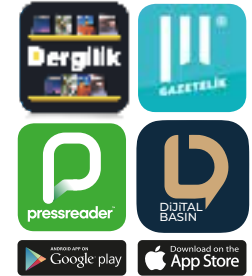


LabMedya®

Everytime,
Everywhere,
Right Under
Your Hands.



@ in t f /labmedya

Turkey's first and only
Laboratory Sector
Media and Advertising
Channel

MEDIA KIT

www.labmedya.com



LabMedya participates in many fairs in Turkey and abroad.





Who Are We?

The first and only publication of the sector LabMedya, which we have worked diligently and with perseverance, is 12 years old.

As Labmedya, we took our first step to become a sought-after publication in the health and laboratory sector and included sectoral news. Labmedya presents the latest information on its field and enables its readers to enrich their observations created by their own experiences. Labmedya continues to progress without slowing down with the pride of reaching its goal and being the only one in the sector.

LabMedya is a media organ for the laboratory sector as our name suggests, we deliver our visibility to large audiences with completely independent content.

In direct proportional to all these, we participate in many fairs in our country and abroad and we try to be in all sectoral organizations. With our "English Special" issue, we represent our country in the best way abroad and benefit our producers.

We print LabMedya, which we prepare every two months in color, with a circulation of 11,000. Moreover, we do not charge any fee from the people who are involved in the sector with direct mail. We send them on behalf of the relevant person. At the same time, we have the advantage of being able to be read online and interactively with our website and mobile applications.

The number of people we reached in total is over 40,000. With the "Turkcell Dergilik" application we offer you the opportunity to download and read it with pleasure through your smartphone or tablet. At the same time, we send a soft copy of each issue to 30,000 people via e-mail. Moreover, we actively use social media and share fresh news and content daily.

In this context, by reaching more regions, every laboratory, and relevant people in every city we aim to take a step forward without changing our direction in line with the objectives.





Audience Data

You can access
our survey
via QR code.



Thanks to our reach to all provinces of Turkey and being a highly anticipated publication, the rates of our visibility and target audience grows day by day.

LabMedya covers all sectors and employees that include laboratories. It has many fields such as chemistry, biology, environment, physics, health, food, and technology.

Especially;

- Relevant departments and faculty members of universities,
- Faculties of Medicine and Pharmacy (Histology, microbiology, biochemistry, pharmaceutical chemistry, etc.)

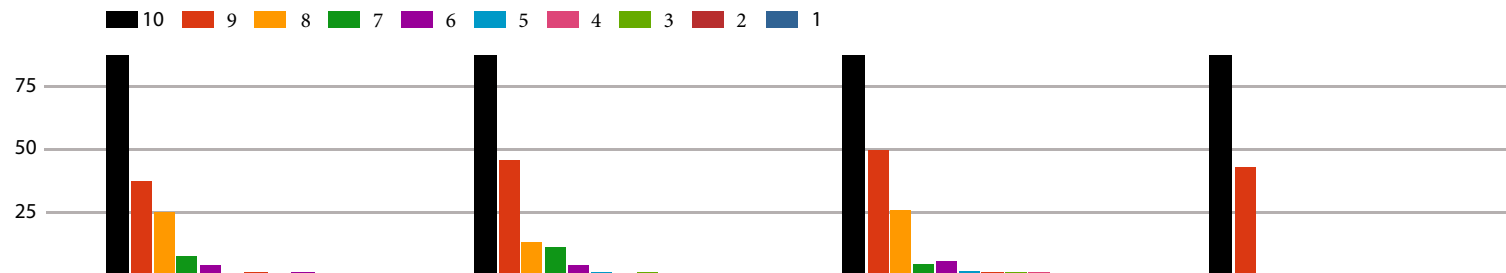
- Deans, chief physicians, buyers
- Laboratories of public institutions (Provincial control, reference, agriculture, food laboratories)
- Quality control laboratories of factories
- Private laboratories
- It is a publication that concerns many people such as sectoral companies (Chemical, laboratory equipment, device vendors, medical professionals, etc.)
- In our "Reader Questionnaire" in which hundreds of people participated, we observe that the popularity of LabMedya is increasing day by day. Today, when the number of people we reached exceeded 40,000, the results of the survey data

are as follows;

