

# Bio-Business

## Journal of Commercial Biotechnology

The definitive international quarterly publication for bioscience business professionals. It is designed specifically for those professionals who need to enhance their knowledge of biotechnology business strategy and management, improve and advance their product development or want to keep up-to-date with the current issues and industry trends.

**Readership:** CEOs, directors, presidents, vice presidents, heads of business development, heads of corporate development, commercial directors, chief financial officers, investment managers, heads of corporate intellectual property, heads of regulatory affairs, intellectual property lawyers and all those involved in the commercialisation of biotechnology.

**Circulation:** 400

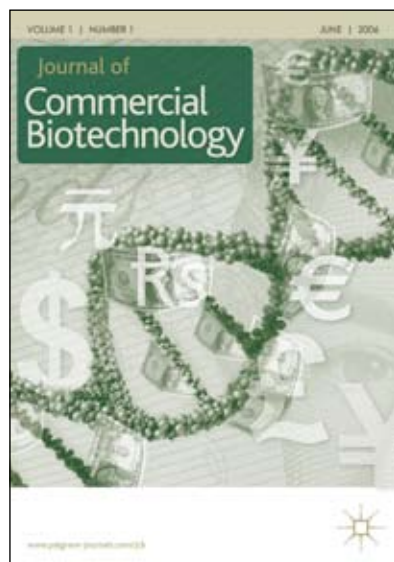
**Web visits/month:** 4,800

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** C

[www.palgrave-journals.com/jcb/](http://www.palgrave-journals.com/jcb/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
15.1	January	24 Oct 08	10 Nov 08
15.2	April	22 Jan 09	10 Feb 09
15.3	July	24 Apr 09	12 May 09
15.4	October	28 Jul 09	13 Aug 09

## Journal of Generic Medicines

The major, international business journal for publishing expert analysis, briefings and legal updates on all aspects of business development, regulatory affairs, manufacturing and marketing affecting the generic pharmaceutical companies.

**Readership:** Generic companies and associations, research-based companies, regulators/legislators, intellectual property lawyers, patent attorneys, pharmaceutical and healthcare purchasers, API manufacturers, Investment banks, health insurance bodies and social protection bodies, pharmaceutical consultants, medical suppliers, market researchers and academics.

**Circulation:** 600

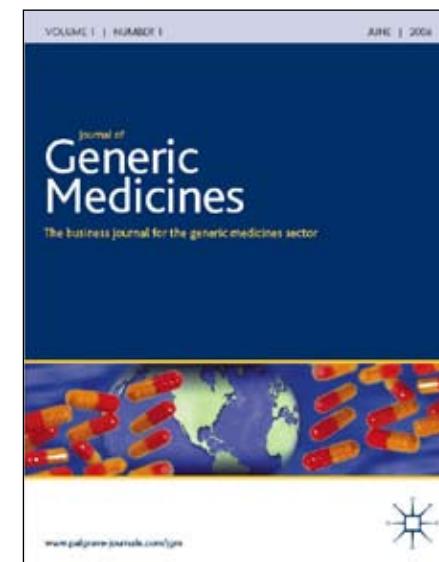
**Web visits/month:** 4,300

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** C

[www.palgrave-journals.com/jgm/](http://www.palgrave-journals.com/jgm/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
6.2	February	25 Nov 08	10 Dec 08
6.3	May	03 Mar 09	19 Mar 09
6.4	August	08 Jun 09	23 Jun 09
7.1	November	02 Sep 09	18 Sep 09

# Bio-Business

## Journal of Medical Marketing

The leading international journal for executives performing a marketing or commercial role at every company producing pharmaceuticals, medical devices or diagnostic equipment for the medical industry. Every quarter, *JMM* publishes a wide range of peer-reviewed practice papers, research articles and professional briefings written by industry experts.

**Readership:** Executives performing a marketing or commercial role at every company producing pharmaceuticals, medical devices or diagnostic equipment for the medical industry.

**Circulation:** 550

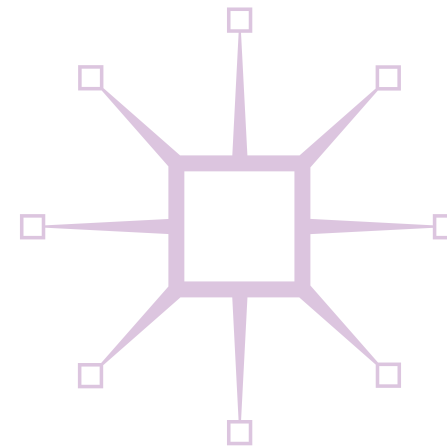
**Web visits/month:** 4,800

### Dimensions

- **Trimmed page size (mm):** 270 x 210
- **Full page ad dimensions (mm):** 240 x 180
- **Bleed ad dimensions (mm):** 276 x 216
- **Half page (H):** 120 x 180
- **Half page (V):** 240 x 85

**Price Band:** C

[www.palgrave-journals.com/jmm/](http://www.palgrave-journals.com/jmm/)



