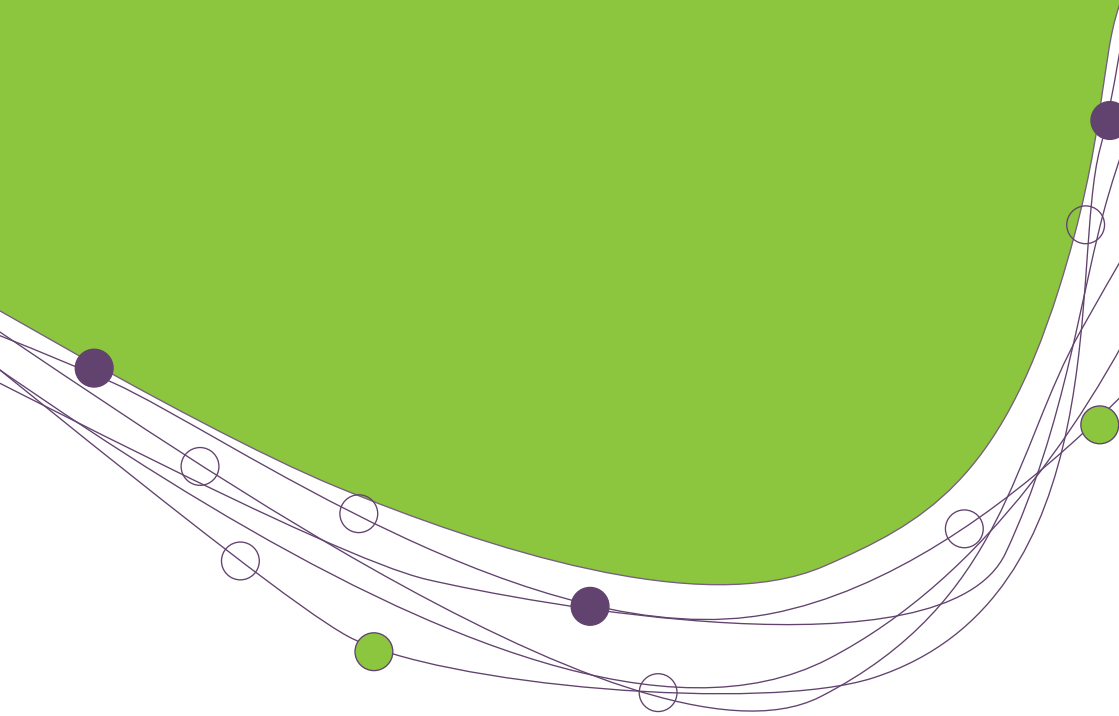


Media Information

2012



www.labbulletin.com



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An overview of LabBulletin

labbulletin.com is an online resource for scientists and laboratory personnel throughout the world, providing the most up to date information on new products and industry news. Visitors to labbulletin.com can easily search for technical articles, application notes, video presentations, new product literature and industry events. Members can also review products and leave comments for other members of the LabBulletin community.

labbulletin.com features an extensive product and supplier directory with quick and easy searches. Enquiry forms enable members to request further information directly from suppliers at the click of a button. The website is also flexible for manufacturers and suppliers, once a company profile has been created, manufacturers and suppliers can upload their own press releases, technical articles directly as and when they have something new to say.

labbulletin.com also publishes a free monthly E-Newsletter. Whether it's a special offer, product launch, company announcement or industry event, the LabBulletin E-Newsletter is a great way to get your message directly to the inbox of over 29,000 applied chemists, clinical chemists and life scientists, working in industrial, university, hospital and government laboratories.

Our main aim is to initiate dialogue between end users and suppliers of scientific equipment.

LabBulletin covers the following areas:

- Analytical Instrumentation
- Laboratory Equipment and Consumables
- Life Sciences and Clinical Laboratory Equipment
- Pumps, Valves & Filters
- IT solutions for the Laboratory
- Environmental Analysis

FOLLOW US ON...

