

# Investing in Biotechnology



Print + E-magazine + web

Digital version: expanded to include multimedia content and functions – enhanced for mobile devices!

NEW!



In co-operation with  
VentureCapital Magazin

VentureCapital  
Magazin

Date of publication  
Advertising close

29<sup>th</sup> March 2019  
18<sup>th</sup> March 2019

# Investing in Biotechnology

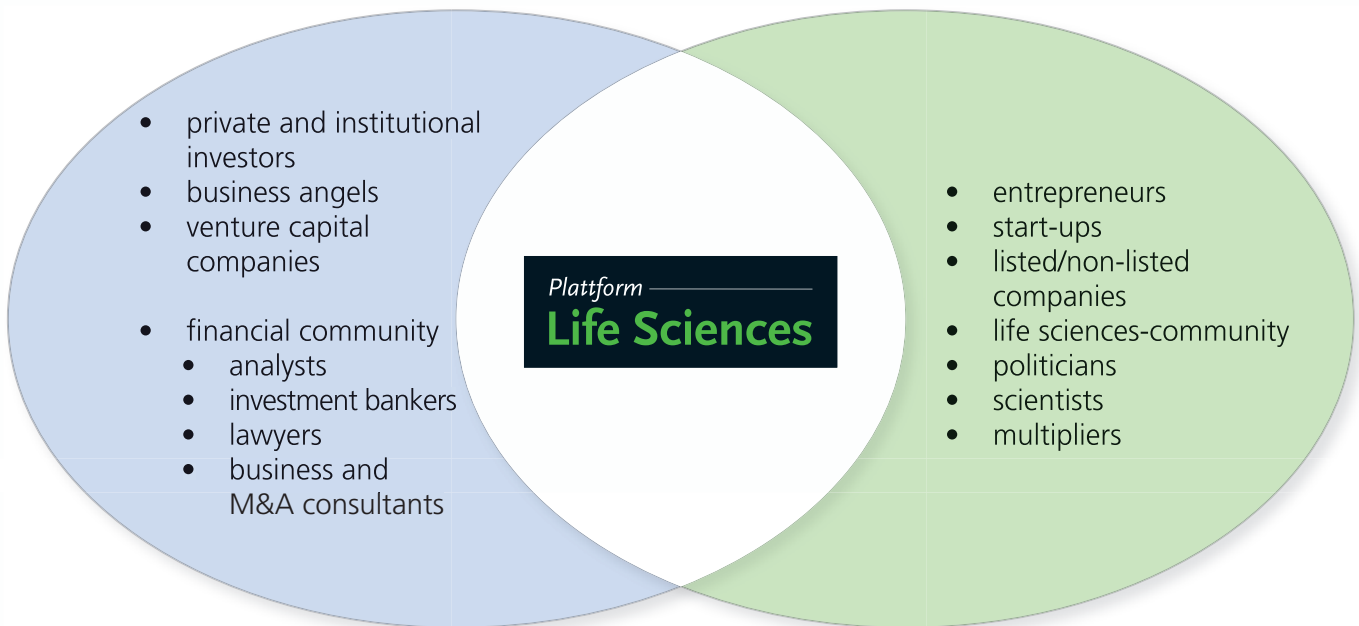
Plattform Life Sciences I issue 2 (in co-operation with VentureCapital Magazin)

## The mission:

cross-channel communication (magazine – web – event – network)  
of **Life Sciences**, with **knowledge** and **networks** from  
**corporate financing** and the **capital markets**.

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## Target group/readers:



**Date of publication:** 29<sup>th</sup> March 2019  
**Size of issue:** approx. 48 pages  
**Copies to print:** 8.000 copies; Digital distribution as free e-magazine

**Distribution:** It will be distributed beyond

- the subscribers of VentureCapital Magazin and of Plattform Life Sciences
- co-operation with multipliers, associations and networks (e. g. BIO Deutschland, Bundesverband Deutsche Innovations-, Technologie- und Gründerzentren (BVIZ), vfa bio)
- venture capital companies and their portfolio companies
- founders and participants in business plan competitions
- trade fairs and conferences that focus on biotechnology and finance (e.g. Biotech Investors Day, Deutsche Biotechnologietage, Bio International Convention)

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## Background and Objectives

In Central Europe and Germany the biotech industry is suffering from missing public and private support and restrained private investors. But what would global

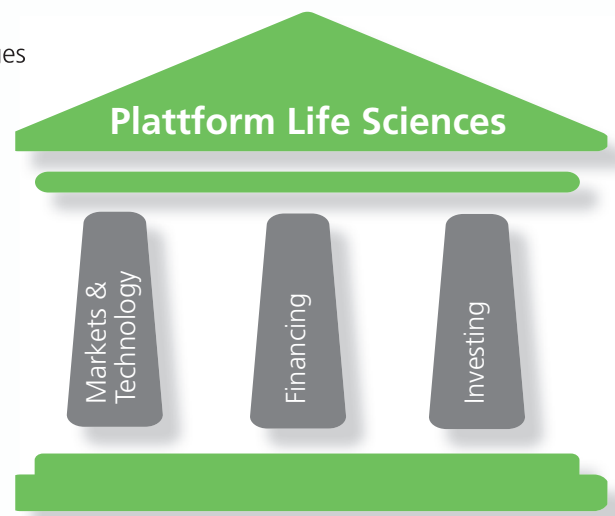
biotech be like without European scientists and entrepreneurs? German Biotech companies offer talent and know-how and are therefore promising investment targets for international investors.

