



www.analyticalreporter.co.za



Analytical reporter **AFRICA**

2018 RATE CARD

- **Analytical Reporter** is the premier laboratory equipment journal, and is recognised internationally
- It is the ideal vehicle for laboratory equipment suppliers to showcase their merchandise, with its regular coverage of the latest product information
- Complete with a comprehensive suppliers directory
- This database boasts a niche, targeted audience of requested subscribers
- Digital subscribers all receive our bi-monthly newsletter, which is linked to the digital version of Analytical Reporter

KEY FEATURES

- **Total distribution over 7 500**
- **Readership estimated at 16 000**
- Clean, targeted, niche database of requested subscribers only
- Proudly 36 years old
- Bi-monthly digital newsletter

KEY BENEFITS

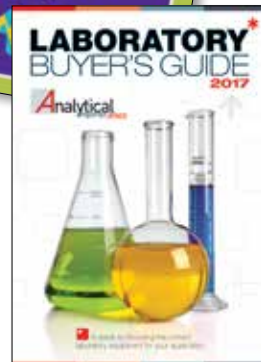
- Current, relevant news section
- Suppliers Directory – the comprehensive ‘yellow pages’ of the lab industry
- ABC
- Free editorials with your advert

DISTRIBUTED TO

- Analytical and industrial laboratories
- Pathologists (government and private)
- Hospitals
- Clinics
- Universities and technikons
- Research institutes
- Municipalities
- Technologists (medical, food and beverage)
- Mines
- NGOs

CHANNELS

ALTERNATE MONTH MAGAZINE | WEBSITE | INDUSTRY NEWSLETTER | BUYER'S GUIDE



PRINT & DIGITAL RATES 2018

NB: All rates are exclusive of VAT



PRINT

AD	SIZE in mm (width x height)	RATE		
		Casual	3 Insertions	6 Insertions
COVER	Trim: 165mm(w) x 216mm(h) Type: 145mm(w) x 196mm(h) Bleed: 171(w) x 222mm (h)	R 34 450	-	-
DPS	Trim: 490mm(w) x 330mm(h) Type: 470mm(w) x 310mm(h) Bleed: 496mm(w) x 336mm(h)	On request	On request	On request
FULL PAGE	Trim: 245mm(w) x 330mm(h) Type: 225mm(w) x 310mm(h) Bleed: 251mm(w) x 336mm(h)	R 22 650	R 20 950	R 18 550
1/2 HORIZONTAL	Trim: 220mm(w) x 158 mm(h)	R 18 550	R 17 600	R 16 200
1/2 VERTICAL	Trim: 108mm(w) x 288 mm(h)	R 18 550	R 17 600	R 16 200
1/3 VERTICAL	Trim: 70mm(w) x 288 mm(h)	R 15 550	R 14 550	R 13 200
1/4 VERTICAL	Trim: 108mm(w) x 152mm(h)	R 12 950	R 11 650	R 10 550
1/4 HORIZONTAL	Trim: 165mm(w) x 115 mm(h)	R 12 950	R 11 650	R 10 550
STRIP AD HORIZONTAL	Trim: 220mm(w) x 60mm(h)	R 11 850	R 11 200	R 10 350
COMPANY LISTINGS	R 2 700 per entry per issue			
SUPPLIERS DIRECTORY	R 165 per entry per issue			

NEWSLETTER & WEBSITE

AD	SIZE in pixels (width x height)	RATE
NEWSLETTER BANNER AD (TOP)	1160 pixels (w) x 200 pixels (h)	R 6 300
NEWSLETTER BANNER AD (LEFT)	360 pixels (w) x 1200 pixels (h)	R 4 200
NEWSLETTER BANNER AD (TOP & LEFT)	1160 pixels (w) x 200 pixels (h) 360 pixels (w) x 1200 pixels (h)	R 8 400
WEBSITE BANNER AD + WEB ARTICLE	1960 pixels (w) x 200 pixels (h)	R 6 300
WEBSITE BLOCK AD + WEB ARTICLE	626 pixels (w) x 626 pixels (h)	R 4 200

LABORATORY BUYERS GUIDE 2019 (ANNUAL)

AD	SIZE in mm (width x height)	RATE
DPS	Trim: 336mm(w) x 238mm(h) Type: 316mm(w) x 218mm(h) Bleed: 346mm(w) x 248mm(h)	R36 800
Full Page	Trim: 168mm (w) x 238mm (h) Type: 148mm (w) x 218mm (h) Bleed: 178mm(w) x 248mm(h)	R18 400
Half Page (horizontal)	Trim: 143mm (w) x 105mm (h) Type: 128mm(w) x 90mm (h) Bleed: 153mm(w) x 115mm(h)	R15 500
Special positions: Rates on request		

EDITORIAL

FP: 3 free plus 3 colour pictures
1/2: 2 free plus 2 colour pictures
1/4: 1 free plus 1 colour picture
Extra editorial: R575 each. This includes editorial of approx 250 words, 1 x high res visual & 1 x company logo

SPECIAL POSITIONS
INSERTS
BELLYBANDS } Rates on request

A 50% cancellation fee will be charged for cancellations after booking deadline.