LATEST PRODUCT NEWS

Gamma Laboratory
Chromatography
Accessories
Library & Image Analysis
IT Solutions
Automation Interface
All New Products

SEARCH NEWS ARCHIVES

SEARCH FOR A SUPPLIER

Company Name:

Location:

Product:

LATEST VIDEO

OVER-HEAD STIRRERS

MAINTENANCE ASSIST BY IKA®

NAVIGATION

Home

About Us/Contact

Search for a Manufacturer / Supplier

New Products

Industry News

WELCOME BACK TO LAB BULLETIN

PEAK

Go With The Flow

Lab Bulletin Partners with IKA®

IN THE NEWS

Sartorius (Germans) agreement to acquire the global marketing business of the former Laboratory Supply Store (an Inductus® brand)

Reference: a leading international process and laboratory technology provider, Sartorius agreed an agreement to acquire the global handling business of the former Laboratory Supply Store (LSS), with a global handling segment, Sartorius one of the global market leaders for analytical and laboratory equipment, as well as for the associated consumables...

Thermo Fisher Scientific (USA) has Acquired Aquatec for Laboratory Automation in Sample Preparation and Testing (an Neo Product®)

Reference: Thermo Fisher Scientific Inc., the world leader in serving general, solid industrial the Thermo Scientific Analytical Laboratory featuring analytical process, facility and productivity in handling volatile compounds with Thermo Scientific and Neo-Technology, the automation sets new standards in automation and provides all-around liquid handling and data analysis automation. Furthermore, based on personal liquid, hardware and software management (Sartorius) systems...

Germany Scientific uses photoacoustic sensing from 100 to 250 nm (an Inductus® brand)

Reference: Scientific is naming Daniel Hoffmann and others not to rely on the existence of manufacturers would have for new materials and there are no major variations between facilities. Daniel Hoffmann, Laboratory manager, comments that scientists often only do a fraction of their business with pharmaceutical companies and their subsidiaries are often much wider than is available for R&D materials...

Thermo Fisher Scientific (USA) has Acquired Aquatec for Laboratory Automation in Sample Preparation and Testing (an Neo Product®)

Reference: Thermo Fisher Scientific Inc., the world leader in serving general, solid industrial the Thermo Scientific Analytical Laboratory featuring analytical process, facility and productivity in handling volatile compounds with Thermo Scientific and Neo-Technology, the automation sets new standards in automation and provides all-around liquid handling and data analysis automation. Furthermore, based on personal liquid, hardware and software management (Sartorius) systems...

The NEW Encapsulator
Encapsulate your precious active compound!
[Click here](#) www.buahi.com

Enjoy our recorded launch webinar





Lab Bulletin www.labbulletin.com

your partner in science

If you are having problems viewing this HTML email, click [here](#)





Specialist in Gas Generation

Welcome to our October E-Newsletter

Our latest issue is packed full of information and offers on the latest products and industry news from leading suppliers within the scientific industry.

For all the latest news specifically in Chromatography, Spectroscopy, Microscopy & Image Analysis, if Solutions and Industry News by visiting our "Quick Links" or click on the links below.

Lab Bulletin has recently launched two new E-newsletters for Chromatography & Spectroscopy, Microscopy & Image Analysis. If you would like to receive a copy simply click on link.

Finally, are you looking to buy new equipment for your laboratory? Complete our new **Buying New Survey** and we will send you all the latest product information.

We value your feedback, click here to participate in our online survey.



Sincerely
Russell Purvis
Publisher



www.buchi.com



aWe have nothing to declare but our Genesis.



sartorius

Our new Genesis range offers superb technical performance in the lab and compares with our world class after sales service as standard.

The N162SLV Nitrogen Generator has been specifically designed to generate ¹⁵N₂ for micro-analytical applications. It is used in a variety of applications including: Isotope Ratio Mass Spectrometry, Stable Isotope Analysis, and similar, producing the required flow rates, purities and pressures to cater for the requirements of the application. (Previously stated under supervision of Peak and Loidis technologies, the N162SLV has been approved to supply Nitrogen to your ¹⁵N₂ Applications)

read on visit website



Acura® XS 826
extra-sharp micropipettes

SOCOREX
LABORATORY EQUIPMENT

Enjoy our recorded launch webinar



aYour successful start in microencapsulation



SELECT MICROCAPSULES

For details of all conferences

How to submit - Press Releases

labbulletin.com is always looking for new content that will be of interest to visitors and welcomes you to submit details on your latest products and company news.

labbulletin.com has been designed so that manufacturers and suppliers can directly upload as many press releases as they like, using our online WYSIWYG editor.



Simply log in to your free account, add your press release or company announcement, add an image, teaser, keywords and click submit, It's as easy as that!

Alternatively, send your press release to editorial@labbulletin.com and our team will take care of it for you.

