



BIOTECanada

insights

MEDIA KIT

Fall/automne 2011

Canada's pre-eminent biotechnology industry magazine

IF YOU WANT TO REACH BIOTECH FIRMS, investors and other decision-makers in Canada, you must have a presence in *insights*.

OUR FALL 2011 ISSUE WILL FOCUS ON:
Public policy matters

Special multi-page feature report on
Canada's National Biotechnology Week

Gold Leaf Awards

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BIOTECCanada *insights* is the national magazine providing the inside story on Canada's biotech sector.

Who reads *insights*?

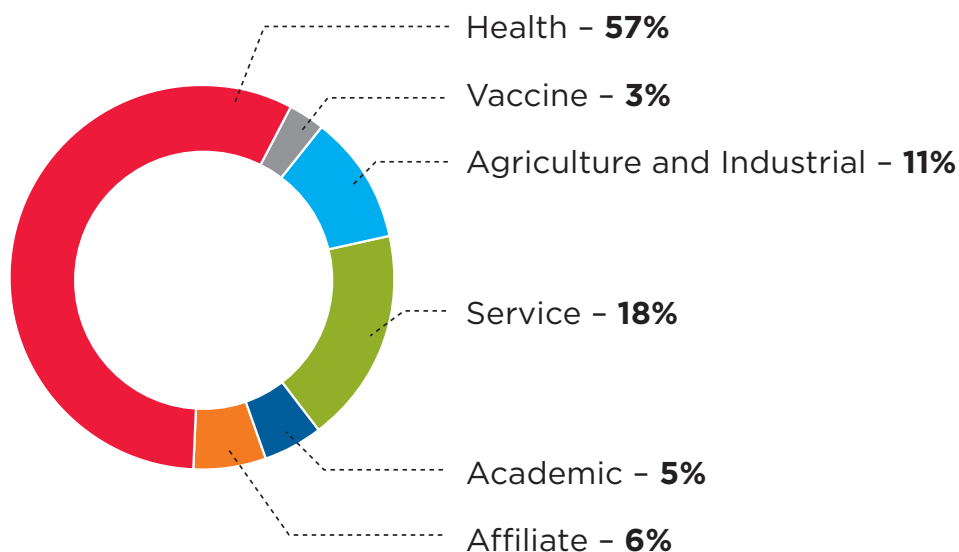
OUR AUDIENCE OF OVER 12,000 INCLUDES:

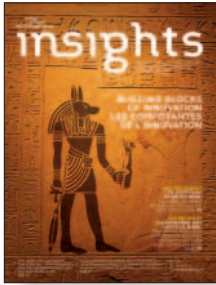
- Industry CEOs, CFOs, CSOs, Presidents, Vice-Presidents and business development officers across Canada (over 25% of individual subscribers)
- Industry leaders from national and international biotech, pharmaceutical and service companies
- Researchers and academics
- Investors and venture capitalists
- Elected officials and senior policy-makers within Canada's government and regulatory agencies
- Trade commissioners abroad
- BIOTECCanada members

insights will be visible at major international industry conferences and events throughout the year, such as:

- **National Biotechnology Week**
(SEPTEMBER 16-23, 2011, EVENTS ACROSS CANADA)
- **Canadian Immunization Conference**
(DATES TBD)
- **BioContact**
(OCTOBER 5-6, 2011, QUEBEC CITY, QC)
- **Drug Information Association** – 9th Canadian Annual Meeting (NOVEMBER 2011, OTTAWA, ON)
- **Society of Toxicology of Canada** – 43rd Annual Symposium (DECEMBER 2011, MONTREAL, QC)
- **BioPartnering Conference**
(FEBRUARY 2012, VANCOUVER, BC)

BIOTECCanada membership distribution





Recent advertisers include:

Abbott Laboratories
Advanced Foods and Materials Network
Ag-West Bio
Agricultural Biotechnology International Conference (ABIC)
Alberta Innovates
American Association of Pharmaceutical Scientists
AMGEN Canada Inc.
Amgen Canada Ltd.
Bereskin & Parr LLP
BIO International Convention 2010
Biogen Idec Canada
Bioniche Life Sciences Inc.
Biotechnology Industry Organization
Canadian Institutes of Health Research
Cangene Corporation
Cirion
City of London
City of Mississauga
Convicon
Council for Biotechnology Information
Department of Foreign Affairs and International Trade
Drug Information Association
EMD Serono
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Why advertise in *insights* magazine?

