

Media Information 2010



International Labmate Ltd
& Environmental Technology
Publications Ltd



www.labmate-online.com

labmate-online.com

Profile

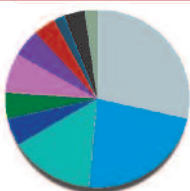
International Labmate Ltd has channelled over 35 years of laboratory print based publishing experience into producing three market leading scientific journals for the international market.

Labmate-online brings these resources into one location and aims to inform scientists, many of whom are key decision makers and buyers, of the latest laboratory based products available as they hit the market, thus building strong invaluable relationships between user and supplier. Additionally, the website provides in-depth technical articles that aim to problem solve and address key issues at the forefront of the industry, while news and views keeps readers up-to-date with business and financial developments.

Who uses Labmate-online?

Labmate-online Visitor Stats

- 67,000+ page views per month
- 12,000+ visitors per month
- 1.15 min average time on site
- 22,000+ e-Bulletin readers



Geographical Breakdown

Northern Europe	28%	Northern America	22%
Western Europe	15%	South America	2%
Eastern Europe	4%	South-Eastern Asia	5%
Southern Europe	5%	Eastern Asia	5%
Australia and New Zealand	3%	Southern Asia	7%
		Western Asia	4%

Work Area

Chemical/Petrochemical	2%
Consultancy	2%
Distributor	11%
Education	3%
Energy	2%
Food and Drink	6%
Government	3%
Hospital	3%
Instrumentation	7%
Laboratory	13%
Laboratory/Medical/Hospital	9%
Laboratory Equipment	8%
Laboratory Manager/Analyst	4%
Manufacturer	9%
Research and Testing	9%
University	7%
Medical	1%
LIMS	1%

Discipline

Air Monitoring	1%
Biochemistry	4%
Biology/Microbiology/Molecular	7%
Biotechnology	4%
Cell Culture	1%
Chemistry/Physical/Organic/Analytical	19%
Consultancy	5%
Engineering	12%
Haematology	2%
Health & Safety	7%
Horticulturist/Immunology	4%
Microbiology/Molecular Biology	6%
Pharmaceutical	5%
Physiology	1%
Pollution Control	2%
Research Chemist/Biochemist/Biologist	4%
Sampling and Analysis	12%
Water Monitoring	4%

Job Function

CEO/Dean/President/M.D.	6%
Chemical Engineer/Chemist	11%
Director/Manager	7%
Director/President/General Manager	12%
Doctor/Professor/Lecturer	7%
Engineer	7%
Environmental Consultant	4%
General Manager	5%
Laboratory Manager	13%
Laboratory Technician	3%
Research Chemist/Biochemist	11%
Scientist	9%
Technical Manager	5%

e-Journal: The leading journals in a digital interactive medium...



Labmate-online also offers the journal in a digital format. As an advertiser your advert will be linked to the homepage of your company's website offering a new unique way to generate leads. Our audience will be able to zoom in, read articles, send the journal to colleagues and print areas of interest.

All the statistics on links clicked will be monitored and a digital audit will be compiled. Rich media in e-Journals will soon be an option, adding a product video to launch when the user turns the page. Ask a representative for more information on this exciting new opportunity.



e-Bulletin (Open rate average 28.5%)

Labmate-online has an e-Bulletin circulation of 22,000+ international readers. The e-Bulletin is a vehicle designed to inform our readers of news, articles and the latest products available in the market place. The e-Bulletin is sent out

in the first week of every month (to confirm the delivery date and geographical breakdown; please speak to one of our representatives).

Get involved – submit up to 500 words, up to 3 images and 3 URL landing links.

e-Bulletin Geographical Breakdown (22,000+)

Europe	71%
Asia	12%
UK	11%
Americas	3%
Africa	2%
Oceania	1%





www.envirotech-online.com

envirotech-online.com

Profile

With over 19 years of environmental publishing, our experience of introducing suppliers to the market place is well proven. Our website www.envirotech-online.com was created to bring all the information from our leading journals – International Environmental Technology and Asian Environmental Technology – together into one website making it simple to search and locate the latest news in gas detection, air monitoring, water/waste water, environmental analysis and health & safety. The website also contains the latest business and financial information together with technical articles and problem solving techniques from the leading voices in the industry.

