

MEDIA KIT 2 0 1 7



At your fingertips Anytime...Anywhere...



The first and only
media channel
in Turkish
Laboratory Market



LabMedya®



Why Labmedya ?



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 6 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 between 10.000 and 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.

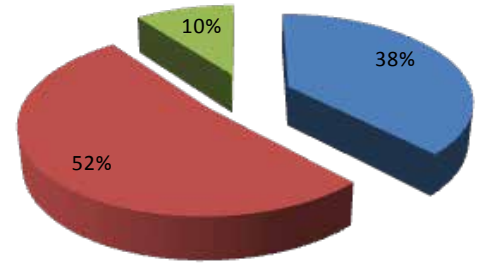
Labmedya, participate in many exhibitions at home and abroad, and is followed.



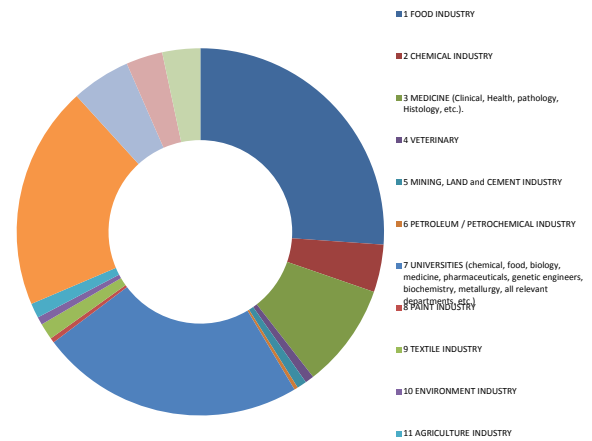
General Distribution Chart

Our target audience is laboratories, industry firms and individuals who work here. Labmedya are completely free and are 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 ...



Sectorial Distribution Chart



SECTOR

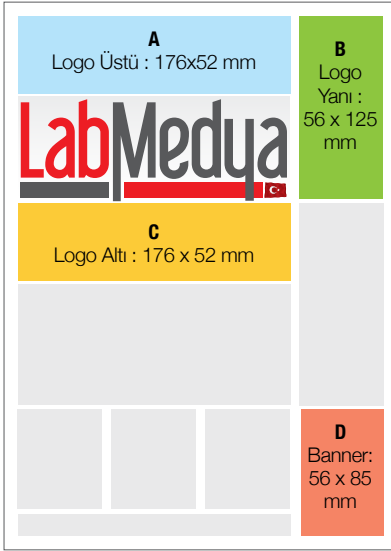
PERCENTAGE DISTRIBUTION

FOOD INDUSTRY		26,11%
CHEMICAL INDUSTRY (TOTAL)		10,13%
CHEMICAL INDUSTRY	4,19%	
PAINT INDUSTRY	0,42%	
PETROLEUM / PETROCHEMICAL INDUSTRY	0,32%	
PHARMACEUTICAL AND COSMETIC INDUSTRIES	5,20%	
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.)		23,30%
TEXTILE INDUSTRY		1,45%
ENVIRONMENT INDUSTRY		0,69%
AGRICULTURE INDUSTRY		1,30%
COMPANIES (seller, importer, producer)		19,65%
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.

