

# MEDIADATA PIPETTE 2019

VALID FROM OCTOBER 1, 2018

## 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.

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### **Additional information on our website**

[www.sulm.ch](http://www.sulm.ch)

### **Your contact person at Stämpfli**

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Advertising manager

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# MEDIADATA

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

## **Print run**

8274 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](mailto: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](http://staempfli-fachmedien.ch)  
(media data)

## **Publisher**

Swiss Union for Laboratory Medicine (SULM)  
President of SULM  
Prof. Dr. med. Wolfgang Korte  
CEO und Chefarzt  
Zentrum für Labormedizin St. Gallen  
Leiter Klinische Chemie und Hämatologie  
Laborleiter FAMH Klinische Chemie  
Klinische Immunologie und Hämatologie;  
inkl. DNS/RNS-Analytik  
Facharzt FMH Hämatologie Facharzt  
FMH Innere Medizin  
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Esther Meyle, managing editor  
Dr. Stephan Regenass  
Prof. Dr. Lorenz Risch  
Marianne Schenk  
Dr. Véronique Viette

## **pipette – Swiss Laboratory Medicine**

Official publication medium  
of SULM/USML  
ISSN 1661-0903  
[www.sulm.ch/pipette](http://www.sulm.ch/pipette)

## Frequency and dates of publication

| Issue | Submission deadline for ads | Publication date | Key topics                                    |
|-------|-----------------------------|------------------|---|
| 1     | 02/01/2019                  | 02/27/2019       | Food and nutrition                            |
| 2     | 03/22/2019                  | 04/26/2019       | Recognition and dosage of exogenous substance |
| 3     | 05/16/2019                  | 06/13/2019       | The heart – a strong organ                    |
| 4     | 07/12/2019                  | 08/14/2019       | Zoonoses                                      |
| 5     | 09/06/2019                  | 10/02/2019       | Pediatric and geriatric laboratory medicine   |
| 6     | 11/08/2019                  | 12/04/2019       | Mistakes                                      |

## Advertising

| Size  | Color  | Black&white |
|---|--------|-------------|
| 1/1 page bled-off / type area                                     | 5130.– | 3145.–      |
| 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.–      |
| 1/2 page vertical and horizontal                                  | 3870.– | 1885.–      |
| 1/3 page horizontal   | 3450.– | 1465.–      |
| 1/4 Page vertical and horizontal                                  | 3120.– | 1135.–      |

\* 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.

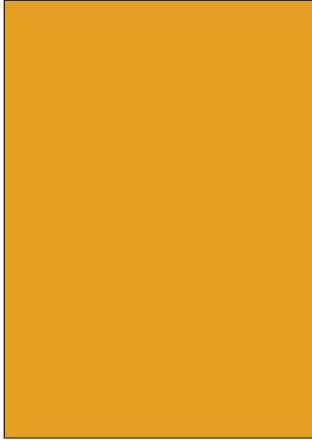
#### **Body text**

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.

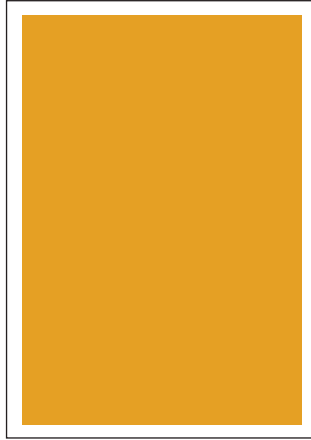
#### **Fee**

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



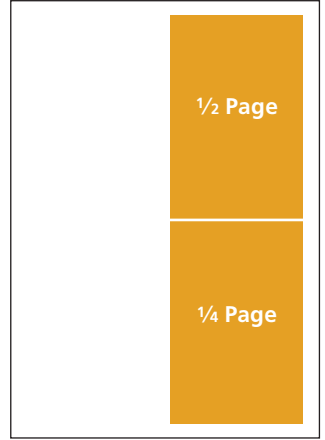
**1/1 page**

Bled-off 210 × 297 mm (+ 3 mm)



