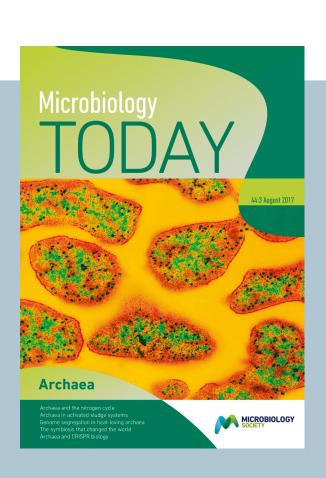


MEDIA PACK 2019



MICROBIOLOGY TODAY

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Microbiology Today is the Microbiology Society's quarterly magazine. Presented in a colourful and stylish layout, the lively range of features and articles – aimed at both the specialist and the general reader – provides a valuable resource for anyone wishing to know more about current matters and research in microbiology. The content is carefully balanced to meet the needs of all Society members, as well as providing an informative and enjoyable broad-interest magazine for all stakeholders, including parliamentarians and policy-makers. Today's microbiologists are very specialised, but appreciate being able to keep up with other areas of their subject through the themed feature articles in each issue. Topics are chosen to reflect every field in microbiology.

READERSHIP PROFILE

Universities (research and teaching)	52%
Medicine and healthcare	20%
Government and non-commercial	13%
Industry	
Other	3%

Our readers work in key areas of microbiology, including bacteriology, virology, parasitology, biotechnology, mycology, environmental microbiology, biomedicine, genetics and the expanding field of genomics, proteomics, cell and molecular biology.

The readership ranges from applied scientists, clinical scientists and senior managers, through to researchers, principle investigators and lecturers to postgraduate and undergraduate students. Society members control the purchase of laboratory equipment and computers, consumables and scientific literature.

Microbiology Today is also distributed to around 100 parliamentarians, policy-makers and journalists.

REGULAR FEATURES

- Topical themed articles.
- Feature articles on a wide range of topics, including publishing, policy, career advice and public engagement.
- Previews of future Society Conferences and Focused Meetings.
- Grants, prizes and membership information.
- Microbiology news and activities for teachers.
- Independent reviews of books and software.
- Comment for airing controversial views.

Microbiology Today is published every **February**, **May**, **August** and **November**. Members receive a copy as part of their annual subscription.

DISTRIBUTION & CIRCULATION

Distribution

JK 3,405 JK and Europe 3,775 Vorldwide 3,970

Circulation

UK 81% Europe 12% North America 4% Rest of world 3%

RATES & FORMATS

Full page with bleed (5mm)

Size: 307 x 220mm Colour: £1,150

Mono: N/A

Full page within margins

Size: 251 x 170.5mm

Colour: £1,150

Mono: N/A



Size: 123 x 170.5mm

Colour: £700

Mono: £550



Half-page vertical

Size: 251 x 82.75mm

Colour: £700 Mono: £550

Quarter-page

Size: 123 x 82.75mm

Colour: £350 Mono: £275

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£1.000 + print and mailing costs

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