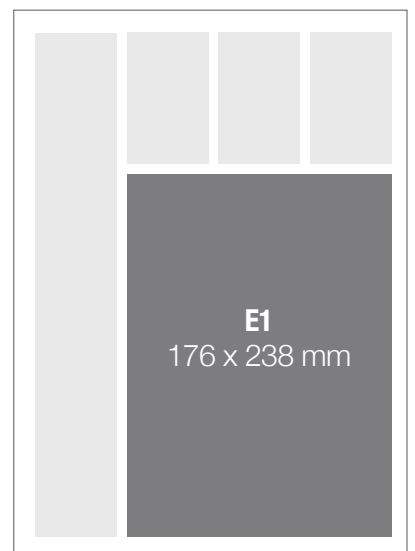
First Page



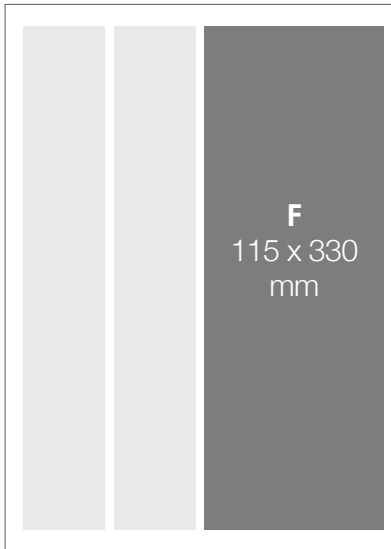
Full Page



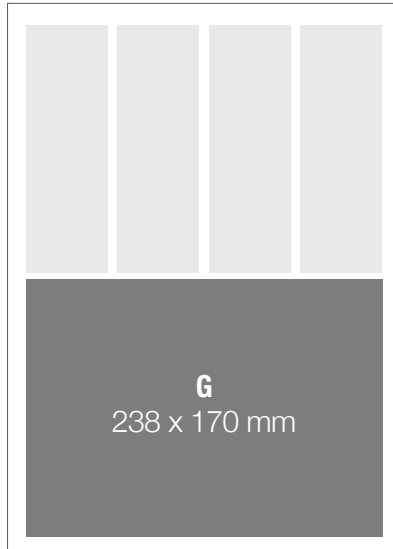
Junior Page



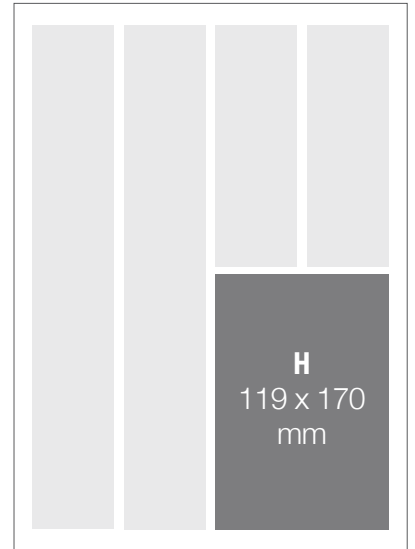
Vertical Half Page



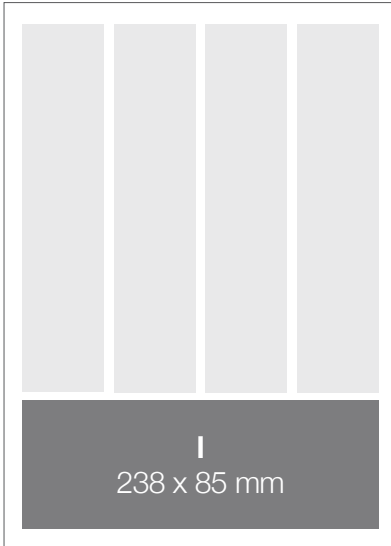
Half Page



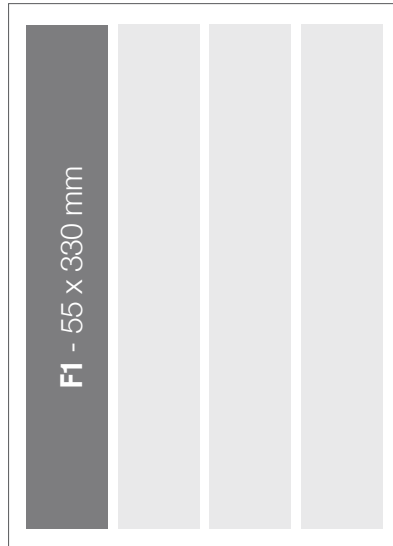
Quarter Page



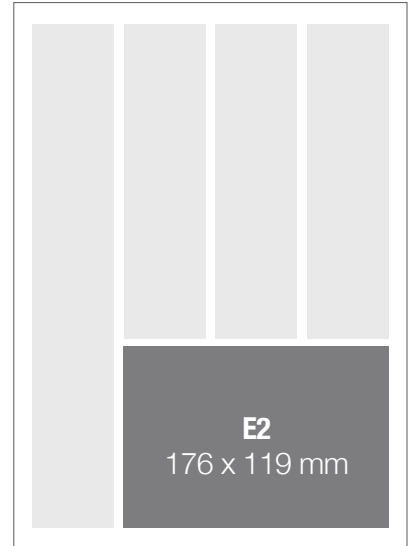
Horizontal Quarter Page



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.