- We draw the attention of people who are 18 years of age or older related to the sector,
- The average rate of people reaching us via mail, e-mail, and mobile application is the same,
- Approximately 70% of the readers we reach via mail keep LabMedya without discarding it,
- 80% of our readers use our website (labmedya.com) to follow new products, resources, and current news,
- 85% of our readers follow our social media accounts and like the posts.

When we ask our readers to rate LabMedya between 1 and 10, we see a graphic like this:

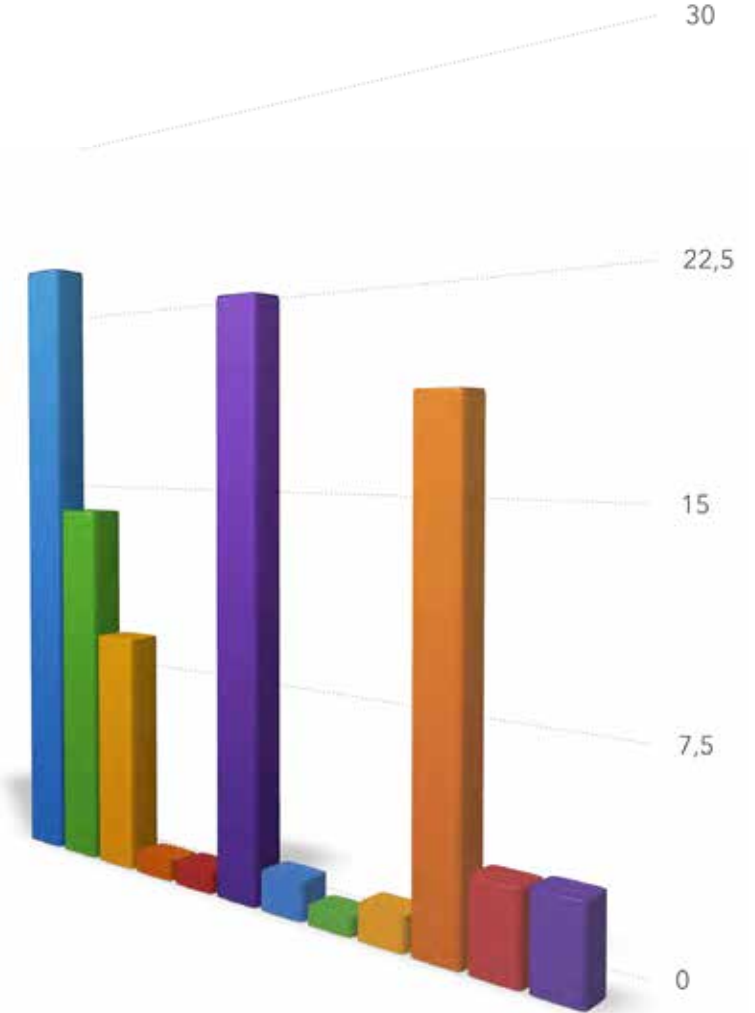
If you score
Labmedya's content
on a scale of 1 to 10
how would be
your answer?





