

THE BIOMEDICAL SCIENCE YEAR PLANNER 2022

The **Biomedical Science Year Planner** provides an in-depth coverage of the biomedical science profession through print and email marketing.

An initial distribution, in September 2021, to leading biomedical scientists throughout the UK ensures an annual readership of over 12,000 senior biomedical professionals. This is followed by an active email marketing campaign which stimulates advertiser response and the distribution of additional copies on request.

The publication is designed to provide an annual service to the profession and is used as a day-to-day diary for research schedules, project planning, discussion groups and for staff rotas and holidays. The planning area incorporates details of the major seminars

and conferences taking place worldwide. It is a constant point of reference for 15 months.

Around the central area space is made available for a small number of companies, associations and individuals to promote their products and services. In addition to the long-term daily exposure, all advertisers are included in our Direct Response Mechanism.

This has been designed to generate high quality immediate sales enquiries from the profession. In the early stages of the campaign, leads are collated and forwarded weekly to each advertiser.

- ★ **BILLBOARD EXPOSURE** 15 months high impact advertising
- ★ **TARGETED** Reach over 12,000 key professionals within biomedical science
- ★ **WEBSITE** Signpost your website on a daily basis throughout the year
- ★ **PROVEN RESULTS** Sales leads monitored weekly so you can quantify results
- ★ **BRANDING** Invaluable daily exposure to your customers

A comprehensive package that works hard for you on every day of the year

THE BIOMEDICAL SCIENCE YEAR PLANNER 2022

VALUABLE REFERENCE

We detail all major exhibitions, seminars and conferences.

BEST QUALITY

People use the best quality planner they receive and the inferior product goes in the bin.

TIMING

It is the first planner they receive, it comes out in September and can be used for 15 months.

LOYALTY

Specifiers have been receiving Setform planners for over 30 years. For many it's a case of "old one down, new one up".

HALF PAGE

120mm (deep) x 177mm (wide)

£4,195 +VAT

QUARTER PAGE

120mm (deep) x 82mm (wide)

£2,545 +VAT

EIGHTH PAGE

57mm (deep) x 82mm (wide)

£1,545 +VAT

Dimensions of Planner overall:

700mm x 1000mm approx

Digital Artwork:

InDesign, Photoshop (up to v10), Illustrator (up to v11)
Alternatively a high resolution (300 dpi) JPG, TIF, EPS, or PDF is acceptable.

Printing / Finishing:

Four-Colour process/UV-varnishing

Background colour:

Grey

Payment:

On receipt of voucher copy



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