



THE COMPANY OF
Biologists

www.biologists.org

Development

Journal of
Cell Science

The Journal of
**Experimental
Biology**

DMM Disease Models
& Mechanisms

Bi BIOLOGY
i OPEN

Media Kit

The Company of Biologists

The Company of Biologists is a not-for-profit organization that supports the wider biological community through its publishing and programmes of charitable giving.

The Company publishes five journals. Three are subscription based, internationally renowned journals *Development*: For advances in developmental biology and stem cells *Journal of Cell Science*: The science of cells *The Journal of Experimental Biology*: At the forefront of comparative physiology and integrative biology.

As well as two Open Access Journals

Disease Models & Mechanisms: Basic research with translational impact

Biology Open: New in 2011, Aiming to Facilitate rapid peer review for accessible research

The Company also hosts *the Node*, a community website for developmental biologists.

As part of its charitable giving, The Company of Biologists provides grants, travelling fellowships and sponsorship to noteworthy scientists, meetings, societies and collaborative projects around the world. In 2010 a series of Workshops were launched, designed to inspire innovation and collaborations between scientists and clinicians.

Exceptional Advertising Opportunities

The Company of Biologists' journals offer exceptional opportunities to advertisers.

The online versions of the journals boast ratings of 8.2 million hits (DEV), 7.7 million hits (JCS), 5.7 million hits (JEB) and 432,000 (DMM) during 2011. In its first 2 months, BiO had 39,000 hits.

The printed issues of *Development*, *Journal of Cell Science* and *The Journal of Experimental Biology* reach over 15,000 biologists worldwide in universities, libraries, research institutes, hospitals and industry.

These highly prestigious journals are valued as key resources by leading scientists, the overwhelming majority of which have PhDs and departmental buying status. Suppliers of laboratory equipment and consumables, scientific publishers and conference organisers also benefit from our range of online advertising opportunities attracting a wider, responsive audience to featured products and services.

The journals *Development*, *Journal of Cell Science*, *Disease Models & Mechanisms* and *Biology Open* offer additional advertising opportunities through sponsorship of 'mini-focus' and article collections. These are sent to subject relevant meetings and conferences enabling delegates to easily pick up information about the journals without the need to take a full copy. They also enable the journals, and advertisers, to highlight specific areas of interest at related relevant meetings.

Highly Visible Journals

The Company of Biologists keeps in touch with the scientific communities it serves by regularly promoting the journals at the relevant major meetings including those organised by Society for Developmental Biology, Society for Neuroscience, the International Society for Stem Cell Research, the American Society for Cell Biology and the Society for Integrative and Comparative Biology. The journals are also displayed at many specialist meetings worldwide such as Gordon Research Conferences, Keystone Symposia, the European Molecular Biology Organization (EMBO) meetings, Society for Experimental Biology annual meeting, The British Society for Cell Biology, The British Society for Developmental Biology meetings, and workshops and conferences organised by FASEB.

Development

Editorial Content

Development is a leading primary research journal in the field of developmental biology. From its initial launch in 1953 as *Journal of Embryology and Experimental Morphology* to the present day, *Development* continues to publish cutting-edge research articles across the spectrum of plant and animal development, covering topics ranging from stem cells and nuclear reprogramming, to evolutionary developmental and systems biology, from neurobiology to regional specification, morphogenesis and organogenesis, and from epigenetics to the aetiology of disease.

Development is edited by expert researchers in the field, and all articles are subject to rigorous peer review. In addition to primary research articles, *Development* also publishes insightful Review and Hypothesis articles, educational Primer articles, and reviews of meetings in the field, all of which are commissioned from leading developmental biologists

Market

Development is read by plant and animal biologists, geneticists, molecular biologists, cell biologists, paediatricians, neurologists and embryologists.

2010 Impact Factor 6.8

5 year Impact Factor 7.4

Issuance

Published twice monthly (24 issues per year).

Mailed 2nd class in Polybags.

Estimated Readership

7,500+ (based on multiple readership in laboratories, research departments and libraries).

Online Readership

Development had a total of 8.2 million hits between January and December 2011.

Territorial Distribution

USA / Canada: 37%

Rest of World: 63%

Rates and Specifications

See separate sheets.

