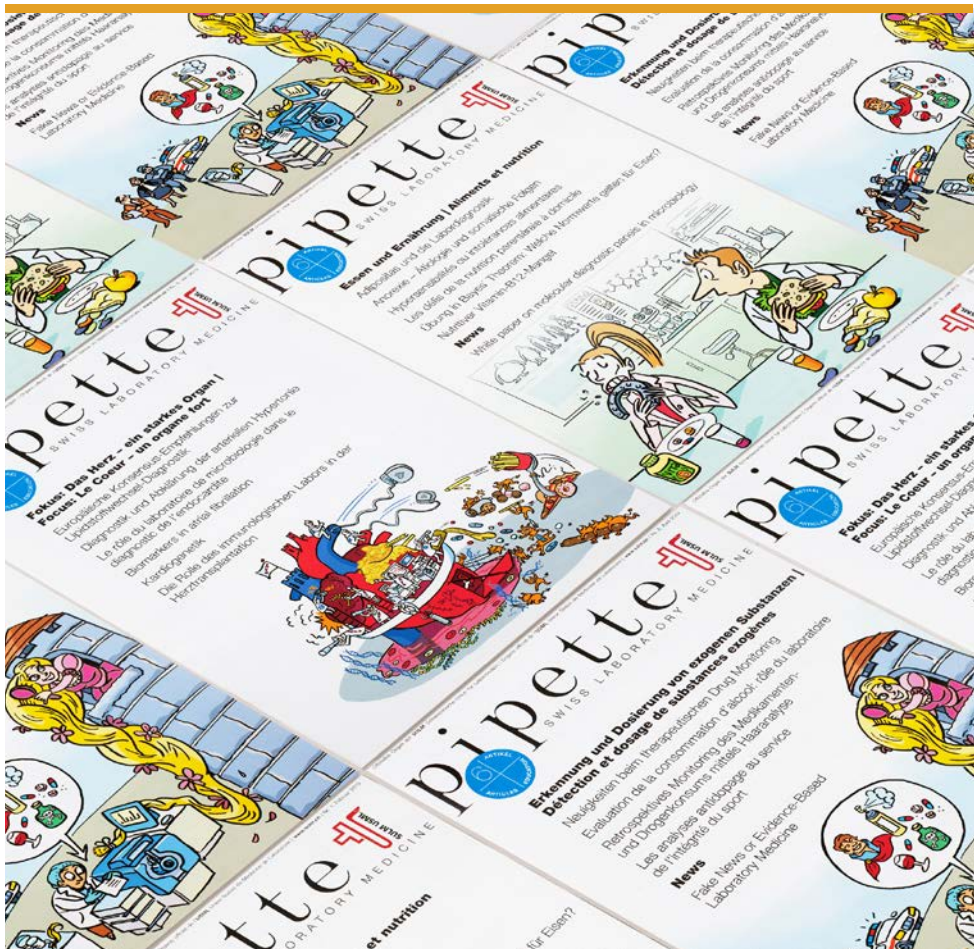


MEDIADATA

PIPETTE 2020 VALID FROM OCTOBER 1, 2019

SWISS LABORATORY MEDICINE



PIPETTE

SWISS LABORATORY MEDICINE

Result

The only Swiss trade magazine to reach everyone in laboratory medicine, including general practitioners.

Recipients

Decision makers in the field of laboratory medicine.

Members of SULM or their associated professional societies.

Basic providers and federal agencies.

Who reads “pipette”?

According to a reader survey conducted in September 2017 among 2550 physicians, the most important sources of information are: trade magazines, colleagues, the internet, and conferences. Among the 64 trade magazines that were examined, “pipette” came in 10th place (broadest readership, general practitioners). The acceptance rate among oncologists was 23%, even ahead of primary and hospital care (18%).

100% laboratory medicine

In Switzerland, “pipette” reaches 100% of the workforce in the field of laboratory medicine, such as people working in practice labs (medical assistants and general practitioners), biomedical analysts, employees in contract or hospital labs, as well as laboratory managers.

Specializations include areas such as allergology, endocrinology, genetics, hematology, immunology, clinical chemistry and microbiology all the way to molecular biology.

Growth market

Within the health care system, the importance of laboratory medicine has been steadily increasing. Innovations in personalized medicine and medication are almost inconceivable without laboratory medicine. Targeted prevention requires precise data. Support of individual therapies is based on results from laboratory analytics.

Publication medium of the SULM

With its trade magazine *pipette*, the Swiss Union of Laboratory Medicine (SULM) ensures the exchange of information between laboratory medicine, specialists, and the general public, thereby actively contributing to a transparent discussion about health care policies. At the same time, it raises awareness about the importance of efficient and effective laboratory medicine and its various specialists areas.