Sectoral Distribution Chart

SECTORAL	RATIO
FOOD INDUSTRY	24,11%
CHEMICAL INDUSTRY GENERAL	14,13%
CHEMICAL INDUSTRY	5,19%
DYEING INDUSTRY	0,92%
PETROLEUM / PETROCHEMICAL INDUSTRY	0,82%
PHARMACEUTICAL AND COSMETIC INDUSTRY	7,20%
MEDICINE (Clinic, Health, Patalogy, Histology etc.)	9,18%
VETERINARY MEDICINE	0,78%
MINING, SOIL AND CEMENT INDUSTRY	0,85%
UNIVERSITIES (Chemistry, food, biology, medicine, pharmacy, genetic engineering, biochemistry, veterinary medicine, agriculture, mining, ecology, metallurgy etc all departments)	22,30%
TEXTILE INDUSTRY	1,45%
ENVIRONMENTAL INDUSTRY	0,69%
AGRICULTURE INDUSTRY	1,30%
COMPANIES (seller, exporter)	18,65%
PUBLIC HEALTH INSTITUTIONS ETC	3,22%
OTHERS	3,33%





Printed Media Advertising Alternatives

We publish our printed publication every two months without any delay. We send our constantly developing and updating data with mail. Also, we revise and investigate all the returns one by one. Every new issue has been a highly anticipated publication. You can see the advertisement alternatives below.



Insert Printing and Distribution

A total of 4 pages of inserts, 19x27 cm in size, tailored for your company, are printed at the rate of print circulation and distributed together with Labmedya. You can deliver your insert to a minimum of 10,000 people at very affordable costs. Thus, the recipient can keep your insert even if they do not keep Labmedya.

You can see a few sample inserts left.

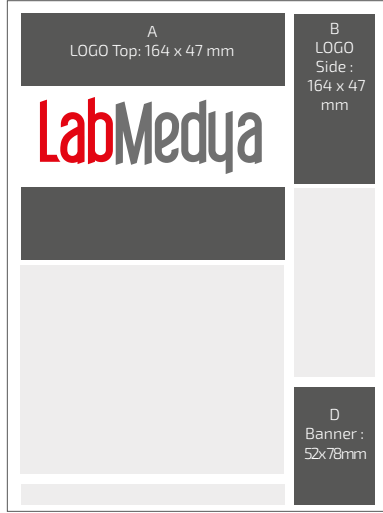
Preparation of Advertising Pages Considerations Regarding:

- The file Format must be in a usable graphic design program format (PDF, AI, CDR, PSD, TIF, INDD).
- Your resolution must be minimum 300 dpi. Labmedya is not responsible for any loss of quality that may occur in works with lower incoming resolutions.
- All fonts used must be CONVERT or CURVE if they are to be sent in open format.
- Works should be prepared according to the dimensions indicated on the sides.

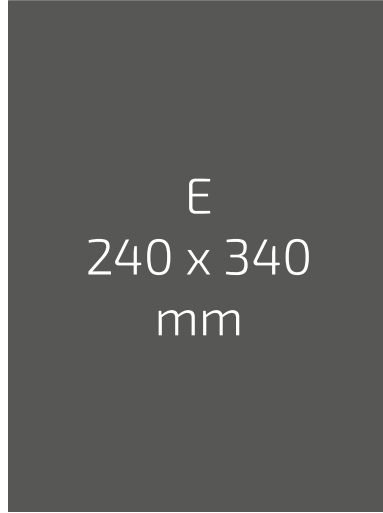
- You differ because it is an alternative advertising medium.
- With the distribution of newspapers, you will have the opportunity to reach a larger audience.
- You can give detailed information about your campaign products.
- With insert distribution, you can inform your customers about your products and services, thus providing potential customers with the opportunity to compare prices and assist in shopping decisions.
- It is an economical and easy method among many advertising types and ways of reaching the consumer. With insert distribution, you can recycle much faster and get positive results.
- With "Discount Coupons" and "Opportunity Coupons" you can increase your sales and measure the efficiency of your ads.



