

The premier BIOTECHNICA 2011 advertising package

Published in
collaboration
with



A joint publication with



Full interaction with the target group guarantees maximum trade fair success:

● **BIOTECHNICA
MAGAZINE**

Show invitation issue

● **BIOTECHNICA
VISITOR GUIDE**

Important visitor information
in handy pocket guide format

● **BIOTECHNICA
DAILY**

Show three newspapers
with pu-to-the-minute

---> www.laborpraxis.de





● BIOTECHNICA MAGAZINE

The official BIOTECHNICA 2011 invitation issue.

BIOTECHNICA MAGAZINE is published at the end of August as a German/English language invitation issue and is distributed nationally and internationally with host publications LABORPRAXIS, PROCESS, PharmaTEC and PROCESS worldwide, the market-leaders for their target groups.

The magazine provides features on the latest news, trends and background reports covering the technology sectors represented at BIOTECHNICA.

Total circulation: 50,000 copies



● BIOTECHNICA VISITOR GUIDE

The official trade fair guide in a handy pocket-book format with all the information which visitors need to have – including the complete BIOTECHNICA conference program and the latest list of exhibitors. Published in German and English.

Total circulation: 60,000 copies



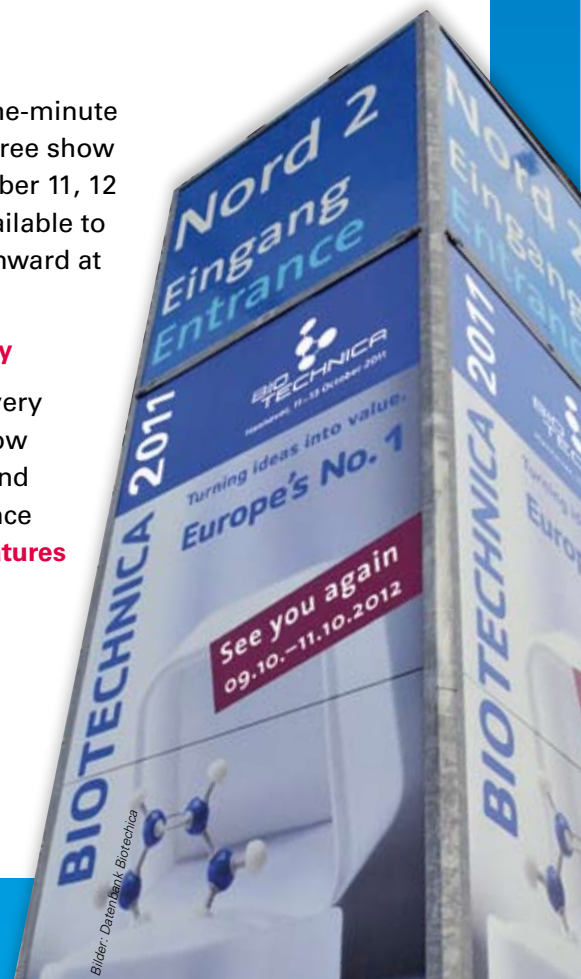
● BIOTECHNICA DAILY

The show newspaper with up-to-the-minute news at BIOTECHNICA 2011. The three show issues are published daily on October 11, 12 and 13, 2011, with 4,000 copies available to visitors each day from 08.00 hrs onward at the show entrances.

Total circulation: 4,000 copies a day

The editorial content is updated every day and tailored to the specific show day, providing visitors with all-round information including the conference program and all key events. **All features appear in German and English.**

The only **publication** authorized for distribution at the **showground.**



● **BIOTECHNICA
MAGAZINE**

● **BIOTECHNICA
VISITOR GUIDE**

● **BIOTECHNICA
DAILY**

Total circulation	50,000 copies	60,000 copies	12,000 copies
Distribution	37,000 copies in D, CH and A 10,000 copies throughout the rest of Europe 3,000 copies via the trade fair company	46,000 copies distributed with LABORPRAXIS 9 (September 26th, 2011) and PROCESS 9 (September 27th, 2011) 14,000 copies distributed to the trade visitors	Distributed to all trade visitors at show entrances 4,000 copies daily circulation
Publication date	August 23rd, 2011	September 26th, 2011	Daily on October 11, 12 and 13, 2011
Booking deadline	August 05th, 2011	September 12th, 2011	September 27th, 2011
Size	210 x 297 mm	140 x 210 mm	210 x 297 mm

● **Advertising options and rates**

	Package 1	Package 2	Package 3	Package 4	Package 5
Ad sizes	MAGAZINE, VISITOR GUIDE + 3 DAILIES	Magazine only	VISITOR GUIDE	3 DAILIES	1 DAILY (day freely available)
1/1 Page	12,900.- €	5,900.- €	4,900.- €	5,900.- €	2,000.- €
2/3 Page	8,900.- €	4,100.- €	-	3,900.- €	1,400.- €
Junior Page	6,900.- €	3,400.- €	-	3,600.- €	1,300.- €
1/2 Page	6,200.- €	2,950.- €	2,500.- €	3,200.- €	1,200.- €
1/3 Page	4,800.- €	2,000.- €	-	2,200.- €	800.- €
1/4 Page	3,800.- €	1,600.- €	-	1,500.- €	600.- €

(Rates in EUR)

● **Contact**



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