Editorial Content

Journal of Cell Science covers the complete range of topics in cell biology, and is also of key interest to developmental biologists, molecular biologists and geneticists. It is one of the leading journals in the field with a strong impact factor and widespread reputation. *Journal of Cell Science* is edited by expert researchers from across the field. Each issue includes primary research papers, topical comment, review articles commissioned from experts in particular fields, and brief syntheses of important subject areas.

Market

Cell biologists in all fields, molecular biologists, geneticists and neurologists.

2010 Impact Factor 6.29

5 year Impact Factor: 6.73

Issuance

Published twice monthly (24 issues per year).

Mailed 2nd class in Polybags.

Estimated Readership

4,000+ (based on multiple readership in laboratories, research departments and libraries).

Online Readership

Journal of Cell Science had a total of 7.7 million hits between January and December 2011.

Territorial Distribution

USA / Canada: 34%

Rest of World: 66%

Rates and Specifications

See separate sheets.

Editorial Content

The Journal of Experimental Biology is the leading journal in comparative animal physiology. It publishes papers on the form and function of living organisms, from the molecular and sub-cellular to the integrated whole animal. The Journal plays a major role in the cross-fertilisation of techniques and knowledge across specialisation boundaries.

Market

The Journal of Experimental Biology is read by a broad interdisciplinary group of scientists who study molecular, cellular and organismal physiology in an evolutionarily and environmentally based context including systemic, cellular and molecular physiologists, neuroscientists, transport physiologists, biomechanics and biochemists. The Journal also receives considerable press coverage due to the nature of its research.

2010 Impact Factor 3.04
5 year Impact Factor 3.424

Issuance

Published twice monthly (24 issues per year).
Mailed 2nd class in Polybags.

Estimated Readership

3,500+ (based on multiple readership in laboratories, research departments and libraries).

Online Readership

The Journal of Experimental Biology had a total of 5.7 million hits between January and December 2011.

Territorial Distribution

USA / Canada: 39%
Rest of World: 61%

Rates and Specifications

See separate sheets.

Editorial Content

Disease Models & Mechanisms (DMM) is an Open Access journal that publishes reports of research using model organisms to understand the mechanisms underlying human disease and to develop novel diagnostics and therapeutics. The journal's aim is to provide a forum for the exchange of information and ideas across the entire spectrum of basic translational and clinical research. It also provides expert reviews and commentaries on key findings in the field.

Market

DMM appeals to all those working in disease research, from developmental biologists and geneticists, to clinicians at the forefront of patient care. *DMM* is not just another molecular medicine journal, but a journal for researchers with an explicit goal to investigate human disease using model organisms. It provides a gateway to scientists, pharmaceutical companies and medical libraries around the world, the overwhelming majority of readers have purchasing power and provide the ideal audience for targeting pharmaceutical and medical products and services.

2010 Impact Factor 4.5

Issuance

Published bi-monthly (6 issues per year)

Mailed 2nd class in Polybags.

Estimated Readership

3,500+ (based on multiple readership in laboratories, research departments and libraries).

Online Readership

DMM had a total of 432,000 hits between January and December 2011.

Territorial Distribution

USA / Canada: 55%

Rest of World: 45%

Rates and Specifications

See separate sheets.

Editorial Content

Biology Open (BiO) is an online-only Open Access journal that publishes peer-reviewed original research across all aspects of the biological sciences, including cell science, developmental biology and experimental biology. *BiO* aims to provide rapid publication for scientifically sound observations and valid conclusions in these allied fields.

Market

BiO appeals to those working in all areas of biology. The scope of the journal reflects The Company of Biologists' acknowledged expertise in cell science, developmental biology and experimental biology. *BiO* extends the service delivered by our flagship journals by providing the research community with an opportunity to publish valid and well-conducted experimental work that is otherwise robbed of timeliness and impact by the delays inherent in submission to established journals with more restrictive selection criteria.

Issuance

BiO has continuous publication of papers. It is an online only, open access journal.

Online Readership

In its first 2 months online, *BiO* had a total of 39,000 hits

Territorial Distribution

USA / Canada: 32% Rest of World: 68%

Rates and Specifications

See separate sheets.