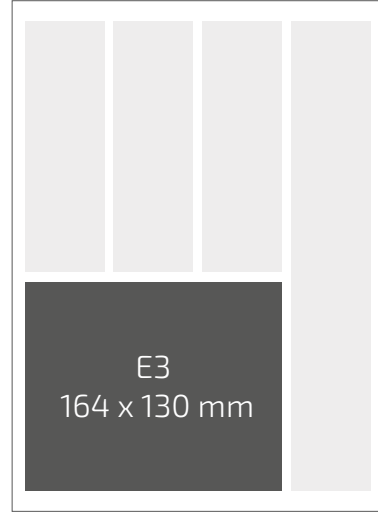
First Page Ad Alternatives



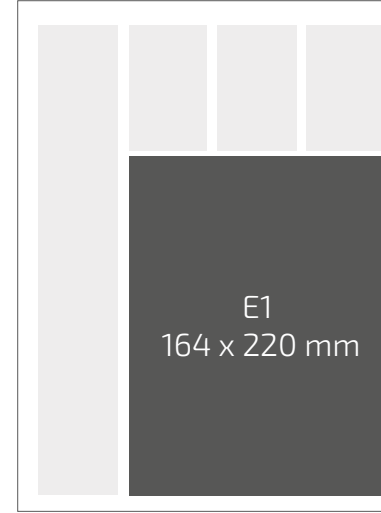
Full Page Ad



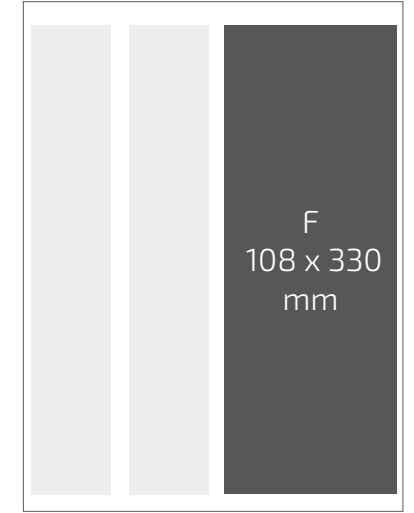
Copyright Page Ad



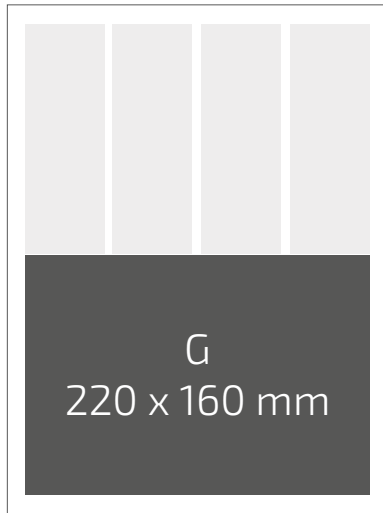
Junior Page Ad



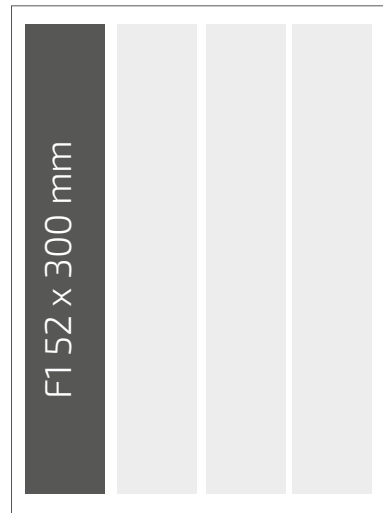
Vertical Half Page Ad



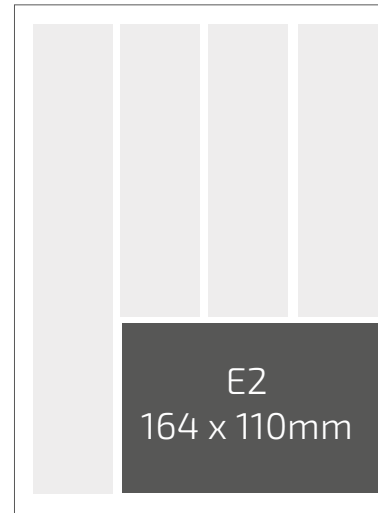
Half Page Ad



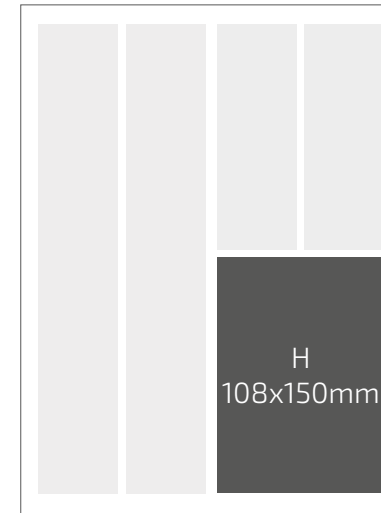
Single Column Ad



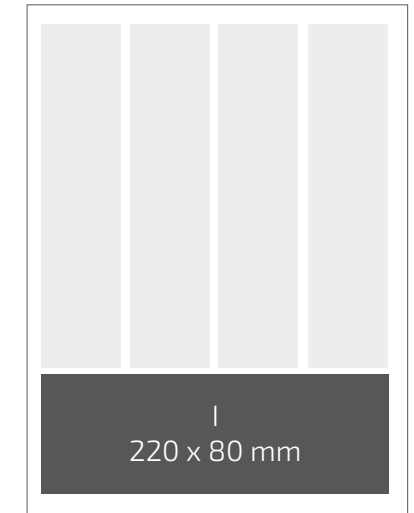
Half Junior Page Ad



Quarter Page Ad



Horizontal Quarter Page Ad





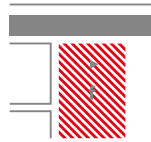
Digital Products

In LabMedya, we are flexible enough to offer unique solutions to target your audience, yet strong enough to deliver a massive audience.



WEB ADVERTISING

There are high-impact banner advertising spaces across LabMedya platforms.



INTERACTIVE CONTENT ADVERTISING

These custom units offer a variety of creatives such as Facebook share, video players, slideshow, email recordings, interactive ad content, and more. The content of your advertisement should be interactive.



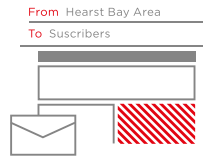
MOBILE

More than 50% of LabMedya's audience access our mobile responsive website and the mobile application via smartphones and tablets. There are very effective and fixed advertising areas.



E-MAIL MARKETING

Choose a target audience or a geographic area then we will create a qualified list of email addresses you can use to market your business. We help you send newsletters, new products, special offers, sales, and more notifications to a group of consumers who fit the target market.



BULLETIN SPONSORSHIP

Advertise on LabMedya's email newsletters written in 100% HTML. Always be on the lookout.



SOCIAL MEDIA

