



PanGlobal

Media



Mediakit 2023

**CLINICAL
LABORATORY** int.

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Your dedicated partner



Pan Global media and publishing BV

At Pan Global media and publishing BV we publish dedicated trade journals for today's scientists in the field of clinical chemistry and *in vitro* diagnostics, as well as the hospital environment. In-depth articles and interviews with keynote experts give our readers a clear view of the trends and developments in their respective area. Furthermore the latest products and newest industry topics are presented throughout the print and digital magazines, which are distributed at the various trade shows and exhibitions taking place around the world.

If you wish to get in front of decision-makers and present your company, products and/or services, Pan Global media and publishing BV has the right platform for you. We offer tailor-made communication packages with the right balance between print and online marketing to increase your brand and image awareness while at the same time generate quality sales leads.

Interested to find out more? Check www.panglobal.nl or contact our team directly.

Offer

In 2023 we offer all print advertisers free coverage on our social media.



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Informing clinical scientists

**CLINICAL
LABORATORY
int.**

Clinical Laboratory International (CLI) – as part of Pan Global media and publishing BV – has been at the forefront of communication in the clinical chemistry and diagnostics market for over 40 years. With this experience in the laboratory publishing industry we can help you to communicate your message in the most beneficial way. Let us operate as your spring-board from which you can launch and grow your business. At Pan Global media and publishing BV we can help you source the most relevant market information and at the same time raise your profile to customers who are looking for your products and solutions.

Marketing, Communication and Media are increasingly important for companies to share their vision, expertise and products. Through the right channels Pan Global media and publishing BV offers you a unique way to promote your company with the maximum result.

Clinlabint.com offers a searchable product database along with review articles by experts in the field, and weekly news updates to assist clinical laboratory professionals.

The magazine for Pathologists & Clinical Lab Specialists

CLI reviews in an easily digestible format the latest diagnostic technology and products used in clinical labs and outlines the role of the most recent tests in disease diagnosis. CLI:

- ▶ offers fully qualified circulation by type of lab and speciality;
- ▶ provides tailor-made e-advertising opportunities.



Editorial mission

We aim to provide clinical, diagnostic and medical scientists / researchers with the ultimate source for technology and product information.

Focus on scientists and researchers

We conduct readership surveys to learn about what topics and trends our readers consider most timely and useful, and what types of articles and editorial features they like to read. This information is used to develop our editorial calendar each year.

Fuelled by current market needs

Online data from our website and Google search analytics are used to pinpoint specific topics and interests that are most relevant to our audience and have the greatest utility. With this information we deliver content that scientists want and need the most.

Written by scientists and industry experts

Our editorial is assigned and independently written by scientists and industry experts.

Matched to related products

The editorial will be matched with related products, allowing our readers to better connect with you when they are already learning about your type of product.

Circulation by type of laboratory

Hospital Laboratory / Medical Centre	48.7%
Independent Laboratory	26.6%
Reference Laboratory	2.2%
Blood Bank Laboratory	1.1%
Public Health Department Laboratory	1.8%
Group Practice / Doctor's Laboratory	0.9%
Medical / Cancer Research Laboratory	5.6%
Government Authorities / Health Agencies	3.2%
Planners / Procurement Agencies	0.5%
Distributors of Laboratory Products	5.7%
Other related fields	3.7%

