

Media data and Marketing Options 2024



01.02.2024

Make use of the well known and widely acknowledged Bio^M network to promote your event, company and competencies!

Bio^M serves as the central hub and catalyst between academic research, pharmaceutical industry/ biotech research and development, industrial application and clinical implementation.

In our function as cluster management, we represent the diverse interests of Bavaria's biotechnology location. In particular, we support the set up of new companies as well as the strengthening and further development of existing ones. In existence for more than 20 years, we develop and coordinate Bavarian's Biotech community. We offer for example information and training events as well as thematic network meetings. According to your needs they have a local, regional and national focus and we foster the participation of international experts.

Information sharing ranges from targeted and specific to a wide spread circulation. Our exclusive distribution list reaches in excess of >6.000 contacts on a daily basis.

We offer you a wide range of advertising platforms:

- Bio^M online channels
- Bio^M print media
- Bio^M events / virtual events
- Your very own event at Bio^M's head office
- Participation and Representation at exhibitions and conferences

We will be happy to develop an individual package for you.

If you are interested in a continuous and annual visibility throughout our cluster (online/ events), please inquire for corporate sponsoring information.

Additional Information:

All prices are without value added tax. Please also read our general terms (AGB) for further details. Short-term modifications are possible. For up-to-date information, please visit our website: www.bio-m.org

Please contact us, if you need any further information.

Contact details:

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email: info@bio-m.org - tel. (+49) (0)89 / 89 96 79 0 - fax (+49) (0)89 / 89 96 79 79

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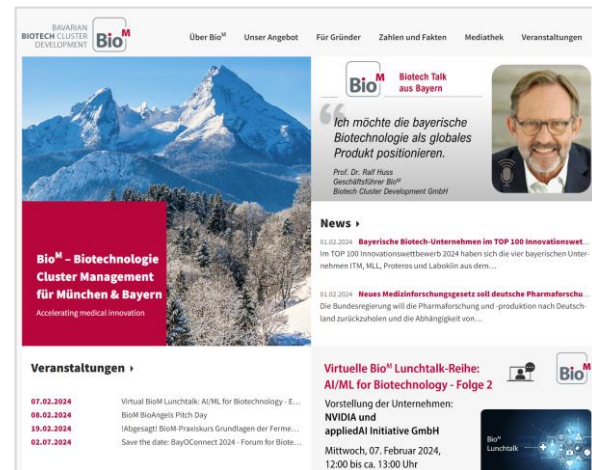
01.02.2024

Bio^M online channels

- **Bio^M Website: www.bio-m.org**

On average, we have around 200,000 visits and nearly 1 million page views per year.

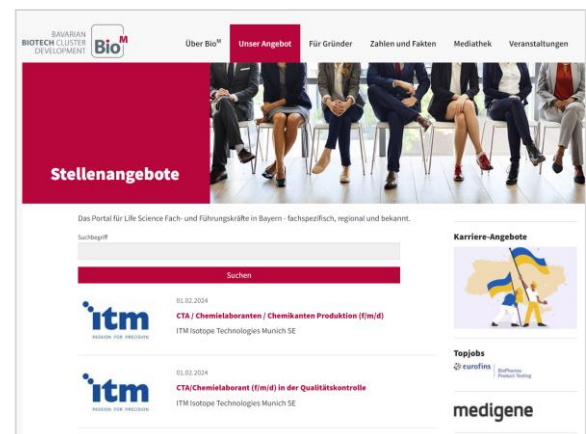
Advertising Materials	Duration	Price
Banner Homepage (w: 640 x h: 320 px, rotating)	4 weeks	550 €
Banner Sub Pages (w: 300 x h: 200 px)	4 weeks	starting from 340 €



- **Online job platform: Bio^M Website**

Bavaria's leading Life Science platform with more than 100 job offers per month.