We create an A to Z strategy that gathers the most participation and new followers for your social media platforms and implement them for you.



Labmedya Digital Company Directory



Do you want your company to take place in the digital world of Labmedya, the only publication in the industry, in the digitalizing age? A special profile page for your company can be open on Labmedya's website, and we can do digital marketing work for you.

Turkish / English will appear as a single page and these will be in this area;

- ★ Your Company Information
- ★ Your Website Adress
- ★ Your Map Location
- ★ About You (Summarized)
- ★ Your Social Media Accounts
- ★ Your Trailer Video
- ★ Your Product Groups That You Sell
- ★ Your Activity Area
- ★ Industries You Serve
- ★ Your Registered Trademarks
- ★ Distributorships
- ★ Contact Form
- ★ Documents belonging to your company will be included.

*You must prove to the brands that you are a distributor. For this reason, wholesaler approval or documentation might be requested. In addition, with the budgets determined by the keywords you want special Turkish and English Google SEO work can be done for you. Thus your page will appear in the searches. Your company's Labmedya profile link will be as follows: www.labmedya.com/xxxxx

If you want to take part please read the QR code and fill in the pre-application form.



Please scan the QR code to apply.





Online Posts

Labmedya is sent to approximately 30,000 people via e-mail in the format you see below. The person to whom this e-mail reaches can open and read Labmedya digitally by clicking. Some of our readers specifically request e-mail only. Thus, they can read Labmedya with a computer. Some important news headlines also presented during this post.

