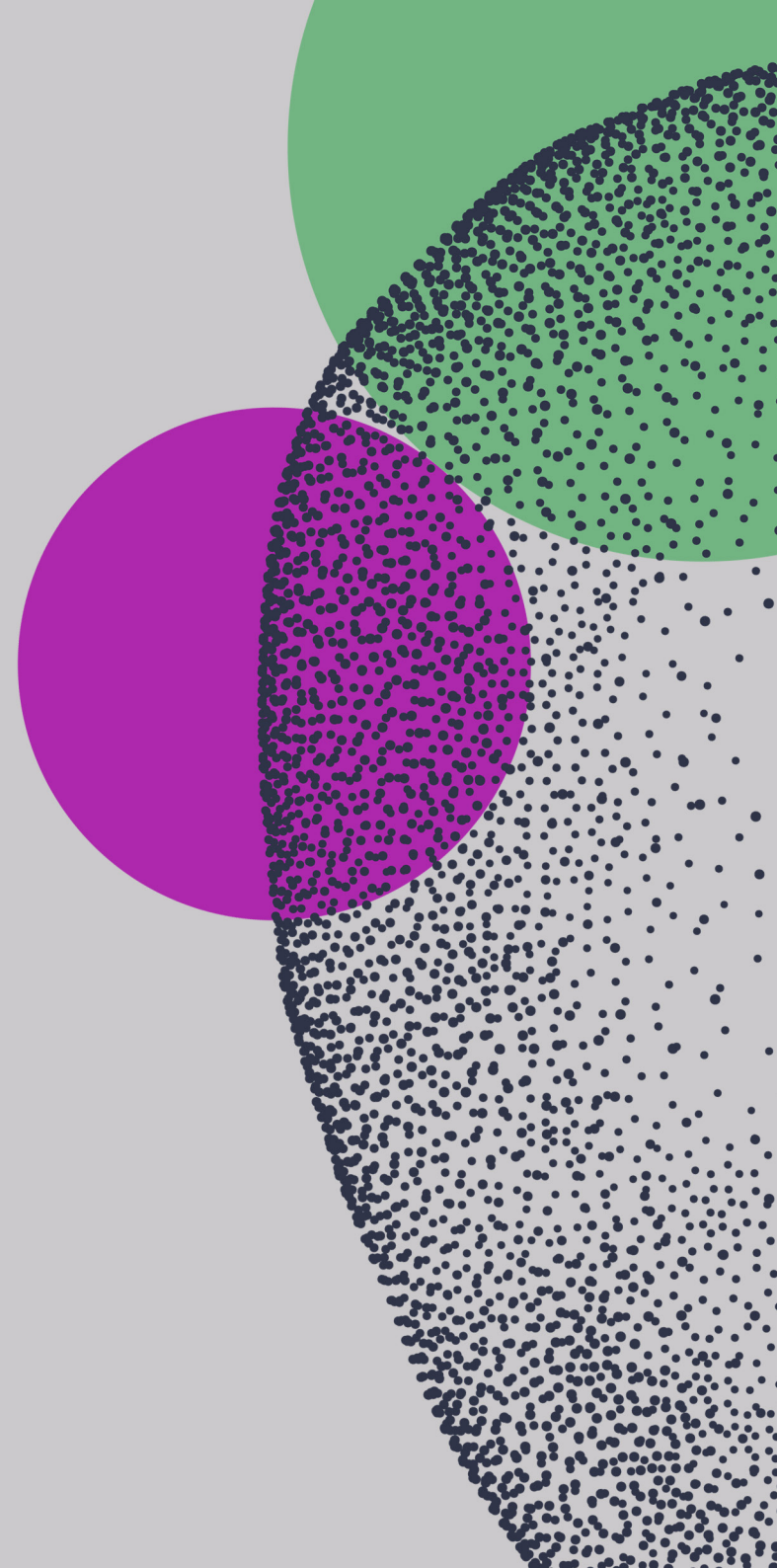


# BIO FOCUS MEDIA KIT. 2025.

Integrated marketing solutions.

