

The Magazine for Pathologists & Clinical Lab Specialists

CLI reviews in an easily digestible format the latest diagnostic technology and products used in clinical labs and outlines the role of the most recent tests in disease diagnosis.

- targets senior pathologists & clinical biologists, hospital laboratory management and blood banking specialists in Europe, Middle East, Asia/Pacific, Latin America and Africa.
- offers fully qualified, BPA-audited circulation.
- provides tailor-made e-advertising opportunities

CIRCULATION DATA

GEOGRAPHICAL BREAKDOWN	Qualified copies	Percent of total
EUROPE	14009	64.7%
ASIA / PACIFIC	3177	14.7%
MIDDLE-EAST	1811	8.3%
LATIN AMERICA / CARIBBEAN	2090	9.7%
AFRICA	554	2.6%
GENERAL TOTAL	21641	100%

CIRCULATION BY TYPE OF LABORATORY	% of total
Hospital Laboratory	55.4%
Independent Laboratory	13.5%
Reference Laboratory	1.4%
Blood Bank Laboratory	0.8%
Public Health Department Laboratory	1.6%
Group Practice / Doctor's Laboratory	1.3%
Medical / Cancer Research Laboratory	4.4%
Government Authorities / Health Agencies	2.4%
Planners / Procurement Agencies	0.6%
Distributors of Laboratory Products	5.0%
Other related fields	13.6%

CIRCULATION BY DEPARTMENT / SPECIALITY	% of total
Clinical Chemistry / Biochemistry	15.7%
Other Clinical Biology Disciplines (*)	45.8%
Occupational Medicine / Hygiene	1.8%
Research	5.5%
Hospital / Laboratory Management / Purchasing	27.0%
Non-Laboratory and other related fields	4.2%

(*) Other Clinical Biology Disciplines include:

Molecular Diagnostics, Haematology / Haemostasis, Microbiology / Parasitology, Virology, Blood Bank / Tissue Typing, Histopathology / Cytology, Cytogenetics, Endocrinology, Immunology / Allergy, Oncology, Forensic Pathology / Toxicology / Drug Testing and other specified specialties.

PRINT RATES 2009 (\$)

Format	Dimensions (width & depth)	1x	3x	6x	9x	12x	24x	
1/9	66 x 86 mm	2 ^{5/8"} x 3 ^{3/8"}	1 790	1 750	1 710	1 670	1 630	
1/6 square	101 x 86 mm	4" x 3 ^{3/8"}	2 275	2 230	2 185	2 140	2 095	
vertical	66 x 132 mm	2 ^{5/8"} x 5 ^{3/16"}						
2/9 horizontal	136 x 86 mm	5 ^{3/8"} x 3 ^{3/8"}	3 510	3 440	3 370	3 300	3 230	
vertical	66 x 178 mm	2 ^{5/8"} x 7"						
Horizontal strip	206 x 40 mm	8 ^{1/8"} x 1 ^{9/16"}	3 835	3 755	3 675	3 595	3 515	
Island	101 x 178 mm	4" x 7"	4 485	4 395	4 305	4 215	4 125	
3/9 horizontal	206 x 86 mm	8 ^{1/8"} x 3 ^{3/8"}	5 005	4 900	4 795	4 690	4 585	
vertical	66 x 270 mm	2 ^{5/8"} x 10 ^{5/8"}						
1/2 horizontal	206 x 132 mm	8 ^{1/8"} x 5 ^{3/16"}	7 295	7 150	7 005	6 860	6 715	
vertical	101 x 270 mm	4" x 10 ^{5/8"}						
Junior page	154 x 206 mm	6 ^{1/16"} x 8 ^{1/8"}	7 475	7 325	7 175	7 025	6 875	
Full page	206 x 276 mm	8 ^{1/8"} x 10 ^{7/8"}	9 815	9 620	9 425	9 230	9 035	
1/2 horizontal spread	436 x 132 mm	17 ^{3/16"} x 5 ^{3/16"}	11 180	10 960	10 740	10 520	10 300	
Full page spread	436 x 276 mm	17 ^{3/16"} x 10 ^{7/8"}	13 260	12 995	12 730	12 465	12 200	
Web address book	66 x 40 mm	2 ^{5/8"} x 1 ^{9/16"}	1x 470	2x 450	3x 430	4x 410	including full colour	
Literature review			1 330 per unit including full colour					

Special positions

Inside front cover (min. 2) + 15%
 Inside back cover (min. 2) + 10%
 Outside back cover (min. 2) +20%
 Centre spread (min. 2) +15%
 Specially requested position any size +10%
 Bleed (only full page) +10%

Colour separations are charged at cost.

