

STÄMPFLI SPECIALIZED MEDIA

Stämpfli

MEDIADATA 2020

LABMAG 01.10.2019



LABMAG

The trade magazine

What does «labmag» have to offer?

«labmag» is the trade magazine and publication medium of the Swiss professional association of biomedical analysts. With articles from medical labs and of biology in general, «labmag» informs specialists at hospital labs, private labs, blood donation services, research labs, and university institutes about new developments in all areas of laboratory medicine. «labmed» is sent monthly directly and without wastage to certified biomedical analysts, managing biomedical analysts, and laboratory managers, i.e. the specialists themselves, as well as to decision makers in the laboratory.

«labmag» also reports on trade-specific continuing education as well as vocational and educational topics and also includes a comprehensive section with job openings.

Advertisers can showcase their products in a section dedicated to market innovations.

Using «labmag» as an advertising media means using advertisement in a targeted, unsurpassed fashion.

Areas of specialization

- hematology
- immune hematology
- hemostasy
- clinical chemistry
- microbiology
- immunology
- histology and pathology
- endocrinology
- toxicology
- biochemistry
- molecular biology
- research in the natural sciences

Additional information on our website

labmed.ch

Your contact people at Stämpfli



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MEDIADATA

All prices in CHF, please add 7,7% VAT

Print run

1959 copies (notary-certified)

Languages

German/French/Italian combined

Technical details

Format

A4, 210 × 297 mm

Type area

182 × 267 mm

Paper

Coated

Print material

PDF/X-4 according to ISO 15930-7

300 dpi, CMYK, embedded fonts,

3 mm trim

Guidelines according to pdfx-ready.ch

Subscriptions

Subscription fee: CHF 100

Please send subscription requests and changes of address to the office or to labmed.ch (contact).

Printing

Stämpfli AG, Bern (Switzerland)

Terms and conditions

Please refer to staempfli-fachmedien.ch
(media data)

Data processing / Design

Modifications, creative work (image or text editing), corrections, etc. will be billed at cost.

Publisher / Editor

labmed Swiss professional association
of biomedical analysts

c/o Geschäftsstelle labmed

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labmed.ch

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Discounts / Commission

Closing discount

3 × 5%, 6 × 10%, 10 × 15%

(no discount for job advertisements)

Consultation fee

For recognized advertising agencies and agents:
10% of net price

Frequency and dates of publication

The magazine is published monthly with double issues in January/February and August/September.

Issue	Submission deadline	Publication date	Key topics
1/2	01/28/2020	02/13/2020	Authority 4.0, Leadership
3	03/04/2020	03/20/2020	Education
4	04/06/2020	04/24/2020	Alcohol
5	05/05/2020	05/22/2020	Insect virus transmission during travel season / Tick-borne encephalitis (TBE)
6	06/05/2020	06/23/2020	Pharmacogenetics
7	07/06/2020	07/22/2020	Reproductive medicine
8/9	09/03/2020	09/21/2020	Influenza
10	10/05/2020	10/21/2020	Urine diagnostics
11	11/04/2020	11/20/2020	Vitamins B/D
12	12/03/2020	12/21/2020	Sickle cell anemia

Important dates

May 5–8, 2020	SILAMED in Horgen (Switzerland)
Juni 24, 2020	Assembly of delegates in Bern (Switzerland)
Juni 23–25, 2020	Swiss MedLab in Bern (Switzerland)»
November 10–12, 2020	SILAMED in Lausanne (Switzerland)

Prices commercial ads

Price for one-time ad, color or b&w

Size	Format (width x height)	Price
1/1 page	216 x 303 mm (inc. 3 mm trim)	2550.–
1/2 page vertical	86 x 267 mm	1350.–
1/2 page horizontal	182 x 130 mm	1350.–
1/4 page vertical	86 x 130 mm	710.–
1/4 page horizontal	182 x 65 mm	710.–
1/8 page horizontal	86 x 65 mm	400.–
1/8 page banner	182 x 30 mm	400.–

Prices job advertisements (Print&Online)

Size	Format (width x height)	Price b&w	Price color
1/1 page	182 x 267 mm	1450.–	1980.–
1/2 page vertical	86 x 267 mm	760.–	1135.–
1/2 page horizontal	182 x 130 mm	760.–	1135.–
3/8 page vertical	86 x 195 mm	680.–	1080.–
1/4 page vertical	86 x 130 mm	425.–	710.–
1/4 page horizontal	182 x 65 mm	425.–	710.–
1/8 page horizontal	86 x 65 mm	275.–	355.–

Job advertisements are also automatically published on the internet at labmed.ch (online within one working day for 30 days).
(no discount for job advertisements)

Prices job advertisements *

Online for 30 days	580.–
Additional fee for online ads with logo + Picture for 30 days**	30.–
Additional fee for online ads with logo + Video for 30 days**	110.–
Additional fee for online ads combination (Logo, Picture + Video)**	80.–

* Online within one working day for 30 days.