Envirotech-online acts as a key informative purchasing tool for buyers involved in the environmental monitoring field, and a crucial marketing platform for manufacturers and suppliers to promote their products.

Who uses Envirotech-online?

Envirotech-online Visitor Stats

- 30,000+ page views per month
- 10,000+ visitors per month
- 1.12 min average time on site
- 23,000+ e-Bulletin readers

Geographical Breakdown

Northern Europe	31%
Western Europe	11%
Eastern Europe	3%
Southern Europe	4%
Australia and New Zealand	3%
Northern America	27%
South America	2%
South-Eastern Asia	6%
Eastern Asia	5%
Southern Asia	5%
Western Asia	3%

Work Area	Percentage	Discipline	Percentage
Chemical/Petrochemical	8%	Air Monitoring	14%
Consultancy	14%	Consultancy	19%
Education	7%	Gas Detection	9%
Environmental Safety Officer	4%	Health & Safety	5%
Government	7%	Pollution Control	15%
Instrumentation Manager/Engineer	11%	Sampling and Analysis	14%
Laboratory Manager/Analyst	15%	Soil Monitoring	3%
Manufacture	12%	Water Monitoring	21%
Plant/Process Manager Engineer	4%		
Power Generation	6%		
Water Company	12%		

Job Function	Percentage
Chemical Engineer/Chemist	16%
Director/President/General Manager	31%
Environmental Consultant	12%
Health & Safety Officer	21%
Hazardous Waste Specialist	6%
Process Engineer/Operator	4%
Research Manager	10%

e-Journal: The leading journals in a digital interactive medium...



Envirotech-online also offers the journal in a digital format. As an advertiser, your advert will be linked to the homepage of your company's website offering a new and unique way to generate leads. Our audience will be able to zoom in, read articles, send the journal to colleagues and print areas of interest.

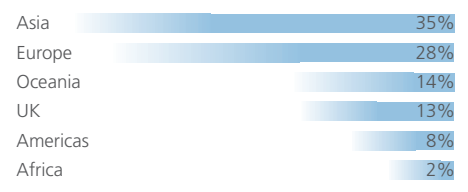
All the statistics on links clicked will be monitored and a digital audit will be compiled. Rich media in e-Journals will soon be an option, adding a product video to launch when the user turns the page. Ask a representative for more information on this exciting new opportunity.



e-Bulletin (Open rate average 30.5%)
 Envirotech-online has an e-Bulletin circulation of 23,000+ international readers. The e-Bulletin is a vehicle designed to inform our readers of news, articles and the latest products available in the marketplace.

The e-Bulletin is sent once a month in the second week of the month (to confirm the delivery date; please speak to one of our representatives).

e-Bulletin Geographical Breakdown (23,000+)



"We wanted to get feedback from UK, French and German based users via a web-survey on a new product idea. We advertise in Labmate so it was a no-brainer to use them for the survey. They did a great job in managing the project for us all we had to do was send them the survey."

Dean Smith,
Hach Lange GmbH



www.petro-online.com

petro-online.com

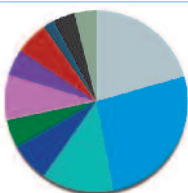
Profile

Petro-online was created to inform senior scientists, technicians and engineers from the oil related sectors, of the latest innovations, methods and applications in laboratory and field instrumentation specific to the oil, gas, petrochemical, biofuel and refining industries. The website offers a niche vehicle for displaying new products and the latest industry news direct to the potential buyer. Petro-online helps initiate a dialogue between users and potential suppliers, therefore creating a good return on investment for our clients and building stronger relations in the scientific community.

Who uses Petro-online?

