

Turkey's First and Only Laboratory Sector
and Advertising Channel

2018 MEDIA KIT

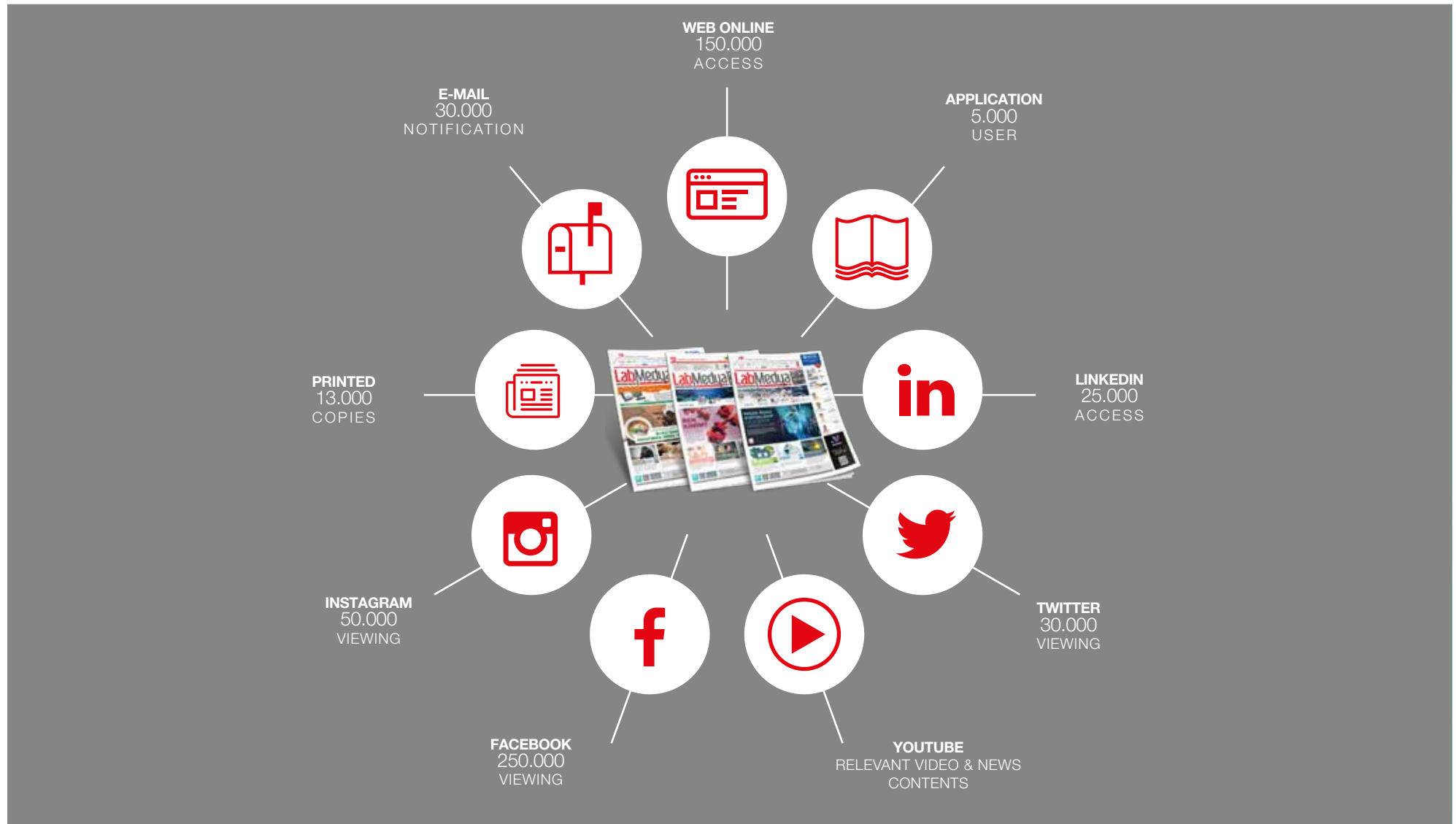


For Prosigma
Newsstand
Application Please
scan the QR
Code.



ALWAYS, EVERYWHERE UNDER YOUR HAND

www.labmedya.com





Why Labmedya ?

We want to summarize the first and only publication in your sector.

We would like to summarize to you the first and only publication in Turkey Laboratory sector.