Banner Advertising

Development, *Journal of Cell Science*, *The Journal of Experimental Biology*, *Disease Models & Mechanisms* and *Biology Open* all accept banner advertisements on a rotation basis. Banner ads are a great way to build awareness of your products or services through eye-catching animation and graphics.

The frequency of your rotating banner guarantees impact and seamlessly leads potential customers directly to your homepage or specially designed website.

e-TOCs (Electronic Tables-of-Contents)

Sent regularly to participants in the journals' e-TOC services, ads placed at the header or footer of these highly valued alerts target a receptive audience to new products and services.

Online Reach

Between January and December 2011, the journals had the following number of website hits

Development 8.2 million

Journal of Cell Science 7.7 million

The Journal of Experimental Biology 5.7 million

Disease Models & Mechanisms 434,000

In its first 2 months, *BiO* had 39,000 hits.

Banner Advert Specifications

Rotating banner advert size: 220 pixels wide x 40 pixels high

e-TOCs banner advert size: 730 pixels wide x 90 pixels high

File format: GIF, Interlaced, non-transparent (name must end in '.gif')

File size: 20k maximum (ideally less than 10kB)

Bit depth: 8 bits/Channel

URL: Please specify the exact url to be linked to (eg <http://www.biologists.com>)

Text: Please supply alternate text (max 20 words) for e-TOCs where html cannot be viewed

Prices

Prices vary according to the weight of rotation and time periods selected. Please contact the advertising department to discuss your exact requirements.

Print Advertising

Back cover, full colour*

1 or 2 issues: £850 / \$1,337

3 or more issues: £770 / \$1,210

6 or more issues: £720 / \$1,132

12 or more issues: £680 / \$1,070

Inside page, full colour*

1 or 2 issues: £800 / \$1,260

3 or more issues: £730 / \$1,148

6 or more issues: £680 / \$1,070

12 or more issues: £640 / \$1,007

Inside page, black and white*

1 or 2 issues: £600 / \$944

3 or more issues: £590 / \$928

6 or more issues: £560 / \$880

12 or more issues: £530 / \$834

Inside half page, full colour*

1 or 2 issues: £520 / \$818

3 or more issues: £475 / \$747

6 or more issues: £440 / \$692

12 or more issues: £415 / \$653

Inside half page, black and white*

1 or 2 issues: £390 / \$614

3 or more issues: £380 / \$598

6 or more issues: £365 / \$574

12 or more issues: £345 / \$543

*Price per advertisement.

Inserts

Advertisers can supply pre-printed loose inserts and should contact us to discuss specifications and rates. Three sample copies of an insert should be forwarded for approval.

We also offer heavily discounted or reciprocal advertising opportunities to non-profit organisations and conference organisers.

Advertising deadlines

Space reservations: two months prior to issue date

Advert materials: one month prior to issue date

Placement policy: back of journal, following scientific papers

Print advertising: specifications and rates

Print ads

JPEG: Grayscale, RGB or CMYK@300dpi

PDF: Grayscale RGB or CMYK.

Do not embed any colour profile

Back cover ads

Paper size: Width 215.9 x Height 279.4 mm

Include: Bleed: 3 mm on all edges (221.9 x 285.4 mm)

Trim marks: offset 3 mm

Inside ads

Full page paper size: Width 215 x Height 280 mm

Include: Bleed: 3 mm on all edges (221 x 286 mm)

Trim marks: offset 3 mm

Half page advert paper size: Width 183 x Height 120 mm

No Bleed or Trim marks required

Special topic sponsorship and Commercial Reprints

Subject Collections and Mini-Focus

Subject Collections and Mini-Focus *Development*, *Journal of Cell Science*, *Disease Models & Mechanisms* and *Biology Open* offer sponsorship of their small subject collections and mini-focus reprints. Prices vary according to print quantity and advertising package. Please contact the advertising department to discuss exact requirements.

Commercial Reprints

The Company of Biologists can provide rapid exposure of your products and scientific research to a specific group of clinicians by means of Commercial Reprints. High quality reprints can be ordered in bulk. These reprints can be produced as straight article reprints and, if required, the sponsor's name printed on the cover for your distribution to key decision-makers and opinion formers. Prices vary according to print quantity and advertising package. Please contact the advertising department to discuss exact requirements.

Sales & Marketing

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