



Total print run: 8311 copies

## Impact

The only Swiss trade magazine to reach everyone in laboratory medicine, including general practitioners.

## Recipients

Decision makers in the field of laboratory medicine. Members of SULM or their associated professional societies. Providers and officers of federal agencies.

## Who reads "pipette"?

According to a reader survey conducted in September 2017 among 2550 physicians, the most important sources of information are: trade magazines, colleagues, and conferences. Among the 64 trade magazines that were examined, "pipette" came in 10th place (broadest readership, general practitioners). The acceptance rate among oncologists was 23%, even ahead of primary and hospital care (18%).

## 100% laboratory medicine

In Switzerland, "pipette" reaches 100% of the workforce in the field of laboratory medicine, such as people working in practice labs (medical assistants and general practitioners), biomedical analysts, employees in contract or hospital labs, as well as laboratory managers.

Specializations include areas such as allergology, endocrinology, genetics, hematology, immunology, clinical chemistry and microbiology all the way to molecular biology.

## Growth market

Within the health care system, the importance of laboratory medicine has been steadily increasing. Innovations in personalized medicine and medication are almost inconceivable without laboratory medicine. Targeted prevention requires precise data. Support of individual therapies is based on results from laboratory analytics.

## Publication medium of the SULM

With its trade magazine "pipette", the Swiss Union of Laboratory Medicine (SULM) ensures the exchange of information between laboratory medicine, specialists, and the general public, thereby actively contributing to a transparent discussion about health care policies. At the same time, it raises awareness about the importance of efficient and effective laboratory medicine and its various specialists areas.

## Print and web, hand in hand

The PDF archive of pipette enjoys great popularity. Are you on the road a lot and would prefer the e-paper version? No problem, "pipette" can be read in the browser (e-paper or PDF), on the tablet, or on the smartphone.

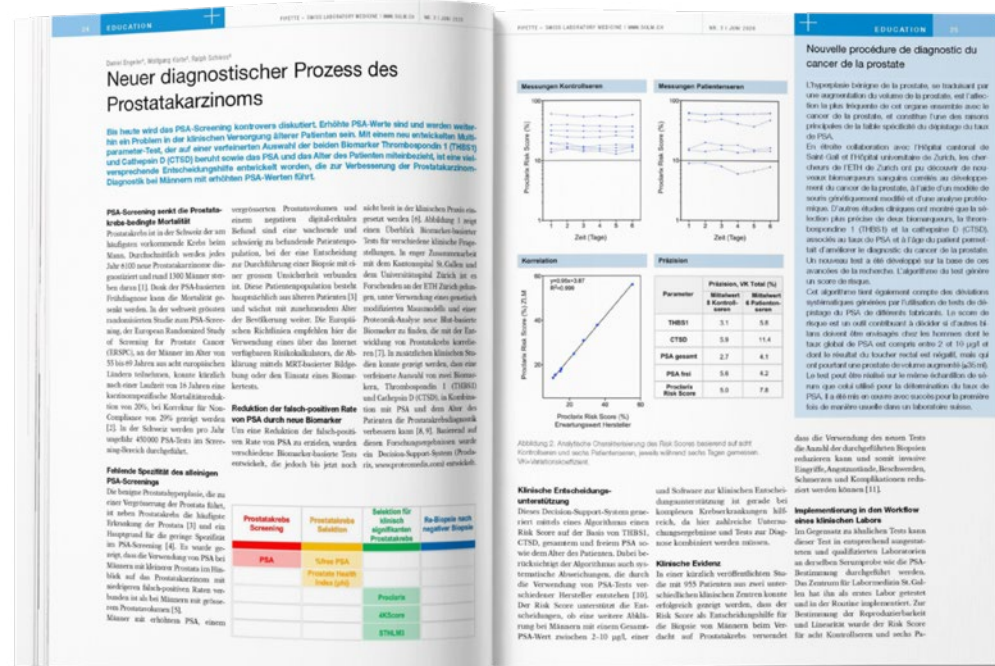


Abbildung 2: Analytische Charakterisierung des PSA-Scores basierend auf sechs Kontrollläufen und sechs Patientenläufen, jeweils während sechs Tagen gemessen. VV=Veränderungskoeffizient