While sending, you can advertise in the areas marked on the side. The advertisements you place in this area can also be added to the opportunity products area on our website, and the person can see your product in our website.

J
Mid Banners
400 x 156 px



K
Side Banners
230 x 95px

E-Marketing

Labmedya sends e-mails on your behalf. Your own advertising work, design, product promotion, etc. anything you want to send to our own data with your name and e-mail address. Thus, the e-mail goes directly to the recipient from you. If you want to reply, the answer will come directly to your e-mail address.

The amount of posting varies according to the time you request. It sends to 25,000 to 30,000 people on average.

As a result of the post, we presented you with a sample post report shown below. In this report, you can see the number of submissions, the number of people who opened your mail, and the click-through rate.

If you wish, the data you created can be added to our mailing list and sent to you.

*Due to the newly enacted law, the responsibility for these submissions rests entirely with the advertiser. A contract is signed for this. If any responsibility is taken against any possible complaint or similar situation, the dispatch is made.



ANAMED & ANALİTİK GRUP
ANALİTİK ÇÖZÜMLERİN GÜVENCİLİĞİ

www.anamed.com.tr/rotary sales@anamed.com.tr 0 216 331 17 07

Dünyanın en iyi Rotary Evaporatörleri

Anamed & Analitik Grup Güvencesi ile

Rotary Evaporatör

Vakum Pompası

Multivapor

Syncore

Kugelrohr

Sirkulator

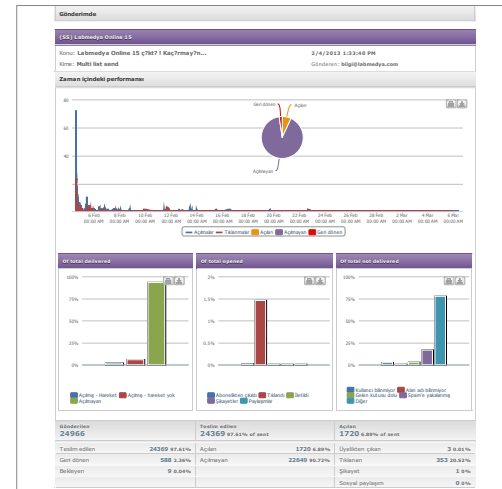
BUCHI Rotavapor® Sistemleri
Rotary Evaporatör, Paralel Evaporatör ve Konsantrator Sistemleri

Büchi tarafından icat edildiği 1957 yılından beri sürekli geliştirilen Büchi Rotavapor Sistemleri kusursuzluğu yakar. Bugün Türkiye'nin her noktasında mükemmel şekilde çalışan Büchi Rotary Evaporatörleri laboratuvarınızda en güvenilir yardımcınızdır.

ANAMED & ANALİTİK GRUP
ANALİTİK ÇÖZÜMLERİN GÜVENCİLİĞİ

<p>İstanbul Ofis Acıbağcı Tıvareli Sokağı F Blok, Kat: 1, Daire: 5 Nispetiye, Beşiktaş/İSTANBUL</p> <p>Tel: (216) 331 17 06 (PBX) Faks: (216) 331 17 37 E-Mail: sales@anamed.com.tr</p>	<p>Ankara Ofis Boşnak Eski Mah. Uğur Mirmoço Sokak 34/5 D. D P Çankaya/ANKARA</p> <p>Tel: (312) 418 18 29 (PBX) Faks: (312) 417 70 32 E-Mail: sales.ankara@anamed.com.tr</p>	<p>İzmir Ofis Manisalıoğlu Mah. Nispetiye Sokağı 27/3/1 Sk. No: 0/2 B Blok Zemin Kat D: 1 35010 Bornova/İZMİR</p> <p>Tel: (232) 347 3565 Faks: (232) 347 3565 E-Mail: sales.izmir@anamed.com.tr</p>
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E-mail sending report sample