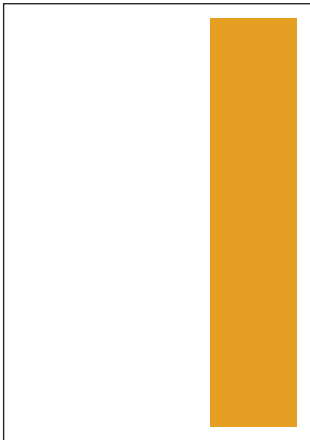
**1/1 page**

Type area 168 × 266 mm



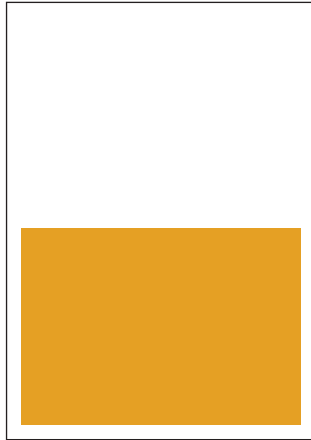
**Job advertisements**

**1/2 and 1/4 page**



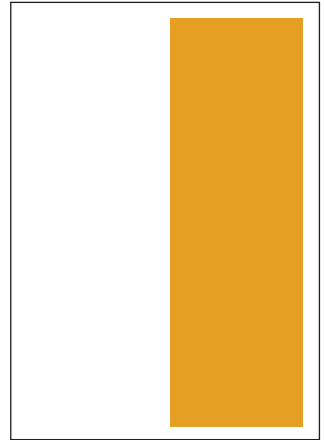
**Market place**

**1/3 page**



**1/2 page horizontal**

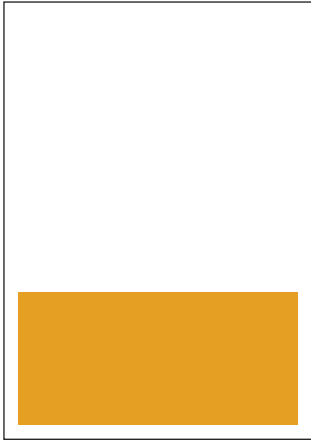
Bled-off 210 × 148 mm (+ 3 mm)  
Type area 168 × 133 mm



**1/2 page vertical**

Bled-off 105 × 297 mm (+ 3 mm)  
Type area 84 × 266 mm





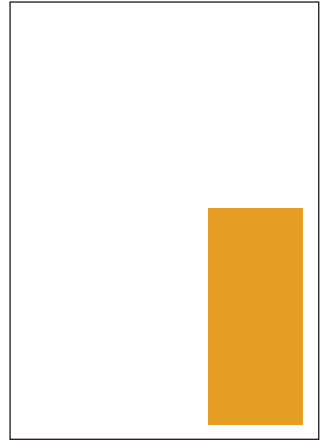
**1/3 page horizontal**

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



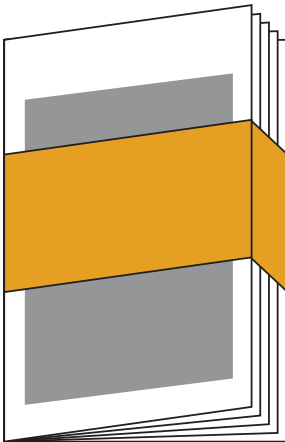
**1/4 page horizontal**

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



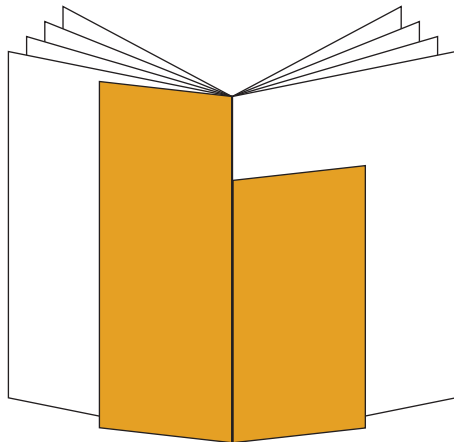
**1/4 page vertical**

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 |        |

### Umhefter

| Size   |                   | Price  |
|--|-------------------|--------|
| Front cover 105 × 230 mm                     | Advertising value | 4500.– |
| Back cover 105 × 277 mm<br>(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

|                          |                                |               |
|--------------------------|--------------------------------|---------------|
| <b>Advertising value</b> |                                | <b>2045.–</b> |
| 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](http://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](mailto: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 consulatation 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 a mail to: [ruzica.dragicevic@staempfli.com](mailto:ruzica.dragicevic@staempfli.com)

|   |  |
|---|--|
| <b>STÄMPFLI COMMUNICATIONS</b><br>The Communication Agency                                | Concept, design and implementation of classic and new media in corporate and marketing communication.  |
| <b>STÄMPFLI PUBLISHING SERVICE</b><br>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. |
| <b>STÄMPFLI INTERNET</b><br>The Internet Agency   | Design, content and technology; websites, e-shops and mobile solutions, online marketing, search engine optimization and social media.   |
| <b>STÄMPFLI PUBLISHING SYSTEMS</b><br>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.                       |
| <b>STÄMPFLI PRODUCTION</b><br>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 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*



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**Produced exclusively with renewable energy**