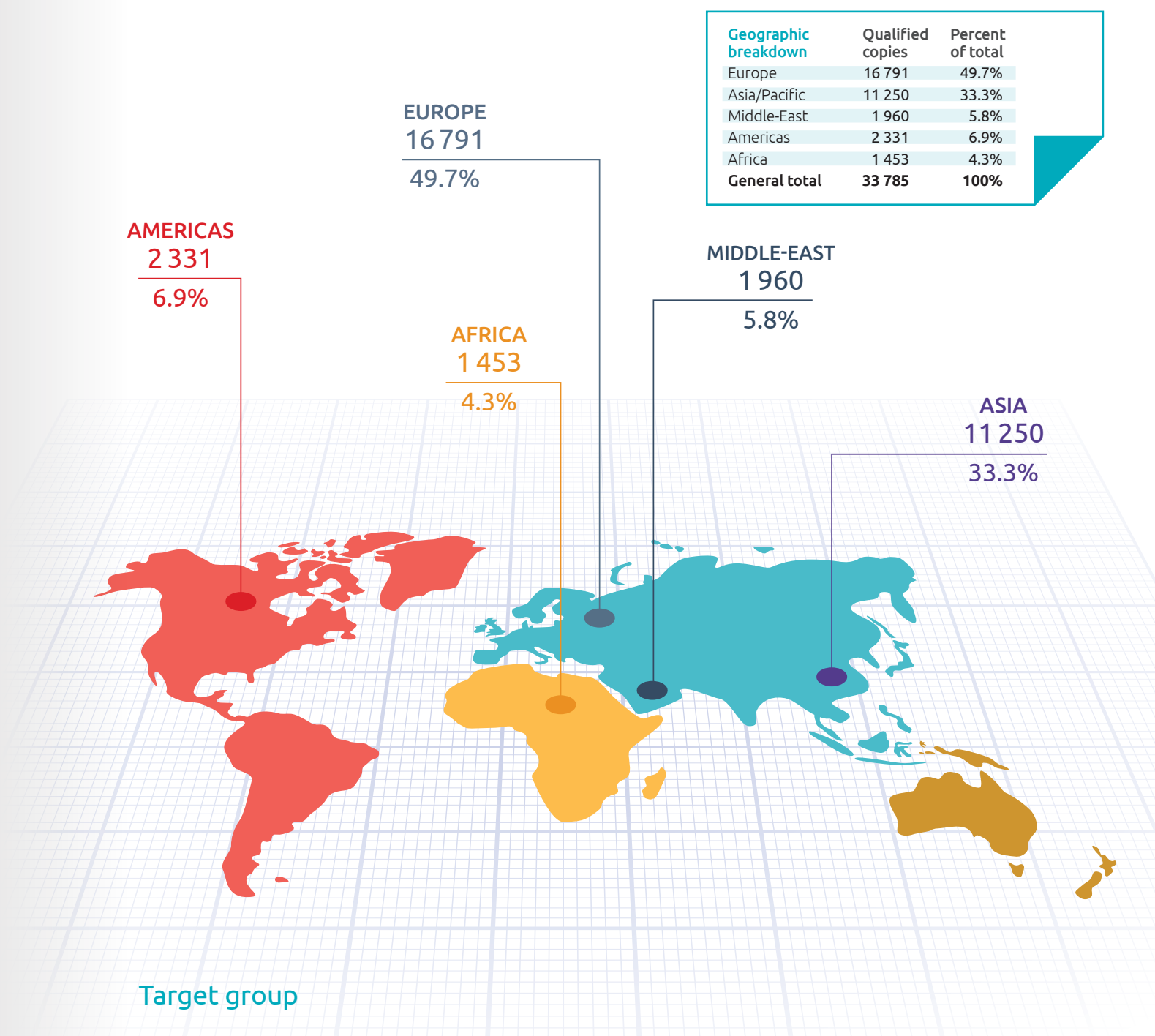
Circulation by department / specialty

Pathology / Clinical Chemistry / Biochemistry	34.9%
Microbiology / Parasitology / Virology	8.5%
Other Clinical Biology Disciplines*	25.2%
Research	8.9%
Hospital / Laboratory Management / Purchasing	17.9%
Non-Laboratory and other related fields	4.6%

* Other Clinical Biology Disciplines include:
Molecular Diagnostics; Hematology / Hemostasis; Blood Bank / Tissue Typing; Histopathology / Cytology; Cytogenetics;
Endocrinology; Immunology / Allergy; Oncology; Forensic Pathology / Toxicology / Drug Testing and other specified specialties.

Circulation statement September 2022

Facts & numbers



Target group

Besides manufacturers and distributors, www.clinlabint.com reaches more than 125 000 end users who are all active in the clinical diagnostic market. These scientists work in medical centres, clinical laboratories and hospital labs. A broad range of products and services are presented via the website, electronic newsletter, direct mail and specialized journals.

Press releases / Product news You may send your press releases and product news items to CLleditor@panglobal.nl. Our editorial team will evaluate each item for publication.

Every edition has the most recent **product news**, **industry news** and an **interview with a key note speaker**.

