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.

TOPICS COVERED
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*

PRINT REACH*
12 issues per year
Print circulation
10,000* North America
6,500*** International Edition

ONLINE REACH**
15,313 monthly page views
8,009 monthly unique users
8,375 monthly sessions

Page views
56% AMERICAS
27% UK/EUROPE
17% ASIA/PACIFIC

*BPA Report, June 2018 | **Google Analytics, January-June, 2018 | ***Publisher data 2018

For information on advertising opportunities, contact your dedicated Lab Animal Account Manager.
Phil Holtberg
phil.holtberg@springernature.com
+1 (212) 847 2547
ONLINE MARKETING
Reach qualified, active, and engaged Lab Animal readers with our digital advertising solutions.

BANNERS

EMAILS
MONTHLY LAB ANIMAL EALERT

1,263* ealert subscribers
Additional ealert slots available!
Contact your account manager for details

THIRD PARTY EMAILS
Access email addresses to relevant animal researchers in academia, biotechnology, and pharmaceutical companies utilizing our opt-in lists to deliver an exclusive message.

*Silverpop 2018
TECHNOLOGY FEATURES*

Technology Features explore emerging technologies in specific areas of scientific research, read by Lab Animal subscribers who are eager to stay conversant with the latest technologies. Written by our dedicated Technologies Editors, these features appear in issues of Lab Animal. A selection of topics are timed to coincide with key conferences, where they receive bonus distribution.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Tech Feature Topic</th>
<th>Conference Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Cancer</td>
<td>2019 American Association of Cancer Research Annual Meeting (AACR)</td>
</tr>
<tr>
<td>October</td>
<td>Vivarium/husbandry</td>
<td>American Association for Laboratory Animal Science (AALAS)</td>
</tr>
</tbody>
</table>

OTHER POTENTIAL TOPICS IN 2019

- Aging
- Behavior
- Emerging models
- Genetics/genomics
- Immunology/infectious disease
- Neuroscience
- Toxicology
- Stress/pain

BUYERS’ GUIDE

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.

Cited by many readers as their go-to reference, the Buyers’ Guide is catalogued in offices, labs, and personal libraries across North America as a valuable resource. Veterinarians, technicians, facility managers and IACUC members consult the Buyers’ Guide regularly throughout the year when they are looking for specific products and technologies.

2019 BUYERS’ GUIDE SCHEDULE

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Ad close</th>
<th>Materials due</th>
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<tbody>
<tr>
<td>Dec 2019</td>
<td>Nov 7</td>
<td>Nov 12</td>
</tr>
</tbody>
</table>

Ask us about the international edition, circulated to over 15,000* research professionals located around the world.

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*Technology Feature dates and topics are not yet finalized. Please contact your account manager for availability. **Publisher data 2018
### 2019 CALENDAR & DEADLINES*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Features / Bonus Distribution</th>
<th>Ad Close</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>February</td>
<td>Society of Toxicology (SOT) 2019 American Association of Cancer Research Annual Meeting (AACR)</td>
<td>8-Jan</td>
<td>9-Jan</td>
</tr>
<tr>
<td>March</td>
<td>Advertiser Analysis Report</td>
<td>5-Feb</td>
<td>6-Feb</td>
</tr>
<tr>
<td>April</td>
<td>Advertiser Analysis Report</td>
<td>7-Mar</td>
<td>8-Mar</td>
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<tr>
<td>May</td>
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<td>5-Apr</td>
<td>8-Apr</td>
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<td>June</td>
<td>TriBranch</td>
<td>8-May</td>
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<td>July</td>
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<td>6-Jun</td>
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<td>August</td>
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<td>9-Jul</td>
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<tr>
<td>September</td>
<td>Advertiser Analysis Report</td>
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<tr>
<td>October</td>
<td>American Association for Laboratory Animal Science (AALAS) Society for Neuroscience 2019 Annual Meeting</td>
<td>8-Aug</td>
<td>9-Aug</td>
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<tr>
<td>November</td>
<td></td>
<td>10-Oct</td>
<td>11-Oct</td>
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<tr>
<td>December</td>
<td>Buyer’s Guide</td>
<td>7-Nov</td>
<td>8-Nov</td>
</tr>
</tbody>
</table>

### 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), which appears in each monthly issue of *Lab Animal* just before the inside back cover.

### LAPS MATERIALS DEADLINES

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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### ADVERTISER ANALYSIS REPORT

Place an ad in the *April* or *September* issue of *Lab Animal* to be included in a survey to measure the impact of your messaging conducted by leading experts in the field. As a participating advertiser in the analysis issue you'll receive feedback on the quality, engagement rating, and actions taken as a result of your ad in a full report.

- Find out if your ad grabs readers’ attention
- How are your headlines and illustrations being received?
- How much interest is generated in the product?
- Get verbatim comments/feedback from your potential customers
- Additional studies on awareness of your brand/products

To keep up-to-date on marketing solutions to reach *Lab Animal* audience, as well as other opportunities, visit our dedicated website for advertising clients: [partnerships.nature.com/info](http://partnerships.nature.com/info)

*All dates on the calendars are approximate and subject to change. Please contact your account manager for an updated schedule.*