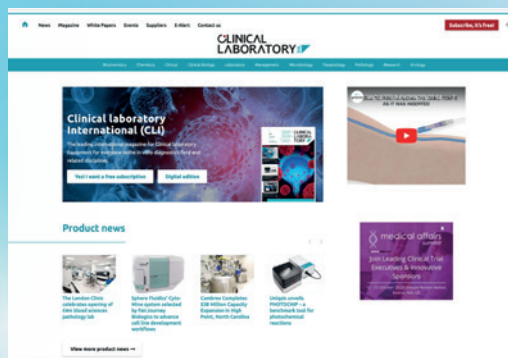




# PanGlobal

## Media

2024



Mediakit2024

Facts & numbers	4
Publishing schedule	6
Advertising print & Technical details	8
Advertising online & Technical details	10
	12

# Your dedicated partner



## Pan Global media and publishing BV

At Pan Global Media and Publishing BV, we specialize in the publication of dedicated trade journals tailored to contemporary professionals within the realms of clinical chemistry, *in vitro* diagnostics, and the healthcare sector. Our publications feature comprehensive articles and exclusive interviews with prominent industry experts, providing our readers with an insightful perspective on the prevailing trends and advancements in their respective fields.

Additionally, our print and digital magazines offer exposure to the latest products and pertinent industry discussions. These publications are distributed at numerous international trade shows and exhibitions.

If you aspire to engage with decision-makers and showcase your company, products, and services, Pan Global Media and Publishing BV provides an ideal platform. We offer customized communication packages, meticulously designed to strike the right balance between print and online marketing. This approach not only enhances brand recognition and image but also facilitates the generation of high-quality sales leads.

Keen to explore further? Visit [www.panglobal.nl](http://www.panglobal.nl) or get in touch with our team directly.

### OFFER

In 2024 we offer all print advertisers free coverage on our social media.



**Marco Koenen**  
Publishing executive  
+31 6 110 489 33  
[m.koenen@panglobal.nl](mailto:m.koenen@panglobal.nl)



**Twan Heesakkers**  
Publishing executive  
+31 6 468 448 73  
[t.heesakkers@panglobal.nl](mailto:t.heesakkers@panglobal.nl)



**Marjon van Kasteren**  
Administration  
+31 6 230 210 73  
[m.van.kasteren@panglobal.nl](mailto:m.van.kasteren@panglobal.nl)



## CLINICAL LABORATORY.int

Clinical Laboratory International (CLI), a division of Pan Global Media and Publishing BV, has been a pioneer in facilitating communication within the clinical chemistry and diagnostics market for over four decades. Drawing from our extensive experience in the laboratory publishing industry, we are well-equipped to assist you in effectively conveying your message. Think of us as your platform for launching and expanding your business. At Pan Global Media and Publishing BV, we not only help you access pertinent market information but also elevate your visibility to potential customers seeking your products and solutions.

In today's business landscape, Marketing, Communication, and Media play an increasingly vital role in enabling companies to share their vision, expertise, and products. Through the right channels, Pan Global Media and Publishing BV offers you a distinctive avenue to promote your company with maximum impact.

Clinlabint.com provides a searchable product database, complemented by review articles authored by industry experts, and delivers weekly news updates to support clinical laboratory professionals.

### The magazine for Pathologists & Clinical Laboratory 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 specialty;
- ▶ provides tailor-made e-advertising opportunities.





## Editorial mission

Our goal is to serve clinical, diagnostic, and medical scientists and researchers by providing them with the ultimate source of technology and product information.

### Targeting Scientists and Researchers

We conduct readership surveys to gain insights into the topics and trends our readers find most relevant and valuable. We also gather feedback on the types of articles and editorial features they prefer. This information guides the development of our annual editorial calendar.

### Informed by Current Market Demands

We leverage online data from our website and Google search analytics to identify specific topics and interests that are most pertinent to our audience and offer the greatest utility. Armed with this information, we create content that caters to the preferences and needs of scientists.