All products featured are searchable by keyword and are categorised into six key areas:-

- General Laboratory
- Chromatography
- Spectroscopy
- Microscopy & Image Analysis
- IT Solutions
- Environmental Analysis

Company announcements and industry news are also searchable by keyword and categorised by geographical location, so that members can choose to select news specific to their region.

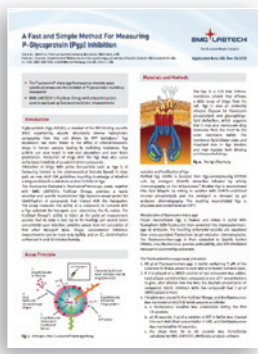
An enquiry form and comments box is added below each article to allow our visitors to either request further information or leave comments for others.

All approved press releases are published on labbulletin.com free of charge.

To ensure maximum exposure, why not include your company announcement in our monthly E-Newsletter. Whether it's a special offer, product launch or event, the LabBulletin E-Newsletter is a great way to get your message delivered to the inbox of over 29,000 scientists worldwide. For more information contact us or turn to page 12.



How to submit - Technical Articles & Application Notes



LabBulletin provides a forum for the publication of research and reviews on all aspects of science, analytical instrumentation and related consumables. LabBulletin intends to be topical and quick reacting to new and emerging technologies. It features a mixed variety of contributors, all conforming to a high standard of scientific writing. The scope of labbulletin.com includes Chromatography, Spectroscopy, Microscopy & Image analysis, General Laboratory, IT Solutions and Environmental Analysis.

The following types of papers are published on labbulletin.com:-

Technical articles

Typically these describe novel research, improved methods or improvements in techniques or instrumentation that lead to increased efficiency in terms of time, ease or cost. Papers should be typically be approximately 1000-2500 words long, contain 6-8 figures and appropriate references.

Review articles

Potential authors will be asked to provide a brief outline of the subject matter of the proposed review. Review articles should be sufficiently broad in scope to appeal to a wide cross-section of the websites community but should be specific enough to permit discussion at an appropriate depth. Figures and tables are encouraged in review articles. Review articles may also be non-technical in nature e.g. articles affording a personal reflection on practices within their industry, impact of relevant government legislation, meeting previews, meeting reviews, industry news etc.

Technical notes

These are brief (approximately 600-1000 words long) descriptions of equipment modifications and designs that provide tips on improved efficiency in procedures, equipment or technology. The articles

should have a maximum of 2-3 figures and approximately 5 references.

Manufacturers and suppliers are invited to submit articles and applications notes as a PDF document to editorial@labbulletin.com.

labbulletin.com has strengthened its technical base by forming a partnership with IEXA¹⁰⁰, a team of four principal scientists.

IEXA¹⁰⁰ is made up of a pool of experts with a range of skills covering the analytical and allied disciplines. Our partnership with IEXA¹⁰⁰ has enabled labbulletin.com to benefit from increased access to scientific knowledge, product development know-how and technical awareness. Of particular note is the significant pharmaceutical industry expertise.

IEXA¹⁰⁰ also help source and review articles across the major technique areas including chromatography and spectroscopy.

High-quality, topical information is key to the success of business operations and planning. In recognition of this need labbulletin.com is working with IEXA¹⁰⁰ on new information services to manufacturers and end users.

For more information on IEXA¹⁰⁰ please visit www.iexa100.co.uk

Video Presentations

Video is the future of the internet and is one of the fastest growing advertising formats.

Video presentations can provide you with powerful and effective opportunities, to show your company brand or products to our online community.

We are able to add a short, informative video of up to five minutes in length and place this next to your press release. Your video will also be listed under the 'Video Presentations' section of labbulletin.com ensuring maximum exposure.

Preferred formats include AVI, Mpeg or FLV files or simply provide us with your YouTube video link.



Video PR and Feature Video Slot



Video PR

Price	£	€	\$(US)
Video PR	275.00	316.00	455.00
Video PR and Feature Video Slot*	555.00	638.00	915.00

*Feature video slot - 1 month exposure

Market Research Surveys

A market research survey is an ideal way to find out more about existing or potential customers. The team at Lab Bulletin will prepare, publish and distribute your questionnaire to our mailing list of over 29,000 scientists worldwide. In addition we will publish your visitor survey on labbulletin.com.



You may ask up to 20 questions relating to your companies' products and decide how long you wish the campaign to remain open. A detailed report of all respondents will then be compiled and sent to you for analysis.