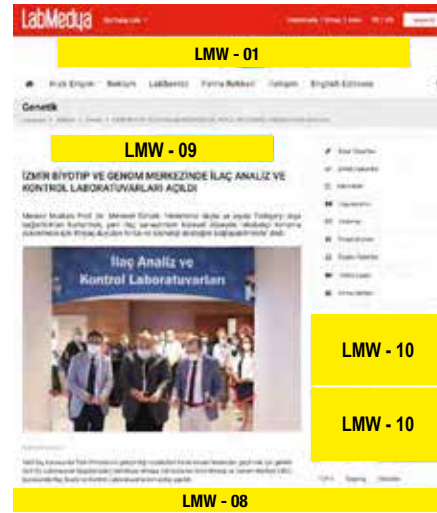


Web Portal

Labmedya's website ranks high in many searches with its full content. Thus it has a good hit rate.

In addition, since all issues of Labmedya are installed on our website, our readers can access and read our old issues on our website.

There are many different advertising spaces on our website. You can advertise in the areas marked in yellow below.



Code	Measurement/ Pixel	Place
LMW-01	970 x 78 px	Home Page
LMW-02	610 x 70 px	
LMW-03	365 x 200 px	
LMW-04	235 x 95 px	
LMW-05	365 x 120 px	
LMW-06	365 x 220 px	
LMW-07	610 x 60 px	Content Pages
LMW-08	1160 x 60 px	
LMW-09	610 x 70 px	
LMW-10	365 x 200 px	

Mobile Application and Digital Platforms

As LabMedya, we stepped into Mobile Application and Tablet Broadcasting by following the developing technologies. On tablets or smartphones, LabMedya can be read more interactively and in greater detail. In addition, we design your advertisement or product promotion for users who download the application via notification, which means instant message.

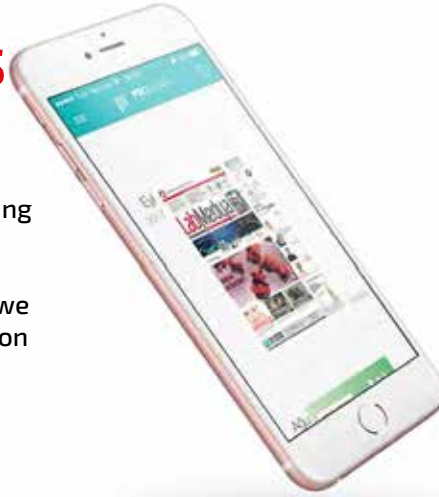
Through your mobile application, you can promote your special events, special product groups, campaigns, and news to users by sending notifications.

Advertising alternatives for this service:

M - Interactive Plugin

You can also become a one-year application sponsor if you wish. Your company logo is included in the application. At the opening, it stated that you are a sponsor and special product promotions are added for you.

N – Sponsorship



In addition, it is possible to access LabMedya from other digital platforms below.



PROSİGMA GAZETELİK
Please, Scan QR Code for Application

Serial Ad

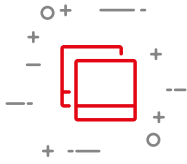


In each printed issue of Labmedya, you can have an advertisement the size of 10x7 cm and one of the following topics.

- Special campaign for your company
- Special campaign for your product
- Human resources postings (personnel etc.)
- Second-hand product/device advertisements
- Special events for your company
- All your announcements about other training etc.

Your classified advertisement in print is also published online free of charge at labmedya.com/seri-ilanlar.

If you wish, your ad can only be published on our website.



Advertising and Service Prices

You must submit your advertising work ready. If your advertisement work is not ready, our professional team will make your advertisement designs for you in return for the specified design costs. Prices are valid for a single number. VAT excluded. Special discounts are available for annual agreements.

