

Lab Animal

Information, ideas, methods & materials for the
animal research professional

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ABOUT LAB ANIMAL

LabAnimal
[nature.com/labanimal](https://www.nature.com/labanimal)

Lab Animal is a monthly research journal publishing peer-reviewed articles on methods and technology for improved disease models and enhanced welfare. The journal also publishes timely and authoritative columns and perspectives on all aspects of lab animal science and animal models of disease.

The journal's broad scope covers invertebrate and vertebrate models and a wide breadth of in vivo methods and topics including, but not limited to: Animal models, behavioral paradigms, bioinformatics, biology, disease, disease progression, gnotobiotics, microbiome analysis, phenotyping assays/procedures, pre-clinical research, transgenics.

CONTROLLED CIRCULATION

***Lab Animal* is the only journal in the animal research field with a circulation verified by the Business Publications Audit (BPA).**

100% qualified subscribers*

REACH



PRINT

12
issues per year
10,000
print circulation*



ONLINE**

10,147
monthly page views
3,529
monthly unique users



EMAIL***

1,509
alert subscribers
5,500
third party email
opt-in subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/RoW
Print^	100%	0%	0%
Online**	56%	27%	17%

*BPA Report, June 2017, **Webtrends 2017, ***IBM Marketing Cloud 2017

READER DEMOGRAPHICS

TOTAL CIRCULATION = 10,000*

57% of readers state they are directly involved in purchasing decisions

31% of readers state they are authorized to make purchases

PLACE OF WORK*	
Hospital/Animal Hospital	30%
College/University	29%
Medical School	9%
Government Research	7%
Private Research	5%
Pharmaceutical Company	4%
Contract Research	4%
Biotechnology Company	4%
Consulting Firm	3%
Veterinary School	2%
Other Industrial Company	1%
Commercial Breeder	1%

JOB TITLE	
Facility Director/Manager/Supervisor	27%
Veterinarian/Pathologist	19%
Technician/Technologist	10%
Research Scientist	10%
Professor	8%
Research Director/PI	6%
Manager: Regulatory/Compliance/Safety/QA/QC	6%
Research Assistant/Associate	5%
Consultant	3%
Toxicologist	1%
Facility Designer: Engineer, Architect	1%

WHICH ANIMALS DO YOU WORK WITH?*	
Rodents	59%
Cats/Dogs/Ferrets	29%
Domestic/Farm Animals	25%
Lagomorphs	22%
Nonhuman Primates	18%
Amphibians	18%
Zebrafish	15%
Other	4%

WHAT PRODUCTS DO YOU USE?*	
Caging/Housing	47%
Surgical Equipment	44%
Biosafety Equipment	42%
Veterinary Care Equipment	37%
Sterilization Equipment	37%
Husbandry	37%
Enrichment Equipment	34%
Feeders/Water Systems	33%
Monitoring Equipment	32%
Specialized Diets	24%
Antibodies	22%
Assay Kits	21%
Lab Mgmt Software	18%
Contract Services	16%
Aquarium/Aquatic Equipment	12%

WHAT IS YOUR ANNUAL BUDGET FOR RESEARCH PRODUCTS/ EQUIPMENT (IN USD)?	
More than \$10k	8%
More than \$25k	6%
More than \$50k	7%
More than \$100k	7%
More than \$500k	5%

*Publisher Data 2017, *BPA Report, June 2017

2018 CALENDAR & DEADLINES

LabAnimal CALENDAR 2018

READEX RESEARCH / BONUS DISTRIBUTION / BUYERS' GUIDE

- Readex Research - receive free audience feedback
- Bonus Distribution - free distribution at conferences
- Buyers' Guide - product guide of choice for animal researchers