Petro-online Visitor Stats

- 15,000+ page views per month
- 5,000+ visitors per month
- 1.19 min average time on site
- 13,000+ e-Bulletin readers



Geographical Breakdown

Northern Europe	21%	Northern America	26%
Western Europe	12%	South America	4%
Eastern Europe	5%	South-Eastern Asia	7%
Southern Europe	4%	Eastern Asia	5%
Australia and New Zealand	2%	Southern Asia	8%
		Western Asia	6%

Work Area

Chemical/Petrochemical	22%
Chemical Engineer	12%
Consultancy	9%
Government	4%
Instrumentation Manager	12%
Laboratory	6%
Laboratory Manager/Analyst	6%
Manufacturer	12%
Power Generation	5%
Product Purchaser/Specifier	12%

Discipline

Consultancy	16%
Environment and Safety	21%
Plant/Process Management	9%
Process Measurement	21%
Sampling and Analysis	33%

Job Function

Chemical Engineer/Chemist	16%
Director/President/General Manager	13%
Environmental Consultant	17%
Petrochemical Engineer	20%
Process Engineer/Operator	16%
Purchaser	10%
Sr. Engineer	8%

e-Journal: The leading journals in a digital interactive medium...



Petro-online also offers the journal in a digital format. As an advertiser, your advert will be linked to the homepage of your company's website offering a new and unique way to generate leads. Our audience will be able to zoom in, read articles, send the journal to colleagues and print areas of interest.

All the statistics on links clicked will be monitored and a digital audit will be compiled. Rich media in e-Journals will soon be an option, adding a product video to launch when the user turns the page. Ask a representative for more information on this exciting new opportunity.



e-Bulletin (Open rate average 34.5%)

Petro-online has an e-Bulletin circulation of 13,000+ international readers. The e-Bulletin is a vehicle designed to inform our readers of news, articles and the latest products available in the marketplace.

The e-Bulletin is sent once a month in the third week of the month (to confirm the delivery date; please speak to one of our representatives).

e-Bulletin Geographical Breakdown (13,000+)

Asia	44%
Europe	22%
Americas	22%
UK	7%
Africa	3%
Oceania	2%





Webinars

A new product for 2010 – Webinars offer you the opportunity to reach out to our audience and present application-based, informative content via our state of the art streaming technology. Our technology puts no limit on the number of viewers on a live webinar, making it a leader in its class.

We have a number of Webinar opportunities on offer

- Webinar 1 - Live Audio Streaming Webinar
- Webinar 2 - Live Audio Streaming Webinar with Slides & Interactivity
- Webinar 3 - Live Video Streaming Webinar
- Webinar 4 - Live Video Streaming Webinar with Slides & Interactivity
- Webinar 5 - On Demand Video-Only Webinar
- Webinar 6 - On Demand Video Webinar with Slides & Interactivity

All webinars include 60 minutes of streaming content, 6 months archive hosting, registration and reporting. All live webinars will stream up to 500 delegates, if more are pre-registered, an additional charge will apply for each additional 250 live viewer increments. Webinars 5 & 6 have no limit to viewers.

Additional hosting post webinar is subject to additional fees, as is any webinar over 60 minutes in length, and this is charged at 15 minute increments.



easy-Publish

Your information into a page turning technology

New for 2010, this product takes your product information or company newsletter and turns it into an on-line page turning format. Have you got a company newsletter you're printing and posting to your database? If so, why not transform this in to a URL link and place it on your website for visitors to see and interact with?

All tracking of this 'easy' format is recorded and you can get global analytics and viewing metrics from our system. Re-branding of the system is also available, so that the display fits in with your corporate branding identity to provide a seamless transition from your site to the 'easy' format documents published.

Combine this product with our soles email options to allow you to understand, which contacts open which pages of the 'easy' document.

Please speak to one of our team to discuss this product; each project is undertaken on a bespoke price and depends on the number of links in each page and the complexity of the documents provided. A demo can be arranged upon request and by providing the documents to be formed in PDF formats.

- Basic page render £18.75 per page
- 1 year hosting £150.00
- Re-branding of the background to your corporate ID £125.00
- Prices are for a basic level publication, more links and complexity will alter the price accordingly.