LabMedya, as can be understood from its name, is a publication which has been serving as a media channel in laboratory sector for approximately 8 years and which is followed with a huge interest and curiosity. It has become a publication each issue of which is looked forward to as its contents cover completely independent, free and sectoral issues. It is published 13.000 issues every two months in glossy and each

page being colored. Our publication is mailed to the name of the person directly by mail as a free of charges.

In addition, our publication can be read online and interactively through our web page and mobile application. Also soft copies are sent via e-mail to approximately 30.000 people in the sector which are in our mail bank.

To sum up, the number of people which we reach is over 40.000 in total.

LabMedya, which is also popular in social media is followed more and more every day.



In our Facebook page, current news about sector, science, health and technology are posted nearly every day and attract huge attention.


Our vision is to become a publication which will attract attention of people, which will be read and each issue of which will be looked forward to in all terms. In this context, our content and design are prepared in a way to attract people's attention and not to bore people. Our aim is to reach every laboratory and everybody related with laboratory sector in Turkey and Turkish Republics.







General Distribution Chart


Our target audience is laboratories, industry firms and individuals who work here. Labmedya is completely free and is sent to all cities in Turkey. These are mainly:

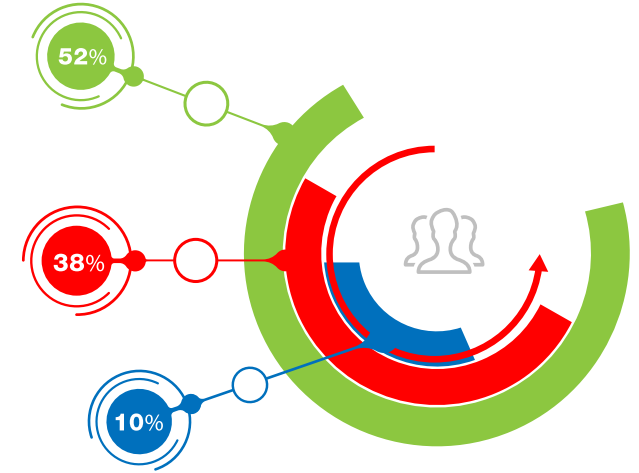
 Universities with the relevant sections of the laboratory (chemistry, food, biology, environment, physics, Medicine and Pharmacy (histology, microbiology, biochemistry, pharmaceutical chemistry and etc. departments, deaneries, chief physicians, purchasing etc.), faculty members and laboratories

 Public institute laboratories (Public health control, environment, reference and agriculture, food quality laboratories)

 Factories with quality control laboratories

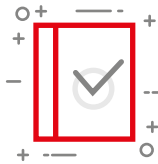
 Special references laboratories

 Sector Companies (Chemical, lab equipment, device vendors of medical companies etc.) and many other persons concerned ...



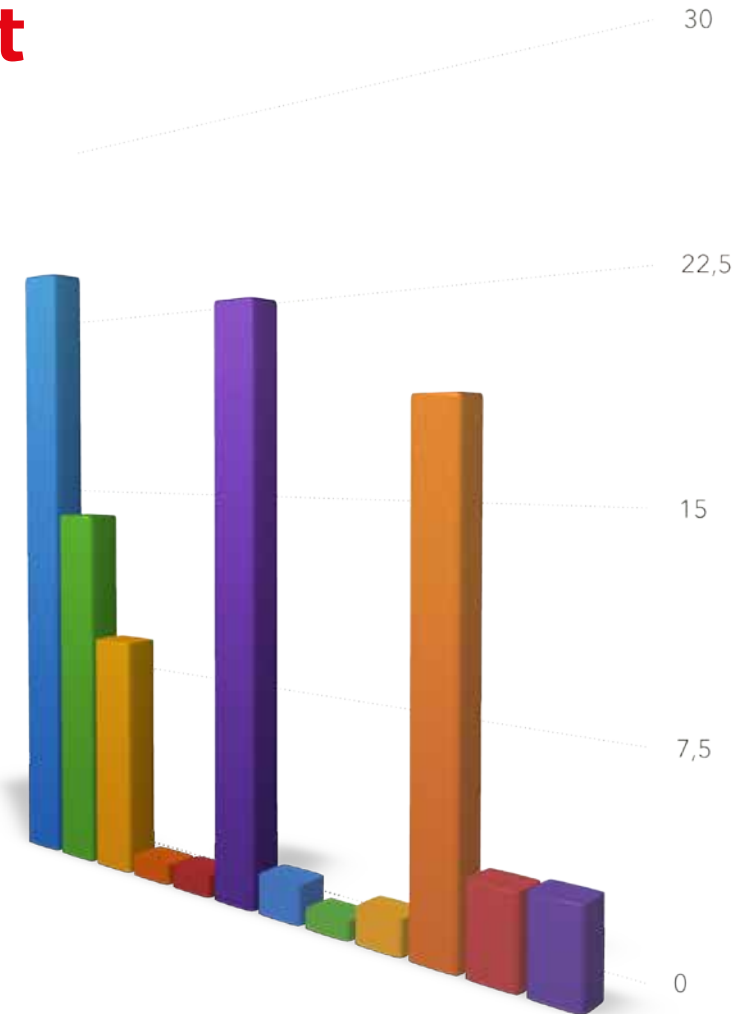
 Labmedya, participate in many exhibitions at home and abroad, and is followed.