Print und web, hand in hand

The PDF archive enjoys great popularity of *pipette*. Are you on the road a lot and would prefer the e-paper version? No problem, “*pipette*” can be read in the browser (e-paper or PDF), on the tablet, or on the smartphone.

Additional information on our website

www.sulm.ch

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MEDIADATA

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

Print run

8311 copies

Publication frequency: 6 times per year

Languages

German/French

Technical details

Format

A4, 210 × 297 mm

Type area

182 × 267 mm

Scope

24 pages

Paper

coated

Subscriptions (incl. 2,5% VAT)

Yearly subscriptions: CHF 80.–

Single issue: CHF 20.–

Discounts/Commissions/Surcharges

Repeat discounts

10% for six consecutive ads.

Market place contribution

Free for regular advertisers (a value of up to CHF 6900.–)

Non-profit discounts

30% for continuing vocational education, seminar, or events without any commercial interests.

No discount

No discounts are given for supplements, inserts, or promotional campaigns.

Print documents

Submit digital data on CD or by email to inerate@staempfli.com plus a binding printout by email. Data production based on templates, images, etc. will be billed at cost.

Printing

Stämpfli AG, Bern (Switzerland)

Terms and conditions

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

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pipette – Swiss Laboratory Medicine

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www.sulm.ch/pipette

Frequency and dates of publication

Issue	Submission deadline for ads	Publication date	Key topics
1	01/31/2020	02/26/2020	Antibiotics resistance and antimicrobials
2	03/27/2020	04/24/2020	Lab and nibs/mabs
3	05/06/2020	06/03/2020	Focus on Swiss Med Lab
4	07/03/2020	08/14/2020	Point of Care: Doctors office lab
5	09/04/2020	10/01/2020	Zoom in on viruses
6	11/06/2020	12/02/2020	Kidneys and lab

Advertising

Size	Color	Black&white
1/1 page bled-off / type area	5130.–	3145.–
1/2 page vertical and horizontal	3870.–	1885.–
1/3 page horizontal	3450.–	1465.–
1/4 Page vertical and horizontal	3120.–	1135.–
Job advertisements (including online) 1/2 page*	1760.–	1760.–
Job advertisements (including online) 1/4 page*	930.–	930.–
Market place 1/3 page (free of charges for irregular advertisers)	3450.–	3450.–

* All ads are placed within the editorial contents.

Special placement ads

Cover pages (color)	Price
for contents	5970.–
2nd cover page	5970.–
3rd cover page	5700.–
4th cover page	6180.–

Advertorial

The design must be clearly different from the layout of the magazine.

Size	color
1/1 page	6630.–
1/2 page	5370.–
1/3 page	4950.–
1/4 page	4620.–
+ 20% for special placement	

ONE MARKET PLACE FOR THE TRADE

The “MARKET PLACE” section is available to our regular advertisers. The only condition is to book at least four or six consecutive ads. Customers provide the entire text and image material.

The “MARKET PLACE” section can be used once (four ads) or twice a year (six ads) to announce new products, present special services, or provide further information.

Our editorial staff reserves the right to shorten text to the allotted length; unfortunately, we are not able to send printing proofs due to reasons relating to production and technology.

The editorial deadline is the same as the submission deadline for ads; ad submissions are accepted on a “first come, first served” basis.

SPECIFICATIONS

Picture

Pictures can measure up to 50 mm in width and 50 mm in height. At 1:1 format, pictures should have a resolution of approx. 300 dpi. A caption briefly describes the highlights.

Text specifications

Heading

Short and concise.

Lead

Approx. 200 characters to introduce the topic, generate attention, and invite further reading.

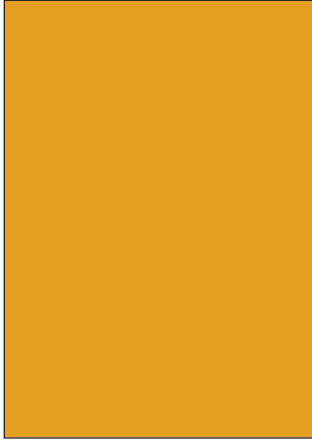
Body text

A more in-depth discussion of the topic. Space is limited to approx. 1000 characters, including spaces. A subheading may provide additional guidance and structure.

The end should contain contact information, including email and website address.

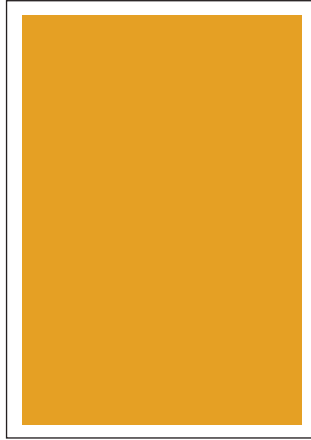
Fee

The Market Place is a free service to our regular advertisers.