PRINT



NEWSLETTER & WEBSITE



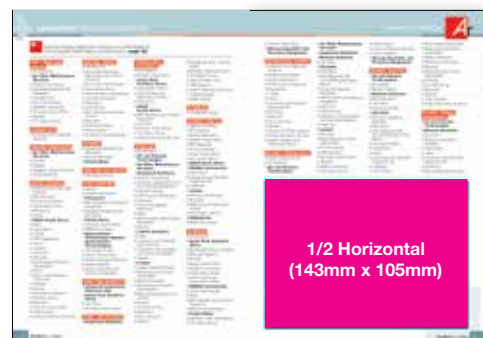
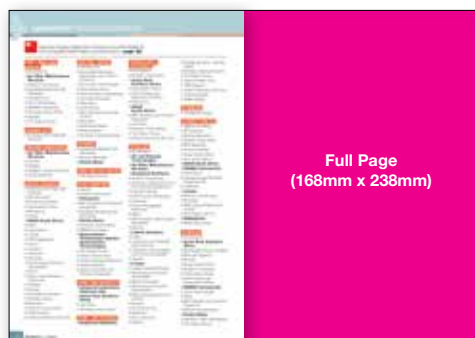
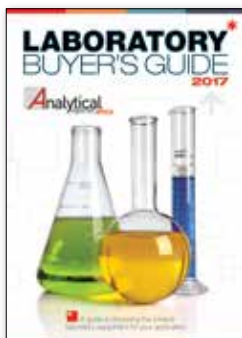
Focus

Up-to-date news, events and products in the analytical research industry.

Audience

Analytical and industrial laboratories, pathologists (both government and private), hospitals, clinics, universities and technicians, research institutes and municipalities, technologists (medical, food and beverage), mines and municipalities.

LABORATORY BUYERS GUIDE ANNUAL



MAGAZINE FEATURES LIST 2018

A 50% cancellation fee will be charged for cancellations after booking deadline.



JAN / FEB ISSUE (AR1/2018)

- Industry News
- General Products
- Electrodes
- Pipettes & Diluters
- Laboratory Waste Management
- Weighing Equipment/Balances
- Power Plant Chemistry
- Chemicals & Reagents
- Life Sciences

Editorial deadline: 4 December 2017
Advertising deadline: 9 January 2018

JULY/AUG ISSUE (AR4/2018)

- Industry News
- General Products
- Sieves, Shakers, Mixers & Blenders
- Temperature, Thermometers & Thermostats
- Pumps & Vacuums
- Calibration
- Microscopy
- HPLC Equipment
- Life Sciences

Editorial deadline: 30 May 2018
Advertising deadline: 12 June 2018

MAR/ APRIL ISSUE (AR2/2018)

- Industry News
- General Products
- Protein Analysis
- pH Instrumentation
- Water Analysis & Purification
- Liquid Handling & Analysis
- Food & Beverage
- Environmental Equipment
- Life Sciences

Editorial deadline: 1 February 2018
Advertising deadline: 15 February 2018

SEPT/OCT ISSUE (AR5/2018)

- Industry News
- General Products
- Materials Testing & Analysis
- Petrochemicals
- Ovens, Furnaces & Incubators
- Titration
- Test & Measurement
- Spectroscopy
- Life Sciences

Editorial deadline: 27 July 2018
Advertising deadline: 10 August 2018

MAY/JUNE ISSUE (AR3/2018)

- Industry News
- General Products
- Mining
- Gas & Oil
- Sample Preparation
- Centrifuges
- Nanotechnology
- Microbiology
- Life Sciences

Editorial deadline: 27 March 2018
Advertising deadline: 12 April 2018

NOV/DEC ISSUE (AR6/2018)

- Industry News
- General Products
- Moisture & Surface analysis
- Pollution monitoring & clean up
- Chromatography
- Biological testing/Biotechnology
- Pharmaceuticals
- X-ray
- Life Sciences

Editorial deadline: 28 September 2018
Advertising deadline: 12 October 2018

ANNUAL BUYER'S GUIDE 2018

LABORATORY BUYERS GUIDE 2018

This all-inclusive **LABORATORY BUYER'S GUIDE** offers contact details listed alphabetically according to product application. This practical directory is the perfect tool for laboratories planning to buy or improve equipment.

Booking deadline 15 November 2017
Material deadline 6 December 2017

MATERIAL REQUIREMENTS 2018

Advertising material needs to be supplied in PDF/X-1a format, CMYK colour and high resolution (300 dpi). It should preferably be sent via Adstream or Adsend. Alternatively, email material to our Production Manager at the Johannesburg office. A digital colour proof identical to the PDF/X-1a file must be supplied for colour purposes.

ALTERNATE AD DELIVERY

Adstream JHB: Danny Hobden • +27 (0)11 799 7846
• ads.za@adstream.com

Mediasend: Office Support: Tel: 011 712 5700
• After Hours Support: Tel: 082 333 9998 • support@mediasend.co.za

(NOTE: There is a fee charged for sending ads via Adsend or Adstream)

TERMS & CONDITIONS

Cancellations after the booking deadline are subject to a 50% cancellation fee. We will not be held responsible for colour accuracy should a rainbow/iris proof not be supplied.



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