For further information please contact our sales team.

Price	£	€	\$(US)
Per thousand (min 5000)	350.00	405.00	580.00

Thank you for choosing to take part in the Lab Bulletin Member Survey. Please complete the questions below and click submit.

Website

Which section on Lab Bulletin are you most interested in? *

- ☐ Industry News
- ☐ New Product
- ☐ Technical Articles/Application Notes
- ☐ Video Presentations
- ☐ Industry Events
- ☐ E-Brochures
- ☐ Market Research Studies

Lab Bulletin provides a good selection of topics. *

- ☐ Agree
- ☐ Mostly agree
- ☐ Disagree

Lab Bulletin helps me decide on what products to buy/use in my laboratory. *

- ☐ Agree
- ☐ Mostly agree
- ☐ Disagree

Lab Bulletin is easy to use and informative. *

- ☐ Agree
- ☐ Mostly agree
- ☐ Disagree

How often do you visit the Lab Bulletin website? *

- ☐ Monthly
- ☐ Fortnightly
- ☐ Weekly
- ☐ Every Day

What actions have you taken as a result of visiting the Lab Bulletin website? *

- ☐ Visited the companies website
- ☐ Sent an email requesting further information
- ☐ Contacted the company by phone
- ☐ Purchased a product or service
- ☐ Recommended/discussed the product or service
- ☐ Attended a conference
- ☐ Taken no actions at all

Overall, how would you rate the design of the Lab Bulletin website? ☆☆☆☆☆

New Literature



labbulletin.com features a new literature section where our visitors can easily source new product information, contact manufacturers & suppliers to request a copy or alternatively download a copy instantly.

If you have a new catalogue or product brochure available then our literature section is an ideal way to promote it.

E-Brochures

If you already have an E-Brochure or E-Catalogue then why not promote it to our visitors in our E-Brochure section.



E-Brochures & E-Catalogues bring your printed material to life. By creating stunning online pages you can really engage customers with video, sound, quick and easy searches, realistic page-turning visual effects and direct links to products or services.

Our team at LabBulletin can easily create E-Brochures and E-Catalogues from your existing brochures all we require is a PDF file.

Prices start from £8.00 per page.

We are also able to offer offline versions of your E-Brochures. Our team will provide you with an EXE or SWF file allowing you to either host your E-Brochure on your own server or run directly from a CD or USB stick, ideal for company presentations or offline viewing.

For further information on E-Brochures, please contact a member of our team.



Manufacturer & Supplier Directory

labbulletin.com features an extensive Product and Supplier Directory. Visitors can easily search for a particular company or source companies who manufacture a specific type of product.

Contact forms allow our visitors to get directly in touch with suppliers, in order to request further information.

labbulletin.com has been designed so that manufacturers and suppliers can easily

upload their own company details. Unlike most websites, labbulletin.com will include your contact details, company profile, list all of your products or services and include a direct contact form **free of charge**.

All press releases published on labbulletin.com associated with the company are also displayed below the company profile.

The collage displays several key features of the LabBulletin website:

- Top Navigation:** The LabBulletin logo and the tagline "your partner in science" are prominently displayed at the top of the interface.
- User Interaction:** Screenshot 1 shows a "LOGIN" section with fields for Email and Password, and a "FIND A MANUFACTURER" section with fields for Company Name, Location, and Product, along with a "Search" button.
- Search Results:** Screenshot 2 shows "Search Results" for "AGC Instruments Ltd", listing various products like "Agilent Technologies" and "Agilent Instruments Ltd".
- Product News:** Screenshot 3 shows "LATEST PRODUCT NEWS" with a list of recent articles, including "General Laboratory", "Chromatography", "Spectroscopy", "IT Solutions", "Biochemical Analysis", and "All New Products".
- Company Profile:** Screenshot 4 shows a "SUBMIT YOUR COMPANY PROFILE" form with fields for Company Name, Address, Telephone, Email, and Website, along with a "SEARCH" button.
- Product Details:** Screenshot 5 shows a detailed view of a product, "Hichrom", with a description of its capabilities and a "CONTACT HICHROM" form.
- Navigation:** Screenshot 6 shows a "NAVIGATION" section with links to "OVERHEAD STRESS", "FEATURE VIDEO", and "ALL ARTICLES FROM HICHROM".
- Advertisements:** Several sidebar advertisements are visible, including "The NEW Encapsulator", "sartorius", "IKA", "Scientific", and "LABTEX call".

