

MEDIADATA 2019

LABMED



LABMED

The trade magazine

What does «labmed» have to offer?

«labmed» 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, «labmed» 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.

«labmed» 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 «labmed» 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 person 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

Responsible Stämpfli Communication

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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 for commercial ads	Submission deadline for job ads	Publication date	Key topics
1/2	01/07/2019	01/28/2019	02/13/2019	
3	02/11/2019	03/04/2019	03/20/2019	
4	03/13/2019	04/03/2019	04/23/2019	
5	04/09/2019	05/03/2019	05/21/2019	
6	05/13/2019	06/04/2019	06/21/2019	
7	06/13/2019	07/04/2019	07/22/2019	
8/9	08/14/2019	09/04/2019	09/20/2019	
10	09/12/2019	10/03/2019	10/21/2019	
11	10/14/2019	11/04/2019	11/20/2019	
12	11/13/2019	12/04/2019	12/20/2019	

Important dates

May 6–10, 2019	SILAMED in Horgen (Switzerland)
May 24–25, 2019	BMA Tage 2019 and Swiss higher qualification exam at the Swiss Museum of Transport in Lucerne; graduates earn the title «expert in biomedical analysis and laboratory management»
November 12–14, 2019	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

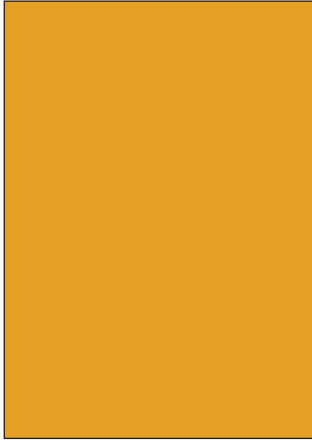
Size	Format (width x height)	Price b&w	Price color
1/1 page	182 x 267 mm	1450.–	1980.–
1/2 page vertical	86 x 267 mm	760.–	1135.–
1/2 page horizontal	182 x 130 mm	760.–	1135.–
3/8 page vertical	86 x 195 mm	680.–	1080.–
1/4 page vertical	86 x 130 mm	425.–	710.–
1/4 page horizontal	182 x 65 mm	425.–	710.–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

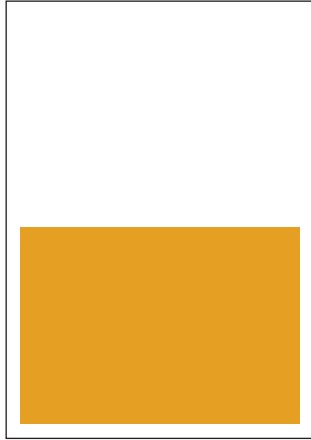
Fee for template design

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

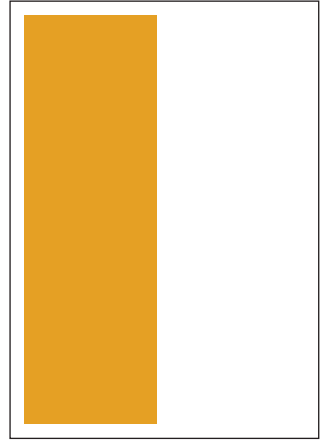
Creation and/or modification of printing proofs are subject to a fee. (proofs within three working days).



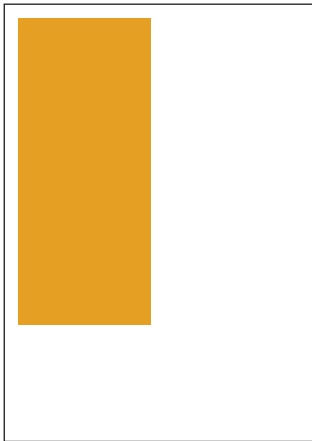
1/4 page
216 × 303 mm
(each includes 3 mm trim)



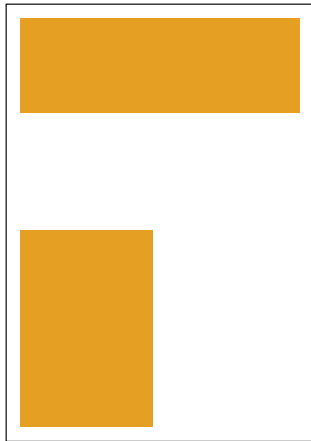
1/2 page horizontal
182 × 130 mm



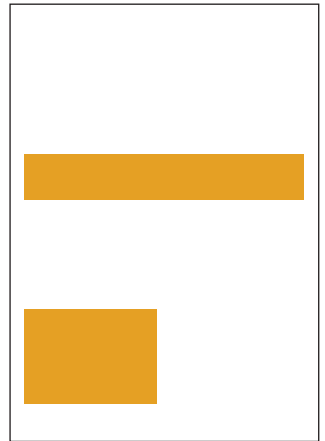
1/2 page vertical
86 × 267 mm



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

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

April

August

December

Fees

Number of insertions

1 insertion: CHF 400

2–6 insertions: CHF 300 each

Communication labmed
mai 2018

[Visualiser dans le navigateur](#)



Bonjour Frau Campana

Nous avons le plaisir de vous faire parvenir aujourd'hui notre quatrième newsletter avec les nouvelles récentes en provenance de l'association professionnelle labmed suisse.



Pourquoi attendre encore ?

Les 1er et 2 juin 2018, le monde du laboratoire se rencontrera à Lucerne à l'occasion des passionnantes et déjà légendaires Journées TAB, une rencontre accompagnée de la 20e Assemblée des délégués de labmed suisse et du 4e examen professionnel supérieur (EPS). Le délai d'inscription est le 22 mai 2018. Nous espérons pouvoir vous accueillir nombreux et nous réjouissons d'ores et déjà du programme vaive.

[Programme et inscription](#)

Comité central



Recherche de membres pour le Comité central

A l'occasion de la 20e Assemblée des délégués se tiendront les élections pour le Comité central. En vue de renforcer le team actuel et d'assurer la continuité, nous avons besoin de nouveaux membres motivés, qui désirent assumer avec enthousiasme, au Comité central, diverses tâches dans les domaines de la politique professionnelle, de l'éducation, des finances, de l'information et de la communication. Ce travail varié ouvre de nouvelles perspectives, permet de nouer des contacts précieux (networking) et offre la possibilité de façonner activement l'avenir de l'association professionnelle. Intéressé-e? Des questions? N'hésitez pas à prendre contact avec notre présidente Antoinette Morin, au numéro 044 416 56 14 ou par e-mail presidentin@labmed.ch.

[Contact](#)

Advertorial

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

Special placements

Cover pages (in color)

Front cover (special format 168 × 238 mm)	3200.–
Inside front cover or back cover	3000.–

Other fixed placements: 10% surcharge to the gross price

Sources of supply (in color)

1 field 86 × 15 mm for issues, including internet	700.–
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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.–

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 or send us an email to: ruzica.dragicevic@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*