



BIOTECanada

insights

MEDIA KIT

Spring/printemps 2010

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 SPRING 2010 ISSUE WILL FOCUS ON: Canada's bioeconomy in an international perspective

The Spring edition will be distributed at BIO 2010. *insights* is pleased to announce that the magazine will be the Convention's **exclusive Canadian media partner** this year.

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www.biotech.ca

BIOTECANADA *insights* IS THE NATIONAL MAGAZINE PROVIDING THE INSIDE STORY ON CANADA'S BIOTECH SECTOR.

Who reads *insights*?

OUR AUDIENCE OF OVER 14,000 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
- BIOTECanada members

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

- **BCIC's Innovation Summit 2010: Agriculture, Food, and Ag-bioproducts**
(JANUARY 7-8, 2010, VANCOUVER, BC)
- **BCIC INNOVATION SUMMIT 2010**
(JANUARY 7-8, 2010, VANCOUVER, BC)
- **Biotech Showcase™ 2010**
(JANUARY 12-13, 2010, SAN FRANCISCO, CA)
- **BioPartnering North America**
(JANUARY 24-26, 2010, VANCOUVER, BC)
- **BIO Asia 2010** (JANUARY 25-26, 2010, TOKYO, JAPAN)
- **Bio CEO & Investor Conference**
(FEBRUARY 8-9, 2010, NEW YORK CITY, NY)
- **BIO-Europe Spring 2010**
(MARCH 8-10, 2010, BARCELONA, SPAIN)
- **BIO INTERNATIONAL CONVENTION 2010**
(MAY 3-6, 2010, CHICAGO, IL)
- **Canadian Public Health Association Centenary Conference**
(JUNE 13-16, 2010, TORONTO, ON)
- **World Congress on Industrial Biotechnology & Bioprocessing** (JUNE 27-30, 2010, WASHINGTON, DC)
- **Agricultural Biotechnology International Conference (ABIC) 2010** (SEPTEMBER 12-15, 2010, SASKATOON, SK)
- **National Biotechnology Week**
(SEPTEMBER 17-24, 2010, EVENTS ACROSS CANADA)
- **Canadian Immunization Conference**
(DECEMBER 5-8, 2010, QUEBEC CITY, QC)

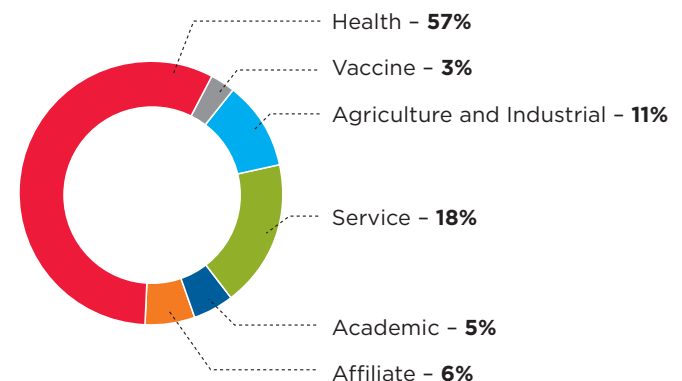
Editorial highlights from 2009:

- Martha Healey, Brian Daley and Jill Daley from Ogilvy Renault LLP defend the current closed intellectual property system
- *The Canadian Blueprint: Beyond Moose and Mountains* looks at ways to build the world's leading bio-based economy
- An interview with Heather Medwick, Acting President and CEO of the International Centre for Infectious Diseases, on pandemic planning for small business
- A look at why good governance matters for early stage, venture-backed companies

Be sure to take in our recurring features:

- **Legal Matters**
Legal perspectives on the business of biotechnology
- **Vaccine News**
Canadian achievements in vaccine research and development
- **Federal Perspective**
Views and analysis from federal political leaders
- **Agricultural Biotech**
Opportunities and innovations in agricultural biotechnology
- **Health**
Looking ahead to the latest trends in health biotech
- **Industrial Biotech**
The latest in biofuels, bioproducts and industrial innovation in Canada

BIOTECanada membership distribution





Recent advertisers include:

Advanced Foods and Materials Network
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Canadian Immunization Conference
Canadian Institutes of Health Research
Canadian Stroke Network
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Centre québécois de valorisation des biotechnologies
Centre québécois d'innovation en biotechnologie
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Cirion Clinical Trial Services
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Spectra Research Corporation
Technology Vision Group
The Portables
Therapure Biopharma
Toronto Region Immigrant Employment Council (TRIEC)
UCB Pharma Canada
Univalor
University of Manitoba
University of Saskatchewan, Edwards School of Business
Vaccine & Infectious Disease Organization (VIDO)
VWR International
Wyeth Pharmaceuticals
York Biotech

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 613-288-5362 / advertising@gordongroup.com