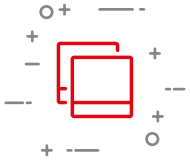
Print Media

First Page Logo Top (A)	900 €	
First Page Logo Side (B)	800 €	
First Page Under Logo (C)	900 €	
First Page Banner (D)	450 €	
Inside Front Cover (2nd Page)	1.000 €	
Back Cover	1.350 €	
Inside Back Cover	950 €	
Middle Two Page	1.600 €	
Full Page (E)	750 €	
Copyright Page (E3)	575 €	NEW !
Junior Page (E1)	550 €	
Vertical Half Page (F)	475 €	
Half Page (G)	425 €	
Quarter Page (H)	280 €	
Horizontal Quarter Page (I)	270 €	
Single Column Ad Space (F1)	260 €	
Half Junior Page (E2)	280 €	NEW !
Insert (print and distribution included)	2.000 €	
Serial Ad (Print) Piece	100 €	NEW !
Address Tag Ad (Personal, Black and White)	700 €	NEW !
Address Tag Ad (Personal, Colored)	1.400 €	NEW !

Online / Web / E-Marketing

E-Marketing (collective e-mail posting)	1500 €	
Online Posting Middle Banner (J)	550 €	NEW !
Online Posting Side Banner (K)	275 €	
LMW - 01 / 970 x 78 px 1 Month	310 €	
LMW - 02 / 610 x 70 px 1 Month	250 €	NEW !
LMW - 03 / 365 x 200 px 1 Month	175 €	NEW !
LMW - 04 / 235 x 95 px 1 Month	100 €	
LMW - 05 / 365 x 120 px 1 Month	120 €	
LMW - 06 / 365 x 220 px 1 Month	165 €	
LMW - 07 / 610 x 70 px 1 Month	125 €	
LMW - 08 / 1160 x 60 px 1 Month	225 €	
LMWI - 09 / 610 x 70 px 1 Month	250 €	NEW !
LMWI - 10 / 365 x 200 px 1 Month	125 €	NEW !
Serial Ad (Digital Web) Piece	35 €	NEW !
Company Directory (1 Month)	75 €	NEW !

VAT is not included!



Advertising and Service Prices

You must submit your advertising work ready. If your advertisement work is not ready, our professional team will make your advertisement designs for you in return for the specified design costs. Prices are valid for a single number. VAT excluded. Special discounts are available for annual agreements.



Design Prices

Full and Junior Page Ad Design Price	200 €
Half Page Ad Design Price	150 €
Quarter Page Ad Design Price	95 €
Insert 4 Page Design Price T	240 €
Banner Design Price	75 €
E-Bulletin Design Price (Html application included)	170 €
HTML Application	75 €

Prices don't include VAT.



Other Services

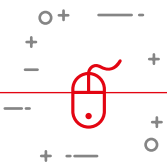
Labmedya prepares within the body of Prosigma Promotion Advertising Agency.

Catalogs, brochures, posters, etc. of many companies in the sector are coordinated and prepared by our organization. In other words, all advertising and promotion services of your company from A to Z are done by us.

Our other service areas in general:

Logotype Design, Corporate Identity Design, Catalog, Brochure, Poster, Billboard, Individual and Corporate Web Design, Design Content Consultancy, Online Catalogue, Product Photography, Strategic Communication Solutions Branding, Campaign Management, Corporate Communication, Creative Solutions, Magazine Ad, Newspaper Posting, Flyer, Magazine, Business Card, Letterhead, Envelope, File, Notepad, Invitation Card, Book, Packaging, Bag, Media Planning, Printed Media, Internet, Outdoor and Alternative Media Solutions Interactive Solutions, Website, Web Banner, E-Mailing, Content Management, Programming, Photography, Advertising Photography, and Promotional Products.

In addition, all periodicals from A to Z are prepared, including editorial support, photography, interviews, design preparation, and printing.



www.labmedya.com

LabMedya®

Oğuzlar Mah. 1374 Sok.
No:2/4 Balgat / ANKARA TURKEY
Phone +90 312 342 22 45
Fax +90 312 342 22 46
E-mail bilgi@labmedya.com