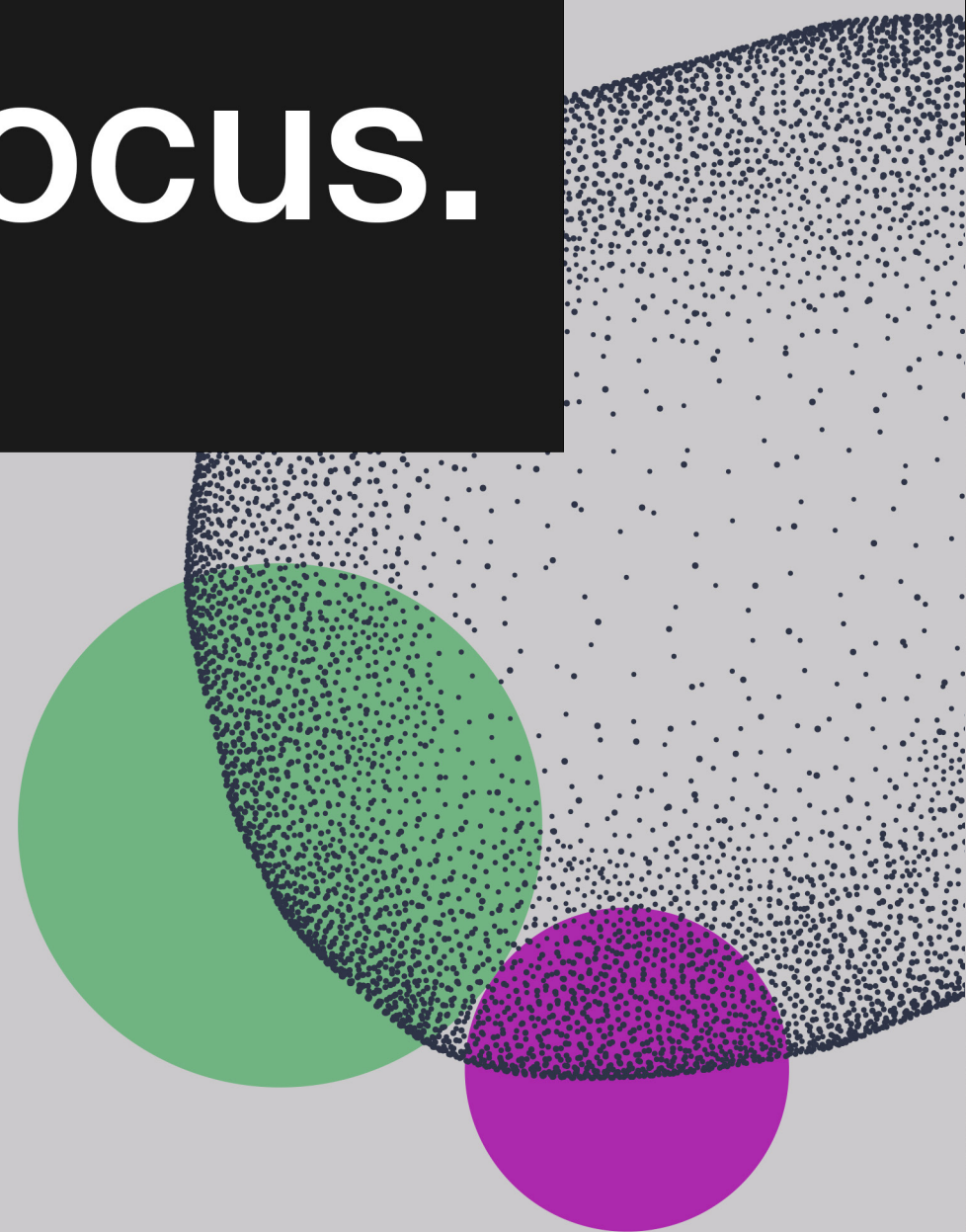


# About BioFocus.

Hello. Welcome to BioFocus, a life science industry publication bringing you updates across biotechnology, bioprocessing, pharma, health, sustainability and the latest life science industry news.