Advertising Materials	Duration	Price
Job ad with logo	30 days	starting from 99 €
TOP placement	30 days	starting from 185 €
Annual fee for job ads	1 year	starting from 890 €



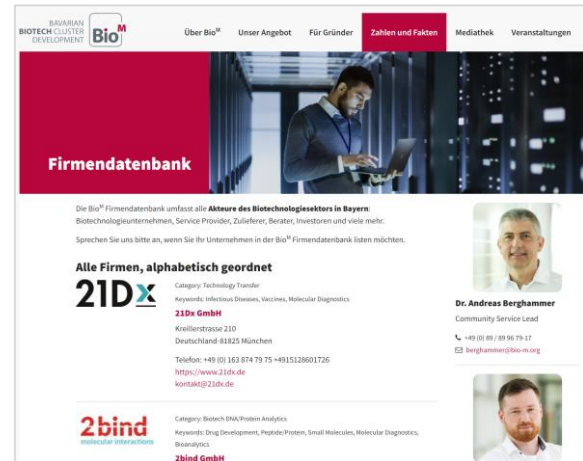
Bio^M online channels

■ Company database: Bio^M Website

Overview of all Bavarian Life Science companies, approx. 300 profiles

Advertising materials	Duration	Price
Company entry	indefinite	free of charge
Company entry + logo (add. entry in annual report *)	1 year	

(* printed annual report „Biotech in Bavaria“; see print media for further details)



■ Bio^M Newsletter

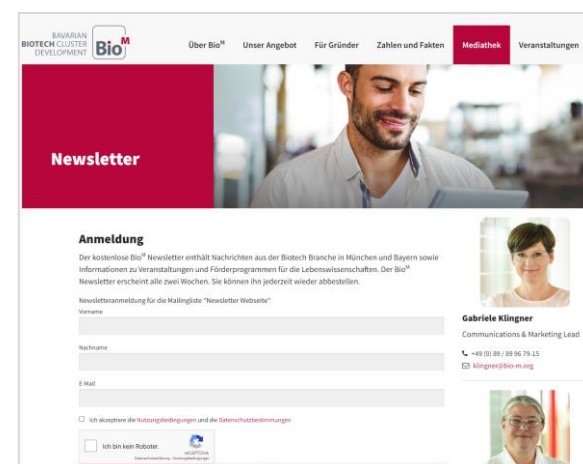
News and upcoming events of the Bavarian biotechnology industry

Monthly electronic distribution

Target Group: Life Science academia, biotech and pharma industry, journalists

Recipients: ~ 6,000

Advertising materials	Duration	Price
Banner (w: 600 x h: 100 px)	once	480 €



Bio^M print media

▪ Bavarian Biotech Report

The Bavarian business directory

Compilation of the Bavarian biotech industry's business figures and company profiles.

Yearly publication in English

Target Group: biotech and pharma industry, politics, press

Circulation: print, digital data carriers, epaper, pdf, accessible online, also at international exhibitions and conferences



Packages	Price
Advertisement on cover pages (U2-U4, full page, 4c)	from 1,850 €
Advertisement on inside pages (full page, 4c)	1,375 €
Advertisement on inside pages (half page, 4c)	850 €
Network partnership Profile publication for non-biotech companies	700 €

Your own event at Bio^M – Your presence in the Biotechnology Cluster

- **Your event at Bio^M's conference area**

You can book attractive event and meeting rooms at Bio^M. Our offices are located centrally in the heart of Munich's Biotech-Campus Munich/ Martinsried and are guaranteed to enhance your visibility.

Our location is ideal for closed groups, public events or networking. Catering is offered by an external agency, detailed information can be found online.

Rooms	Max. number of persons	Price
Entire conference area	60	starting from 130 €/ h
Meeting room	12	starting from 40 €/ h
Conference room	60	starting from 90 €/ h

Additionally, we can advertise your event on our platforms:

Advertising medium	Price
Basic package „Event announcement”	340 €
Banner in Bio ^M Newsletter (600x100 px) to 6000 users	420 €
Banner on homepage start page (640x320) 4 weeks	495 €
Banner on homepage events (300x200 px) 4 weeks	incl. in basic package

Used by Thermo Fisher, Charles River, Covance, gmplan, The Jackson Laboratory, Rittershaus among others.

- **Your tailored *in-house training***

Years of expertise in the conception of industry specific trainings and access to a diverse range of subject specialists enable Bio^M to develop advanced in-house training courses – responding flexibly to your needs.

Concept proposals and prices upon request.