Sectorial Distribution Chart

SECTOR	PERCENTAGE DISTRIBUTION
FOOD INDUSTRY	24,11%
CHEMICAL INDUSTRY (TOTAL)	14,13%
CHEMICAL INDUSTRY	5,19%
PAINT INDUSTRY	0,92%
PETROLEUM / PETROCHEMICAL INDUSTRY	0,82%
PHARMACEUTICAL AND COSMETIC INDUSTRIES	7,20%
MEDICINE (Clinical, Health, pathology, Histology, etc.).	9,18%
VETERINARY	0,78%
MINING, LAND and CEMENT INDUSTRY	0,85%
UNIVERSITIES (chemical, food, biology, medicine, pharmaceuticals, genetic engineers, biochemistry, metallurgy, all relevant departments, etc.)	22,30%
TEXTILE INDUSTRY	1,45%
ENVIRONMENT INDUSTRY	0,69%
AGRICULTURE INDUSTRY	1,30%
COMPANIES (seller, importer, producer)	18,65%
SANITATION, GOVERNMENT ETC. AGENCIES	3,22%
OTHER	3,34%





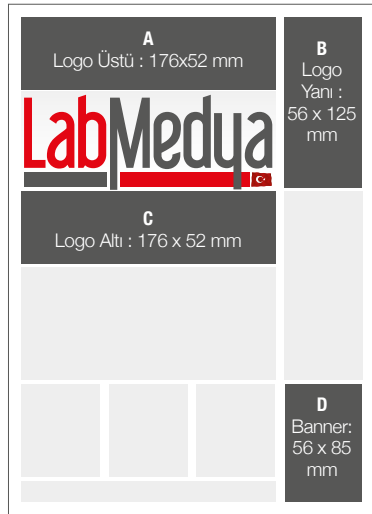
Alternatives for Printed Media Advertising

Without compromising our printed publication is published every 2 months. Data is sent by mail to our constantly evolving. Return from investigating the revision is done individually. Below you can see the alternative advertising.

Things To Consider When Preparing Ad Pages

- The advertisement page should be designed and saved on a commonly useable graphic programme format like; PDF, AI, CDR, PSD, TIF, INDD
- The minimum resolution should be 300 dpi. If the page is designed less than 300 dpi resolution LabMedya do not accept the responsibility of the loss of visual quality.
- All the types should be converted and curved
- The advertisement pages should be designed in accordance with the mentioned dimensions