Comprising a group of scientists, communicators, and marketers, the BioFocus team are dedicated to delivering up-to-date news to the public, industry professionals, and everyone in-between.

At BioFocus we offer integrated marketing solutions to help you build brand awareness, generate leads, and position yourself as a true thought leader within your industry.



# Our Audience.

## The BioFocus Audience.

We connect your brand with a global audience of senior managers, decision-makers, opinion leaders and trendsetters across the life sciences industry. Reach out to the BioFocus team directly for more in-depth stats and audience demographic segments: [info@bio-focus.co.uk](mailto:info@bio-focus.co.uk).

**2,300**  
Email database.

**7.5 min.**  
Av. session duration.



**9.8%**  
Organic search CTR.

**8,500**  
Organic search impressions (yearly).

### Top industries.

- Pharmaceutical, **24%**
- Biopharma, **11%**
- Biotech, **10%**
- Academia/research, **8%**
- Cell and Gene Therapy, **8%**
- Bioprocessing, **5%**
- Lab services, **5%**
- Healthcare, **4%**

### Job functions.

- Senior management, **20%**
- Research scientist, **10%**
- Quality Assurance, **7%**
- Senior scientist, **7%**
- Process development specialist, **6%**
- Sales, **6%**
- Academic, **5%**
- R&D, **5%**



**50%**  
EMEA.

**25%**  
NA.

**25%**  
APAC.



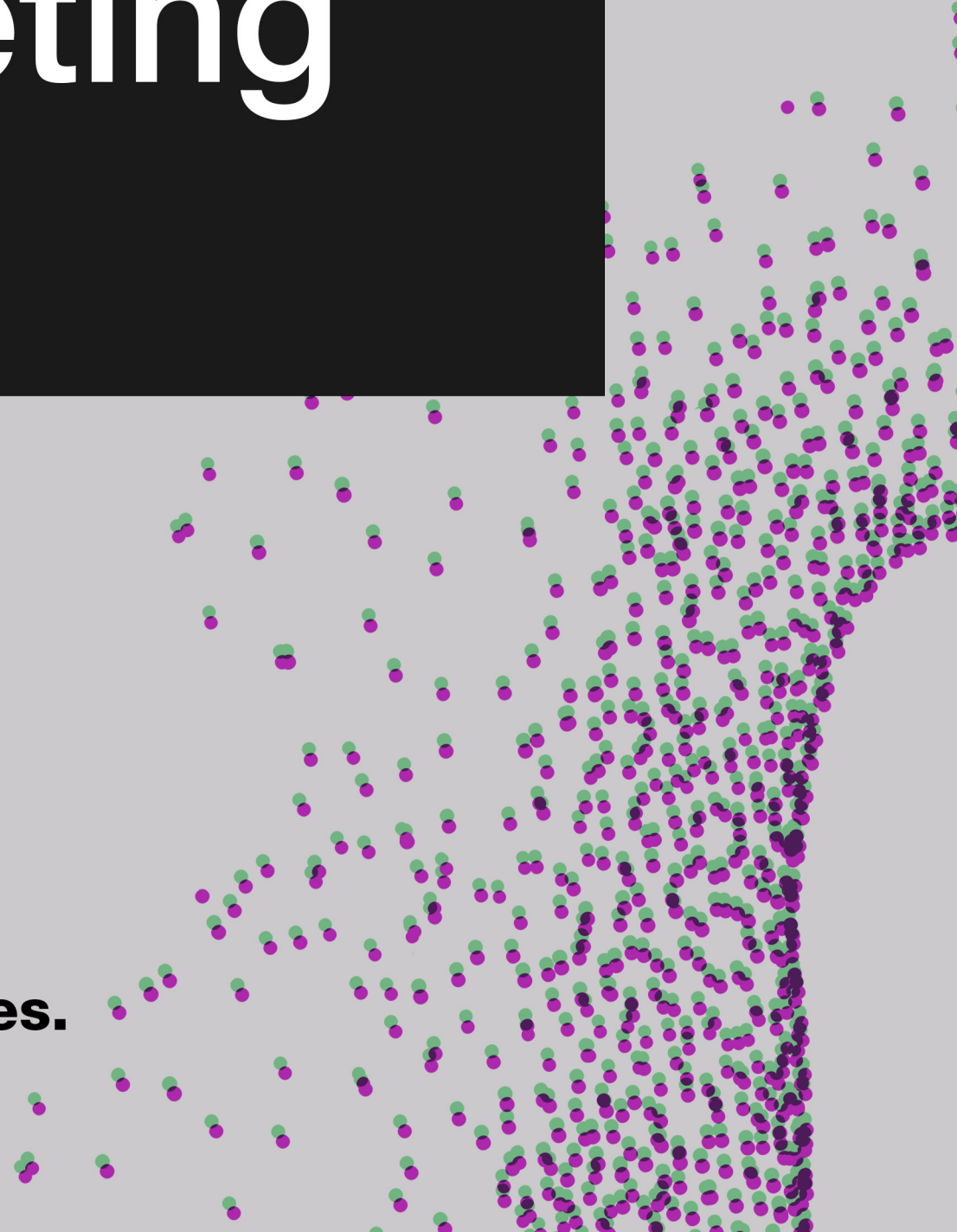
**59%**  
Desktop.