**Klinische Entscheidungsunterstützung**  
Dieses Decision-Support-System generiert mittels eines Algorithmus einen Risk Score auf der Basis von TMB1, CTSD, gemessenen und freiem PSA sowie dem Alter des Patienten. Dabei berücksichtigt der Algorithmus auch wesentliche Abweichungen, die durch die Verwendung von PSA-Testen verschiedener Hersteller entstehen [10]. Der Risk Score unterstützt die Entscheidung, ob eine weitere Abklärung bei Männern mit einem Gesamt-PSA-Wert zwischen 2-10 µg/l, einer

**Implementierung in dem Workflow eines klinischen Labors**  
Im Gegensatz zu ähnlichen Tests kann dieser Test in entsprechend ausgestatteten und qualifizierten Labors mit einem breiten Spektrum wie die PSA-Bestimmung durchgeführt werden. Die Kosten für Labormedizin in Galien lag bis als erstes Labor geteilt und die Reaktion implementiert. Zur Bestimmung der Reagenzienfaktoren und Linsenzeit wurde der Risk Score für alle Kontrollläufe und sechs Pa-

## *The publisher*



### **SULM – a big roof for the microscopic world**

The Swiss Union for Laboratory Medicine (SULM) is committed to promoting efficient, effective, and patient-oriented laboratory medicine. As an umbrella association the SULM represents professional societies and organizations from the areas of health care and diagnostics as well as governmental and administrative organizations. SULM was founded in 1990. Its foundation was based on the standards set forth by the European Commission for Clinical Laboratory Standards (ECCLS) which in turn are based on equal representation of the sciences (trade organizations), industry (diagnostics industry), and health authorities.

### **Diversity in laboratory medicine**

Services of laboratory medicine are offered in medical practices, pharmacies, hospitals, and private labs. Laboratory medicine comprises eight areas with more than 20 professional societies and accounts for approx. 10'000 full-time jobs.

### **Unity in commitment**

The SULM unifies the broad spectrum of laboratory medicine. The association covers topics such as quality assurance, cost control, continuing education, and public relations.

# MEDIA DATA

## *Technical specifications*

### Print run

8311 copies  
Publication frequency: 6 times per year

### Languages

German/French

### Technical details

Format: A4, 210 × 297 mm  
Type area: 182 × 267 mm  
Scope: 24 pages  
Paper: coated

### Subscriptions (incl. 2.5% VAT)

Yearly subscriptions: CHF 80.–  
Single issue: CHF 20.–

### Printing

Stämpfli Ltd., Bern (Switzerland)

### Print material

PDF/X-4 according to ISO 15930-7  
300 dpi, CMYK, embedded fonts,  
3 mm trim  
Guidelines according to [pdfx-ready.ch](https://www.pdfx-ready.ch)

### Print documents

Submit digital data on CD or by email to [inserate@staempfli.com](mailto:inserate@staempfli.com) plus a binding printout by email. Data production based on templates, images, etc. will be billed at cost.

### Discounts / commissions / surcharges

Repeat discounts  
10% for six consecutive ads.

Market place contribution  
Free for regular advertisers (a value of up to CHF 6900.–)

Non-profit discounts  
30% for continuing vocational education, seminars, or events without any commercial interests

No discount  
No discounts are given for supplements, inserts, or promotional campaigns.

