

internet & magazine

laboratorio y análisis

A B2Bportales Publication

Total access to the
LATIN AMERICAN
Laboratory Industry



BPA
WORLDWIDE
BUSINESS

B2BPORTALES
A CARVAJAL COMPANY

Media Planner 2009

www.labanalisis.com/mediakit

4 Ways to Deliver Top Quality Content...



- 4 Issues per year
- 18,000+ Projected circulation for Jan '09
- Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
- 9-years serving the Latin American laboratory industry



- 4 Issues per year
 - 970+ average unique visitors per issue
 - 10,600+ average page-views per issue
 - 480+ average click-throughs per issue
- * Stats based on Mar-Apr + Jun-Jul '08 issues



- 24 biweekly issues per year
 - 2,600+ average unique visitors per issue
 - 4,240+ average page-views per issue
 - 573 average click-throughs per issue
 - Click-through rate (CTR): 14%
- * Stats from Jun-Jul '08



- 4,900+ subscribers
 - 4,900+ average unique visitors per month
 - 5,700+ average total visits per month
 - 15,800+ average page-views per month
- * Stats from Jan-Sep '08

...ONE TRUSTED SOURCE OF INFORMATION!

Month/Issue	Closing Date	Special Section	Editorial Emphasis - Feature Article	Editorial Highlights	Special Feature	Event Coverage and/or Bonus Distribution
Mar/Apr '09 Vol. 10 Ed. 1	Jan 16/09	Spectroscopy	Biotechnology and Pharmaceutical & Forensic Lab	- Standard Lab Equipment - Microscopy & Optics - Labware - PITCON Preview	DIRECTORY OF DISTRIBUTORS The exclusive listing of manufacturers' agents, representatives and distributors in Latin America for instant contact between buyers and local suppliers	Pittcon '09 March 9-12, 2009 Chicago, IL, USA ExpoFarma Interphex '09 April 22-24, 2009 Mexico City, Mexico
Jun/Jul '09 Vol. 10 Ed. 2	May 08/09	Chromatography & Electrophoresis	Microbiological & Clinical Lab	- Standard Lab Equipment - Chemicals, Reagents & Kits - Physical and Materials Testing - Software	PITCON Review	HPLC '09 June 28-July 2, 2009 Dresden, Germany
Sep/Oct '09 Vol. 10 Ed. 3	Aug 21/09	Microscopy & Optics	Environmental Lab	- Standard Lab Equipment - Water Analysis & Water Purification - Spectroscopy - Meters/Measurement Equipment	TOP PRODUCTS OF THE YEAR	Analitica Latin America '09 Sept. 22-24, 2009 Sao Paulo, Brazil Expoarpia '09 Oct. 27-29, 2009 Buenos Aires, Argentina
Special Supplement Sep/Oct '09		Leaders & Top Suppliers in Latin America Showcase of leading laboratory equipment exporters and what makes them stand out in Latin America One page ad matched with one page "advertorial"- offered in Spanish and Portuguese				
Dec '09/Jan '10 Vol. 10 Ed. 4	Nov 09/09	Lab Informatics - LIMS	Food & Beverage and Agricultural Quality Control Laboratories	- Standard Lab Equipment - Chromatography - Elemental Analyzers - Quality Assurance & Control	LABORATORIO Y ANALISIS ANNUAL BUYERS' GUIDE International Laboratory Equipment & Supplies Buyers' Guide	LabAutomation 2010 January 23-27, 2010 Palm Springs, CA, USA

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Natives Files should be sent with the fonts used or the fonts converted into curves.
OPI: Do not use OPI (Open Prepress Interface)
Acceptable software and file media: Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.
For FTP instructions please contact:
production@b2bportales.com

AD SIZES	cm	Inches
Double page Tabloid spread (Trim size)	53.2 x 38.1 cm	21" x 15"
1 Tabloid Page (Trim size)	26.6 x 38.1 cm	10 1/2" x 15"
1 Page Standard	17.8 x 25.4 cm	7" x 10"
Double Page Spread Standard	35.6 x 25.4 cm	14" x 20"
2/3 Page	11.4 x 25.4 cm	4 1/2" x 10"
1/2 Page Horizontal	17.8 x 12.4 cm	7" x 4 7/8"
1/2 Page Horizontal Spread	35.6 x 12.4 cm	14" x 4 7/8"

AD SIZES	cm	Inches
1/2 Page Vertical	8.6 x 25.4 cm	3 3/8" x 10"
1/2 Page Island	11.4 x 19 cm	4 1/2" x 7 1/2"
1/3 Page Vertical	5.6 x 25.4 cm	2 3/16" x 10"
1/3 Page Square	11.4 x 12.4 cm	4 1/2" x 4 7/8"
1/4 Page	8.6 x 12.4 cm	3 3/8" x 4 7/8"
Postcard	14 x 9 cm	5 1/2" x 3 17/32"
Export Showcase	6 x 8.7 cm	2 3/8" x 3 7/16"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

B. INTERNET AD SPECS

Headline Banner: 468x60 pixels, max. weight 20K
Newsletters Headline Banner: 468x60 pixels, max. weight 20K
Regular or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code

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Latin America's Laboratory
Publication for 9 years!

YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

Print Magazine

Top-quality technical and business content delivered 4X per year to 18,000 BPA audited laboratory professionals (projected circulation for 2009) across 20 countries in Latin America!