Web Advertising Rates 2010

Website Basic Advertising Rates

Type	Size & Description	Format	File Size Spec	Location	Price (Per Month)
Full Header Banner	468 x 60 pixels	jpg/gif/flash	50k max	All pages	£830
Category Specific Header Banner	468 x 60 pixels	jpg/gif/flash	50k max	Category specific	£450
Button Banner	125 x 125 pixels	jpg/gif/flash	50k max	All pages	£330
Static 1/2 Skyscraper Banner	125 x 300 pixels	jpg/gif/flash	50k max	All pages	£400
Skyscraper Banner	125 x 600 pixels	jpg/gif/flash	50k max	All pages	£650

Currency: pounds sterling (£)

Rich Media Creative Advertising Rates

Type	Size & Description	Format	File Size Spec	Location	Price (Per Month)
Rich Media Expanding Header Banner	468 x 60 pixels expands on roll over to 468 x 280	flash/script*	100k max	All pages	£1,000
Category Specific Expanding Header Banner	468 x 60 pixels expands on roll over to 468 x 280	flash/script*	100k max	Category specific	£565
Expanding Box Button Banner	125 x 125 pixels expands on roll over to 336 x 280	flash/script*	100k max	All pages	£850
Expanding Skyscraper Button Banner	125 x 125 pixels expands on roll over to 125 x 600	flash/script*	100k max	All pages	£665
Page Peel Back Home Page	100 x 100 pixels initial view expands to 400 x 400	flash/script*	100k max	Home page	£1,495
Page Peel Back Other pages	100 x 100 pixels initial view expands to 400 x 400	flash/script*	100k max	Other pages	£650
Page Overlay Popup (home page)	300 x 225 max*	flash/script*	100k max	Home page	£1,250
Page Overlay Popup (other page)	300 x 225 max	flash/script*	100k max	Other pages	£985

*flash/script 3rd party vendors including PointRoll, Doubleclick, Eyeblander, Eyewonder, Unicast and Atlas.

Currency: pounds sterling (£)

Buyers' Directory Rates On-line

Type	You Provide	We Display	Location	Price (Per Year)
Free Listing	Company name, address, 20 categories, web, email, tel and fax.	Your company name	Chosen site	FREE
Basic Listing	Company name, address, 20 categories, web, email, tel and fax.	Company name, address, under 20 categories, web, email, tel and fax.	Chosen site	£95
Listing Pack upgrade 1	Company name, address, 20 categories, web, email, tel and fax, logo, a company profile, upload 1 press release and 1 product detail per month.	Company name & address under each of the 20 categories, you're web & email address, tel and fax, logo, company profile, 1 press release and 1 product detail per month.	Chosen site	£350
Listing Pack Upgrade 2	Company name, address, 20 categories, web, email, tel and fax, logo, company profile, upload 5 press releases and 5 product details per month.	Company name & address under each of the 20 categories, you're web & email address, tel and fax, logo, company profile, 5 press releases and 5 product details per month.	Chosen site	£625
Listing Pack Upgrade 3	Company name, address, 20 categories, web, email, tel and fax, logo, company profile, upload 10 press releases and 10 product details per month. Additionally, a map of where you are based.	Company name & address under each of the 20 categories, you're web & email address, tel and fax, logo, company profile, 10 press releases and 10 product details per month. Additionally, a map of where you are based.	Chosen site	£995

Email Solutions Rates

Currency: pounds sterling (£)

Type	You Provide	We Display	Location	Price (Per Year)
e-Bulletin entry	Up to 500 words, a headline, up to 3 images and up to 3 URL landing pages	Your text in the e-Bulletin and a lead image, the first 290 characters are taken for the e-Bulletin. The remaining text is located on our website.	Site specific	£295
Soles Email	Your desired HTML creative	We email this out to the specific list you have chosen.	Site specific	£225 per '000 email contacts
e-Bulletin + eTrigger®	Your e-Bulletin entry and an additional HTML creative	The HTML is automatically sent to users who click on your PR in the e-Bulletin.	Site specific	£590 per eTrigger set
e-Bulletin Header Sponser	Your e-Bulletin entry and a header banner to 468 x 60	Your text in the e-Bulletin and a lead image, the first 290 characters are taken for the e-Bulletin. The remaining text is located on our website + your banner at the top of the e-Bulletin.	Site specific	£750
e-Bulletin skyscraper Sponser	Your e-Bulletin entry and a skyscraper banner to 125 x 600	Your text in the e-Bulletin and a lead image, the first 290 characters are taken for the e-Bulletin. The remaining text is located on our website + your banner at the right of the e-Bulletin.	Site specific	£650

*Soles email set up fee is charged at £180 to set up any HTML and Txt versions of the campaign and includes global specific time/send application. Minimum order **5000 contacts**. HTML design is undertaken please ask for a quote.

Currency: pounds sterling (£)



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