### Authored by Scientists and Industry Experts

Our editorial content is authored and independently written by experts in the field, including scientists and industry professionals.

### Aligned with Relevant Products

Our editorial content is strategically aligned with related products, enabling our readers to establish stronger connections with providers when they are already exploring products of interest.

#### Circulation by type of laboratory

Hospital Laboratory / Medical Centre	50.9%
Independent Laboratory	22.3%
Reference Laboratory	1.8%
Blood Bank Laboratory	0.9%
Public Health Department Laboratory	5.0%
Group Practice / Doctor's Laboratory	2.4%
Medical / Cancer Research Laboratory	5.5%
Government Authorities / Health Agencies	2.3%
Planners / Procurement Agencies	0.7%
Distributors of Laboratory Products	3.6%
Other related fields	4.6%

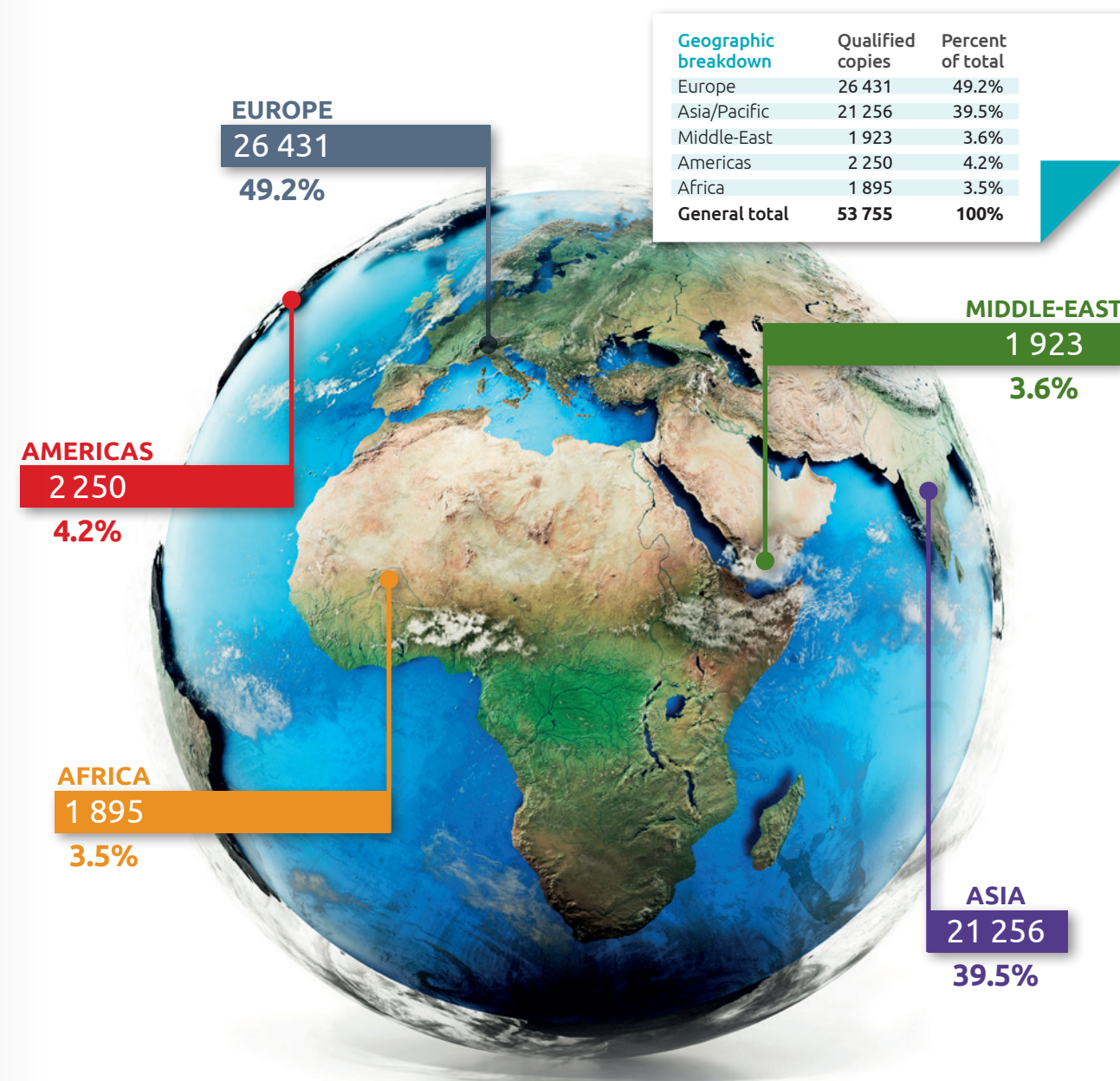
#### Circulation by department / specialty