Publishing schedule 2023

February / March edition	April / May edition	June edition	July / August edition	September edition	October edition	November edition	December / January edition
Main editorial features Clinical Microbiology Cardiac Biomarkers Clinical Mass Spectrometry/Chromatography	Main editorial features Molecular Diagnostics Quality Control in the Clinical Lab Clinical Biochemistry, Proteomics and Protein markers	Main editorial features Hematology and Flow Cytometry Epigenetics in Human Disease Microscopy and Imaging in the Clinical Lab	Company profile edition Special issue to showcase your company and products/solutions	Main editorial features Pathology and Histology Sepsis Diagnosis Proteomics, Protein Analysis and Microarrays	Main editorial features Clinical Mass Spectrometry/Chromatography Tumour Markers Analysis of Urine Respiratory Diseases	Main editorial features Autoimmunity and Allergy Rapid Tests and POCT Update Hematology	Main editorial features Therapeutic Drug Monitoring by LCMS Gastrointestinal Disorders Digital Imaging in the Clinical Lab
Shows & congresses Medlab Middle-East, Dubai Febr 6 – 9 Pittcon, Philadelphia March 18 – 22 Forum Labo, Paris March 18 – 30 CMEF, Shanghai Dates tbc	Shows & congresses AACR, Orlando April 14 – 19 ECCMID, Copenhagen April 15 – 18 SE Asian Healthcare & Pharma, Kuala Lumpur April 19 – 21	Shows & congresses EuroMedLab, Rome May 21 – 25	Shows & congresses AACC, Anaheim July 23 – 27	Shows & congresses Medical Fair China, Suzhou Aug 23 – 25 CACLP, China Aug (dates tbc)	Shows & congresses ECP, Dublin Sept 9 – 13	Shows & congresses Pre MEDICA issue MedLab Asia, Bangkok Oct 19 – 21 MEDICA, Dusseldorf Nov (dates tbc)	Shows & congresses MEDICA Dates tbc JIB, Paris Dec (dates tbc)
Editorial & space Feb 20 Printing material Feb 24 Publishing date March 20	Editorial & space April 11 Printing material April 14 Publishing date May 8	Editorial & space May 22 Printing material May 26 Publishing date June 19	Editorial & space July 10 Printing material July 14 Publishing date Aug 7	Editorial & space Aug 1 Printing material Aug 4 Publishing date Aug 28	Editorial & space Sept 18 Printing material Sept 22 Publishing date Oct 16	Editorial & space Oct 16 Printing material Oct 20 Publishing date Nov 13	Editorial & space Nov 27 Printing material Dec 1 Publishing date Jan 8



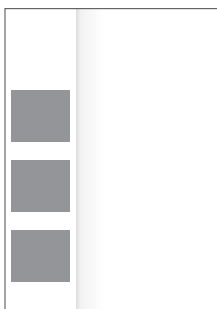
Technical details (print)

Coverpage

Photo on cover (horiz.)
210×215 mm

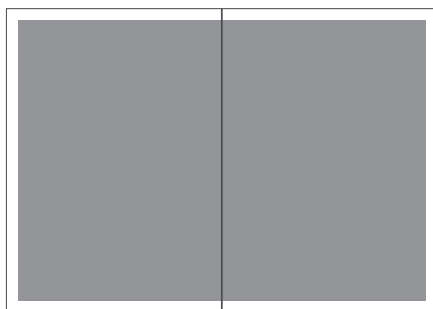


Front cover product
55×50 mm



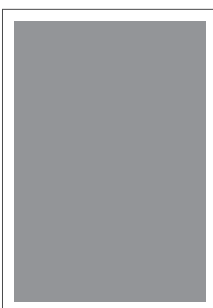
Full page spread

Trim: 397×274 mm
Bleed: 420×297 mm*



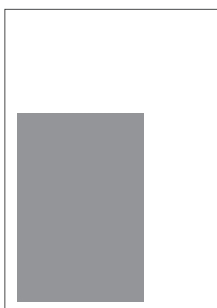
Full page

Trim: 210×297 mm
Bleed: 216×303 mm*



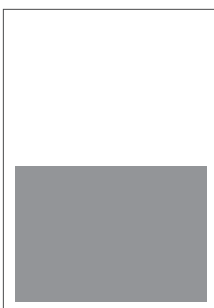
Junior page

124×187 mm



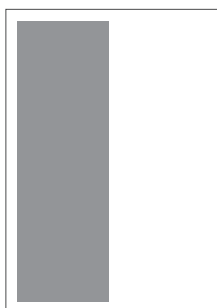
1/2 page A (horiz.)