**39%**  
Mobile.

# Our Marketing Solutions.

- 01 Digital.**
  - Display banners.
  - Email.
  - Sponsored LinkedIn posts.
- 02 Content.**
  - Content hosting.
  - Editorial.
- 03 Custom opportunities.**



**01 Digital.**

# 01 Digital.

## 01 Display.

Elevate your brand presence with our website banners. Choose from a range of banner formats to suit your campaign objectives and creative vision.

- **Leaderboard:** Command attention with our leaderboard banners, ideal for brand showcases and promotions.
- **Skyscraper:** Stand tall and make a lasting impression with our skyscraper banners, perfect for highlighting special offers or driving traffic to specific landing pages.
- **Rectangle:** Seamlessly integrated, our rectangle banners offer a balanced blend of visibility and engagement, ensuring optimal exposure for your brand.

### ROS

- ROS premium leaderboard: £1,500 p/month
- ROS footer leaderboard: £1,200 p/month

### Home page

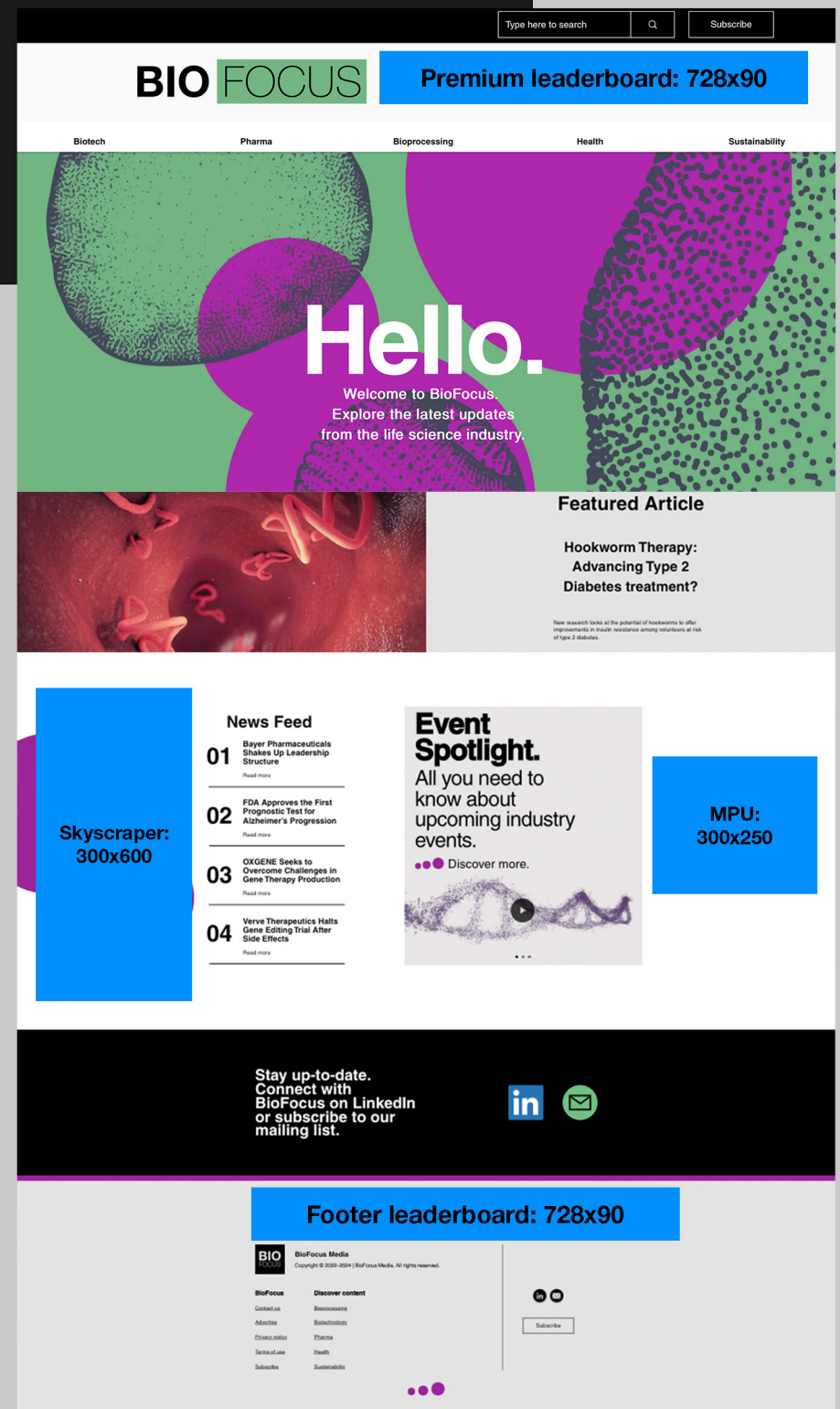
- Pop-up banner: £1,500 p/week
- Mid-page leaderboard: £1,200 p/month
- Home-page MPU: £1,000 p/month

### Topic-targeted

- Topic-targeted skyscraper: £900 p/month
- Topic-targeted MPU: £800 p/month

### Material specs

- Format: JPEG, PNG, GIF, SWF or FLA files. File sizes should be under 40 kb.
- Resolution & Colour: All images must be converted to RGB, with resolution of 72 dpi.



# 01 Digital.

## 02 Email.

Tailored to your specific target demographic, our email campaigns offer a direct pathway to engaging with potential customers and driving meaningful actions.

Tap into our extensive network of subscribers and partners to extend the reach of your brand message beyond your existing audience. Whether you're looking to reach a niche market or expand your brand's visibility on a broader scale, our email campaigns provide access to diverse and engaged audiences across various industries and demographics.

£2,500 p/email

Material specifications

- File format: HTML
- Please specify subject line
- We also offer A/B testing solutions. Reach out to us for more information about this.

● **2,300**

**Email database.**

**Top industries.**

- Pharmaceutical, **24%**
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- Biotech, **10%**
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# 01 Digital.

