



MICROBIOLOGY
SOCIETY

MEDIA PACK 2021



MICROBIOLOGY TODAY

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Microbiology Today is the Microbiology Society's membership 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	12%
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.

In 2021, *Microbiology Today* will be published in **May** and **October**. Members receive a copy as part of their annual subscription.

DISTRIBUTION & CIRCULATION

Distribution

UK	3,405
UK and Europe	3,775
Worldwide	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

Back cover (colour)

Prices as above + 20%

Inserts

£1,000 + print and mailing costs

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Half-page
horizontal

Size: 123 x 170.5mm
Colour: £700
Mono: £550

Half-page vertical
Quarter-page

Half-page vertical
Size: 251 x 82.75mm
Colour: £700
Mono: £550

Quarter-page
Size: 123 x 82.75mm
Colour: £350
Mono: £275

DISCOUNTS & TECHNICAL DATA

2 issues	20%
Recognised advertising agencies & publishers	10%

Only digital, press-quality
PDF files should be supplied.
Graphics should be
composite CMYK.