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
Big Banner
404 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.

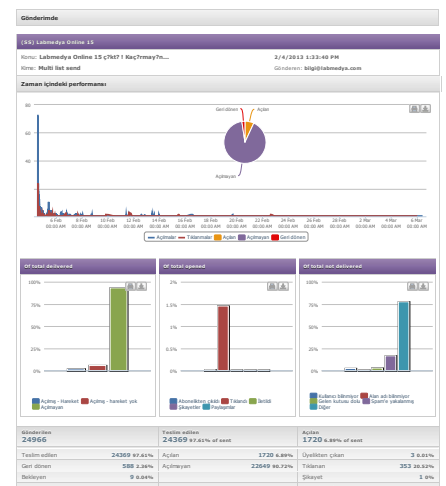
After the post, a posting report like you see at the side is sent to you. In this report, you can see number of posts, number of people opening your mail and click through rate.

If you wish, the data you created are added on our post list and sent. No charge is required for the data you add up to 5.000. As our posting system works in sense of counters, a moderate fee is demanded for additions over 5.000.

Sample of html designs...



Sample of Report.



Mobile Application

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.



You can read the barcode to download the application.



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



Web portal

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

- LMW - 01** / 650 x 90 px
- LMW - 02** / 660 x 100 px
- LMW - 03** / 270 x 110 px

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

- LMW - 04** / 270 x 110 px
- LMW - 05** / 660 x 100 px
- LMW - 06** / 270 x 180 px

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

- LMW - 07** / 270 x 90 px
- LMW - 08** / 1190 x 62 px
- LMW - 09** / 175 x 500 px



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:

Printed Media	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 €	NEW !
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 €	NEW !
Half Junior Page (E2)	920 \$	860 €	NEW !
Insert (including printing and delivery, 4 pages)	5.750 \$	5.520 €	
Address Label Ad (personalized)	2.010 \$	1.840 €	

Online / Web / E-Marketing

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 €	NEW !
LMW - 03 / 270 x 110 px -1 Month	250 \$	225 €	NEW !
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 €	NEW !
LMW - 09 / 175 x 500 px -1 Month	250 \$	225 €	
View interactive mobile applications (M)*	+90 \$	+80 €	NEW !
Mobile delivery notifications (product introduction) (L)	300 \$	240 €	NEW !
Sponsorship for mobile app (N)	Ask	Ask	NEW !

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

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 €	

Other Services

LabMedya is prepared within Prosigma Advertisement Agency.

Catalogue, brochure, poster etc works of many companies in the sector are prepared by us by being coordinated. So, all advertisement and presentation services of your company a to izzard are carried out by us.

Our other service areas in general:

Logotype Design, Corporate Identity Design, Catalogue, Brochure, Poster, Billboard, Individual and Corporate Web Design, Design Content Consultancy, Online Catalogue, Product Photography, Strategic Communication Solutions Brand Creation, Campaign Management, Corporate Communication, creative Solutions, Journal Advertisement, Newspaper Advertisement, Hand Advertisement, Journal, Business Card, Letterhead Envelope, File, Block note, Invitation, Book, Package, Bag, Media Planning, Published media, internet, open air and alternative media solutions, Interactive Analysis, Web Site, Web Banner, e-mailing, content management, Programming, photographing, advertisement Photographing and promotion products.

Also, all periodical preparations are carried out from a to izzard including editorial support, photographing, interviews, design preparation and publication.

Sample of portfolio



Contact

LabMedya[®]
www.labmedya.com

Address

Oguzlar Mah. 1374 Sok.
No: 2/4 Balgat / Cankaya -ANKARA/TURKEY

Phone

+90 533 810 47 03

Fax

+90 312 342 22 46

E-mail

bilgi@labmedya.com

PROSIGMA[®]
PROMOTION | DESIGN | IDEA