187×132 mm



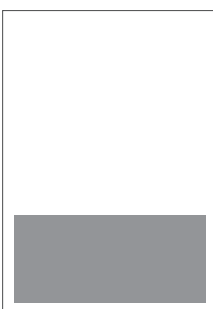
1/2 page B (vert.)

89×274 mm



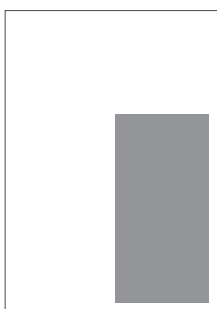
1/3 page A (horiz.)

187×85 mm



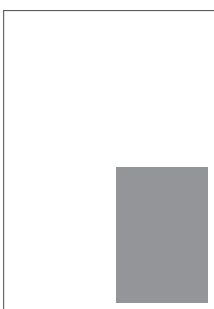
1/3 page B (vert.)

91×184 mm



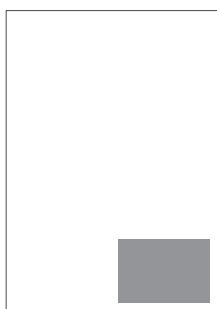
Quarter page (horiz.)

89×62 mm



1/8 page (horiz.)

89×132 mm



File format:

- Certified PDF (preferred)
- PDF (print, fonts and images without transparency included)

Bleed:

+3 mm. This is the extra margin which allows you to run artwork to the edge of a page. This will avoid any misalignment (white lines) while cutting the artwork.

Image sizes:

Images need to be CMYK with a minimum resolution of 300 dpi.



Advertising print (€)

Print *Clinical Laboratory International*

1/1 page spread	€ 9 500
1/2 page spread horizontal	€ 7 000
1/1 page	€ 6 500
Junior page	€ 5 000
1/2 horizontal / vertical	€ 4 000
1/3 page	€ 2 875
1/4 page	€ 2 150
1/8 page	€ 1 250

Front cover page	€ 7 500
Front cover product	€ 950
Recruitment ad	Rates available on request
Belly band	€ 7 500
Insert loose, up to 20 gr	€ 2 500
(inserts > 20 gr)	Rates available on request

Offer!

Free social media exposure
for print advertisers!



Company profile edition

Get a double page spread to present your company, products or solutions: € 2 500

Add another A4 page advertisement: € 1 000*

*Only valid in combination with double page spread

Additional Print Options

Reprints

Article reprints are ideal for distribution at seminars, trade shows, via direct mail, or through area representatives. Reprints can be purchased in black and white or full colour, and in single or multiple quantities. Licensed PDF files are also available.

Pricing: upon request

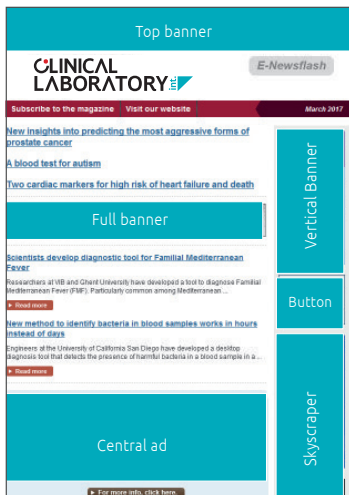
Inserts & cover lines

Pan Global media and publishing BV can provide a variety of options for specialty print inserts, produced by our printer, or supplied from your own inventory. Cover lines, catalogues and advertising inserts of other types can be included within an issue, or mailed with an issue in a poly bag. Inserts may be bound into the centre of the magazine or glued (tipped) with easy-release glue.

Pricing: upon request



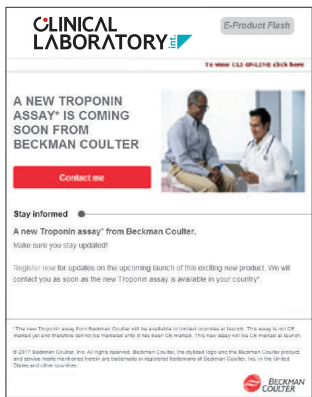
Technical details (digital)



E-newsletter

A news alert sent to our subscribers on a regular basis. It includes links to industry news along with e-advertisements. Banner advertisers are entitled to a new product item or a short news text in the same issue.