Advertising Opportunities

Previously people relied on journals and magazines to keep up to date with the latest trends and products in their industry. More and more people are now buying online searching for equipment and news through popular search engines and websites. Getting your brand and products high in these searches is essential to your business.

We have a number of options available that can help your company reach our visitors, from banners and video presentations, market research studies to E-Newsletters.

Visitor Statistics for labbulletin.com

37,840+ page views per month
11,000+ visits per month
3.13 minutes average time on site

Geographical Breakdown

Northern Europe *	33.98%
Western Europe	13.87%
Eastern Europe	3.21%
Southern Europe	2.94%
North America	22.81%
South America	1.33%
South-Eastern Asia	4.21%
Southern Asia	5.94%
Western Asia	2.44%
Eastern Asia	4.41%
Australia and New Zealand	1.58%
Others	3.28%

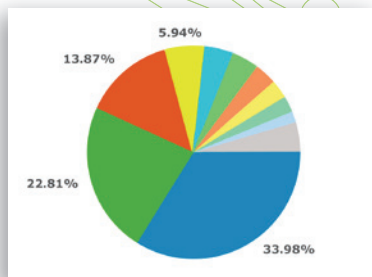
*UK - 76% of Northern Europe

Statistics supplied by Google Analytics and AW Stats



labbulletin.com is designed to attract free search engine traffic - the lifeblood of success. Every page is automatically optimised for search engines, so new content is added quickly to search results. Google and other major search engines love labbulletin.com.

Our main aim is to keep scientists informed on all the latest scientific products available along with updates on what's happening in the market.



Advertising on labbulletin.com

Banner advertising is cost effective and provides the perfect solution to reinforce your company brand or to announce a new product or service. labbulletin.com offers a range of banners, advertisers have the choice as to whether they are displayed on every page or only on selected locations.

Main Header Banner

Displayed on the **members** and **public home page**. This premium position is available for up to three companies only and is positioned to allow for maximum exposure.

Tech Spec

Size (Pixels)	468 x 60
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	950.00	1100.00	1567.00
4	1805.00	2075.00	2978.00
6	2422.00	2785.00	3996.00
8	3040.00	3496.00	5016.00
10	3562.00	4096.00	5877.00
12	3705.00	4260.00	6113.00

Button Banner

Our most popular banner! Displayed on every page throughout the website on the right hand side.

Tech Spec

Size (Pixels)	200 x 200
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	650.00	747.00	1072.00
4	1235.00	1420.00	2037.00
6	1657.00	1905.00	2734.00
8	2080.00	2392.00	3432.00
10	2437.00	2802.00	4021.00
12	2535.00	2915.00	4182.00



Category Banner

Displayed on either **New Products**, **Industry News**, **Technical Articles**, **Video Presentations**, **Industry Events**, **E-Brochures**, **Market Research Studies** or **New Literature** pages.

Tech Spec

Size (Pixels)	468 x 60
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	499.00	573.00	823.00
4	948.00	1090.00	1564.00
6	1275.00	1466.00	2103.00
8	1596.00	1835.00	2633.00
10	1871.00	2151.00	3087.00
12	1946.00	2238.00	3211.00

Sub Category Banner

Displayed on either **Chromatography**, **Spectroscopy**, **Microscopy**, **IT Solutions**, **Environmental Analysis** or **General Laboratory** pages of the New Products section or on **United Kingdom**, **Europe**, **Eastern Europe**, **USA**, **Asia**, **Middle East**, **India** or **Africa** pages of the Industry News section.

Tech Spec

Size (Pixels)	468 x 60
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	399.00	458.00	638.00
4	758.00	872.00	1250.00
6	1017.00	1170.00	1678.00
8	1276.00	1467.00	2105.00
10	1496.00	1720.00	2468.00
12	1556.00	1790.00	2567.00



Article and Press Release Banner

Displayed above a specific article or press release.

Tech Spec

Size (Pixels)	468 x 60
Format	jpg/gif/flash
Max File Size	60k
Animation	✓

No. of months exposure	Total Cost		
	£	€	\$ (US)
2	150.00	172.00	247.00
4	285.00	328.00	470.00
6	382.00	440.00	630.00
8	480.00	552.00	792.00
10	562.00	646.00	927.00
12	585.00	673.00	965.00



Market Research Studies

£350/000 €405/000 \$580/000 (min 5000)

Ideal for finding out a more about your existing or potential customers. The team at LabBulletin will prepare, brand an HTML email and send this out to our community of up to 29,000 applied chemists, clinical chemists and life scientists, working in Industrial, University, Hospital and Government laboratories. In addition the Survey will be published on labbulletin.com.