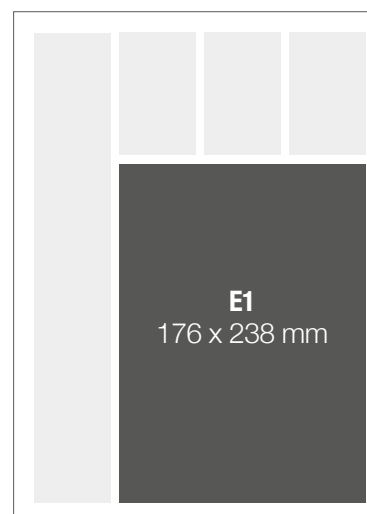
First Page



Full Page



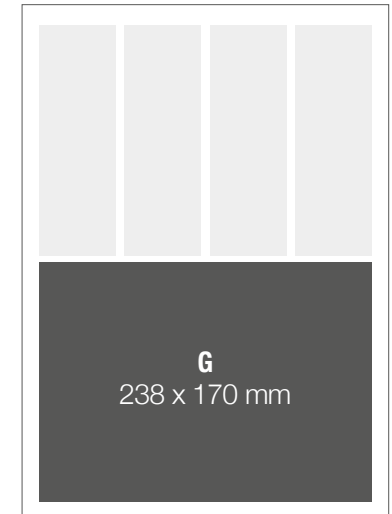
Junior Page



Vertical Half Page

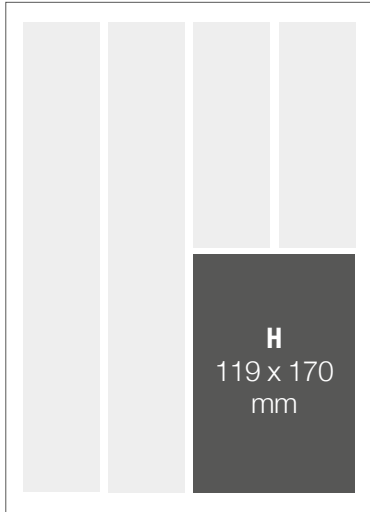


Half Page

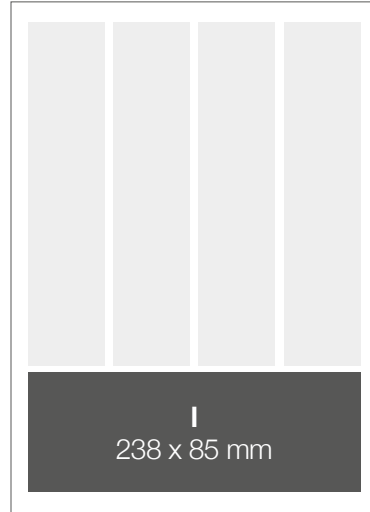




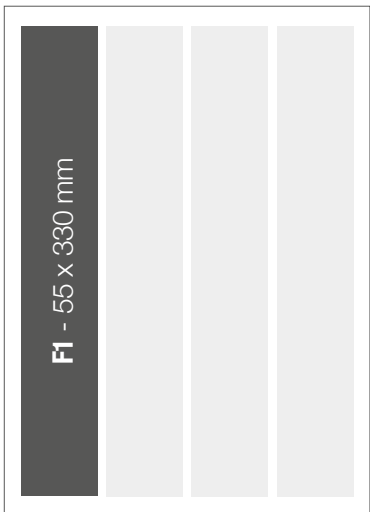
Quarter Page



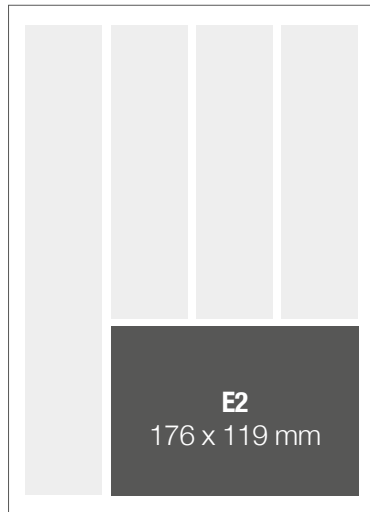
Horizontal Quarter Page



Single Column



Half Junior Page



Inserts, Printing and Distribution

Up the 4 pages of insert, in size of 19x27 cm which is special to our company are published and distributed together with LabMedya magazine with very convenient costs so your brochure will be reached up to 10.000 people.

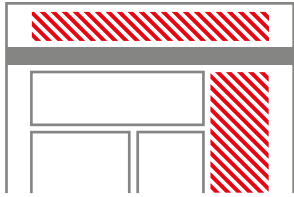
You can see some sample inserts.





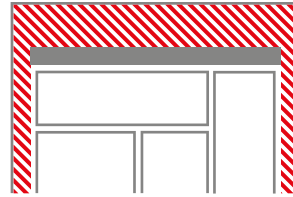
DIGITAL PRODUCTS

As LabMedya, we are strong enough to offer a massive audience that is flexible enough to offer unique solutions to target your mass.