- Material required:**
- banner
 - product description (100–150 words)
 - image of product or news text (max. 350 words)



E-blast

A short product presentation sent by email to our subscribers on your behalf, connecting our users with your products. It's the perfect tool to promote and spread the word about your new product launches and existing products to the *Clinical Laboratory International* community.

- Material required:**
- html, width: 800 px, non-transparent background



E-product news

Includes links to 6–9 product presentations from different companies that are uploaded on *clinlabint.com* for minimum 12 months.

- Material required:**
- product description (100–150 words)
 - image of product

Advertising online (€)

Web and online statistics (average)

Statistics for 2022

Website		E-readers	
Pageviews	168.815	24.963	
Unique visitors	4.180		
Average time	01.06		
Reader subscriptions		E-Newsletter	
24.963		CTR	7 %
		Open rate	21 %
E-blast		Web banners in combination with newsletters	
CTR	29,1 %	CTR	3–4 %
Open rate	28,6 %	Pageviews / bannerviews on average	40.000
Pageviews / bannerviews on average	40.000		

Online rates (website)

	3 months	6 months
Video	€ 2 775	€ 4 995
Leaderboard	€ 3 670	€ 6 600
Rectangle	€ 3 670	€ 6 600
Square	€ 4 000	€ 6 950
1st full banner	€ 2 550	€ 4 500
Vertical banner	€ 2 295	€ 4 100
2nd full banner	€ 1 325	€ 2 340
Top product	€ 1 025	€ 1 820
Button	€ 865	€ 1 470
White paper	€ 750	€ 1 050
Sponsored link	€ 410	€ 730
Webvertorial incl. 2 keywords	€ 360	€ 640

Direct e-marketing

E-product news	€ 375
E-blast (width 800 px)	€ 2 750
E-newsletter button 120x90	€ 815
E-newsletter video	€ 975
E-newsletter vertical banner 120x240*	€ 1 020
E-newsletter full banner 468x60*	€ 1 225
E-newsletter top banner 640x77*	€ 1 425
E-newsletter skyscraper 120x600*	€ 1 425
E-newsletter central ad 468x180**	€ 1 325

* Advertisers are entitled to a new product item and/or a short news text in the same issue. These are posted on our website for minimum 12 months.
** Discounted price for print advertisers.

Digital edition



- Streaming video and animation options**
- Additional features can be added in the digital edition.
 - Streaming video: embedded within all ads 1/2 page or larger: 15% premium
 - Animation: applicable to all ad sizes: 10% premium

POST YOUR WHITEPAPER ONLINE!

Social media

> 7 000
Followers and growing!

Online specifications

- 1 post: € 395**
- Free for print advertisers



Online specifications

Ad type	W×H	format	max. size
Leaderboard	750×100 px	gif/jpeg/png	100 kB
Vertical banners	200×600 px	gif/jpeg/png	100 kB
Full banner	468×60 px	gif/jpeg/png	100 kB
Rectangle	300×250 px	gif/jpeg/png	100 kB
Square	400×400 px	gif/jpeg/png	100 kB
Button	120×90 px	gif/jpeg/png	100 kB

Details for top products and webvertorials upon request.

- Banner file formats: jpeg or gif, no flash.
- Resolution: 72 dpi.
- More details for top products, webvertorials and e-blasts upon request. All ads provide links to the advertiser's website.

*We will make your
marketing communication
work for you!*



*Please get in touch
with our specialist for
a tailor made quotation*

Sales conditions

All our contracts are subject to the following conditions of sale. The placing of an order for the insertion of an advertisement is deemed to signify the acceptance of these sales conditions.

Any exceptional sales conditions, i.e different from those presented here, that may be requested by an advertiser will only be applicable if PanGlobal Media and Publishing B.V. has accepted in advance and in writing such exceptional conditions.

1. Acceptance of advertisements

- Any application received in due form by PanGlobal Media and Publishing B.V. for the insertion of advertisements is considered to be irrevocably binding on the applicant.
- Notwithstanding para 1a, any application for the insertion of advertisements shall only become binding on PanGlobal Media and Publishing B.V. when such an application is accepted by the head office of PanGlobal Media and Publishing B.V. located in Eindhoven, The Netherlands. PanGlobal Media and Publishing B.V. reserves the right to refuse any applications for the insertions of advertisement without being required to give reasons for such a refusal. PanGlobal Media and Publishing B.V. shall not be liable for any damages claimed by the applicant on the occasion of such a refusal.

