International Labmate

Circulated throughout Europe and the Middle East

Published 7 times a year for Scientists working in Industrial, University, Hospital and Government Laboratories throughout Europe and the Middle East. International Labmate is recognised as the leading analytical journal in this field. Each issue contains information on the latest products available along with several problem-solving articles and Industry News and Views.

Colour coded sections included in each issue:
- Chromatography & Spectroscopy
- Laboratory Products
- Microscopy & Microtechniques
- IT Solutions for the Lab

Issue Details

January Tabloid (A3) Copy date: 15/12/08
Spots
- Balances & Strain Gauges
- Laboratory Consumables
- Pumps, Valves and Liquid Handling

February/March Tabloid (A3) Copy date: 22/01/09
Spotlights
- Food & Beverage Analysis
- Ovens & Incubators
- Safety & Hazard Containment

April Tabloid (A3) Copy date: 25/03/09
Achema Preview

Extra Exhibition Coverage
- Eurlab (Poland)
- Laborama (Belgium)
- Pittcon (USA)
- Labtech (Turkey)
- A-Testex (Russia)
- SBS (France)
- Pragolabora (Czech Republic)

May Buyers’ Guide A4 Copy date: 24/04/09
A-Z Directory of Manufacturers & Dealers
A-Z Directory of Laboratory Products

Extra Exhibition Coverage
- Acherna (Germany)
- Lab Africa (South Africa)
- Eumedlab (Austria)
- Chemspec Europe (Spain)
- HPLC (Germany)
- ASMS (USA)

July Tabloid (A3) Copy date: 26/06/09
Spotlights
- Cooling & Freezing Technologies
- Drug Discovery & Pharmaceutical Analysis
- Environmental Analysis & Water Testing

August/September Tabloid (A3) Copy date: 25/07/09
Spotlights
- Biotechnology/Microtechnology
- Food & Beverage Analysis
- Immunology

October/November Tabloid (A3) Copy date: 25/09/09
Features
- Medical Focus

Spotlights
- Centrifuges
- Clinical, Medical & Diagnostic Products
- LIMS & Data Management

Extra Exhibition Coverage
- Biotech Forum + Scanlab (Sweden)
- Analytica Latin America (Brazil)
- Eurobio (France)
- ILMAC (Switzerland)
- Biotecnica (Germany)
- Rich Mac (Italy)
- Medica (Germany)

Publisher’s Statement

Circulation
Average net circulation: 1st Jan 07 - 31st Dec 07
31,382 copies

Western Europe
Austria 236
France 2,168
Germany 3,171
Republic of Ireland 670
Switzerland 586
United Kingdom 8,892
Total 15,723

Southern Europe
Cyprus 230
Greece 219
Italy 942
Malta 29
Portugal 174
Spain 757
Turkey 807
Total 3,158

Eastern Europe
Albania 3
Bosnia & Herzegovina 71
Bulgaria 92
Croatia 338
Czech Republic 548
Estonia 24
Hungary 486
Latvia 36
Lithuania 22
Macedonia 79
Poland 383
Romania 301
Russia 305
Serbia Montenegro 467
Slovakia 189
Slovenia 226
Ukraine 31
Total 3,601

Total 33,168

Scandinavia
Denmark 262
Finland 222
Iceland 15
Norway 134
Sweden 621
Total 1,254

Benelux
Belgium 494
Luxembourg 10
Netherlands 706
Total 1,210

Middle East
Algeria 7
Bahrain 313
Egypt 812
Iraq 91
Israel 1,215
Jordan 387
Kuwait 424
Lebanon 39
Libya 102
Oman 480
Qatar 135
Saudi Arabia 1,232
Sudan 189
Syria 595
UAE 879
Yemen 199
Total 8,222

Publisher’s Statement

Occupations
Laboratory Director/Manager 24%
Research Chemist/Biochemist/Biologist 32%
Quality Control Chemist/Biochemist/Biologist 19%
Manager/Supervisor, Quality Control 6%
Professor/Doctor at University 7%
Forensic Scientist 2%
Environmental Scientist 1%
Manufacturer/Distributor, Laboratory Equipment 2%
Other Scientist 1%
Other: Engineer, Hygienist, Physicist 2%
Consultant 1%

Publisher’s Statement

Industries
Industry 48%
Hospital 35%
University 12%
Government 3%
Other 2%
Display Advertising Rates 2009

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Currency: pounds sterling

Product Card Rates 2009

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Currency: pounds sterling

Bonus Leads

In addition to leads generated directly from advertisements, International Labmate also provides lists of readers “Buying Now and Buying in the Future” who have asked us for complete product information. These leads are only available to advertisers in a particular edition.

Spectroscopy
- Atomic Absorption/ICP: 48
- Infrared: 99
- Mass Spec/NMR: 85
- UV/Visible: 141

Chromatography
- Gas Chromatography: 129
- Liquid Chromatography: 160
- TLC: 26

General
- Auto Pipettes: 135
- Autoclaves: 47
- Balances: 123
- Centrifuges: 117
- Deionisers: 67
- Electrophoresis: 34
- Freezer Dryers: 45
- Furnaces/Ovens: 61
- Furniture: 52
- Ion Electrodes: 147
- Microscopes: 193
- Particle Size: 87
- pH Meters: 288
- Pumps: 85
- Stills: 61
- Temperature Sensors: 38
- Viscometers: 81
- Washing Equipment: 29
- Water Baths: 62

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“HORIBA Jobin Yvon is a worldwide leader in scientific equipment. Improving market visibility is a daily task for us. This is why an industry magazine like International Labmate, with a wide circulation around Europe and the Middle East is of great market support for our success. Placing advertisements, press releases and technical articles in International Labmate maintains our name recognition around the world and helps to consolidate our business.”

Odile Hirsch,
Communication Coordinator,
HORIBA Jobin Yvon