ADVERTISING RATES insights Spring 2010

PUBLISHING SCHEDULE

Insertion booking: March 5, 2010

PACKAGE A	NON-MEMBERS	MEMBERS
Double-page spread Spring 2010.....	\$5,613.09.....	\$5,505.14
Double-page spread Fall 2010.....	\$5,613.09.....	\$5,505.14
(Full colour)	TOTAL.....	\$11,226.18..... \$11,010.28
WAIVED: Fall 2010 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.....	\$2,530.17.....	\$2,481.52

PACKAGE B	NON-MEMBERS	MEMBERS
Full page Spring 2010.....	\$3,310.01.....	\$3,246.35
Full page Fall 2010.....	\$3,310.01.....	\$3,246.35
(Full colour)	TOTAL.....	\$6,620.02..... \$6,492.71
WAIVED: Fall 2010 colour fee.....	(\$846.25).....	(\$829.97)
BONUS: 10% off Total.....	(\$662.00).....	(\$649.27)
TOTAL.....	\$5,111.77.....	\$5,013.46
TOTAL SAVINGS.....	\$1,508.25.....	\$1,479.24

PACKAGE C	NON-MEMBERS	MEMBERS
1/2 page horizontal or vertical Spring 2010.....	\$2,704.78.....	\$2,652.76
1/2 page horizontal or vertical Fall 2010.....	\$2,704.78.....	\$2,652.76
(Full colour)	TOTAL.....	\$5,409.56..... \$5,305.53
WAIVED: Fall 2010 colour fee.....	(\$846.25).....	(\$829.97)
BONUS: 5% off Total.....	(\$267.88).....	(\$265.28)
TOTAL.....	\$4,292.83.....	\$4,210.28
TOTAL SAVINGS.....	\$1,116.73.....	\$1,095.25


PACKAGE D	NON-MEMBERS	MEMBERS
Advertorial & full page Spring 2010.....	\$7,144.91.....	\$7,007.50
Advertorial & full page Fall 2010.....	\$7,144.91.....	\$7,007.50
(Full colour)	TOTAL.....	\$14,289.81..... \$14,015.00
WAIVED: Fall 2010 colour fee.....	(\$846.25).....	(\$829.97)
BONUS: 10% off Total.....	(\$1,428.98).....	(\$1,401.50)
TOTAL.....	\$12,014.58.....	\$11,783.53
TOTAL SAVINGS.....	\$2,275.23.....	\$2,231.47

SPECIAL WEB OFFER


Organizations that book now for both Spring 2010 and Fall 2010 issues of the print edition of *insights*, also receive a live link to their website from their ad in the online magazine.

Material deadline: March 12, 2010


Magazine trim size: 8.25" x 10.875"




Double-page spread
16.5" x 10.875" (trim size)
16.75" x 11.125" (with bleed)




Full-page bleed
8.25" x 10.875" (trim size)
8.5" x 11.375" (with bleed)




Full-page (no bleed)
7.25" x 9.875" (live area)




2/3 page vertical
4.75" x 9.875"




1/2 page horizontal
7.25" x 4.875"




1/2 page vertical
3.5" x 9.875"




1/3 page horizontal
7.25" x 3.25"



1/3 page vertical
2.25" x 9.875"



1/4 page banner
7.25" x 2.375"



1/4 page vertical
3.5" x 4.85"

SIZE.....	NON-MEMBERS.....	MEMBERS.....
Double-page spread.....	\$4,766.84.....	\$4,675.17
Full page.....	\$2,463.76.....	\$2,416.38
2/3 page vertical.....	\$2,137.04.....	\$2,095.95
1/2 page horizontal.....	\$1,858.53.....	\$1,822.79
1/2 page vertical.....	\$1,858.53.....	\$1,822.79
1/3 page horizontal.....	\$1,408.63.....	\$1,381.54
1/3 page vertical.....	\$1,408.63.....	\$1,381.54
1/4 page banner.....	\$1,172.96.....	\$1,150.41
1/4 page vertical.....	\$1,172.96.....	\$1,150.41

COLOUR.....	NON-MEMBERS.....	MEMBERS.....
Two colours.....	\$620.22.....	\$608.30
Four colours.....	\$846.25.....	\$829.97

PREMIUM POSITION.....	NON-MEMBERS.....	MEMBERS.....
Outside back cover.....	\$4,386.56.....	\$4,302.21
Inside back cover.....	\$3,824.18.....	\$3,750.64
Inside front cover.....	\$3,824.18.....	\$3,750.64

Must be secured in writing.

ADVERTORIAL.....	NON-MEMBERS.....	MEMBERS.....
Full-page four-colour advertorial.....	\$3,598.40.....	\$3,529.20

SPECIAL OFFER

ADVERTORIAL and full-page ad
\$6,298.24 (NON-MEMBERS) **\$6,177.12** (MEMBERS)
 Just supply copy and images—we'll do the rest!

Inserts and magazine wraps: Rates available upon request