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 MONTHLY MAGAZINE
- WEBSITE
- MONTHLY INDUSTRY NEWSLETTER
- BUYER’S GUIDE
A 50% cancellation fee will be charged for cancellations after booking deadline.

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Special positions: Rates on request

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: R620 each. This includes editorial of approx 250 words, 1 x high res visual & 1 x company logo

NB: All rates are exclusive of VAT
PORTFOLIO 2019

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 technikons, research institutes and municipalities, technologists (medical, food and beverage), mines and municipalities.

LABORATORY BUYERS GUIDE ANNUAL

PROMOTIONAL NEWSLETTER MONTHLY
## MAGAZINE FEATURES LIST 2019

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

### JAN / FEB ISSUE (AR1/2019)
- Industry News
- General Products
- X-ray
- Titration
- Waste Management & Cleaning Technologies
- Weighing Equipment/Balances
- Power Plant Chemistry
- Chemicals & Reagents
- Life Sciences

**Editorial deadline: 30 Nov 2018**  
**Advertising deadline: 10 Jan 2019**

### JULY/AUG ISSUE (AR4/2019)
- Industry News
- General Products
- Sieves, Shakers, Mixers & Blenders
- Temperature – heating & cooling
- Mining
- Calibration
- Microscopy
- HPLC Equipment
- Life Sciences

**Editorial deadline: 24 May 2019**  
**Advertising deadline: 10 June 2019**

### MAR/ APRIL ISSUE (AR2/2019)
- Industry News
- General Products
- Spectroscopy
- pH Instrumentation
- Water Analysis, Purification & Testing
- Liquid Handling
- Food & Beverage
- Environmental Equipment
- Life Sciences

**Editorial deadline: 28 Jan 2019**  
**Advertising deadline: 15 Feb 2019**

### SEPT/OCT ISSUE (AR5/2019)
- Industry News
- General Products
- Materials Testing & Analysis
- Petrochemicals, Oil & Gas
- Ovens, Furnaces & Incubators
- Titration
- Test & Measurement
- Spectrometers/Spectrophotometers
- Life Sciences

**Editorial deadline: 26 July 2019**  
**Advertising deadline: 8 August 2019**

### MAY/JUNE ISSUE (AR3/2019)
- Industry News
- General Products
- Pump systems, pipes and valves
- Power Generation and sustainable energy
- Ion Chromatography
- Sample Preparation
- Centrifuges
- Nanotechnology
- Life Sciences

**Editorial deadline: 25 March 2019**  
**Advertising deadline: 11 April 2019**

### NOV/DEC ISSUE (AR6/2019)
- Industry News
- General Products
- Moisture analysis & equipment
- Filtration & Lubrication
- Chromatography
- Biological testing/Biotechnology
- Pharmaceuticals
- Electrodes
- Life Sciences

**Editorial deadline: 30 Sept 2019**  
**Advertising deadline: 11 October 2019**

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## LABORATORY BUYER’S GUIDE 2020

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 2019**  
**Material deadline 6 December 2019**
MATERIAL REQUIREMENTS 2019

Advertising material needs to be supplied in PDF/X-1a format, CMYK colour and high resolution (300 dpi) with crop marks. It should preferably be sent via Adstream or Mediasend. 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: Lorna or Dion • +27 (0)11 799 7846
• print@mediahost.co.za

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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