Pathology / Clinical Chemistry / Biochemistry	34.1%
Microbiology / Parasitology / Virology	9.7%
Other Clinical Biology Disciplines*	27.3%
Research	8.9%
Hospital / Laboratory Management / Purchasing	15.3%
Non-Laboratory and other related fields	4.7%

\* 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](http://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](mailto:CLleditor@panglobal.nl). Our editorial team will evaluate each item for publication.



# Publishing schedule 2024

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

<div>December / January edition</div> <div>Main editorial features</div> <div>Gastrointestinal Disorders</div> <div>Digital Imaging in the Clinical Lab</div> <div>Therapeutic Drug Monitoring by LCMS</div> <div>Shows &amp; congresses</div> <div>Medlab middle east, Dubai Febr 05 – 08</div> <div>Pittcon, San Diego Febr 24 – 28</div> <div>Editorial &amp; space Dec 19, 2023</div> <div>Printing material Jan 09</div> <div>Publishing date Jan 18</div>	<div>February / March edition</div> <div>Main editorial features</div> <div>Clinical Microbiology</div> <div>Cardiac Biomarkers</div> <div>Clinical Mass Spectrometry/Chromatography</div> <div>Shows &amp; congresses</div> <div>Medlab middle east, Dubai Febr 05 – 08</div> <div>Pittcon, San Diego Febr 24 – 28</div> <div>Editorial &amp; space Febr 15</div> <div>Printing material Febr 22</div> <div>Publishing date March 05</div>	<div>April / May edition</div> <div>Main editorial features</div> <div>Molecular Diagnostics</div> <div>Quality Control in the Clinical Lab</div> <div>Clinical Biochemistry, Proteomics and Protein markers</div> <div>Shows &amp; congresses</div> <div>CACLP, Chongqing March 16 – 18</div> <div>Forum labo, Lyon March 27 – 28</div> <div>AACR 2024, San Diego April 07 – 10</div> <div>CMEF Spring, Shanghai April 11 – 14</div> <div>ECCMID 2024, Barcelona April 27 – 30</div> <div>Editorial &amp; space April 16</div> <div>Printing material April 23</div> <div>Publishing date May 02</div>	<div>June edition</div> <div>Main editorial features</div> <div>Hematology and Flow Cytometry</div> <div>Epigenetics in Human Disease</div> <div>Microscopy and Imaging in the Clinical Lab</div> <div>Editorial &amp; space May 16</div> <div>Printing material May 23</div> <div>Publishing date June 04</div>	<div>July / August edition</div> <div>Company profile edition</div> <div>Special issue to showcase your company and products/solutions</div> <div>Shows &amp; congresses</div> <div>Achema, Frankfurt June 10 – 14</div> <div>Medical fair China, Shanghai June 26 – 28</div> <div>Medlab Asia, Bangkok July 10 – 12</div> <div>ADML 2024, Chicago July 28 – Aug 01</div> <div>Editorial &amp; space June 26</div> <div>Printing material Aug 02</div> <div>Publishing date Aug 13</div>	<div>September edition</div> <div>Main editorial features</div> <div>Pathology and Histology</div> <div>Respiratory Diseases</div> <div>Proteomics, Protein Analysis and Microarrays</div> <div>Editorial &amp; space Aug 15</div> <div>Printing material Aug 22</div> <div>Publishing date Sept 03</div>	<div>October edition</div> <div>Main editorial features</div> <div>Tumour Markers</div> <div>Analysis of Urine</div> <div>Clinical Mass Spectrometry/Chromatography</div> <div>Shows &amp; congresses</div> <div>European congress of pathology, Florence Sept 07 – 11</div> <div>MEDICA 2024, Dusseldorf Nov 11 – 14</div> <div>Editorial &amp; space Sept 12</div> <div>Printing material Sept 19</div> <div>Publishing date Oct 03</div>	<div>November edition</div> <div>Main editorial features</div> <div>Autoimmunity and Allergy</div> <div>Rapid Tests and POCT Update</div> <div>Hematology</div> <div>Shows &amp; congresses</div> <div>CMEF Autumn, China Oct (dates tbc)</div> <div>Editorial &amp; space Oct 17</div> <div>Printing material Oct 24</div> <div>Publishing date Nov 05</div>
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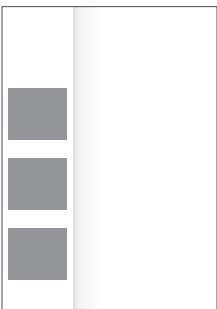
# Technical details (print)