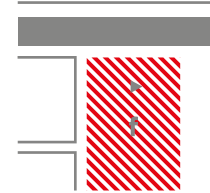
WEB ADS

There are high-impact banner advertising areas across the entire/generally LabMedya platform.



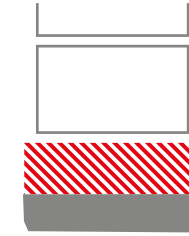
MULTI-EFFECTIVE RICH MEDIA

We are offering rich media solutions that are efficient and effective to attract readers' attention. Sectoral news, current information, interesting topics, science news etc.



INTERACTIVE CONTENT ADVERTISEMENT

These special units offer a variety of creative assets, such as Facebook sharing, video player, slide show, email recording, interactive ad content, and more. The prepared content of your ad should be interactive.



MOBILE

With more than 50% of the LabMedya's audience accesses our mobile responsive website and our mobile applications with smartphones and tablets. High impact and constant ad spaces.



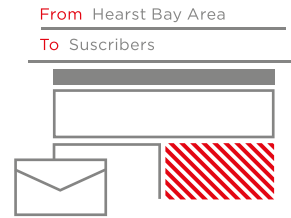
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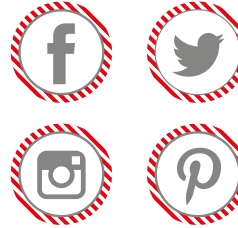
E-MAIL MARKETING

Choose an audience or a geographic area, and we'll create a qualified list of email addresses you can use to market your business. We help you send newsletters, new products, special offers, sales and more to a group of consumers matching your target market.



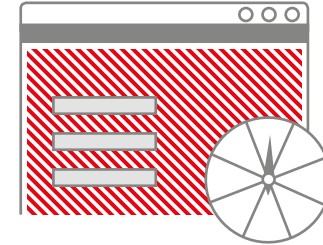
NEWSLETTER SPONSORSHIP

Advertise in e-mail newsletters written in LabMedya's 100% HTML. Always keep in mind.



SOCIAL MEDIA

We create a strategy from A to Z that collects the most participation and new followers for your social media platforms and apply them to you.



DRAW

Make your customers winners. Develop a turnkey brand development pie/lottery/ that creates direct marketing for your business without spending much time.



Online Media

LabMedya is sent to approximately 30.000 people in the format you see at the side via e-mail in addition to hard copies. The person receiving the e-mail can click, open and read LabMedya in PDF. Some of our readers especially request only e-mails. Thus they can read LabMedya via computer. Through this post, logos of advertising companies are presented for free.

While making this post, you can advertise in marked area at the side. the advertisements you make in this area are added for free in the areas of occasion products in our web site and the person can see your product on our web site.



J
Medium Banner
400 x 156 px

K
Side
Banners
230 x 95 px



E-Marketing

LabMedya sends mails on behalf of you. Whatever you wish, such as your own advertisement performance, design, product presentation etc are sent to our own data with your name and mail address. thus, the person receiving the mail assumes that the mail comes directly from you. When they want to reply, you receive the mail directly in your own inbox.

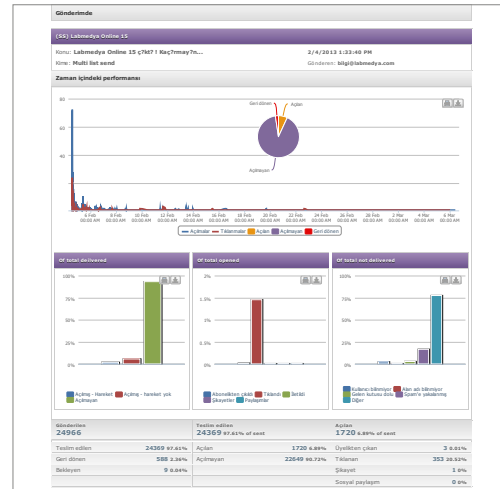
Posting amount changes depending on the time you require. They are sent approximately to 25.000-30.000 people.

After the post, a posting report like you see at the side is sent to you. In this report, you can see number of posts, number of people opening your mail and click through rate.

If you wish, the data you created are added on our post list and sent. *Because of the new law, responsibility for these posts belongs to the advertiser. A contract is signed about it. If there is any complaint or responsibility for similar situation, the post will be done.



