

Plattform  
**Life Sciences**

(E-)MAGAZINE – ONLINE – EVENT – NETWORK



# Plattform Life Sciences

**Mediakit 2019**

# Plattform Life Sciences

## The mission:

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

An initiative of

GoingPublic  
Magazin

VentureCapital  
Magazin

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## WEBSITE [www.plattform-lifesciences.de](http://www.plattform-lifesciences.de)

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## NEWSLETTER *LifeSciencesUpdate*

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### 3 | PRINT MAGAZINE Platform Profile and Circulation

**Life Sciences** have been a significant industry and technological focus for the **GoingPublic** and **VentureCapital Magazin** for 20 years.

Since 2014 there has been a separate Life Sciences-Series. According to its crossmedial approach, the series has been re-named Plattform Life Sciences in 2017. As an initiative of GoingPublic and VentureCapital Magazin, the platform is dedicated to the topics of technology, financing and investment.

#### Target groups/distribution

- private and institutional investors, business angels, venture capital companies
- Entrepreneurs, start-ups, especially CEOs, CFOs as well as business developers from life sciences and adjacent technologies
- Investment Professionals
- Financial Community (analysts, investment bankers, Business consultants, M & A advisors, lawyers)

<b>Frequency:</b>	quarterly
<b>Booklet format:</b>	DIN A4
<b>Year:</b>	3rd year *
<b>Annual subscription:</b>	48,00 EUR
<b>Retail price:</b>	12,50 EUR
<b>Shipping costs:</b>	1,80 EUR
<b>Institution:</b>	Official organ of Biotechnology Industrial Organization Germany e.V.

**Membership / participation:** VBU, Bio Deutschland e.V.  
**Circulation:** 4.000–7.000 printed copies as well as digital circulation as E-Magazine on the website and in the newsletter *LifeSciencesUpdate*, as well as by the multipliers (Federal Association of the Pharmaceutical Industry, vfa bio, Federal Association of German Innovation, Technology and Technology), incubation units (BVIZ), EBD Group, Messe München, Business Plan Competitions, promotional banks and investors)

Subscription to the Plattform Life Sciences (print issues)

**Publication frequency:** 4 times a year

**Annual subscription price:** €48 (incl. VAT)

**Price per issue:** €12.50 (incl. VAT)

Distribution at renowned industry events such as analytica, German Biotechnology Days, German Equity Forum, labvolution, Bio-Europe, etc.

#### Scope Analysis October 2017 to September 2018 = 4 issues

Total volume: 344 pages	=	100%
Editorial section: 263 pages	=	76%
Ad section: 81 pages	=	24%
of which the publisher owns: 15 pages	=	4%
of which profiles: 23 pages	=	7%
Advertising supplements	=	3 pieces

#### E-Magazine page impressions:

All issues from the platform LifeSciences are also available as a digital version.

Ø 943 per issue

Ø reading time: 17:36 minutes



\* titled Plattform Life Sciences; previously, the issues already appeared as specials or special editions of GoingPublic Magazin or VentureCapital Magazin

### 1/19 Smart Medicine

**(NEW! 72 pages, 23.2.2019)**

*How the digital transformation shapes the medicine of the future*

The digital transformation is „revolutionizing“ the personalized medicine. Therefore, we decided to merge the issue on „digital transformation“ and the one on „personalized medicine“. In the new issue called „Smart Medicine“ we will address the effects of the digital change: AI, Apps, Big, bioinformatics, Data, Digicentials, Digital Health, modern cancer treatment, vaccines, etc.

### 2/19 Investing in Biotechnology (engl.)

**(NEW! cooperation with the VentureCapital Magazin)**

**approx. 48-64 pages, 29.03.2019**

Exciting technologies – successful investors – deals – exits – IPO. This issue accompanies the first international Biotech Investors Day. Early stage/pre-IPO, late-stage and public companies meet with leading investors, analysts, money managers and pharma licensing executives.



### 3/19 Biotechnology

**(21<sup>st</sup> year) approx. 140 pages, 28.09.2019**

“Biotechnology” is the classic and the “initial issue” that inspired the Platform Life Sciences. Since 1999 it has been established as a reference guide for the current state of the biotechnology industry in German-speaking countries. Moreover, it is known to be a reference address for recognising international trends. Sections and topics (excerpt): Big Pharma & biotech, trends in biotechnology, industrial biotechnology, Germany as an industrial location, global trends, case studies, venture capital & promoting innovation, biotech & stock exchange, M&A.