## Coverpage

Photo on cover (horiz.)  
210×215 mm



Front cover product  
55×50 mm



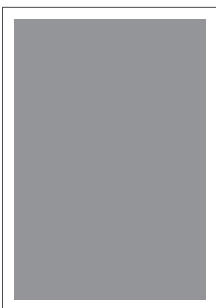
## Full page spread

Trim: 397×274 mm  
Bleed: 420×297 mm\*



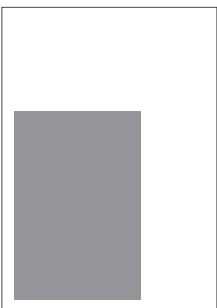
## Full page

Trim: 210×297 mm  
Bleed: 216×303 mm\*



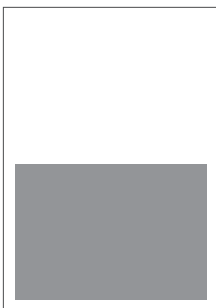
## Junior page

124×187 mm



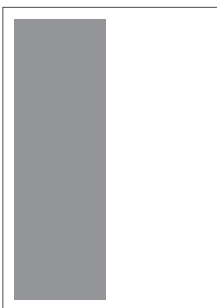
## 1/2 page A (horiz.)

187×132 mm



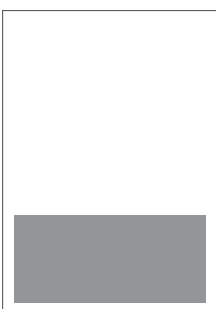
## 1/2 page B (vert.)

89×274 mm



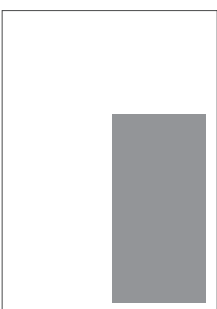
## 1/3 page A (horiz.)

187×85 mm



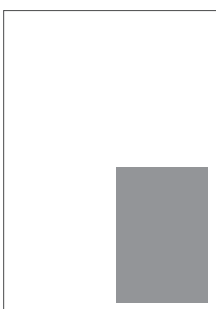
## 1/3 page B (vert.)

91×184 mm



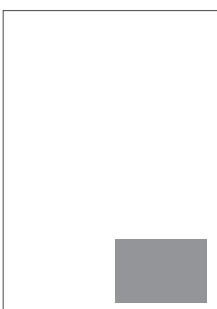
## Quarter page (horiz.)