## 03 Sponsored LinkedIn posts.

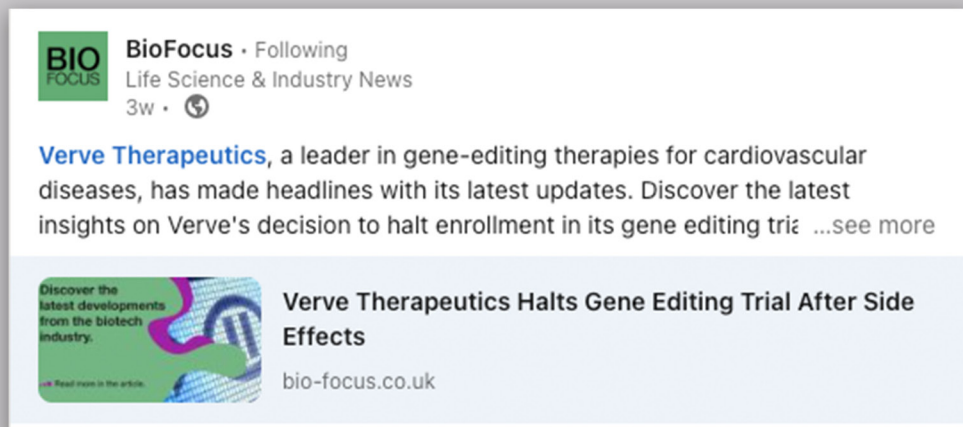
Designed to resonate with an audience of professionals and decision-makers, our sponsored posts offer a powerful platform to showcase your brand's expertise, products, and services within the world's leading professional network.

1 post: £150  
2 posts: £175  
3 posts: £200

Material specifications

- Headline: maximum 220 characters (including spaces).
- Body copy: maximum 2,000 characters (including spaces)
- Image: 1080x1080px (square) or 1920x1080px (portrait) or 1200x644 (landscape).

- **170,000**  
Yearly post impressions.
- **1,000**  
Yearly post clicks.
- **2,600+**  
Yearly member reach.
- **550+**  
Page followers.



# 02 Content.

# 02 Content.

## 01 Content hosting.

Whether you're looking to amplify your brand's reach, engage with your target demographic, or establish thought leadership in your industry, our content hosting solutions provide the ideal platform to showcase your content in a compelling and impactful manner.

We also offer the option to drive leads through gating your content behind a fully-customizable form fill page.

Non-gated: £1,500

Gated: £3,500

## Material specifications

- Your chosen content piece. This can be an app note, article, video, etc.
- You can either submit your content piece in templated format (i.e., a PDF) or as raw text and images.
- Custom form fill fields (gated only)
- Landing page copy of up to 1,000 words. This will be used to promote your content and encourage leads (gated only).

Type here to search

# BIO FOCUS

Bioprocessing
Biotechnology
Pharma
Health
Sustainability

## Developing perfusion platforms for scale-up.

### Discover more in the app note.

Monoclonal antibodies have become the most successful class of recombinant proteins in biopharmaceutical therapies, due to their specificity and ability to quickly produce and manufacture at large scales for commercial supply.

Large-scale pharmaceutical manufacturing of recombinant proteins is dominated by the use of Chinese Hamster Ovary (CHO) cells and fed-batch suspension cultures in large bioreactors, ranging from 2,000 to 25,000 Liters. The space and financial investment to run these large-scale fed-batch facilities comes at a significant cost to the manufacturer. Currently, there is a demand for producers to increase production yield while reducing the cost-per-dose, without compromising the safety of the product.

Download the app note to learn more.

**First name \***

**Last name \***

**Country \***

**Email \***

☐ I acknowledge and agree to the use of my contact information to receive messages about offerings by BioFocus, its brands, affiliates and/or third-party partners, consistent with the BioFocus Privacy Policy (see privacy policy).

# 02 Content.

## 02 Editorial.

Designed to demonstrate thought leadership, we also offer a range of editorial opportunities. These are free of charge and subject to evaluation by our editorial team. Our editorial content ensures that your brand is associated with high-quality, informative content that educates, inspires, and engages our audience. While not overtly promotional, we do provide the option to include links to your website and references to products.

Subject to editorial review

Non-gated

Templated content + re-use rights: £250

Material specifications

- Your chosen content piece. This can be any form of traditional written content.
- Editorials must be submitted as raw text and images.