Issue	Special Features / Bonus Distribution	Ad Close	Materials Deadline
Jan		29-Nov	4-Dec
Feb		29-Dec	4-Jan
Mar	Society of Toxicology - SOT	7-Feb	9-Feb
Apr	2018 American Association of Cancer Research Annual Meeting - AACR	13-Mar	15-Mar
May		10-Apr	12-Apr
Jun	Readex Research TriBranch	10-May	14-May
Jul		12-Jun	14-Jun
Aug		11-Jul	13-Jul
Sep		13-Aug	15-Aug
Oct	American Association for Laboratory Animal Science - AALAS	11-Sep	13-Sep
Nov	Society for Neuroscience 2018 Annual Meeting - SfN	10-Oct	12-Oct
Dec	Buyer's Guide	8-Nov	12-Nov

Bonus distribution is subject to change

KEYDATES

READEX RESEARCH

Place an ad in the June Readex issue of *Lab Animal* to receive a free Message Impact® Study from Readex- an independent market research company. As a participating advertiser in the study issue you'll receive feedback on the quality, engagement rating, and actions taken as a result of your ad in a full report.

2018 READEX MESSAGE IMPACT® SCHEDULE

Issue Date	Ad Close	Copy Due
June 2018	10-May	14-May

To learn more about Readex Message Impact® Studies
visit www.readexresearch.com/message-impact-studies.com

AALAS DISTRIBUTION

In addition to *Lab Animal's* 10,000 qualified circulation[^], the October issue will be distributed directly from our booth at the **American Association for Laboratory Animal Science (AALAS) National Meeting** taking place from **October 28 - November 1, 2018** in Baltimore, Maryland.

AALAS ISSUE SCHEDULE

Issue Date	Ad Close	Copy Due
October 2018	11-Sep	13-Sep

AALAS issue advertisers receive a complimentary counter card!

BUYERS' GUIDE

PRODUCT GUIDE OF CHOICE FOR ANIMAL RESEARCHERS

The Buyers' Guide is published every December, and circulated to over 10,000 *Lab Animal* subscribers across North America, including key influencers at research organizations involved in genetic engineering, human and animal therapeutics, and pharmaceutical drug discovery. [^]

BUYERS' GUIDE SCHEDULE

Issue Date	Ad Close	Copy Due
December 2018	8-Nov	12-Nov

Ask us about the International Buyer's Guide,
circulated to 15,000* research professionals around the world!

LAB ANIMAL PRODUCT SHOWCASE (LAPS)

PROMOTE NEW PRODUCTS AND SERVICES FOR FREE

Promote products and services to 10,000+ qualified animal research professionals with complimentary inclusion in the *Lab Animal* Product Showcase (LAPS). The LAPS section appears in each monthly issue of *Lab Animal* and is located in a prime ad location: just before the inside back cover. [^]

LAPS MATERIALS DEADLINES

Issue Date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Materials Deadline	22-Nov	22-Dec	31-Jan	6-Mar	3-Apr	3-May	5-Jun	3-Jul	6-Aug	4-Sep	3-Oct	1-Nov

[^]Publisher Data 2017, ^{*}BPA Report, June 2017



2018 ADVERTISING RATES - PRINT (\$)

4 COLOR

	1x	3x	6x	9x	12x	24x
Full page	\$6,940	\$6,780	\$6,620	\$6,460	\$6,300	\$6,140
2/3 page	\$6,380	\$6,230	\$6,080	\$5,930	\$5,780	\$5,630
1/2 island	\$4,470	\$4,360	\$4,250	\$4,140	\$4,030	\$3,920
1/2 page h/v	\$4,220	\$4,110	\$4,000	\$3,890	\$3,780	\$3,670
1/3 page	\$3,080	\$3,010	\$2,940	\$2,870	\$2,800	\$2,730
1/4 page	\$2,100	\$2,050	\$2,000	\$1,950	\$1,900	\$1,850
1/6 page	\$1,420	\$1,390	\$1,360	\$1,330	\$1,300	\$1,270