You may ask up to 20 questions relating to your companies' products and services and decide how long you wish the campaign to remain open. A detailed report of responses will then be compiled and sent to you.

Video Presentations

Price	£	€	\$ (US)
Video PR	275.00	316.00	455.00
Video PR and Feature Video Slot*	555.00	638.00	915.00

*Feature video slot - 1 month exposure

Video is the future of the internet and is one of the fastest growing advertising formats. Video presentations can provide you with powerful and effective opportunities, to show your company brand or products to our online community.

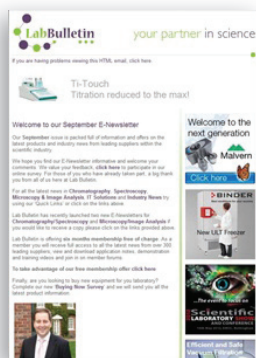


We are able to add a short, informative video of up to five minutes in length and place this next to your press release. Your video will also be listed under the 'Video Presentations' section of labbulletin.com ensuring maximum exposure.



Preferred formats include AVI, Mpeg or FLV files or simply provide us with your YouTube video link.

Advertising in the LabBulletin E-Newsletter



Whether it's a special offer, product launch, company announcement or industry event, the LabBulletin E-Newsletter is a great way to get your message directly to the inbox of over 29,000 scientists, working in Industrial, University, Hospital and Government laboratories.

Sent out monthly, each E-Newsletter consists of up to 20 news slots of up to 500 words accompanied with a colour image along with an email address and up to 3 URL links.

E-Newsletter Sponsorship Banners are also available. As a Sponsor you also receive a Newsletter Slot placed **within the top 7 entries**.

After the mailing of the E-Newsletter a full report containing the details of readers who have clicked through for further information is sent to you.

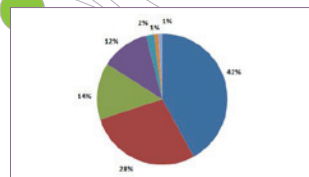
Over 80% of our community make or influence purchasing decisions so you can be confident that you are reaching the right people.

E-Newsletter slots and sponsorship banners are a great cost effective solution to both raise your company profile and at the same time generate response.

Issue Dates	Copy Date	Date of Mailing
January	20/01/2012	25/01/12
February	17/02/2012	21/02/12
March	23/03/2012	28/03/12
April	20/04/2012	25/04/12
May	25/05/2012	30/05/12
June	22/06/2012	27/06/12
July	20/07/2012	25/07/12
August	24/08/2012	29/08/12
September	21/09/2012	26/09/12
October	19/10/2012	24/10/12
November	23/11/2012	28/11/12
December	07/12/2012	12/12/12

Geographical Breakdown

Europe	42%
United Kingdom	28%
Asia	14%
North America	12%
Middle East & Africa	2%
South America	1%
Oceania	1%



E-Newsletter slot

Each E-Newsletter slot consists of an image, up to 500 words, an email address and up to a maximum of 3 URLs.



Tech Spec

Image (Pixels)	200 x 200
Text	500 words
Emails	1
URLs	3

No. of placements	Total Cost		
	£	€	\$ (US)
1	275.00	317.00	454.00
3	742.00	853.00	1224.00
6	1402.00	1612.00	2313.00
9	1980.00	2277.00	3267.00
12	2310.00	2656.00	3812.00

E-Newsletter Header Banner

Positioned at the top of the E-Newsletter this is an ideal spot to get your message across to our readers. Only one Header Banner is included in each issue.

As the Header Banner Sponsor you also get the **No.1 E-Newsletter Slot** in the issue included in the price.

The Header Banner is restricted to 2 placements from any one company over a calendar year and is offered on a first come - first served basis.



Tech Spec

Size (Pixels)	468 x 60
Format	jpg/gif/flash
Max File Size	60k
Animation	X

No. of placements	Total Cost		
	£	€	\$ (US)
1	725.00	834.00	1196.00
2	1305.00	1500.00	2153.00

E-Newsletter Skyscraper Banner

Our Skyscraper Banner is located in the top right hand corner of the E-Newsletter and is the largest banner available.

