



# Life Science CLUSTERS

Strategy – Location – Partnerships

Inspired by you, created for you

The leading publication for  
clusters, regions, science parks  
and economic development  
agencies



Media Information 2009

[www.life-science-clusters.com](http://www.life-science-clusters.com)

## Introduction

Life Science CLUSTERS is published by avakado Ltd which was established in November 2001 by 3 individuals with over 40 years combined publishing and event organising experience in the life sciences arena. avakado offers a full range of marketing platforms for companies involved in the life sciences industry, including b2b magazines, direct mail and email services, conferences and exhibitions

Now entering its third year of publication, the quarterly magazine is establishing itself as the sought-after source of information for decision makers in this sector.

## Editorial

Life Science CLUSTERS covers the global business and development activities of regional biotechnology, pharmaceutical and other life science clusters. Each quarterly edition gives an objective insight by industry peers into the R&D and business issues affecting biotech, pharma and other life science clusters including:

- Profiles of different clusters/regions/parks from around the globe
- Reports on the different biotechnology classes (ie red, green, white etc)
- Financial & Legislative factors that influence re-location for start-ups
- Case studies of start-ups doing breakthrough work in biodiscovery/biodevelopment and the cluster support that enabled them to succeed

## New for 2009 The Platinum Directory

New for 2009 will be a cluster/region directory, The Platinum Directory which will publish with our Spring issue and also be available online for 12 months. The Directory will give details of relevant development agencies, clusters, science parks, biotech companies and support services, including financial, legal and other industry services.

The Platinum Directory will be distributed globally to 9000 executives in biotech and pharma, plus extra distribution throughout the year at life science conferences and trade shows like BIO, EuroBio, BioFine, BioSpring etc. In addition the directory will be available on-line for 12 months on the Life Science CLUSTERS website.

This unique directory will provide detailed information on the countries, regions, cities, science parks and related service suppliers (ie legal, investment and consultancy companies), and the benefits of individual destinations and their suitability for life science companies to start-up or establish themselves.

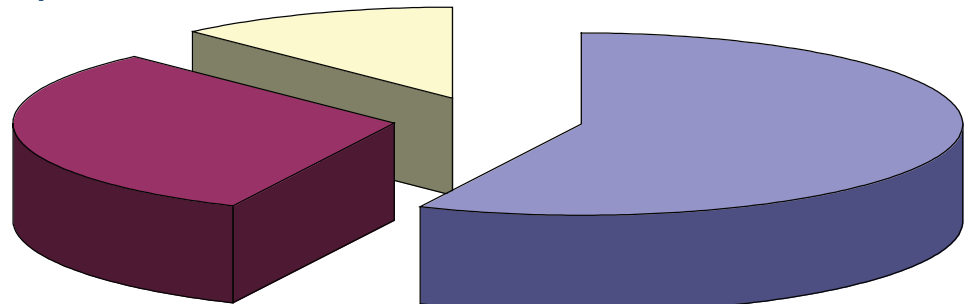
Within the directory, you also have several display advertising and enhanced listing options to maximize your impact. To learn more about these opportunities or how to take advantage of your free listing please contact Mark Harrington on +44 (0)1403 220753, email [mark@avakado.eu](mailto:mark@avakado.eu) or Jaymin Amin on +44 (0)1403 220754, email [jaymin@avakado.eu](mailto:jaymin@avakado.eu)

## Readers

Life Science CLUSTERS has assembled a bespoke readership exclusively focused on the decision makers cluster regions are targeting. For the first time instead of reaching a primarily R&D readership through the less specific publications you had available in the past, you can be assured that your message is targeted at only the people you want to reach, ie CEOs and senior management in biotech, emerging pharma and big pharma companies, as well as university science parks, cluster regions and support services companies.