### 4/19 Medical & Digital Health

**(NEW!) approx. 64 pages, 09.11.2019**

Medical and Digital Health are still located in a strong innovation process. The reasons for this development are well-known, as the networks of the service providers (and users) are growing, demographic change continues and the cost pressure is further increasing. Profound changes are obvious, due to a rapid and tight conversion of medtech and digital health.

#### Publication Dates 2019

Issue	Publication Date	Advertising Close	Copy Deadline	Key Topics	Events (selection)
1/2019	23.02.19	11.02.19	15.02.19	Smart medicine - how the digital transformation the medecin of the future shades <b>(NEW!)</b>	8th BIO.NRW Business Angels Congress, Bio-Europe Spring, XPOMET, labvolution, FORUM Science & Health, DMEA – connecting ScienceDigital Health, T4M
2/2019	29.03.19	18.03.19	22.03.19	Investing in Biotechnology <b>(NEW!)</b>	Biotech Investors Day, Deutsche Biotechnologietage, BioVaria, Bio International Convention
3/2019	28.09.19	16.09.19	20.09.19	Biotechnology (21 <sup>st</sup> year)	BIO-Europe, 19th Annual Biotech in Europe Investor Forum for Global Partnering & Investment, 7th Annual MedTech & Digital Health Forum for Technology & Healthcare Innovation
4/2019	09.11.19	27.10.19	31.10.19	Medical & Digital Health <b>(NEW!)</b>	Medica, Health 4.0

To keep the issues up to date, nature of the issues the editorial department reserves the right to change themes and topics.

## 5 | PRINT MAGAZINE Advertising Rates

### Price list no. 2, from 1<sup>st</sup> November 2017

Ad Format	Trim (Width x Height) in mm 3 mm trim allowance	Type Space (Width x Height) in mm	Prices b/w or Euro scale
2/1 page	420 x 297	on request	€4,350
1/1 page	210 x 297	183 x 246	€2,900
2/3 page vertical	140 x 297	120 x 246	€2,500
2/3 page horizontal	210 x 198	183 x 164	€2,500
1/2 page vertical	105 x 297	92 x 246	€1,900
1/2 page horizontal	210 x 148	183 x 123	€1,900
1/3 page vertical	70 x 297	61 x 246	€1,600
1/3 page horizontal	210 x 99	183 x 82	€1,600
Inside Front cover	210 x 297	on request	€3,500
Inside Back cover	210 x 297	on request	€3,350
Outside Back cover	210 x 297	on request	€3,800
Stand-alone ad	–	58 x variable 120.5 x variable minimum size 58 x 50 mm	€6 / mm €10 / mm
Cover booklet (format max. 90 x 128 mm) Laying out and/or printing booklet			€4,900 on request
Special format: half-page profile based on predetermined questionnaire (for companies, investors and economic development agencies/cluster)			€950
Inserts (minimum of 3,000 copies) – €250 for each thousand (up to 25g) plus shipping charges (additional weights available upon request).			
<b>NEW</b> Advertorial 1/1 page (approx. 3,300 characters + illustration)			€2,900
Advertorial 2/1 pages (approx. 7,700 characters + illustration)			€4,350
Partner of the issue			on request

Agency fees: 15%; all prices are exclusive of VAT; Other special forms of advertising (special supplements, tip-on cards, booklets, inserts, etc.) on request

### Frequency Discount Table Volume Discount Table

2 or more ads	3%	2 or more pages	5%
4 or more ads	5%	4 or more pages	10%

For the customer always the most favorable rate structure is applied.

### Special Printing

A special printing includes the cover of the magazine with the note „Special printing“ as well as the desired article(s):

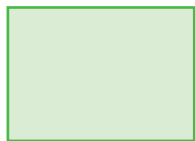
#### Price list:

500 copies – €850  
1,000 copies – €1,000  
2,000 copies – €1,250  
for every further 1,000 copies – €200.

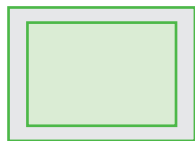
### PDF/E-Magazine

Editing of an article as **PDF**, on request with title page (“digital reprint”) including all online publication rights – unlimited in time and area: **€250**. Preparation of an article as an E-magazine **with individual multimedia content** (links, photo galleries, videos) incl. all rights: starting from **€750**.