2. Conditions concerning the insertion of advertisements.

- Any advertisement that, in the opinion of PanGlobal Media and Publishing B.V., could be confused with an editorial article has to make its advertising character clearly recognisable.
- The advertising department of PanGlobal Media and Publishing B.V. must be in possession of the advertising materials within the period specified on the rate card.
- The advertising material should comply with printing and online specifications as described on the rate card and available from PanGlobal Media and Publishing B.V.
- In the event that the materials are not suitable, PanGlobal Media and Publishing B.V. reserves the right to procure suitable materials without the advertiser's explicit permission. Any additional costs so incurred may be debited to the advertiser/agency.

3. Copyright

- Drafts, drawings, dummies, photomontages, etc., made by PanGlobal Media and Publishing B.V. remain its property under Belgian copyright law and may not be used without previous written permission.
- Materials, documents, etc., supplied by the advertiser/agency will be stored for a period of twelve months and will be returned on request during the period at the advertiser's cost. After twelve months advertising material may be destroyed.

4. Voucher-copies

- For each insertion a maximum of 3 voucher-copies of the printed version of the magazine will be sent to the advertiser/agency. Online ads are visible on our websites.
- In the event of additional copies being requested, these are available at retail price.

5. Rates

- Advertisements are inserted at the going price as specified on the rate card in force on the date of insertion.
- All fiscal charges connected with advertising are debited to the account of advertiser or agency. Discount on turnover by advertiser and agency is calculated over

a maximum period of 12 months. PanGlobal Media reserves the right to alter advertising rates.

6. Cancellation

Any cancellation of booked advertisements must be confirmed in writing prior to 8 weeks before scheduled publication date. Any cancellation received at shorter notice than the 8-week period before scheduled publication will be charged in full. For all online advertising, an advance period of 2 weeks is required for any cancellation.

7. Terms and conditions of Payment

- Invoices are payable in full to PanGlobal Media and publishing B.V. by direct electronic bank transfer, within 30 days of the invoice date. Details of the account to which this transfer should be made are found on the invoice.
- If the payment is not paid by the date due, a surcharge of 15% of the invoiced amount (with a minimum amount of €150) will be added automatically to the invoice as a late-payment handling fee.
- In addition to the late-payment fee specified in para 7b above, non-payment of invoices on the due date will also automatically incur a late-payment interest charge of 1% per month. If PanGlobal Media and Publishing B.V. needs to pass your invoice to Debt Collection, all the judicial and non-judicial costs will be charged to you.
- Advertising agencies are responsible for the payment of advertisements they have ordered, even though the advertisements may be booked under the name of the final advertiser
- In the event of non-compliance with the above Terms and Conditions of Payment, all outstanding debts become due immediately, without any 30 day period of grace. In addition PanGlobal Media and Publishing B.V. has the right to suspend the insertion of further advertisements.

8. Responsibility

- PanGlobal Media and Publishing B.V. declines all responsibility for the content, form, arrangement, etc., of advertisements.
- Advertisers or advertising agencies are solely responsible for their advertisements. They therefore agree that PanGlobal Media and Publishing B.V. should be absolved of all liabilities in any case of dispute.
- Notwithstanding para 8b above, any liability of PanGlobal Media and Publishing B.V. shall be limited to the price of the advertisement.

9. Expiration of Contracts

- Contracts are valid for a maximum period of 12 months.
- Application for the termination or suspension of contracts should be made within the period specified in the rate-card.

10. Complaints

All complaints, including but not limited to those concerning invoices or advertisements, should be sent to PanGlobal Media and Publishing B.V. by registered mail within 14 days following the date of invoice or the mailing date of the publication or within 7 days following the uploading of an online advertisement. Any complaint lodged after this period shall be deemed invalid.

11. Jurisdiction

The present contract is governed by Dutch Law. Only the appropriate Court of Eindhoven, The Netherlands will have exclusive jurisdiction concerning any disputes about the present contract. Nevertheless, PanGlobal Media and Publishing B.V. reserves the right to bring any disputes before a competent Court whose jurisdiction covers the advertiser's/agency's place of business.

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*Content is king
but marketing is queen,
and runs the household.*

Gary Vaynerchuk

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