

The magazine and  
online channels of

# LAB WORLDWIDE

are presented by



## Take Advantage of the Internationality of LAB Worldwide

With the LAB Worldwide magazine, website and newsletter, you can reach more than 24,000 decision-makers and users in chemical, analytical and biotechnical laboratories around the world.



are brands of



**VOGEL** COMMUNICATIONS  
GROUP

# *The cross-media Package at a Glance*

The LAB Worldwide magazine is also distributed at all major industry trade fairs worldwide. This allows you to present yourself and your products at the pulse of the latest innovations. In addition, LAB Worldwide impresses with an appealing layout that is guaranteed to catch the eye. The accompanying website [www.lab-worldwide.com](http://www.lab-worldwide.com) and the monthly newsletter are the perfect digital supplement to reach readers and users worldwide with your latest industry news and technologies with maximum coverage.

## **Subjects**

- Current developments and products in analytics, laboratory technology, biotechnology, genetic engineering and life sciences
- Innovations in instrumental analytics, latest trends in food, water/environmental and bioanalytics
- Current topics and management contributions for the laboratory target group

## **Target Audience**

Decision-makers and users in chemical, analytical and biotechnical laboratories worldwide as well as the readers of LABORPRAXIS and all potential interested parties and visitor groups at the trade fairs on the next page.

## **Publishing Dates and Deadlines**

### **LAB Worldwide 1 / 20**

Publishing date	Feb 14
Editorial close	Jan 2
Ad close	Jan 23

### **LAB Worldwide 2 / 20**

Publishing date	Apr 15
Editorial close	Feb 28
Ad close	Mar 19

### **LAB Worldwide 3 / 20**

Publishing date	August 18
Editorial close	July 7
Ad close	July 7

### **LAB Worldwide 4 / 20**

Publishing date	Sep 15
Editorial close	Aug 4
Ad close	Aug 24

## Number of Recipients and Frequency

### LAB Worldwide Magazine

12,000 copies, 4 issues

### LAB Worldwide Newsletter

12,000 recipients, 1 x per month

+ publication of the ePaper at

[www.lab-worldwide.com](http://www.lab-worldwide.com)

## Distribution of the Magazine at international Trade Fairs

### LAB Worldwide 1 / 20:

Pittcon, Chicago (US)

Mar 1–5

Arablab, Dubai (AE)

Mar 17–18

### LAB Worldwide 2 / 20:

Koreanlab, Seoul (KR)

Apr 14–17

### LAB Worldwide 3 / 20:

Bioexpo, Istanbul (TUR)

Sep 16

Analitika Expo, Moscow (RU)

Sep 22–25

European Biotechnology Congress 2020

Prague (CZE)

Sep 24–26

### LAB Worldwide 4 / 20:

European Biotechnology Congress 2020

Prague (CZE)

Sep 24–26

Forum Labo, Lyon (FR)

Oct 7–8

analytica, Munic (GER)

Oct 19–22

Thailand LAB, Bangkok (TH)

Oct 28–30

Lab Innovations, Brimingham (UK)

Nov 4–5

analytica China, Shanghai (CN)

Nov 16–20

## PACKAGE COMPONENTS | The Starter Package

4 advertisements in LAB Worldwide magazine (1x per issue)

4 product information in LAB Worldwide magazine and publication in newsletter and on the website

3 Text Ads or Billboard Banner in the LAB Worldwide newsletter

2 months term for your banner on the website [www.lab-worldwide.com](http://www.lab-worldwide.com)

## AD SIZE

## PRICE

1/4 Page

6,950.00

1/3 Page

7,950.00

1/2 Page

8,950.00

Junior Page

9,950.00

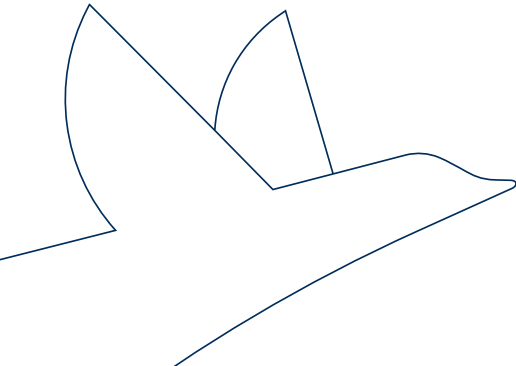
1/1 Page

11,950.00

All prices in EUR plus VAT. The prices refer to 4-coloured ad pages.

*Get in Contact with us*

**We are looking forward to  
hearing from you!**



**VOGEL** COMMUNICATIONS  
GROUP

**SALES**

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