## 6 | PRINT MAGAZINE Advertising formats



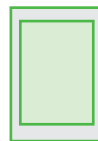
double page, trim



double page, type



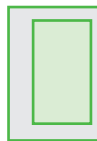
1/1 page, trim



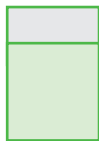
1/1 page, type



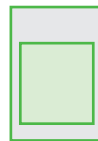
2/3 page, trim



2/3 page, type



2/3 page, trim



2/3 page, type



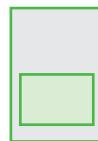
1/2 page, trim



1/2 page, type



1/2 page, trim



1/2 page, type



Stand-alone ad



1/3 page, trim



1/3 page, type



1/3 page, trim



1/3 page, type



Cover booklet

### Special formats on request

Classified and specially formatted advertisements will be placed as advantageously as possible.

### Print

Sheetfed offset

### Binding process

Saddle stitching for the issues 1/2019, 2/2019 and 4/2019,  
adhesive binding for the issue 3/2019

### Print copy

Data on CD-ROM, by FTP transfer or by E-mail  
Delivery direct to the publishers

### E-Mail

druckdaten@goingpublic.de

### WeTransfer

goingpublic.wetransfer.com

### File formats

X3 PDF / X 4 PDF, EPS (vectorised)  
Other formats on request

### Data quality

PostScript files  
Bleed difference: 3mm on each side  
Pre-storage colour separation

### Grid

70

### Color advertisements: Euro scale

Particular colours or hues, that cannot be created through a combination of basic colours found in the Euro scale (Eurosкала), require special arrangements. Details are available upon request. Slight variations in hues may occur within standard tolerance levels in the offset printing process.

### Contact partner

Robert Berger, Head of production  
Tel.: +49 (0)89 2000 339-15; E-mail: berger@goingpublic.de

### Contract term

A color-binding proof should be provided if possible, otherwise a copy of the artwork needs to be faxed to the publisher in tandem with the data transfer.



The website [www.plattform-lifesciences.de](http://www.plattform-lifesciences.de) offers as a part of the capital markets portal [www.goingpublic.com](http://www.goingpublic.com) worthwhile information on Venture Capital investment rounds, capital increases and flotations of Life Sciences companies. „Breaking news“ from current authorisation procedures, trends and Big Pharma complete the comprehensive set.

**Visits:** 13.944\*

**Page Impressions:** 22.185\*

**88,2%** DACH

(Germany, Austria, Switzerland)

**7,6%** other countries

\* Monthly average September 17 – August 2018

### plattform-lifesciences.de – Forms of Advertising and Prices

Medium <sup>1</sup>	Format <sup>2</sup>	Price/Week	Price/Month
Wallpaper	728 x 90 + 120 x 600	1.100 EUR	3.500 EUR
Medium Rectangle	300 x 250	700 EUR	2.200 EUR
Leaderboard	728 x 90	600 EUR	1.900 EUR
Skyscraper	120 x 600	600 EUR	1.900 EUR

1) Banner placement occurs in rotation

2) stated in pixels; other formats, special forms of advertising and scale of discounts on enquiry! Agency fee: 15%; All prices are plus legal VAT

**Leaderboard** (728 x 90 Pixel)

**Wallpaper:** ombination of leaderboard and Skyscraper

**Skyscraper** (120 x 600 Pixel)

**Skyscraper** (120 x 600 Pixel)

**Medium Rectangle** (300 x 250 Pixel)



**LifeSciences Update** is the newsletter of the Platform Life Sciences published twice a month. It takes up studies and background reports and refers to main news and upcoming events. The „Deal-monitor“ offers an overview of financing rounds with additional information on the investor, the technology and the financing volume. The sections „Top Story“ and „5 Questions to an Entrepreneur...“ complete the newsletter.

**Target group:** life sciences industry, entrepreneurs, investors, intermediaries (Consultants, lawyers, agencies), business promoters, investors

**Distribution:** 747 recipients (Ø October 2017 to September 2018)

**Recipients:** The e-mail newsletter reaches CEOs, CFOs, Marketing and PR executives who are interested in news from the life sciences.

**Average opening rate:** 29.1%

**Average CTR:** 6.3%

period: 1.10.17 – 1.09.18

### Forms and prices of advertising in LifeSciencesUpdate

Medium	Format	Price/Issue
Text-Graphic-Ad	max. 80 words	€800
Text-Ad	max. 80 words	€680
Medium Rectangle	250 x 300 pixels	€560
Leaderboard	728 x 90 pixels	€480

text-Graphic-Ad with teaser and link to company profile on who is who in life sciences  
max. 80 words € 250

Other formats, special forms of advertising and scale of discount on enquiry!