### Terms and conditions

Please refer to [staempfli.com/mediadaten](https://www.staempfli.com/mediadaten)

*All prices in CHF, please add 7,7% VAT.*

**Publisher**

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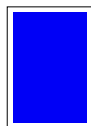
# Formats and prices

## Advertising

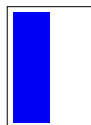
<b>1/1 page bled-off</b>	
210 × 297 mm (+3 mm)	
Color	5130.–
Black and white	3145.–



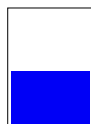
<b>1/1 page type area</b>	
168 × 266 mm	
Color	5130.–
Black and white	3145.–



<b>1/2 page vertical</b>	
84 × 266 mm	
Color	3870.–
Black and white	1885.–



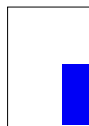
<b>1/2 page horizontal</b>	
168 × 133 mm	
Color	3870.–
Black and white	1885.–



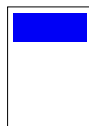
<b>1/3 page horizontal</b>	
168 × 88 mm	
Color	3450.–
Black and white	1465.–



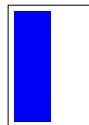
<b>1/4 page vertical</b>	
84 × 133 mm	
Color	3120.–
Black and white	1135.–



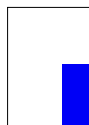
<b>1/4 page horizontal</b>	
168 × 66 mm	
Color	3120.–
Black and white	1135.–



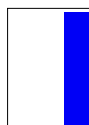
<b>Job ads 1/2 page*</b>	
84 × 266 mm	
Color	1760.–
Black and white	1760.–
including online	



<b>Job ads 1/4 page*</b>	
84 × 133 mm	
Color	930.–
Black and white	930.–
including online	



<b>Market place 1/3 page</b>	
90 × 82 mm	
Color	3450.–
Black and white	3450.–
free of charge for irregular advertisers	



\* All ads are placed within the editorial contents.

## Frequency and dates of publication

Issue	Submission deadline for ads	Publication date	Key topics
1/2	26.01.2021	04.02.2021	
3	04.03.2021	15.03.2021	
4	06.04.2021	15.04.2021	
5	04.05.2021	14.05.2021	
6	04.06.2021	15.06.2021	
7	05.07.2021	14.07.2021	
8/9	03.09.2021	14.09.2021	
10	04.10.2021	13.10.2021	
11	04.11.2021	15.11.2021	
12	03.12.2021	14.12.2021	

# Special prices

## Special placement ads

Cover pages (color)	Price
Contents	5970.–
2nd cover page	5970.–
3rd cover page	5700.–
4th cover page	6180.–

## Cover wraps

Front side, 105 x 230 mm	4500.–
Back side, 105 x 277 mm	4000.–

## Advertorial

The design must be clearly different from the layout of the magazine.

Size	color
1/1 page	6630.–
1/2 page	5370.–
1/3 page	4950.–
1/4 page	4620.–
+ 20% for special placement	

## One Market place for the trade

The "Market Place" section is available to our regular advertisers. The only condition is to book at least four or six consecutive ads. Customers provide the entire text and image material.

The "Market Place" section can be used once (four ads) or twice a year (six ads) to announce new products, present special services, or provide further information.

Our editorial staff reserves the right to shorten the text to the allotted length; unfortunately, we are not able to send printing proofs due to reasons relating to production and technology.

The editorial deadline is the same as the submission deadline for ads; ad submissions are accepted on a "first come, first served" basis.

## Specifications

### Picture

Pictures can measure up to 50 mm in width and 50 mm in height. At 1:1 format, pictures should have a resolution of approx. 300 dpi. A caption briefly describes the highlights.

### Text specifications

Heading: Short and concise.

### Lead

Approx. 200 characters to introduce the topic, generate attention, and invite further reading.

### Body text

A more in-depth discussion of the topic. Space is limited to approx. 1000 characters, including spaces. A subheading may provide additional guidance and structure.

The end should contain contact information, including email and website address.

### Fee

The Market place is a free service to our regular advertisers.

**Would you like to add emphasis to your message? Do you want your information to be noticed independently of “pipette”?**

There are countless possibilities to expand on the idea of the traditional ad, for example:

**Sleeves** – an exclusive advertising opportunity

**Supplements** – targeted, effective advertising

**Online** – a perfect supporting measure

All supplements can be assigned to their corresponding areas of specialty. It is possible to book partial runs for specific target groups. We are happy to provide detailed information.