## Content Focus

Exciting technologies – successful investors – deals – exits – IPO.

### Topics amongst others:

- Biotech and politics – Germany's regulations in international comparison, location advantages and disadvantages
- How do global market trends and politics influence biotech investments and fund raising?
- Who are the investors that are interested in biotech companies – especially in the DACH region?
- What are investors looking for?
- How does Corporate Venture Capital influence the market?
- Interviews with successful investors
- Case studies
- The German market – a target for Asian Investors?
- Which exit channel is relevant? What are current market trends?
- How should the ideal portfolio company look like?
- What are the technologies of the future?  
And which are "hot" to invest in?



## Execution and Marketing

The edition "Investing in Biotechnology" 2/2019 of Plattform Life Sciences will be funded by using a partnering model, sales of advertisements, profiles and copies (individual & group sales).



### A. Partnerships:

3–8 partners contribute EUR 5,000 (plus VAT) respectively to the production of the edition "Investing in Biotechnology". In return, all partners receive the following services:

- Mentioning as a partner of the edition along with their logo in a partner advertisement inside the issue
- Full page advert (Rate card value: EUR 2,900)
- 200 copies of the edition to be displayed at events, up to their own network etc
- Short profile (company descriptions for all partners; 1,000 –1,200 characters incl. spaces)
- E-Magazine inclusive; customized e-paper for an additional charge
- Unlimited online distribution rights for e-papers and a PDF of the whole edition or the own article

Partners' editorial contributions can be integrated into the edition (e.g. in the form of an expert article, interview etc.) in coordination with the editors.

### B. Adverts:

Booking via the advertisements department at GoingPublic Media AG, prices according to rate card, e.g. 1 page EUR 2,900, 1/2 page EUR 1,900, 1/3 page EUR 1,600.

### C. Copy Sales:

Especially for the edition "Investing in Biotechnology", the publishers have offered units of 100 copies at production cost to be distributed to the main target groups, e.g. 500 copies at EUR 2.00 per copy, 1,000 copies at EUR 1.50 per copy (retail price EUR 12.50!). The publishers will gladly provide a detailed price scale upon request.

### D. Special Advertising Format: "Profiles"

For companies, business promoters/  
cluster, investors  
incubators | accelerators  
Technology centres | Founder networks | Business plan  
competitions | Consultants | Lawyers | Service providers

1/2 page profile for just **EUR 950 plus VAT**,  
incl. graphic design / layout

A half-page profile is laid out in three columns. In the left-hand column, each company writes a brief profile of max. 800 characters (incl. spaces). This profile will be complemented by a photo of the company's building, laboratory or technology. The middle column contains information on the standardized categories: fields of activity, ownership structure and financing, partners, products/services, USPs and memberships. For this section, there is a maximum of 160 characters available per category, incl. spaces. If one category is not used, then there will be more characters available for the remaining categories. The logo, contact details and a photo of the team/CEO or similar complete the profile. Moreover advertisers receive a short company description in our Life Sciences „Who is Who“ by ticketing a profile in one of our life sciences issues ([www.goingpublic.de/who-is-who](http://www.goingpublic.de/who-is-who)).

**Online publication**  
of the profile  
[www.goingpublic.de/who-is-who](http://www.goingpublic.de/who-is-who)  
(at least 12 months)

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in co-operation with VentureCapital Magazin

## Investing in Biotechnology

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### reply coupon

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**Date of Publication:**

29<sup>th</sup> March 2019

**Copy Deadline:**

22<sup>th</sup> March 2019

**Advertising close:**

18<sup>th</sup> March 2019

☐ **Yes, we would like to join!**

☐ Format, Colour .....

☐ Profile ☐ partner of the issue

### Price information:

Advertising formats		Euro scale 2C/3C/4C & b/w
	2/1 page	EUR 4.350
	1/1 page	EUR 2.900
	1/2 page	EUR 1.900
	1/3 page	EUR 1.600
	Profiles	EUR 950
	partner of the issue	EUR 5.000
	Other formats	on request!
	<b>NEW:</b> Advertorial: 1/1 page (approx. 3.300 characters + illus.)	EUR 2.900
	<b>NEW:</b> Advertorial: 2/1 pages (approx. 7.300 characters+ illus.)	EUR 4.350

Alle Preise verstehen sich zuzüglich 19% MwSt.

☐ We order \_\_\_\_ copies of the Special Edition „Investing in Biotechnology“ for a **subscription price of 9,80 EUR** instead of EUR 12,50 ( incl. 7% VAT, excl. EUR 1.80 for mailing)!

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