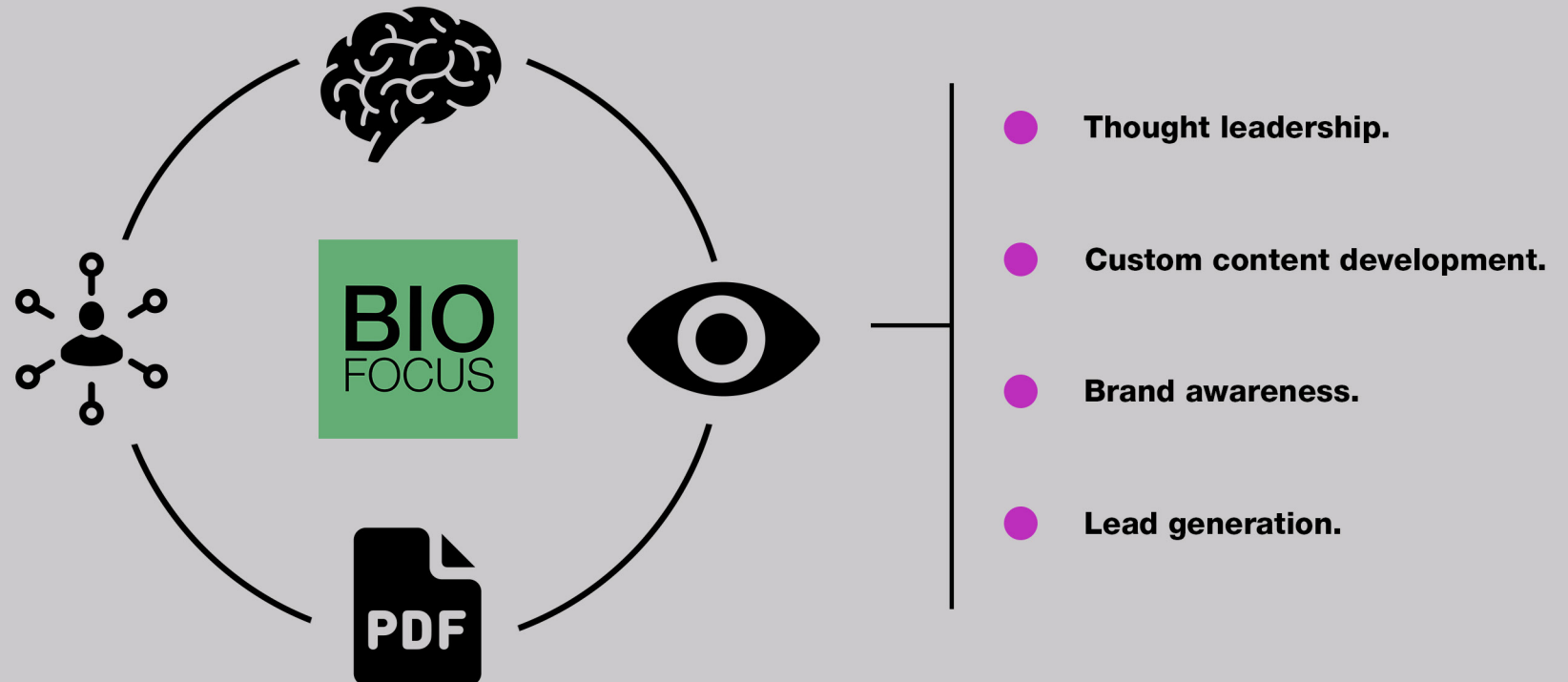
**03 Custom.**

# 03 Custom.

## 01 Custom opportunities.

Can't find exactly what you're looking for? At BioFocus we understand that every brand is unique, with its own set of goals, challenges, and opportunities. This is why we offer custom solutions. Whether it's additional display ad sizes, industry insights advice or custom content development, we are happy to help.

Reach out to us directly to learn more.



# Contact BioFocus.

Whether you are looking to build brand awareness, generate leads, or position yourself as a true thought leader within your industry, the BioFocus team can deliver bespoke campaigns tailored to your specific goals.

## **Media relations.**

For general questions about our media kit, partnerships, or other inquiries, please contact us at: [info@bio-focus.co.uk](mailto:info@bio-focus.co.uk).

## **Social media.**

Stay connected with us via LinkedIn for the latest updates and news: [@biofocus](#).