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
- 1/2 page spread horizontal
- 1/1 page
- Junior page
- 1/2 horizontal / vertical
- 1/3 page
- 1/4 page
- 1/8 page

- Front cover page
- Front cover product
- Recruitment ad
- Belly band
- Insert loose, up to 20 gr
- (inserts > 20 gr)

## Offer!

**Free social media exposure**  
for print advertisers!



## Company profile edition

**Get a double page spread**  
to present your company,  
products or solutions:

**Add another A4 page**  
advertisement:

## 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

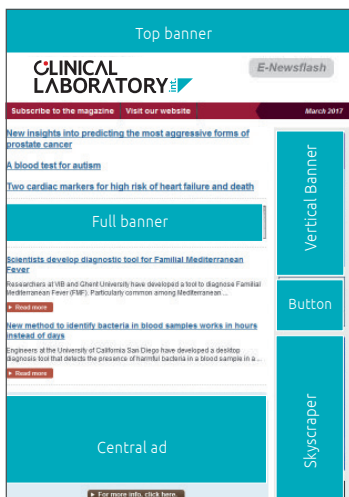
### Inserts & cover lines

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.

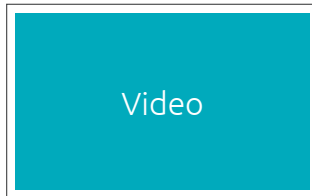
- Material required:**
- html, width: 660 px, non-transparent background



## 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



## Video in E-newsletter

A video published in a E-newsletter or E-productnews belongs to the possibilities.

- Material required:**
- Format: a link to Vimeo/YouTube

# Advertising online (€)

## Web and online statistics (average)

September 2023

Website	
Pageviews	15.109
Unique visitors	412
Average time	02.41
Reader subscriptions	
	53.757
E-blast	
CTR	28,7 %
Open rate	26,4 %

E-Newsletter	
CTR	7,3 %
Open rate	16,9 %
Web banners in combination with newsletters	
CTR	3,6 %
Views	8.450

## Online rates (website)

Video
Leaderboard
Rectangle
Square
1st full banner
Vertical banner
2nd full banner
Top product
Button
White paper
Sponsored link
Webvertorial incl. 2 keywords

## Direct e-marketing

E-product news
E-blast (width 660 px)
E-newsletter button 120×90
E-newsletter video
E-newsletter vertical banner 120×240*
E-newsletter full banner 468×60*
E-newsletter top banner 640×77*
E-newsletter skyscraper 120×600*
E-newsletter central ad 468×180**

\* 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

### Online specifications

- 1 post:**
- 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.





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**

- a. 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.
- b. 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.**

- a. 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.
- b. 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.
- c. The advertising material should comply with printing and online specifications as described on the reate card and available form PanGlobal Media and Publishing B.V.
- d. 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 maybe debited to the advertiser/agency.

**3. Copyright**

- a. 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.
- b. 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**

- a. 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.
- b. In the event of additional copies being requested, these are available at retail price.

**5. Rates**

- a. Advertisements are inserted at the going price as specified on the rate card in force on the date of insertion.
- b. 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**

- a. 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.
- b. 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.
- c. 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.
- d. 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
- e. 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**

- a. PanGlobal Media and Publishing B.V. declines all responsibility for the content, form, arrangement, etc., of advertisements.
- b. 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.
- c. 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**

- a. Contracts are valid for a maximum period of 12 months.
- b. 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.



“

*"Good marketing makes  
the company look smart.  
Great marketing makes  
the customer feel smart."*

*Joe Chernov*

”

Pan Global media and publishing BV

Beukenlaan 137-141  
5616 VD Eindhoven  
The Netherlands

T: +31(0)85 064 55 82  
info@panglobal.nl

**www.panglobal.nl**