Colour charges for ads

Colour	1/9-1/6	2/9-3/9	1/2, full page	Spread
Standard	735	1 075	1 525	2 010
Matched*	1 105	1 840	2 295	3 615
Full	1 365	2 210	2 595	4 550

*Matched colours are made out of the process full colour run.

ONLINE RATES 2009 (\$)

AD TYPE	3 months (\$)	6 months (\$)
Leaderboard	4 680	8 425
Dog Ear	RUN 4 160	7 490
Sponsored Link	OF 3 350	6 025
Vertical banner (left)	SITE 2 905	5 230
Full banner	1 675	3 015
Skyscraper	3 900	7 020
Rectangle	2 825	5 085
Vertical banner (right)	1 675	3 015
Button	1 140	2 050
Webvertical incl. 2 keywords	515	925
(Additional keywords \$ 70 / keyword)		
30 % DISCOUNT on above rates for print advertisers		

DIGITAL EDITION: Streaming video and animation options.

Additional features can be added in the digital edition.
 Streaming video: embedded within all ads 1/2 page or larger: 15 % premium
 Animation: applicable to all ad sizes: 10 % premium

ADDITIONAL E-OPPORTUNITIES*

E-newsletter: full sponsorship	\$ 6 435
E-newsletter: banner	\$ 2 470
E-newsletter: button	\$ 1 300
White paper alert	\$ 2 730
Webcast alert	\$ 3 120
E-productflash	\$ 1 950
E-newsflashes: rectangle	\$ 1 560
E-newsflashes: leaderboard	\$ 1 430

All rates are subject to change.

*rates per insertion

PUBLISHING SCHEDULE 2009

ISSUE	EDITORIAL FEATURES	EDITORIAL & SPACE ORDERS	PRINTING MATERIAL	MAILING DATE	SHOWS & CONGRESSES
Feb/March	Disease Focus: Diarrhoeal disease Analyte of the month: Estimated average glucose value Lab Technology: LC/MS Molecular diagnostics: Clinical microbiology tests	Feb 23	Feb 26	March 20	SE Asian Healthcare, Kuala Lumpur, April 1-3 CMEF Spring 2009, Shenzhen, April 18-21
April/May	Disease focus: Renal disease Analyte of the month: Hepcidin Lab technology: Measuring telomerase status Product highlight: Image analysis.	Apr 6	Apr 9	May 1	Focus, Liverpool, May 18-21 Hospitalar, Sao Paolo, June 2-5
June	Disease focus: Gestational diabetes Analyte of the month: HE4 Lab technology: Thyroid function testing Molecular diagnostics: Warfarin pharmacogenetic testing	May 18	May 20	June 12	EuroMedLab, Innsbruck, June 7-11 AACC, Chicago, July 19-23
September	Disease focus: Lysosomal disease Analyte of the month: Biomarkers of dementia Lab technology: Tissue microarrays Product highlight: POC tests	Aug 31	Sept 3	Sept 25	CMEF Autumn 2009 (date TBC)
October	Disease focus: Haemoglobinopathies Analyte of the month: Bone biomarkers Lab technology: Proton NMR spectroscopy Molecular diagnostics: Clinical proteomics	Sept 28	Oct 1	Oct 22	Journées Internationales de Biologie, Paris, November 4-6 MEDICA PREVIEW ISSUE
November	Disease focus: Autoimmunity Analyte of the month: Markers of metastasis Lab technology: Lab on a chip diagnostics Product highlight: Liquid handling	Oct 26	Oct 29	Nov 20	Medica, Düsseldorf, Nov 18-21 MEDICA DISTRIBUTION ISSUE
Dec/Jan	Disease focus: Tuberculosis Analyte of the month: Cardiac markers Lab technology: Testing for transplant rejection Product highlight: Immunological reagents	Nov 30	Dec 3	Jan 12	Arab Health 2010, Dubai (end January)