Sample of Report



ANAMED & ANALITİK GRUP
 ANALİTİK ÇÖZÜMLERDE GÜVENÇENİZ

www.anamed.com.tr/rotary sales@anamed.com.tr 0 216 331 17 01

Dünyanın en iyi Rotary Evaporatörleri
 Anamed & Analitik Grup Güvencesi ile

Rotary Evaporatör, Vakum Pompası, Multivapor, Syncore, Kugelrohr, Sirkülerler

BUCHI Rotavapor® Sistemleri
 Rotary Evaporatör, Paralel Evaporatör ve Konsantratör Sistemleri

Büchi tarafından geliştirilmiş 1957 yılından beri sürekli gelişen Büchi Rotavapor Sistemleri kusursuzluğuyla yakaladı. Bugün Türkiye'nin her noktasında güvenilir şekilde çalışan Büchi Rotary Evaporatörler laboratuvarlarınızın en güvenilir yardımcılarıdır!

ANAMED & ANALİTİK GRUP
 ANALİTİK ÇÖZÜMLERDE GÜVENÇENİZ

İstanbul Ofisi
 Akmerkezi (Taksim Çarşısı)
 P. 09/04, Kat: 5, Çarşı 5
 Kuruçeşme, Beşiktaş / İSTANBUL

Antalya Ofisi
 Beşyaka 494 Mah. Uğur Mumcu Sokak No: 5/2 D: 4
 Çarşıkapı / ANTALYA

İzmir Ofisi
 Mersisli Mah. Beşikdöğü Sokak
 2331 Sok. No: 4/2 Kat: 2 (Zeytin Çarşısı)
 35300 / İZMİR / TÜRKİYE

Tel: (0216) 331 17 00 (PBM)
Fax: (0216) 331 17 01
E-Mail: bilgi@anamed.com.tr

Tel: (0212) 417 29 20 (PBM)
Fax: (0212) 417 29 21
E-Mail: sales.anamed@anamed.com.tr

Tel: (0212) 387 2808
Fax: (0212) 387 2806
E-Mail: sales@anamed.com.tr

Web Portal

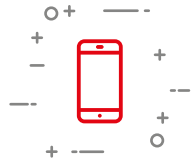
LabMedya web site appears at the top in many searches with its satisfactory content. Thus, it has a good hit rate.

Also, as all issues of LabMedya are loaded in our web site, our users can download and read old issues from our web site.

There are different advertisements areas in our web site. You can give your advertisement in areas marked with yellow below:



- LMW - 01 | 650 x 90 px
- LMW - 02 | 660 x 100 px
- LMW - 03 | 270 x 110 px
- LMW - 04 | 270 x 110 px
- LMW - 05 | 660 x 100 px
- LMW - 06 | 270 x 180 px
- LMW - 07 | 270 x 90 px
- LMW - 08 | 1190 x 62 px
- LMW - 09 | 175 x 500 px



Mobile Application & Digital Platforms

As LabMedya, we have made our way into Mobile Application and Tablet Publication by following the developing technologies. In tablets or smart phones, LabMedya can be read more interactively and in a more detailed way. Also we make your advertisement or product presentation to users downloading the application through push notifications which means instant messages.

Through your mobile application, you can promote your special activities, special product groups, campaigns, news etc to users via push notifications.

Also you can attach video or link to your hard copy advertisement in the application. For example, the user examining your advertisement can see the product presentation video. you can make them order or examine the product in a more detailed way by directing them to your web site.

Advertisement alternatives for this service:

L - Push Notifications

M - Interactive Modules

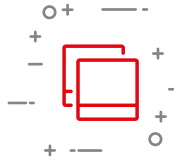
In addition, if you wish, you can be one-year application sponsor. That you are a sponsor is indicated at opening and product presentations special for you are added.

N - Sponsorship

You can also access LabMedya from other digital platforms below.



For Prosigma Newsstand Application
Please scan the QR Code.



Advertisement and Service Charges

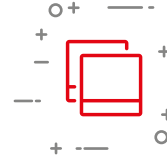
You should send you advertisements to us in ready state. If your advertisement is not ready, our professional team will prepare advertisement design for you against the design charges below. Prices are for single issue only. Special discounts are made on annual agreements.