Sorry, no prioritization

**Dimensions/file size:

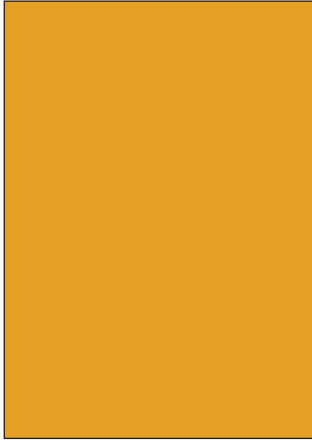
Picture: Width mind. 950px / High variabel / File size: under 500kb

Video: Link to YouTube video

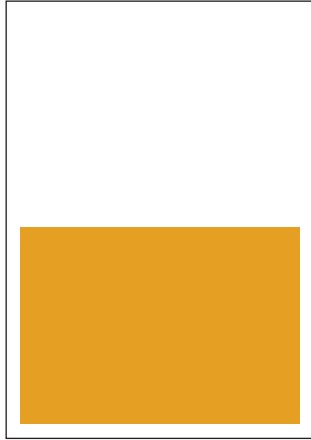
Fee for template design

3/4 page and larger	120.–
1/2 page and smaller	70.–

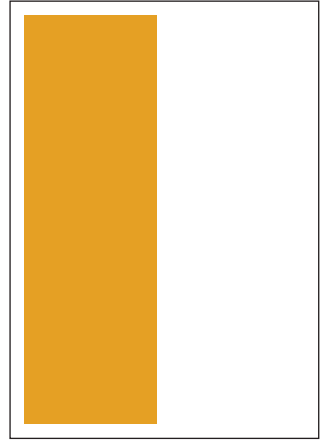
Creation and/or modification of printing proofs are subject to a fee. (proofs within three working days).



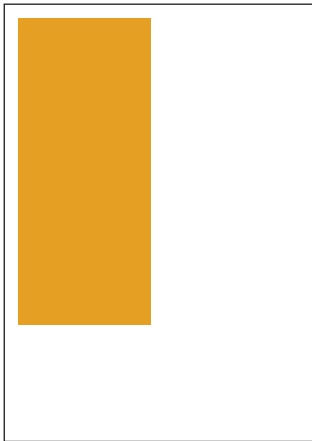
1/4 page
216 × 303 mm
(each includes 3 mm trim)



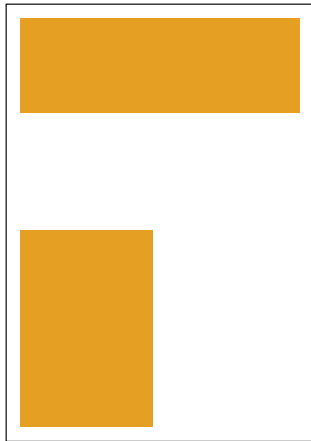
1/2 page horizontal
182 × 130 mm



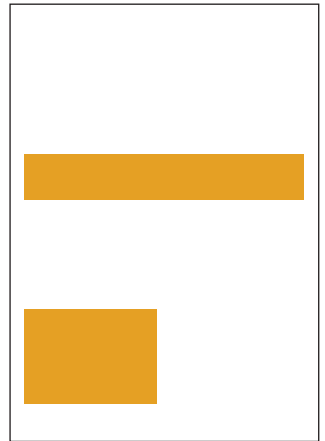
1/2 page vertical
86 × 267 mm



3/8 page vertical
86 × 195 mm
(only for job advertisements)



1/4 page horizontal (above)
182 × 65 mm
1/4 page vertical (below)
86 × 130 mm



1/8 page banner (above)
182 × 30 mm
1/8 page horizontal (below)
86 × 65 mm

Advertorial

Size	Language (DE, FR, IT)	Price
1/1 page	DE, FR or IT	2550.–
1/1 page	DE/FR, DE/IT or FR/IT	4590.–
1/1 page	in all three languages	5840.–
1/2 page	DE, FR or IT	1400.–
Per 1/2 page	DE/FR, DE/IT or FR/IT	2400.–
Per 1/2 page	in all three languages	3000.–

Special placements

2/3 of the cover page (special format 210 x 197 mm)	3200.–
1/2 of the cover page (special format 210 x 98.5 mm)	3000.–
1/3 of the cover page (special format 210 x 65.5 mm)	2800.–
2nd or 4th cover page	3000.–

Other fixed placements: 10% surcharge to the gross price

Sources of supply (in color)

1 field 86 x 15 mm for issues, including internet without logo	700.–
1 field 86 x 15 mm for issues, including internet with logo	900.–

Entry into event calendar*

Event calendar including PDF and link to registration	290.–
Calendar entry: combination print and online	350.–

* Free with course advertisement of 1/2 page or larger

Supplements / Inserts

Advertising value	A4, single- or double-sided	1450.–
	Larger (up to 50 g)	1850.–
Technical fees	Binding (supplement, max weight 50g)	190.–
	Binding (insert)	190.–
Postage	Supplement	275.–
	Insert	65.–

ONLINE ADVERTISING (NEWSLETTER)

Newsletter banner

The «labmed Newsletter» is published three times a year and sent in German and French to approximately 1400 subscribers.