Magazine Technical Info

TECHNICAL SPECIFICATIONS

Printing:	Web offset blanket/blanket
Paperstock:	45 grams LWC
Binding:	Saddle stitched
Final trim size:	230 x 300 mm (9 ^{1/16} " x 11 ^{13/16} ")
Bleed:	Min 12 mm (1/2") beyond trim size (tabloid pages only) Live matter should always stay within type area
Type area:	206 x 276 mm (8 ^{1/8} " x 10 ^{7/8} ")



DIGITAL FILE REQUIREMENTS

Required digital files

1. The advert file (in any of the accepted native or specific file formats).
2. The imported image files (tiff, eps or bitmap).
3. The Postscript Type 1 typefaces used in the advert file and in the imported or embedded files (both printer and screen fonts must be included, Truetype fonts are not accepted, for each style used a printer font must be included.)

Accepted file formats

High resolution certified PDF, TIF(F), Illustrator EPS, Photoshop EPS, Generic EPS with embedded Type 1, Postscript fonts (NOT TrueType), Postscript (certified), TIF(F), (composite CMYK, device independent, Level 2)

Other accepted native software files

QuarkXPress version 6 • Adobe Illustrator • Adobe Photoshop • InDesign CS.
When using Illustrator use only CMYK colours, convert typefaces (fonts) to outlines (paths) and save as Illustrator version 8 EPS file.

Data Communications

FTP-server address: ftp.panglobal.info
Username: medical
For password, please contact: sales@panglobal.info

Proofing

We require a proof accompanying the supplied advertising material. If you are not able to send a hardcopy proof for digital adverts, a PDF at screen resolution is sufficient. We do not regard PDF and desktop print material (e.g. from general office and home printers) as an accurate colour proof.

To be continued at the back >

General specifications

- Colours must be defined as percentages of CMYK with a maximum coverage of 310% i.e. cyan 100% – magenta 80% – yellow 100% – black 70%.
- The use of indexed, RGB, spot or pantone colours is not allowed.
- All images must be high resolution (300 ppi) CMYK colour or greyscale; bitmap images must be at least 1200 ppi.
- Do not reduce images less than 20% or enlarge more than 130%.
- Enlarging imported images decreases the final resolution and may affect the quality of the image.
- Do not stylize fonts. For each style used a printer font must be included.
- Do not use LZW compression when saving an image as TIF(F).
- Do not use JPEG encoding when saving an image as EPS, please use binary.

Naming convention

The file or folder containing your digital advert has to comply with the following naming convention: Magazine acronym_issue number_Company name
Ex : cli_6_Diagnostic

Digital data carriers

CD-Rom or DVD
Mailing address: Clinical Laboratory international
100 rue des Palais - 1030 Brussels - Belgium

Terms & conditions

The following is an excerpt from the Publisher's sales conditions

ACCEPTANCE OF ADVERTISEMENTS

- a. Any application received in due form by PanGlobal Media for the insertion of advertisements is considered to be irrevocably binding on the applicant.
- b. Any application for the insertion of advertisements shall only become binding on PanGlobal Media when such an application is accepted by the head office of PanGlobal Media located in Brussels, Belgium. PanGlobal Media reserves the right to refuse any applications for the insertions of advertisement without being required to give reasons for such a refusal. PanGlobal Media shall not be liable for any damages claimed by the applicant on the occasion of such a refusal

CANCELLATION

Any cancellation of booked advertisements must be confirmed in writing at least 8 weeks before scheduled publication date. Any cancellation received at shorter notice than the 8-week period before scheduled publication will be charged in full.
For all online advertising, an advance period of 2 weeks is required for any cancellation

RESPONSIBILITY

- a. PanGlobal Media declines all responsibility for the content, form, arrangement, etc., of advertisements.
- b. Advertisers or advertising agencies are solely responsible for their advertisements. They therefore agree that PanGlobal Media should be absolved of all liabilities in any case of dispute.
- c. Liability of PanGlobal Media is in any case limited to the price of the advertisement

The complete sales conditions are included in the order confirmation document sent by the Publisher.