

The award-winning membership magazine for the Society of Biology

The Biologist

The Biologist is the award-winning membership magazine for the Society of Biology. Acting as a single unified voice for biology: advising Government and influencing policy; advancing education and professional development; supporting members, and engaging and encouraging public interest in the life sciences. The Society represents a diverse membership of individuals, learned societies and other organisations.

Individual members include practising scientists, students at all levels, professionals in academia, industry and education, and non-professionals with an interest in biology.

Our mission is to be the unifying voice for biology, to facilitate the promotion of new discoveries in biological science for national and international benefit, and to engage the wider public with our work.

Our vision is of a world that understands the true value of biology and how it can contribute to improving life for all.



SOCIETY OF
Biology



Schedule 2014

Aug/ September

Oct/ November

Dec/ Jan

Copy Deadline

14th July

8th September

17th November

Distribution Date

11th August

6th October

15th December

Dec 13' Reader survey report:

Method

An E-mail was sent to members inviting them to take part in an online survey. The survey was completed by 804 people.

Main Findings

The number of people saying that they open and read every issue has remained relatively static, with a slight increase from 80.8% in October 2011 to 81.3% in 2013.

The magazine is an efficient way of communicating with members with the vast majority (87%) reading the magazine regularly and 58% stating that they read "all" or "most" of the magazine.

Average reading time for The Biologist was found to be 55 minutes, comparing well with the customer publishing benchmark of 25 minutes and the PPA consumer benchmark of 45 minutes.

The main reason for reading The Biologist is given as "wanting to find out more about what's happening in other fields".

80% of readers receive their magazine at home, and 78% read the magazine at home as well. Only 7% read their copy while travelling, and 15% do so at work.

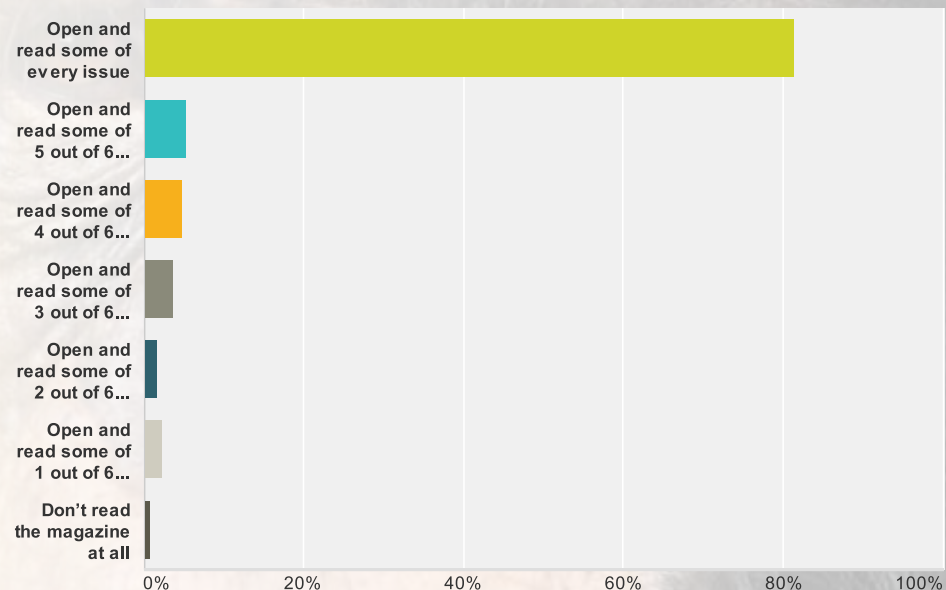
Membership Breakdown

Breakdown of members by age group and grade

Grade	Under 18	18-24	25-44	45-64	65 and above	Total
BioNet (14-19 year olds)	543	415	0	0	0	963
Affiliate	30	1,609	606	335	106	2,686
Associate	5	660	801	98	8	1,572
Member	6	11	1,673	3,141	1,780	6,611
Fellow	10	1	167	1,281	931	2,390
Total	594	2,696	3,250	4,857	2,825	14,222

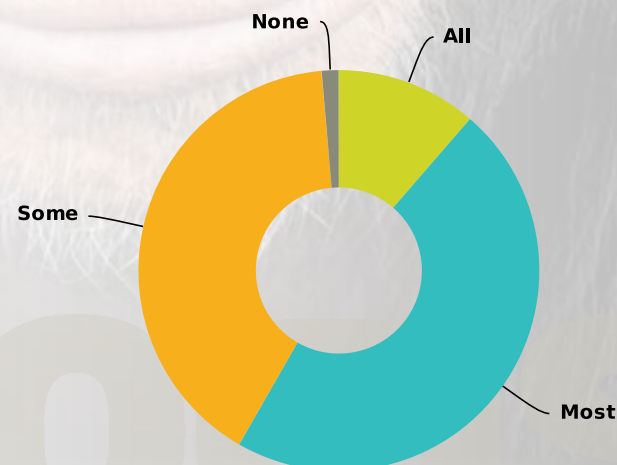
Q1 How likely are you to open and read your magazine?

Answered: 801 Skipped: 4



Q2 How much of The Biologist do you usually read?

Answered: 801 Skipped: 4



Advertising Rates and Data



Magazine Rates

Bi-monthly, Circ 14,000, Readership 21,000	
Outside back cover	£2,850
Inside Covers	£2,250
Double page spread	£3,800
Special Position	£1,995
Full page	£1,750
Half page	£975
Quarter page	£525
Eighth page	£275

Sizes

Full page	(A4) 210 x 297mm
After adding bleed of 3mm, the artwork should be 216 x 303mm	
Half page	181 x 128mm
(i.e. Landscape format) With 3mm bleed that's 187 x 134mm	
Quarter page	123 x 89mm
(i.e. Portrait only format ideally)	
Eighth page	59 x 89mm
(i.e. Landscape format)	

Digital Rates

E-newsletter	No. of subscribers	£(excl. VAT)
BioNet (14-19 year olds)	1,700	200
Education (schools) Newsletter	1,830	400
Higher Education Newsletter	1,690	200
Membership Newsletter	13,672	850
Pharma and BioTech Newsletter	1,800	200
Science Policy Newsletter	2,102	300

Website

Our website, www.societyofbiology.org, receives on average 30,000 unique visitors per month, equating to between 120,000 and 150,000 page impressions.

We can accommodate for a wide skyscraper (160 x 600px) at a fixed cost of £350 (excl. VAT) per month, on a four ad rotatory basis.

Advertising Opportunities

Contact: Bill Sheehan

bill@cabbell.co.uk

020 3603 7932

Cabbell Publishing Limited,
Wimbledon Studios, 1 Deer Park Road,
London SW19 3TL

SPECIFICATIONS AND PRODUCTION CONTACT DETAILS

Artwork should be submitted as PDF, with any images used at 300dpi minimum.

COPY TO BE DELIVERED TO: cabbellinstitutes@atgraphicsuk.com

Disks to be sent to: AT Graphics, 4 Milnyard Square, Bakewell Road, Orton Southgate, Peterborough PE2 6GX

Telephone: Nic Glossop (01733) 230 400 or Graham Goor (01733) 362 701 Fax: 01733 230329

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