### Dates and Deadlines

Issue	Publishes	Deadline to book advertising	Deadline for advertising copy
9.1	January	06 Nov 08	21 Nov 08
9.2	April	12 Feb 09	27 Feb 09
9.3	July	14 May 09	01 Jun 09
9.4	October	06 Aug 09	25 Aug 09

# Price Bands

JOURNAL TITLE	PRICE BAND
Acta Politica	B
American Journal of Psychoanalysis	B
Asian Business & Management	C
British Politics	C
Business Economics NEW	B
Comparative Economic Studies	B
Comparative European Politics	C
Contemporary Political Theory	C
Corporate Reputation Review	B
Crime Prevention & Community Safety	C
Development	A
Eastern Economic Journal	B
The European Journal of Development Research NEW	B
European Journal of Information Systems	A
European Management Review	A
European Political Science	A
Feminist Review	A
French Politics	C
The Geneva Papers on Risk and Insurance - Issues and Practice	B
The Geneva Risk and Insurance Review	B
Higher Education Policy	B
IMF Staff Papers	A
Information Visualization	C
International Abstracts in Operations Research	A
International Journal of Disclosure and Governance	C
International Journal of Educational Advancement	C
International Politics	B
Journal of Asset Management	B
Journal of Banking Regulation	B
Journal of Brand Management	A
Journal of Building Appraisal	C

JOURNAL TITLE	PRICE BAND
Journal of Commercial Biotechnology	C
Journal of Database Marketing & Customer Strategy Management	C
Journal of Derivatives & Hedge Funds	B
Journal of Digital Asset Management	C
Journal of Direct, Data and Digital Marketing Practice	A
Journal of Financial Services Marketing	C
Journal of Generic Medicines	B
Journal of Information Technology	A
Journal of International Business Studies	A
Journal of International Relations and Development	C
Journal of Medical Marketing	C
Journal of the Operational Research Society	A
Journal of Public Health Policy	B
Journal of Retail & Leisure Property	C
Journal of Revenue and Pricing Management	C
Journal of Simulation	B
Journal of Targeting, Measurement and Analysis for Marketing	B
Knowledge Management Research and Practice	B
Latino Studies	B
Maritime Economics & Logistics	C
Organization Management Journal (Online only)	C
OR Insight NEW	C
Pensions	B
Place Branding and Public Diplomacy	C
Polity	B
Psychoanalysis, Culture & Society	C
Risk Management	B
Security Journal	B
Social Theory & Health	C
Subjectivity	C
Tourism and Hospitality Research	C
URBAN DESIGN <i>International</i>	C

# Rates

		Price Band		
		A	B	C
Mono	Full Page	£700	£500	£400
	Half Page*	£450	£350	£250
Four Colour	Full Page	£1400	£1000	£800
	Half Page*	£900	£700	£550
Two Colour	Full Page	£800	£650	£550
Double Page Spread	Colour	£2200	£1750	£1500
	Mono	£1100	£850	£750
Online**	Large Banner	£700	£500	£400
	Large Skyscraper	£600	£450	£350
	Small	£250	£200	£150
Inserts***		£700	£500	£400
Guaranteed Position		+10%		
Special Position		By Arrangement		
Agency Discount		-10%		
Publisher Discount		-20%		
Series Discount		By Arrangement		

\* Not available for all journals

\*\* Rates per one month online. Discounts available for longer bookings.

\*\*\* To place inserts in all copies of a journal. Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request. All inserts to be folded to A5 size.

# Mechanical Data

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## Copy Dates

Approximately six weeks before publication. See individual titles for dates.

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## Conditions

Cancellation of four-colour bookings cannot be accepted within seven weeks of insertion dates.

Late delivery of material may incur forfeiture of space booked at full cost.

No extra charges for bleed.

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## Print

Please supply press-optimised PDF or EPS files with a minimum resolution of 300 dpi.

Mono ads should be supplied in greyscale, 4-colour ads should be supplied in CMYK separated format.

If possible, please supply pantone numbers for colour ads. See individual journals for trim and advert sizes.

Half-page dimensions are supplied where available.

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## Online

Online advertisements are present on **ALL** pages associated with the journal.

Advertising rates are for a time period of one month.

Discounts are available for longer bookings.

Please supply static JPEGs, optimised to be as small as possible.

**Banner (horizontal):** 728 pixels wide by 90 pixels high.

These may be animated. Animated ads should be submitted in GIF format.

**Skyscraper (vertical):** 160 pixels wide by 555 pixels high.

**Small:** 160 pixels wide by 140 pixels high.

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## Inserts

Inserts must weigh less than 20gms. Rates for inserts weighing more than 20gms available on request.

All inserts to be folded to A5 size.

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## Copy

**Please send copy to:**

Advertising Department, Palgrave Macmillan Journals  
Houndmills, Basingstoke, Hampshire  
RG21 6XS, United Kingdom

**Tel:** +44 (0)1256 302971

**Fax:** +44 (0)1256 353774

**Email:** [advertising@palgrave.com](mailto:advertising@palgrave.com)

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