoptive T cell therapy, particularly chimeric antigen receptor T (CAR-T) cell therapy, in treating various malignancies; however, safety concerns such as cytokine release syndrome (CRS), immune effector cell-associated neurotoxicity syndrome (ICANS), and on-target off-tumor (OTOT) toxicity have emerged, prompting the application of synthetic biology to address these challenges. A [recent review published by Science](#) takes a step back and assess the current state of the field.' At the bottom, another paragraph begins: 'The activation intensity of CAR-T cells is pivotal for effectiveness, leading to modifications incorporating costimulatory molecules. Yet, these changes often yield pronounced adverse effects. Current clinical approaches using interleukin-6 (IL-6) and IL-1 receptor antagonists'.

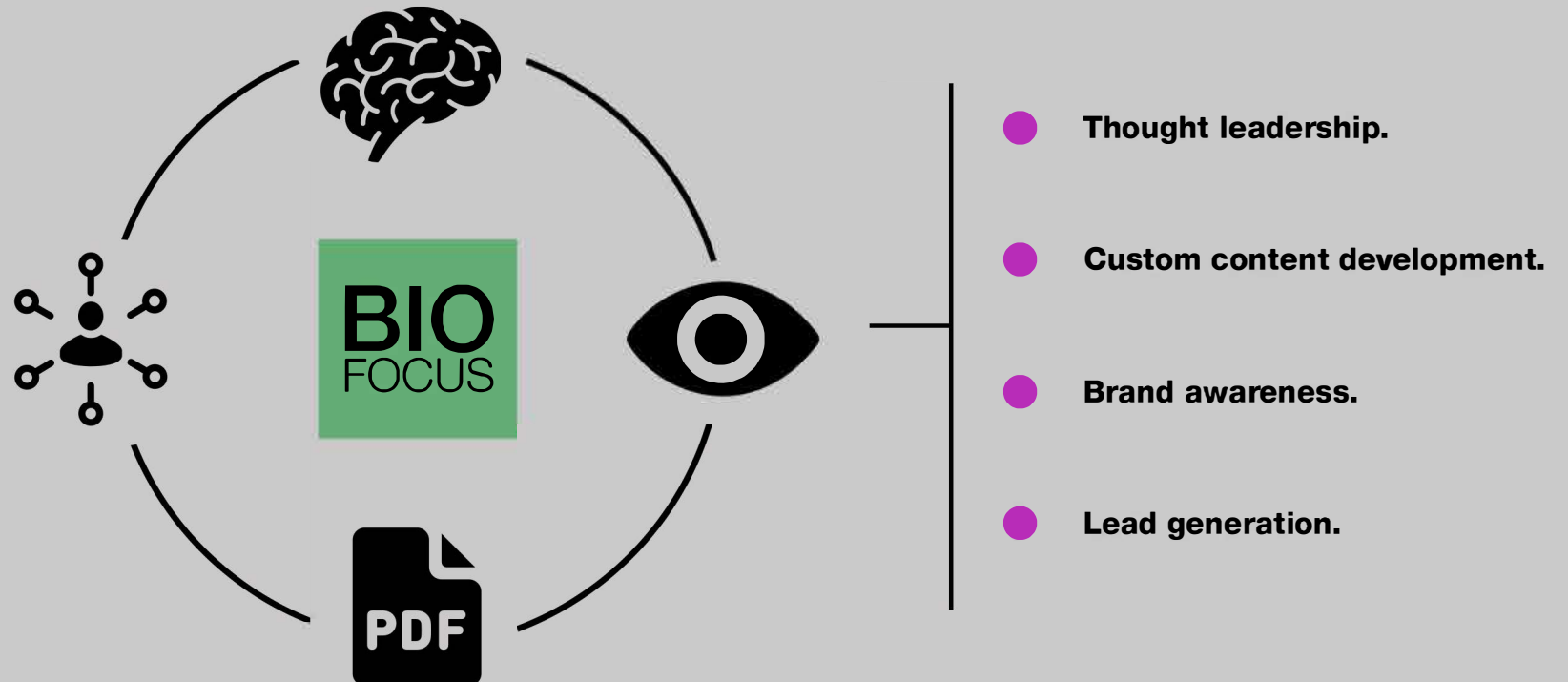
03 Custom.

03 Custom.

01 Custom opportunities.

Can't find exactly what you're looking for? At BioFocus we understand that every brand is unique, with its own set of goals, challenges, and opportunities. This is why we offer custom solutions. Whether it's additional display ad sizes, industry insights advice or custom content development, we are happy to help.

Reach out to us directly to learn more.



Contact BioFocus.

Whether you are looking to build brand awareness, generate leads, or position yourself as a true thought leader within your industry, the BioFocus team can deliver bespoke campaigns tailored to your specific goals.

Media relations.

For general questions about our media kit, partnerships, or other inquiries, please contact us at: info@bio-focus.co.uk.

Social media.

Stay connected with us via LinkedIn for the latest updates and news: [@biofocus](#).