Basılı Medya	U.S.D.	Euro
First Page Logo Top (A)	3.450 \$	3.200 €
First Page Logo Side (B)	2.875 \$	2.600 €
First Page Logo Under (C)	2.450 \$	2.300 €
First Page Banner (D)	1.035 \$	920 €
Inside front cover (page 2)	2.070 \$	1.955 €
Back Cover	3.450 \$	3.200 €
Inside Back Cover	2.185 \$	2.070 €
Full Page (E)	1.840 \$	1.725 €
Junior Page (E1)	1.400 \$	1.280 €
Middle Two Pages	3.910 \$	3.795 €
Vertical Half Page (F)	1.150 \$	1.090 €
Half Page (G)	1.035 \$	977 €
Quarter Page (H)	750 \$	630 €
Horizontal Quarter Page (I)	750 \$	630 €
Single Column (F1)	690 \$	575 €
Half Junior Page (E2)	920 \$	860 €
Insert (including printing and delivery, 4 pages)	5.750 \$	5.520 €
Address Label Ad (personalized)	2.010 \$	1.840 €

Online / Web / E-Marketing	U.S.D.	Euro
E-Marketing (e-mail delivery)	900 \$	800 €
Online Post Big Banner (J)	500 \$	450 €
Online Post Side Banner (K)	350 \$	300 €
LMW - 01 / 650 x 90 px	-1 Month	300 \$ 250 €
LMW - 02 / 660 x 100 px	-1 Month	250 \$ 225 €
LMW - 03 / 270 x 110 px	-1 Month	250 \$ 225 €
LMW - 04 / 270 x 110 px	-1 Month	200 \$ 175 €
LMW - 05 / 660 x 100 px	-1 Month	200 \$ 175 €
LMW - 06 / 270 x 180 px	-1 Month	200 \$ 175 €
LMW - 07 / 270 x 90 px	-1 Month	175 \$ 150 €
LMW - 08 / 1190 x 62 px	-1 Month	300 \$ 250 €
LMW - 09 / 175 x 500 px	-1 Month	250 \$ 225 €
View interactive mobile applications (M)*	+90 \$	+80 €
Mobile delivery notifications (product introduction) (L)	300 \$	240 €
Sponsorship for mobile app (N)	Ask	Ask

Normal print advertising cost will be added on. So the application of interactive video to your ad, add link, etc. are made.

Our prices do not include VAT.



Advertisement and Service Charges

You should send you advertisements to us in ready state. If your advertisement is not ready, our professional team will prepare advertisement design for you. Prices are for single issue only. Our prices do not include VAT. Special discounts are made on annual agreements.

Design Charges	U.S.D.	Euro
Full Page Advertisement Design Charge	350 \$	320 €
Half Page Advertisement Design Charge	260 \$	240 €
Quarter Page Advertisement Design Charge	130 \$	120 €
Insert 4 Pages Design Charge	700 \$	640 €
Banner Design Charge	90 \$	80 €
E-Bulletin Design Charge (Including Html Application)	260 \$	240 €
HTML Application	130 \$	120 €

Our prices do not include VAT.



Other Services

LabMedya is prepared within Prosigma Advertisement Agency.

Many companies in the sector catalogs, brochures, posters, etc. are prepared by coordinating our work. So we do all the advertising and promotion services A to Z for your company.

Our other service areas in generally:

Logotype Design, Corporate Identity Design, Catalog, Brochure, Banner, Billboard, Individual and Corporated Web Design, Design Content Consultancy, Online Catalog, Product Photography, Strategic Communication Solutions Brand Creating, Campaign Management, Corporate Communications, Creative Solutions, Magazine Ad, Newspaper Announcement, Flier, Magazine, Business Card, Letterhead, Envelope, File, Pad, Invitation, Book, Packaging, Pochette, Media Planning, Printed Media, Internet, Outdoor & Alternative Media Solutions Interactive Analyzes, Web Site, Web Banner, E-mailing, Content Management, Programming, Photo Shoot, Advertising Photography & Promotional Products.

We are also making preparations from all A to Z for all periodical publishing, such as editorial support, photo shoots, interviews, design preparation and printing.

www.labmedya.com

LabMedya[®]

Oğuzlar Mah. 1374 Sok.
No:2/4 Balgat / ANKARA - TURKEY
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Fax 0 312 342 22 46
E-mail bilgi@labmedya.com