2 COLOR

	1x	3x	6x	9x	12x	24x
Full page	\$6,060	\$5,900	\$5,740	\$5,580	\$5,420	\$5,260
2/3 page	\$5,620	\$5,470	\$5,320	\$5,170	\$5,020	\$4,870
1/2 island	\$4,160	\$4,050	\$3,940	\$3,830	\$3,720	\$3,610
1/2 page h/v	\$3,900	\$3,790	\$3,680	\$3,570	\$3,460	\$3,350
1/3 page	\$2,880	\$2,810	\$2,740	\$2,670	\$2,600	\$2,530
1/4 page	\$1,950	\$1,900	\$1,850	\$1,800	\$1,750	\$1,700
1/6 page	\$1,300	\$1,270	\$1,240	\$1,210	\$1,180	\$1,150

BLACK & WHITE

	1x	3x	6x	9x	12x	24x
Full page	\$5,370	\$5,210	\$5,050	\$4,890	\$4,730	\$4,570
2/3 page	\$4,930	\$4,780	\$4,630	\$4,480	\$4,330	\$4,180
1/2 island	\$3,710	\$3,600	\$3,490	\$3,380	\$3,270	\$3,160
1/2 page h/v	\$3,480	\$3,370	\$3,260	\$3,150	\$3,040	\$2,930
1/3 page	\$2,620	\$2,550	\$2,480	\$2,410	\$2,340	\$2,270
1/4 page	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550	\$1,500
1/6 page	\$1,180	\$1,150	\$1,120	\$1,090	\$1,060	\$1,030

CLASSIFIEDS

	1x
Full page	\$4,730
2/3 page	\$3,930
1/2 page	\$3,120
1/3 page	\$2,290
1/4 page	\$1,590
1/6 page	\$1,010

POSTING ON LAB ANIMAL JOBS

	COST
2 month posting on Lab Animal Jobs	\$500

CONTENT MARKETING OPTIONS

INSIDE VIEW

Lab Animal Inside View features offers a unique opportunity for organizations with big talent to showcase their most interesting and accomplished personalities to the *Lab Animal* audience. Appearing as a double-page feature, Inside View is a platform where you can introduce a key personality from within your organization and tell his/her story.

- Introduce the brilliant minds contributing to your organization's success
- Strengthen the human element of your brand

You can select the representative and the story you wish to share, then a writer commissioned by the *Lab Animal* editorial team will conduct an interview and write the feature.

PRODUCT PROFILE

Engage with readers beyond the capabilities of a regular print ad with a product-based advertorial written by your organization and published alongside *Lab Animal* content and research. With a Product Profile, your company can speak directly to the *Lab Animal* readership in depth about the unique advantages of your products and services. If your company produces educational information, let *Lab Animal* be a platform to help distribute that content to an avid audience.

GLOBAL REACH

Lab Animal maintains a global reach of qualified, interested readers. Target clients wherever they are by placing a print ad in a regional-specific version of the journal.

LAB ANIMAL

Published monthly from January to November, the North American-version of *Lab Animal* is sent to 10,000+ qualified readers and practitioners of animal research.* The journal's timely and informative content emphasizes proper animal management and care to an engaged readership of influencers and decision-makers in both the academic world and applied research industries.



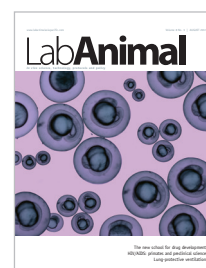
EUROPEAN EDITION

Packed with European-focused content and topical issues, *Lab Animal* Europe is established as the leading publication for scientists, facility managers and technicians throughout Europe. Year on year, it continues to be Europe's most widely read publication in laboratory animal science.



ASIA PACIFIC EDITION

Produced quarterly, *Lab Animal* Asia Pacific has quickly become the publication of choice for laboratory animal technologists and scientists throughout Asia. It enjoys distribution to leading research establishments, contract research organisations and educational establishments studying laboratory animal science.



Contact us
[nature.com/advertising](https://www.nature.com/advertising)

For information on how to reach qualified, active, and engaged Lab Animal readers contact your dedicated Account Manager.

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