**Sleeves around the magazine**

Advertising value	4500.–
Technical fees: on request	

**Sleeve**

Size		Price
Front cover 105 x 230 mm	Advertising value	4500.–
Back cover 105 x 277 mm (incl. 3 mm trim)	Advertising value	4000.–
Back and front combination	Advertising value	7650.–
	Technical fees*	1750.–

\* Technical fees for 8000 copies. Surcharge for larger conditions on request.

**Supplements/inserts**

Advertising value		2045.–
Technical fees	Supplements up to 50 g	855.–
	Sewing in (inserts) on request	
Porto	Supplements up to 50 g	1650.–
Total		4550.–

**Delivery deadline**

For inserts/supplements: 12 days before publication date

**Circulation supply**

8311 print run



# Online advertising

**The bilingual SULM website is an attractive platform for interactive advertising opportunities.** Skyscraper or full banners are ideal accompanying measures to printed advertisements. Thanks to interactivity you can generate targeted attention. Banners (full banner or skyscraper) alternate between the home page and all sections of the website. Booking depends on the desired number of page views. Fees are based on 1000 viewing contacts.

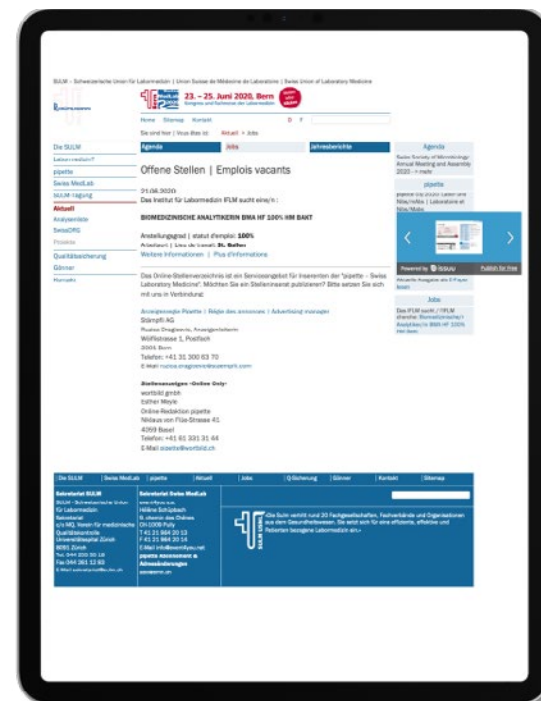
Type	Format	Size	Price for 1000 viewing contacts (CHF)	Price for at least 5000 viewing contacts (CHF)
Fullbanner	468x60 pixel	30 KB	70.–	350.–
Skyscraper	160x600 pixel	30 KB	100.–	500.–
Combo: full banner and skyscraper			160.–	800.–

## Job advertisements

With job ads in "pipette" you will reach the entire laboratory world of Switzerland, across all language barriers and areas of specialty. All ads are placed within the editorial contents. Ads with a fee of CHF 930.– and more include free online placement on the SLUM website's job portal: [www.sulm.ch/jobs](http://www.sulm.ch/jobs)

## A plus for our advertisers

Online access offers advantages for advertisers as well. A job ad can be complemented by a detailed job profile, or an ad can be linked to an image films. The possibilities are almost limitless. Please contact us at [pipette@wortbild.ch](mailto:pipette@wortbild.ch) or by phone at +41(0) 61 331 31 44.



# STÄMPFLI LTD.

## *Communication – person to person*

Specialized media are our forte. We market their electronic and printed advertising space and the associated portals and channels. In doing so, we are in active contact with the publishers, the editorial offices and you, the advertising customers. Our goal is your success. We are happy to advise you throughout the whole process, from the conception until the implementation. We know the requirements and particularities of each publication, portal and advertising format. This is how we ensure that your message appears with the best design, at the right place, in the desired format, at the right time and in the right advertising medium.

Would you like an overall consultation, a cost calculation or do you have other questions about the offer? Please do not hesitate to contact us. We look forward to hearing from you.

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### Your contact people at Stämpfli LTD.

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