- Raise your company's profile with Canada's biotechnology and life sciences leaders
- Be seen among the leading organizations in the country
- Get noticed by venture capitalists and facilitate strategic partnerships
- Attract the best and brightest human resources from within the industry
- Access readers interested in your products and services
- Reach politicians and senior civil servants

Call us today at 613-288-5363 / advertising@gordongroup.com

ADVERTISING RATES insights FALL 2011

PUBLISHING SCHEDULE

Insertion booking: September 23, 2011

Material deadline: September 30, 2011

PACKAGE A	NON-MEMBERS	MEMBERS
Four colour double-page spread Fall 2011	\$5,613.09	\$5,505.14
Four colour double-page spread Spring 2012	\$5,613.09	\$5,505.14
SUBTOTAL	\$11,226.18	\$11,010.28
WAIVED: Spring 2012 colour fee	(\$846.25)	(\$829.97)
BONUS: 15% off Total	(\$1,683.93)	(\$1,651.54)
TOTAL	\$8,696.00	\$8,528.77
TOTAL SAVINGS (over standard non-member rates)	\$2,530.18	\$2,697.41

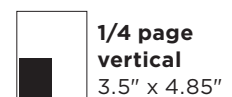
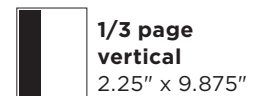
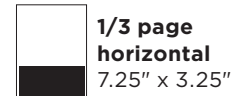
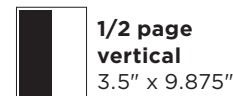
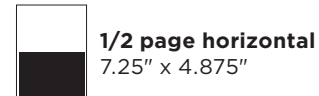
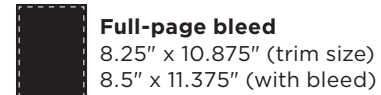
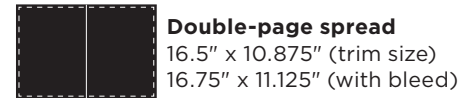
PACKAGE B	NON-MEMBERS	MEMBERS
Four colour full page Fall 2011	\$3,310.01	\$3,246.35
Four colour full page Spring 2012	\$3,310.01	\$3,246.35
SUBTOTAL	\$6,620.02	\$6,492.71
WAIVED: Spring 2012 colour fee	(\$846.25)	(\$829.97)
BONUS: 10% off Total	(\$662.00)	(\$649.27)
TOTAL	\$5,111.77	\$5,013.46
TOTAL SAVINGS (over standard non-member rates)	\$1,508.25	\$1,606.56

PACKAGE C	NON-MEMBERS	MEMBERS
Four colour 1/2 page horizontal or vertical Fall 2011	\$2,704.78	\$2,652.76
Four colour 1/2 page horizontal or vertical Spring 2012	\$2,704.78	\$2,652.76
SUBTOTAL	\$5,409.56	\$5,305.53
WAIVED: Spring 2012 colour fee	(\$846.25)	(\$829.97)
BONUS: 5% off Total	(\$267.88)	(\$265.28)
TOTAL	\$4,292.83	\$4,210.28
TOTAL SAVINGS (over standard non-member rates)	\$1,116.73	\$1,199.28

PACKAGE D	NON-MEMBERS	MEMBERS
Four colour advertorial & full page Fall 2011	\$6,298.24	\$6,177.12
Four colour advertorial & full page Spring 2012	\$6,298.24	\$6,177.12
SUBTOTAL	\$12,596.48	\$12,354.24
WAIVED: Spring 2012 colour fee	(\$846.25)	(\$829.20)
BONUS: 10% off Total	(\$1,259.65)	(\$1,235.42)
TOTAL	\$10,490.58	\$10,289.62
TOTAL SAVINGS (over standard non-member rates)	\$2,105.90	\$2,064.62

SPECIAL OFFER	NON-MEMBERS	MEMBERS
Four colour advertorial & full page ad	\$6,298.24	\$6,177.12
Just supply copy and images—we'll do the rest!		

Magazine trim size: 8.25" x 10.875"



SIZE	BLACK ONLY		TWO COLOUR		FOUR COLOUR	
	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS	NON-MEMBERS	MEMBERS
STANDARD POSITION						
Double-page spread	\$4,766.84	\$4,675.17	\$5,387.06	\$5,283.47	\$5,613.09	\$5,505.14
Full page	\$2,463.76	\$2,416.38	\$3,083.98	\$3,024.68	\$3,310.01	\$3,246.35
2/3 page vertical	\$2,137.04	\$2,095.95	\$2,757.26	\$2,704.25	\$2,983.29	\$2,925.92
1/2 page horizontal	\$1,858.53	\$1,822.79	\$2,478.75	\$2,431.09	\$2,704.78	\$2,652.76
1/2 page vertical	\$1,858.53	\$1,822.79	\$2,478.75	\$2,431.09	\$2,704.78	\$2,652.76
1/3 page horizontal	\$1,408.63	\$1,381.54	\$2,028.85	\$1,989.84	\$2,254.88	\$2,211.51
1/3 page vertical	\$1,408.63	\$1,381.54	\$2,028.85	\$1,989.84	\$2,254.88	\$2,211.51
1/4 page banner	\$1,172.96	\$1,150.41	\$1,793.18	\$1,758.71	\$2,019.21	\$1,980.38
1/4 page vertical	\$1,172.96	\$1,150.41	\$1,793.18	\$1,758.71	\$2,019.21	\$1,980.38
PREMIUM POSITION*						
Outside back cover					\$4,386.56	\$4,301.21
Inside back cover					\$3,824.18	\$3,750.64
Inside front cover					\$3,824.18	\$3,750.64
ADVERTORIAL						
Full page advertorial					\$3,598.40	\$3,529.20

* Must be secured in writing.

Two colour premium: Non Members \$620.22 Members \$608.30

Inserts and magazine wraps: Rates available upon request

Four colour premium: Non Members \$846.25 Members \$829.97