As the Skyscraper Banner Sponsor you also get the **No.2 E-Newsletter Slot** in the issue included in the price.



Tech Spec

Size (Pixels)	180 x 400
Format	jpg/gif/flash
Max File Size	60k
Animation	X

No. of placements	Total Cost		
	£	€	\$(US)
1	825.00	949.00	1361.00
3	2225.00	2559.00	3671.00
6	4207.00	4838.00	6942.00
9	5940.00	6831.00	9801.00
12	6930.00	7970.00	11435.00

E-Newsletter Button Banner

Our Button Banners are located on the right hand side of the E-Newsletter. Up to 5 Button Banners are included in each issue.

As a Button Banner Sponsor you also get an E-Newsletter Slot **within the top 7 entries** included in the price.



Tech Spec

Size (Pixels)	180 x 180
Format	jpg/gif/flash
Max File Size	60k
Animation	X

No. of placements	Total Cost		
	£	€	\$(US)
1	650.00	748.00	1072.00
3	1755.00	2118.00	2896.00
6	3315.00	3812.00	5470.00
9	4680.00	5382.00	7722.00
12	5460.00	6279.00	9010.00

Combined Web and E-Newsletter Promotion

All-in-one packages

FREE Company Listing

Includes:

Company Listing, Company Profile, Full contact details
Web & Email link, Company Logo, Product listings

FREE
Press release
& Technical
Articles

BRONZE

£2,400.00

Lab Bulletin E-Newsletters

2 x E-Newsletter Slots
2 x E-Newsletter Sponsorship Banner

Lab Bulletin Website

2 months exposure Button Banner
1 Video Presentation

SILVER

£3,600.00

Lab Bulletin E-Newsletters

4 x E-Newsletter Slots
2 x E-Newsletter Sponsorship Banner

Lab Bulletin Website

2 months exposure Button Banner
4 months exposure Category Banner
1 Video Presentation

GOLD

£6,800.00

Lab Bulletin E-Newsletters

6 x E-Newsletter Slots
4 x E-Newsletter Sponsorship Banner

Lab Bulletin Website

2 months exposure Main Header Banner
4 months exposure Button Banner
4 months exposure Category Banner
2 Video Presentations

PLATINUM

£11,000.00

Lab Bulletin E-Newsletters

4 x E-Newsletter Slots
8 x E-Newsletter Sponsorship Banner

Lab Bulletin Website

6 months exposure Button Banner
6 months exposure Category Banner
4 months exposure Main Header Banner
4 Video Presentations
Press release banner on ALL your
press releases

FREE
Images

The above packages can be adapted to suit your requirements.

Please contact us directly to discuss alternatives -

+44 (0) 1438 871968 or email sales@labbulletin.com

FREE
Lead
Generation

Add
Digital
Product
£250

Visitor Feedback to Lab Bulletin

Which section on Lab Bulletin are you most interested in?

Industry News	35%
New Products	34%
Technical Articles / Application Notes	11%
Video Presentations	6%
Industry Events	4%
E-Brochures / New Literature	5%
Market Research Studies	5%

Lab Bulletin provides a good selection of topics?

Agree	72%
Mostly Agree	28%
Disagree	0%

Lab Bulletin helps me decide on what products to buy/use in my laboratory?

Agree	59%
Mostly Agree	39%
Disagree	2%

Lab Bulletin is easy to use and informative?

Agree	81%
Mostly Agree	19%
Disagree	0%

How often do you visit the Lab Bulletin website?

Monthly	47%
Fortnightly	16%
Weekly	33%
Every Day	4%

What actions have you taken as a result of visiting the Lab Bulletin website?

Visited the companies website	57%
Sent an email requesting further information	14%
Contacted the company by phone	13%
Purchased a product or service	10%
Recommended/discussed the product or service	14%
Attended a conference	10%
Taken no actions at all	19%

**Note. some respondents took more than one action*

On a scale of 1-5 how would you rate the design of the Lab Bulletin website?

1 Star	0%
2 Stars	4%
3 Stars	19%
4 Stars	67%
5 Stars	10%

Which other websites do you use on a regular basis for information on new products?

Laboratory Talk	52%
Select Science	42%
Lab News	40%
Separations Now	9%
Chemistry World	33%
Other	9%

**Note. Respondents visit more than one website.*

Do you recommend, specify or authorise the purchase of laboratory equipment and supplies?

Yes	81%
No	19%



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