E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

E-Mail Advertising

Reach all, or a targeted segment, of our subscriber list via “**personalized**” email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

“Personalized” Info-Letters

Produce 4-color one-to-one marketing pieces using the power of “**personalization**”, and deliver them inserted in the magazine to a selected audience. Personalize your message using the subscriber's name and/or title; the company name, activity and/or size (based on number of employees); and/or the name of the country where the company is located.

Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production, layout, printing and distribution of your product catalog. Distribute your NEW catalog in Spanish to the full circulation, or to a targeted audience, based on your company needs. Overruns are available for collateral marketing activities.

Market Research Services

Instant Research allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company's position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

www.labanalisis.com/productcatalog

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	16X	12X	8X	4X	2X	1X
7x10 page	\$6,750	\$6,970	\$7,110	\$7,330	\$7,730	\$7,950
2/3 Page	\$5,250	\$5,460	\$5,570	\$5,700	\$6,020	\$6,140
1/2 Page	\$4,460	\$4,580	\$4,690	\$4,800	\$5,030	\$5,230
1/3 Page	\$3,660	\$3,770	\$3,800	\$3,880	\$4,100	\$4,230
1/4 Page	\$2,780	\$2,830	\$2,890	\$2,940	\$3,110	\$3,170
2 Page Tab Spreads	\$12,910	\$13,280	\$13,580	\$13,930	\$14,790	\$15,330
2 Page Spreads	\$10,200	\$10,520	\$10,750	\$10,960	\$11,630	\$11,960
Horiz. Tab Spread	\$9,860	\$10,220	\$10,350	\$10,600	\$11,160	\$11,530
Tabloid Page	\$8,210	\$8,510	\$8,630	\$8,850	\$9,330	\$9,650

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	16X	12X	8X	4X	2X	1X
Inside Front Cover (Tab Only)	\$10,250	\$10,630	\$10,780	\$11,050	\$11,660	\$12,070
Inside Back Cover (Tab Only)	\$9,430	\$9,790	\$9,920	\$10,170	\$10,730	\$11,100
Back Cover (Tab Only)	\$10,660	\$11,060	\$11,210	\$11,490	\$12,120	\$12,540
Center Spread (Earned rate plus)	\$990	\$1,030	\$1,040	\$1,080	\$1,130	\$1,170
Other positions (Earned rate plus)	\$340	\$350	\$350	\$360	\$380	\$390

EXPORT SHOWCASE UNITS	4+ Units	2-3 Units	1 Unit
Net Rates, each (4 Color included)	\$1,200	\$1,320	\$1,420

DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL	Price/Unit
"Personalized" Magazine Covers + Inside Front Cover ad	\$3.40
"Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% digital print & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% digital print & postage	\$0.90
Inserts (turn-key): 4P / 4C / 90 gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4P / 4C / 90 gram / standard / postage & handling	\$0.33
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	4X/each*	2X/each*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM* (Banner: max size 770x80 pixels / 50k animated gif file)*	12Mo.	6Mo.
Basic Showroom	\$450	\$550
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Set up Fee (one time charge)	\$300	

HEADLINE ANIMATED BANNERS* (468x60 pixels/12k Animated)*	12Mo.	6Mo.	3Mo.
Headline banner	\$270	\$355	\$450

SIDE BANNERS* (150x60 pixels / 6K Animated / 3K Static)*	12Mo.	6Mo.	3Mo.
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING* (Banner Sponsorship)	24X	12X	6X	3X
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (Include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

E-MAIL ADVERTISING	1X
E-mail Advertising	\$0.45 Per e-mail delivered
Set-up Fee (one-time):	\$100
Distributor e-mail blast	\$750 Includes set-up

* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

HEADQUARTERS

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BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

Geographical Breakdown

North America	BPA	ACT%
United States of America	18	0.1%
Mexico	5,217	29.0%
Subtotal	5,235	29.1%
Caribbean		
Cuba	49	0.3%
Dominican Republic	61	0.3%
Puerto Rico	106	0.6%
Subtotal	216	1.2%
Central America		
Costa Rica	173	1.0%
El Salvador	99	0.5%
Guatemala	134	0.7%
Honduras	58	0.3%
Nicaragua	38	0.2%
Panama	66	0.4%
Subtotal	568	3.2%
South America		
Argentina	4,474	24.9%
Bolivia	243	1.3%
Brazil	915	5.1%
Chile	1,828	10.2%
Colombia	1,855	10.3%
Ecuador	436	2.4%
Paraguay	108	0.6%
Peru	992	5.5%
Uruguay	414	2.3%
Venezuela	721	4.0%
Subtotal	11,986	66.6%
Grand Total	18,005	100.0%



June 2008 Statement:
22,519 qualified subscribers

Number of registered e-mail addresses:
18,350+

Business/Industry*

	Total Qualified	Percent of Total
Chemical Laboratories	6,153	34.2%
Food-Beverage Laboratories	1,994	11.1%
Environmental Laboratories	159	0.9%
Agricultural Laboratories	431	2.4%
Biomedical Laboratories	1,534	8.5%
Mining-Petroleum Laboratories	1,352	7.5%
Manufacturing Laboratories	3,416	19.0%
Representatives-Distributors	1,018	5.7%
R&D Centres in Government and Universities	887	4.9%
Independent Laboratories with no defined speciality	1,061	5.9%
Others Allied to the Field	0	0.0%
Total Qualified Circulation	18,005	100.0%

* "Publisher's projection for January, 2009 as of October, 2008."

LABORATORIO Y ANALISIS is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key people from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.