For each newsletter a maximum of two banners are available, presenting an exclusive advertising opportunity.

Banner dimensions / file size

Width: 580 pixels
Height: up to 230 pixels
File size: up to 500 KB

Submission deadline

The 25th of the preceding month

Additional fees

Editing banners that are not supplied in the proper format will be billed at cost (CHF 120 per hour).

Months of publication

June
August
December

Fees

Number of insertions

1 insertion: CHF 400
2–6 insertions: CHF 300 each

Communication Némed Recherche Avec le newsletter
Juillet 2018

labmed.

Actualités de labmed – juillet 2018

Nous avons le plaisir de vous envoyer directement aujourd'hui notre newsletter avec les nouvelles récentes en provenance de l'association professionnelle labmed suisse

Un pas vers l'avenir

La nouvelle image de l'association labmed a été présentée cette année aux Journées TAB à Lugano. Nous remercions les participants pour leurs commentaires et nous sommes ravis que la nouvelle image de marque ait été bien accueillie !

Photos et formulaire de feedback

Zuständig für Arbeitssicherheit und Kennzeichnung

De l'association

Post-It's, Postmarker...
Les nouveaux articles promotionnels avec le nouveau logo sont arrivés et peuvent être commandés sur labmed.ch.

Liste des analyses

Informations importantes de l'OFSP
L'Office fédéral de la santé publique (OFSP) a apporté des modifications. Le rapport final "Monitoring de la liste des analyses" de 2013 à 2015 a maintenant été publié.

A commander Plus d'information

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Déterminer la newsletter

labmed suisse suisse svizzera, Altenbergrasse 23, case postale 056, 3000 Berne 6

Si vous avez des questions ou des commentaires, contactez nous à : labmed@labmed.ch

ONLINE ADVERTISING

Fullbanner*

Available placements and fees per calendar month

Home	350.–
Education	250.–
Magazin	250.–
Job advertisements	350.–

*Size: 468 × 60px

Skyscraper*

Available placements and fees per calendar month

Education	250.–
Magazin	250.–
Job advertisements	350.–

*Size: 160 × 600px

LABMED

The publisher

labmed is the Swiss professional association of biomedical analysts. labmed represents certified biomedical analysts (BMAs) who passed the HF (higher qualification) and promotes the continuous further education of its professionals. Certified BMAs HF analyze samples such as blood, cells, tissues, and cerebrospinal fluid. They look for bacteria, viruses, and parasites (among others), conduct genetic analyses, and provide carefully tested donor blood.

Certified BMAs HF are fully responsible for their findings which are essential for diagnosis and therapy monitoring. They work at hospital labs, blood donation centers, research facilities, private labs, training centers, or in commercial enterprises. They mostly work in diagnostics, but also participate in future-oriented research.

labmed is active throughout Switzerland in matters of vocational and educational policies. Together with OdSanté, the association is the responsible body for the higher qualification exam to certify experts in biomedical analysis and laboratory management. The association is represented in all of Switzerland's language regions.

The seven regional sections (Bern, northwestern Switzerland, eastern Switzerland, the French speaking region of Switzerland, Ticino, central Switzerland, and Zurich) also offer further education and actively promote professional polici.

STÄMPFLI AG

Communication – person to person

We market approximately 40 publications (online and print) on behalf of our clients, always with their success in mind. We are in close contact with our client' editorial offices as well as with advertisers in order to achieve optimal results. We' be happy to help you plan, design, and publish your advertising message on the web or in print. We know the requirements and specialties of each publication and are committed to publishing your ad with the best possible design, at the right place, in the optimal format, at the right time, and in the right publication.

Would you like a comprehensive consultation or a cost calculation, or do you have any questions about any of the various publications? Call us today at +41 31 300 63 70/41 or send us an email to: inserate@staempfli.com

STÄMPFLI COMMUNICATIONS The Communication Agency	Concept, design and implementation of classic and new media in corporate and marketing communication.
STÄMPFLI SPECIALIZED MEDIA The Service Provider for Association and Publishing	For the design, production, and marketing of specialist media in printed and digital format; for communicating within associations; and for the care and acquisition of subscribers and members.
STÄMPFLI INTERNET The Internet Agency	Design, content and technology; websites, e-shops and mobile solutions, online marketing, search engine optimization and social media.
STÄMPFLI PUBLISHING SYSTEMS The Process Designer	Content management, editing systems and media asset management (MAM), product information management (PIM) with efficient data management and preparation on all channels.
STÄMPFLI PRODUCTION The Print Shop and Premedia	Proofreading and editing, media production, digital and offset printing, bookbinding, logistics and warehousing.

Vertical integration from design to implementation of the communication tool





Certificates

Qualitymanagement: ISO 9001 sine 1995

Environmentalmanagement: ISO 14001 since 2013

Riskmanagement: ONR 49001 since 2004

Sustainadle use fo wood (paper): FSC COC since 2004

Ugra PSO certification: ISO 12647-2 since 2014

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*Communication
person to person*