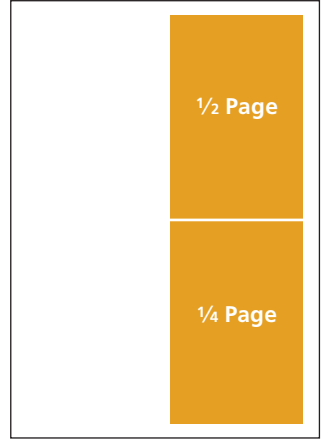
1/1 page

Bled-off 210 × 297 mm (+ 3 mm)



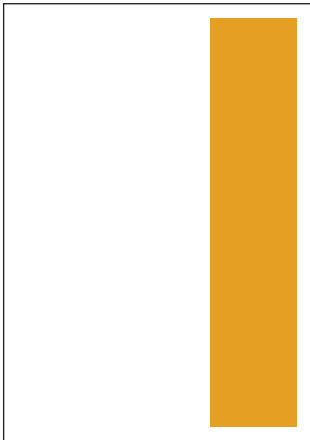
1/1 page

Type area 168 × 266 mm



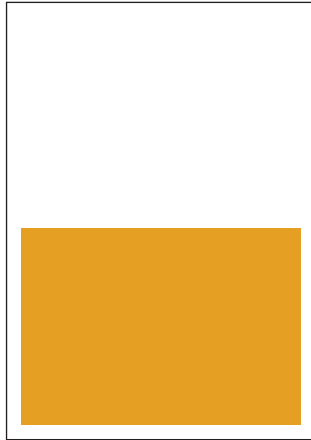
Job advertisements

1/2 and 1/4 page



Market place

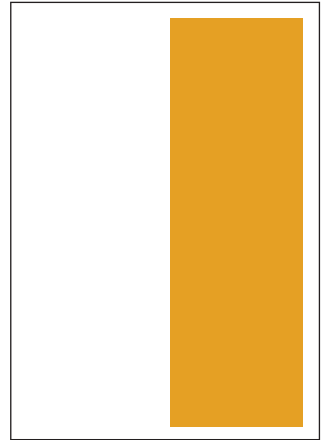
1/3 page



1/2 page horizontal

Bled-off 210 × 148 mm (+ 3 mm)

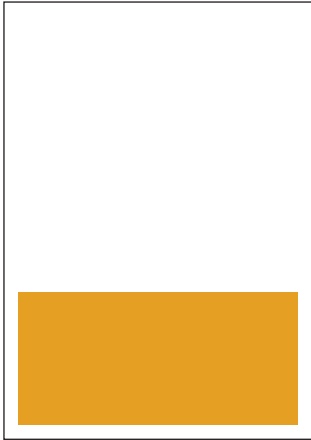
Type area 168 × 133 mm



1/2 page vertical

Bled-off 105 × 297 mm (+ 3 mm)

Type area 84 × 266 mm



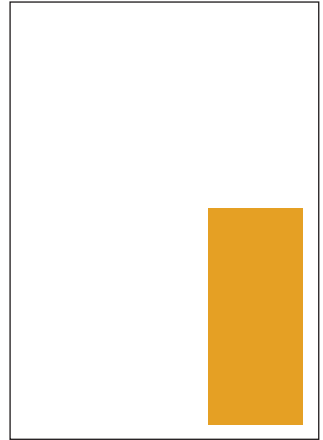
1/3 page horizontal

Bled-off 210 × 100 mm (+ 3 mm)
Type area 168 × 88 mm



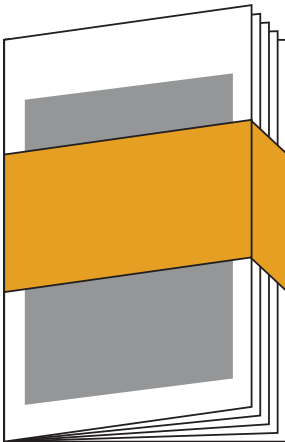
1/4 page horizontal

Bled-off 210 × 70 mm (+ 3 mm)
Type area 168 × 66 mm



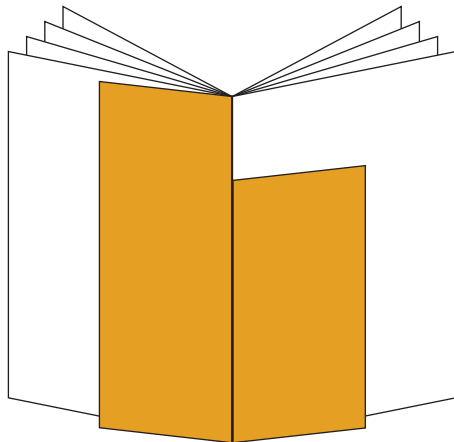
1/4 page vertical

Bled-off × mm (+ 3 mm)
Type area 84 × 133 mm



Sleeve

4500.–



Cover wraps

Front side, 105 × 230 mm, 4500.–
Back side, 105 × 277 mm, 4000.–

Would you like to add emphasis to your message? Do you want your information to be noticed independently of “pipette”?

