2020 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 8 300
- Readership estimated at 17 000
- 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
### PRINT

<table>
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<tr>
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<tr>
<td>SUPPLIERS DIRECTORY</td>
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### NEWSLETTER & WEBSITE

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<td>PROMOTIONAL NEWSLETTER</td>
<td>On request</td>
<td>R 10 500</td>
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<td>WEBSITE BANNER AD + WEB ARTICLE</td>
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### LABORATORY BUYERS GUIDE 2021 (ANNUAL)

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

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

NB: All rates are exclusive of VAT
# Magazine Features List 2020

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

## JAN/FEB ISSUE (AR1/2020)
- Industry News
- General Products
- X-ray
- Titration
- Waste Management & Cleaning Technologies
- Weighing Equipment/Balances
- Power Plant Chemistry
- Chemicals & Reagents
- Life Sciences

Editorial deadline: 29 Nov 2019  
Advertising deadline: 10 Jan 2020

## JULY/AUG ISSUE (AR4/2020)
- Industry News
- General Products
- Sieves, Shakers, Mixers & Blenders
- Temperature – heating & cooling
- Mining
- Calibration
- Microscopy
- HPLC Equipment
- Life Sciences

Editorial deadline: 26 May 2020  
Advertising deadline: 12 June 2020

## MAR/APRIL ISSUE (AR2/2020)
- Industry News
- General Products
- Spectroscopy
- pH Instrumentation
- Water Analysis, Purification & Testing
- Liquid Handling
- Food & Beverage
- Environmental Equipment
- Life Sciences

Editorial deadline: 30 Jan 2020  
Advertising deadline: 18 Feb 2020

## SEPT/OCT ISSUE (AR5/2020)
- Industry News
- General Products
- Materials Testing & Analysis
- Petrochemicals, Oil & Gas
- Ovens, Furnaces & Incubators
- Titration
- Test & Measurement
- Spectrometers/Spectrophotometers
- Life Sciences

Editorial deadline: 27 July 2020  
Advertising deadline: 13 August 2020

## MAY/JUNE ISSUE (AR3/2020)
- Industry News
- General Products
- Pump systems, pipes and valves
- Power Generation and sustainable energy
- Ion Chromatography
- Sample Preparation
- Centrifuges
- Nanotechnology
- Life Sciences

Editorial deadline: 23 March 2020  
Advertising deadline: 14 April 2020

## NOV/DEC ISSUE (AR6/2020)
- Industry News
- General Products
- Moisture analysis & equipment
- Filtration & Lubrication
- Chromatography
- Biological testing/Biotechnology
- Pharmaceuticals
- Electrodes
- Life Sciences

Editorial deadline: 30 Sept 2020  
Advertising deadline: 16 October 2020

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# Laboratory Buyer’s Guide 2021

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 14 November 2020  
Material deadline 4 December 2020
MATERIAL REQUIREMENTS 2020

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 • 010 594 5147
• 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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