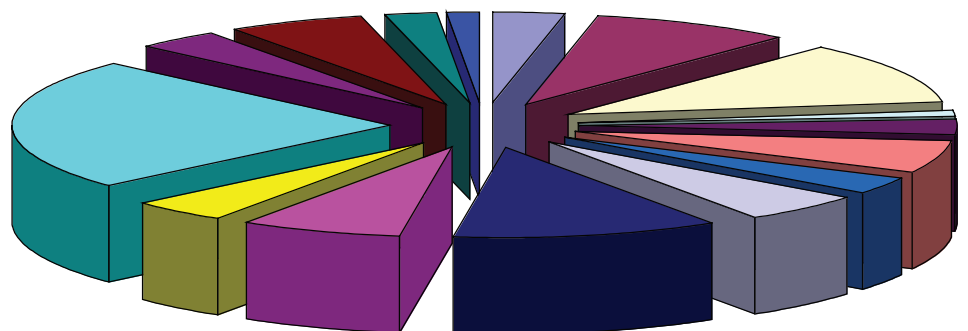
## Circulation

### By Job Function



- Senior Management (CEO, CFO, CTO, Director) – 57%
- Senior R&D (CSO, R&D Director, Head of Research) – 31%
- Support Services (Consulting, Financial, Legal, PR) – 12%

### By Geographic Region



- Benelux 280
- Italy 250
- UK 1015
- Australasia 315
- France 756
- Scandinavia 525
- Rest of Europe 619
- Japan 527
- Germany 996
- Spain 278
- Canada 374
- Korea 196
- Ireland 88
- Switzerland 448
- USA 2106
- Other 121

OVERALL TOTAL 8,894

## Circulation comparison with main competitors

Circulation	Life Science Clusters	European Life Sciences	EBR
Total*	8894	4900	10500
European	5536	Information N/A	6615
North American	2480	Information N/A	3780
DECISION MAKERS	6226	2940	1680

\* Excludes exhibition copies

# Editorial Calendar 2009

## Life Science Clusters Magazine - Editorial Calendar 2009

Issue	Spring	Summer	Autumn	Winter
<b>Cluster/Region Profile</b>	Scandinavia	Canada	USA	Asia
<b>Research &amp; Development</b>	Industrial and academic collaborations	Biotech case studies	Outsourcing issues facing life sciences	Big pharma or biotech – where are the blockbusters coming from?
<b>Management</b>	Licensing to big pharma, the virtues and vices	Partnering and collaboration strategies in life sciences	Managing product pipelines	Recruiting the right people
<b>Financial &amp; Legal</b>	Funding trends/ 2009 forecast	Activity in patent filing	Cultivating relationships with investment houses	Selling the idea and not the company
<b>Government &amp; Regulatory Affairs</b>	Maximising R&D tax credits	Can government really influence location choice?	Making research grants work for your business	Party politics – influence on life science

Bonus copies at BIO, Genesis, Biotech Forum, BIO Europe, EuroBIO, Euro Biotech, BioSpain and many others.

## Rates & Data

Size (all 4 colour)	1 insertion			4 insertions		
	€	£	\$	€	£	\$
DPS	4900	3828	6890	4690	3664	6595
Page	2600	2031	3565	2350	1836	3304
Half Page	1590	1242	2236	1290	1008	1814
Quarter Page	900	703	1266	750	586	1055
Eighth Page	500	390	703	425	332	598

All rates above are shown exclude UK Value Added Tax (VAT) - which is charged extra as appropriate.

Life Science CLUSTERS is published four times a year.

Ad agency commission - 15%

### Reprints

Order reprints of your articles published in Life Science CLUSTERS to be used as a promotional tool for distribution at exhibitions and meetings, prices on request.

### Loose/Bound inserts

A simple cost-effective method for you to reach the geographic area you desire is via loose or bound inserts, prices on request.

### Mechanical Data

Our preferred method of receiving material is in electronic format as high res PDF. Full technical guidelines for supplying advertisements are available and will be forwarded as required.

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