

MEDIA DATA LABMAG

labmed.

S
Stämpfli
Communication

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Total print run: 1959 copies

What does «LABMAG» have to offer?

«LABMAG» is the professional journal and publication organ of labmed, the Swiss professional association for biomedical analysis and laboratory diagnostics. With articles from medical labs and of biology in general, «LABMAG» informs specialists at hospital labs, private labs, blood donation services, research labs, and university institutes about new developments in all areas of laboratory medicine. «LABMAG» is sent monthly directly and without wastage to certified biomedical analysts, managing biomedical analysts, and laboratory managers, i.e. the specialists themselves, as well as to decision makers in the laboratory.

«LABMAG» also reports on trade-specific continuing education as well as vocational and educational topics and also includes a comprehensive section with job openings.

Advertisers can showcase their products in a section dedicated to market innovations.

Using «LABMAG» as an advertising media means using advertisement in a targeted, unsurpassed fashion.

Areas of specialization

- hematology
- immune hematology
- hemostasis
- clinical chemistry
- microbiology
- immunology
- histology and pathology
- endocrinology
- toxicology
- biochemistry
- molecular biology
- research in the natural sciences



The publisher

labmed.

labmed is the professional journal and publication organ of labmed, the Swiss professional association for biomedical analysis and laboratory diagnostics. labmed represents certified biomedical analysts (BMAs) who passed the HF (higher qualification) and promotes the continuous further education of its professionals. Certified BMAs HF analyze samples such as blood, cells, tissues, and cerebrospinal fluid. They look for bacteria, viruses, and parasites (among others), conduct genetic analyses, and provide carefully tested donor blood.

Certified BMAs HF are fully responsible for their finding which are essential for diagnosis and therapy monitoring. They work at hospital labs, blood donation centers, research facilities, private labs, training centers, or in commercial enterprises. They mostly work in diagnostics, but also participate in future-oriented research.

labmed is active throughout Switzerland in matters of vocational and educational policies. Together with OdSanté, the association is the responsible body for the higher qualification exam to certify experts in biomedical analysis and laboratory management. The association is represented in all of Switzerland's language regions.

The six regional sections (Bern, Ostschweiz, Reuss-Aare-Rhein, Romande, Ticino, Zürich) also offer further education and actively promote professional policy.

MEDIA DATA

Technical specifications

Print run

1959 copies (notarially-certified)

Languages

German/French/Italian combined

Technical details

Format: A4, 210×297 mm

Type area: 182×267 mm

Paper: coated

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)

Printing

Stämpfli Ltd. Bern (Switzerland)

Terms and conditions

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

Data processing / design

Modifications, creative work (image or text editing), corrections, etc. will be billed at cost.

Publisher / editor

labmed, Swiss professional association for biomedical analysis and laboratory diagnostics

c/o Geschäftsstelle labmed

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[labmed.ch](https://www.labmed.ch)

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Discounts / commission

Closing discount

3 × 5%, 6 × 10%, 10 × 15%

(no discount for job advertisements)

Consultation fee

For recognized advertising agencies and agents: 10% of net price

Subscriptions

Subscription fee: CHF 100.-

Please send subscription requests and changes of address to the office or to [labmed.ch](https://www.labmed.ch) (contact).

All prices in CHF, please add 8.1% VAT

Formats and prices

Prices for commercial ads (price for one-time ad, color or b&w)

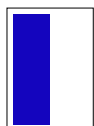
1/1 page incl. 3 mm trim
216 × 303 mm
(incl 3 mm trim)
2550.–



1/4 page horizontal
182 × 65 mm
710.–



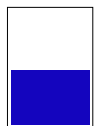
1/2 page vertical
86 × 267 mm
1350.–



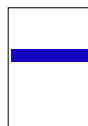
1/8 page horizontal
86 × 65 mm
400.–



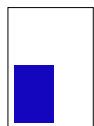
1/2 page horizontal
182 × 130 mm
1350.–



1/8 page banner
182 × 30 mm
400.–



1/4 page vertical
86 × 130 mm
710.–



Frequency and dates of publication

The magazine is published monthly with double issues in January/February and August/September.

Issue	Submission deadline	Publication date
1/2	29.12.2023	02.02.2024
3	31.01.2024	11.03.2024
4	29.02.2024	15.04.2024
5	28.03.2024	15.05.2024
6	30.04.2024	17.06.2024
7	31.05.2024	15.07.2024
8/9	31.07.2024	16.09.2024
10	30.08.2024	14.10.2024
11	30.09.2024	15.11.2024
12	31.10.2024	16.12.2024

Important dates

22.–26.04.2024	SILAMED Horgen
24.–25.05.2024	BMA Tage
24.–25.05.2024	Delgiertenversammlung labmed und Höhere Fachprüfung
Beginning Nov. 2024	SILAMED Lausanne

Special prices

Prices for job advertisements (print and online)

Size	Format (width x height)	Price b&w	Price color
1/1 page	182 x 267 mm	1450.–	1980.–
1/2 page vertical	86 x 267 mm	760.–	1135.–
1/2 page horizontal	182 x 130 mm	760.–	1135.–
3/8 page vertical	86 x 195 mm	680.–	1080.–
1/4 page vertical	86 x 130 mm	425.–	710.–
1/4 page horizontal	182 x 65 mm	425.–	710.–
1/8 page horizontal	86 x 65 mm	275.–	355.–

Job advertisements are also automatically published on the internet at labmed.ch (online within one working day for 30 days).
(no discount for job advertisements)

Prices for job advertisements*

30 days online placement as PDF file	580.–
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* Online within one working day for 30 days.

Fee for template design

1/2 page and smaller	70.–
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Advertorial

Size	Language (DE, FR, IT)	Price
1/1 page	DE, FR or IT	2550.–
1/2 page	DE, FR or IT	1400.–

Special placements

2/3 of the cover page (special format 210 x 197 mm)	3200.–
1/2 of the cover page (special format 210 x 98.5 mm)	3000.–
1/3 of the cover page (special format 210 x 65.5 mm)	2800.–

2nd or 4th cover page	3000.–
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Other fixed placements: 10% surcharge to the gross price

Sources of supply (in color)

1 field 86 x 15 mm for issues, including internet with logo	900.–
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Entry into event calendar*

Event calendar including PDF and link to registration	290.–
Calendar entry: combination print and online	350.–

* Free with course advertisement of 1/2 page or larger

Supplements/inserts

Advertising value	A4, single- or double-sided	1450.–
Technical fees	Binding (supplement, max weight 50 g)	190.–
	Binding (insert)	190.–
Postage	Supplement	275.–
	Insert	65.–

Online advertising

Full banner*

Available placements and fees per calendar month

Home	350.-
Education	250.-
Magazine	250.-
Job advertisements	350.-

* Size: 468 x 60px

Skyscraper*

Available placements and fees per calendar month

Education	250.-
Magazine	250.-
Job advertisements	350.-

* Size: 160 x 600px



Contact us

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.



Your contact at Stämpfli Communications



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