### Publication Dates in 2019:

twice per month: 8.1., 22.1., 12.2., 26.2., 12.3., 26.3., 9.4., 23.4., 14.5., 28.5., 11.6., 25.6., 9.7., 23.7., 13.8., 27.8., 10.9., 24.09., 8.10., 22.10., 12.11., 26.11., 10.12.

### Supplying Files

- For website: GIF/JPG/HTML5 (incl. fallback image) 3 days before start of campaign
- For newsletter: static GIF and/or JPG graphics 3 days before start of campaign
- Advertising materials must be supplied in the booked size
- Advertising materials must be clearly named, e.g. company\_website\_subject\_date
- State target URL for the landing-page and/or redirect.

**E-mail address for advertising materials:** [online@goingpublic.de](mailto:online@goingpublic.de)



The Plattform Life Sciences is media partner of numerous industry events (e.g. analytica, German Biotechnology Days, Bio-Europe).

In close cooperation with the organizer Plattform Life Sciences supports the recruitment of speakers and accompanies events with editorial representatives or representatives of GoingPublic Media AG. With this special event format Plattform Life Science connects stakeholders from life sciences industry and finance.

### Biotech Investors Day, 8<sup>th</sup> April 2019

In 2019, Plattform Life Sciences supports Bio Germany in the conception of the Biotech Investors Day which takes place right before the German Biotechnology Days (DBT), including company presentations and matchmaking.

**Sponsorship opportunities on request to [hofelich@goingpublic.de](mailto:hofelich@goingpublic.de)**

Further information on the Biotech Investors Day:  
[www.biodeutschland.org/de/biotech-investors-day.html](http://www.biodeutschland.org/de/biotech-investors-day.html)

## Sponsored Post

### Services

- Your editorial post will appear one week featured as Sponsored Post on [www.goingpublic.de](http://www.goingpublic.de) and [www.goingpublic.de/life-sciences](http://www.goingpublic.de/life-sciences)
- Teaser and link to your article via the following channels:
  - Newsletter *LifeSciencesUpdate*
  - Twitter account of [goingpublic.de](http://www.goingpublic.de)
  - Facebook account of [goingpublic.de](http://www.goingpublic.de)

**Package price: on request**

### Print

**Evotec AG**

**Tätigkeitsfeld**  
Evotec unterstützt Pharma- und Biotechunternehmen sowie akademische Einrichtungen mit innovativen, integrierten Forschungslösungen, die das gesamte Spektrum des Forschungsprozesses abdecken.

**Eigentümersstruktur und Finanzierung**  
Evotec AG (ISIN: DE0005664809) ist an der Frankfurt Wertpapierbörse im TecDAX gelistet. Große Aktionäre sind: Novo Holdings A/S – 10%, Rabotat Debitors – 5%, Deutsche Asset Management Investment GmbH >3%, Allianz Global Investors GmbH – 5%, JP Morgan – 3%.

**Partner**  
Unter anderem: Aichi Kasei, Bayer, Biologins, CHD Foundation, Celgene, Oxford University, Novartis, Pfizer, Sanofi, UCB Pharma, Yale University.

**Technologie**  
Evotec ist z.B. führend in H4-D, Chemo- und Phosphorproteomik und einem hocheffizienten Prozess zur IND-Einreichung unterstützt von hoch-qualitativer Medizinchemie und CMC. Zusätzlich hat Evotec eine führende iPSC-Plattform aufgebaut und verfügt über eine Lizenz der Genome Editing Technologie CRISPR-Cas9.

**Produkte/Dienstleistungen**  
Evotec verfügt über ein Portfolio mit über 70 Produktmöglichkeiten in klinischen, präklinischen sowie frühen Forschungsphasen.

**Allienstellungsmerkmale**  
Evotec hat systematische und umfassende Infrastrukturen wie z.B. in der Betazell-Regenerierung oder iPSC-Forschung aufgebaut, um Kosten signifikant zu reduzieren und den Forschungsprozess auf verschiedenen Ebenen wie z.B. Diabetes und Fortpflanzungskrankheiten, Neurosensibilität, Autoimmunität, Nierenerkrankungen, Fibrose, Onkologie oder Schmerz zu beschleunigen.