There are countless possibilities to expand on the idea of the traditional ad, for example:

Sleeves – an exclusive advertising opportunity

Supplements – targeted, effective advertising

Online – a perfect supporting measure

All supplements can be assigned to their corresponding areas of specialty. It is possible to book partial runs for specific target groups. We'd be happy to provide detailed information.

Sleeves around the magazine

Advertising value	4500.–
Technical fees: on request	

Sleeve

Size		Price
Front cover 105 × 230 mm	Advertising value	4500.–
Back cover 105 × 277 mm (incl. 3 mm trim)	Advertising value	4000.–
Back and front combination	Advertising value	7650.–
	Technical fees*	1750.–

* Technical fees for 8000 copies. Surcharge for larger conditions on request.

Supplements / Inserts

Advertising value		2045.–
Technical fees	Supplements up to 50 g	855.–
	Sewing in (inserts) on request	
Porto	Supplements up to 50 g	1650.–
Total		4550.–

Delivery deadline

For inserts/supplements: 12 days before publication date

Circulation supply

8200 copies

The bilingual SULM website is an attractive platform for interactive advertising opportunities.

Skyscraper or full banners are ideal accompanying measures to advertisements. Thanks to interactivity you can generate targeted attention. Banners (full banner or skyscraper) alternate between the home page and all sections of the website. Booking depends on the desired number of page views. Fees are based on 1000 viewing contacts.

Type	Format	Size	Price for 1000 viewing contacts (CHF)	Price for at least 5000 viewing contacts (CHF)
Fullbanner	468×60 pixel	30 KB	70.–	350.–
Skyscraper	160×600 pixel	30 KB	100.–	500.–
Combo: full banner and skyscraper			160.–	800.–

Job advertisements

With job ads in “pipette” you’ll reach the entire laboratory world of Switzerland, across all language barriers and areas of specialty. All ads are placed within the editorial contents.

Ads with of a fee of CHF 930.– and more include free online placement on the SLUM website’s job portal: www.sulm.ch/jobs



A plus for our advertisers

Online access offers advantages for advertisers as well. Job ad can be complemented by a detailed job profile, or ads can be linked to image films. The possibilities are almost limitless. Please contact us at pipette@wortbild.ch or by phone at +41(0) 61 331 31 44

SWISS UNION FOR LABORATORY MEDICINE

The SULM – a big roof for the microscopic world

The Swiss Union for Laboratory Medicine (SULM) is committed to promoting efficient, effective, and patient-oriented laboratory medicine. As an umbrella association the SULM represents professional societies and organizations from the areas of health care and diagnostics as well as governmental and administrative organizations. The SULM was founded in 1990. Its foundation was based on the standards set forth by the European Commission for Clinical Laboratory Standards (ECCLS) which in turn are based on equal representation of the sciences (trade organizations), industry (diagnostics industry), and health authorities.

Diversity in laboratory medicine

Services of laboratory medicine are offered in medical practices, pharmacies, hospital, and private labs. Laboratory medicine comprises eight areas with more than 20 professional societies and accounts for approx. 10 000 full-time jobs.

Unity in commitment

The SULM unifies the broad spectrum of laboratory medicine. The association covers topics such as quality assurance, cost control, continuing education, and public relations.

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 clients editorial offices as well as with advertisers in order to achieve optimal results. We'd be happy to help you plan, design, and publish your advertising message on the web or in print. We know the requirements and specialites 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 70/88 or send us a mail to: inserate@staempfli.com

STÄMPFLI COMMUNICATIONS The Communication Agency	Concept, design and implementation of classic and new media in corporate and marketing communication.
STÄMPFLI PUBLISHING SERVICE 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

Horizontal integration of communication channels

Stämpfli

Certificates

Qualitymanagement: ISO 9001 since 1995
Environmentalmanagement: ISO 14001 since 2013
Riskmanagement: ONR 49001 since 2004
Sustainable use of wood (paper): FSC COC since 2004
Ugra PSO certification: ISO 12647-2 since 2014

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*Communication
person to person*



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