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**Web-Adresse**  
[www.evotec.com](http://www.evotec.com)

**Gründungsdatum**  
1993 / - 2.000 k

**Online**

**Evotec ist ein innovatives Pharma- und Biotechunternehmen, das in hochqualitativen und innovativen Forschungsphasen das gesamte Spektrum des Forschungsprozesses abdeckt. Innovative Produkte zur Entwicklung neuer pharmazeutischer Produkte trägt wesentlich. Wir sind weltweit tätig und bieten unseren Kunden qualitätvolle hochwertige, unabhängige und integrierte Lösungen im Bereich der Wirkstoffforschung an. Dabei decken wir alle Aktivitäten vom Target bis zur klinischen Entwicklung ab. Durch das Zusammenführen von erkrankungs Wissensfeldern, modernsten Technologien sowie umfangreicher Erfahrung und Expertise in wichtigen Indikationsgebieten wie zum Beispiel Neurosensibilität, Diabetes und Diabetesfolgenkrankheiten, Schmerz und Entzündungskrankheiten, Onkologie und Infektionskrankheiten, ist Evotec heute ein einzigartig positioniert.**

**Evotec AG ist ein innovatives Pharma- und Biotechunternehmen, das in hochqualitativen und innovativen Forschungsphasen das gesamte Spektrum des Forschungsprozesses abdeckt. Innovative Produkte zur Entwicklung neuer pharmazeutischer Produkte trägt wesentlich. Wir sind weltweit tätig und bieten unseren Kunden qualitätvolle hochwertige, unabhängige und integrierte Lösungen im Bereich der Wirkstoffforschung an. Dabei decken wir alle Aktivitäten vom Target bis zur klinischen Entwicklung ab. Durch das Zusammenführen von erkrankungs Wissensfeldern, modernsten Technologien sowie umfangreicher Erfahrung und Expertise in wichtigen Indikationsgebieten wie zum Beispiel Neurosensibilität, Diabetes und Diabetesfolgenkrankheiten, Schmerz und Entzündungskrankheiten, Onkologie und Infektionskrankheiten, ist Evotec heute ein einzigartig positioniert.**

**Evotec ist die/rückblick**

**Management**

**Spezialisierungs- und Forschung**

## Who is Who in Life Sciences

### Special advertising form “Profile“

For companies, business developers, investors, accelerators, Incubators / technology centers, accelerators, technology centers, Founder Networks, Business Plan Competitions, Consultants / Lawyers / Service providers and associations

- Online only: pure online presence with 1 year term: € 250
- 1/2 page profile in one issue & online **€ 950** incl. layout

### Layout structure Company profile:

The half-page profile is structured in three columns. The left column represents each company in max. 800 characters (including spaces) itself.

The presentation is completed with a photo of the building, the laboratory or the technology.

The central column contains information about the standardized ones categories like Field of Activity, Ownership Structure and Financing, Partners, Products / Services, Unique Features and Memberships. Therefore max. 160 characters including spaces per query point are available. If one category is not (fully) used, for the remaining parts there are accordingly more characters available.

On the right side the logo, contact details and teamphoto complete the personal profile.

The profile is published online:

**[www.goingpublic.de/who-is-who](http://www.goingpublic.de/who-is-who)** (at least 12 months)

## 12 | CONTACT PARTNERS and Cross Links

### Business Development Manager Life Sciences:



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### Publishing Director Life Sciences:



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### Editorial Staff:



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wersching@goingpublic.de

### Further Platforms of GoingPublic Media AG



[www.goingpublic.de](http://www.goingpublic.de)



[www.vc-magazin.de](http://www.vc-magazin.de)



[www.ma-review.de](http://www.ma-review.de)

Smart Investor

[www.smartinvestor.de](http://www.smartinvestor.de)



[www.hv-magazin.de](http://www.hv-magazin.de)



[www.unternehmeredition.de](http://www.unternehmeredition.de)



[www.ma-dialogue.de](http://www.ma-dialogue.de)



[www.bondguide.de](http://www.bondguide.de)

### Address

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[www.goingpublic.ag](http://www.goingpublic.ag)

You can also visit our profile on social networks!



[https://twitter.com/goingpublic\\_de](https://twitter.com/goingpublic_de)



<https://www.facebook.com/GoingPublicPortal/>



<https://www.linkedin.com/company/goingpublic-media-ag/>

### General business and payment terms and conditions

Orders will be processed according to the general business terms and conditions of GoingPublic Media AG. Accounts must be settled by a net payment within 14 days of the invoice date, or with a 2% discount for payments made within 8 days of the invoice date.