

Media kit 2021

Opportunities for advertisers
and sponsors

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About The Company of Biologists

The Company of Biologists is a not-for-profit publishing organisation dedicated to supporting and inspiring the biological community. We are run by distinguished practising scientists. We exist to profit science, not shareholders. We inspire new thinking and support the worldwide community of biologists.

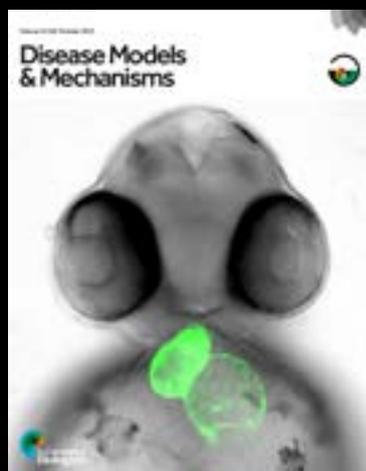
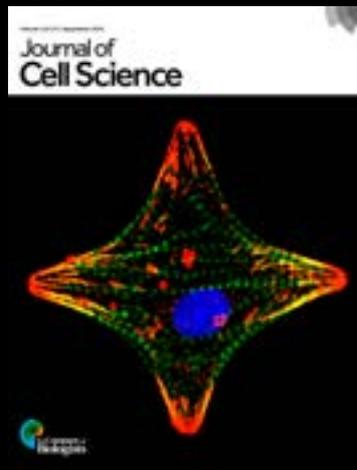
We do this by publishing leading peer-reviewed journals, facilitating scientific meetings and communities, providing travel grants for young researchers and by supporting societies and gatherings. We also host three community sites: the Node, a community website for developmental biologists, preLights, the preprint highlighting service run by the biological community and FocalPlane, our microscopy community site.

At the heart of what we do are our five specialist journals – two of them fully Open Access:

- Development
- Journal of Cell Science
- Journal of Experimental Biology
- Disease Models & Mechanisms
- Biology Open

Promote your microscopy resources and products

FocalPlane provides a trusted, curated and centralised place to connect people, resources and information within the microscopy community. [View our range of advertising and sponsorship opportunities.](#)



Our differences

We are a special kind of organisation, with a clear objective: to support biologists and to inspire biology.

Supporting scientists

We are an organisation run by scientists for scientists. We do things for the benefit of science and use money we raise to support the biological community.

A true community

The Company of Biologists is at the heart of a community of scientists. We are well connected and take time to connect others. We help to build deep and trusted relationships.

Independent

We are an independent organisation. We are not tied to any organisations or suppliers. We treat everyone fairly.

Scientific rigour

Our journal editors are practising scientists who are distinguished in their fields. Our peer reviewers provide community oversight of our content. Our careful policies and procedures ensure scientific rigour.

Professional standards

The Company of Biologists is professionally run, staffed by experts in the publishing field. We ensure that every journal is produced to the highest quality and every interaction is seamless.

Our services

We offer excellent opportunities for advertising in our journals – both print and online. These provide a powerful means of reaching an informed, engaged and diverse audience of scientists.

Online we provide opportunities for banner advertising, electronic table of contents alerts or bespoke approaches to reaching your target.

In print we offer traditional advertising, reprints and bespoke approaches to advertising. We can create a package of advertising opportunities that perfectly fits your needs.

Our reach

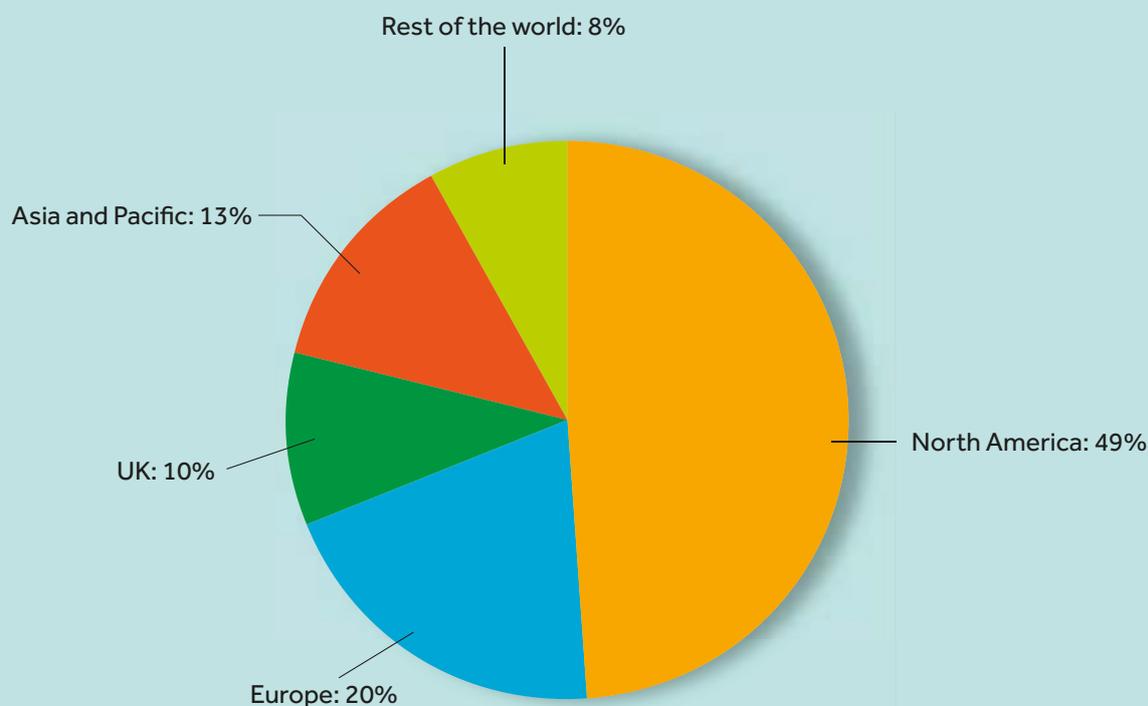
We reach scientists at all stages of their careers – from students, through research scientists and academics, to those who have retired.

We reach multiple disciplines, from plant and animal biologists, to biochemists, geneticists, paediatricians and neurologists.

We reach an international audience – with some 49% of our distribution in North America, 20% in Europe, a further 10% in the UK and 13% in Asia and the Pacific region.

Distribution of subscriptions

(31 December 2019)



Our presence

The Company of Biologists keeps in touch with the scientific communities we serve by regularly organising international meetings, through each of our journals, to address the most relevant and challenging topics in biology.

2021 Meeting:

Disease Models & Mechanisms Meeting 2021

Developmental Disorders: From Mechanism to Treatment

Organisers: Phil Beales, James Briscoe, Monica Justice and Lee Niswander

Venue: Online

Date: 14 - 17 September 2021

Our meetings offer various advertising and sponsorship opportunities. Please visit www.biologists.com/meetings for more information.

We also promote the journals at major meetings organised by others, including:

- the Society for Developmental Biology
- the International Society for Stem Cell Research
- the American Society for Cell Biology
- the Society for Integrative and Comparative Biology

The journals are also displayed at many specialist meetings worldwide such as:

- Keystone Symposia
- the European Molecular Biology Organization (EMBO) meetings
- Society for Experimental Biology annual meeting
- the British Society for Cell Biology meeting
- the British Society for Developmental Biology meeting
- FASEB workshops and conferences
- Gordon Research Conferences

These meetings provide further opportunities for exposure for your company and your advertising.

Our benefits

Increase your targeting

Through our five journals you can target a specific group of scientists or reach a broad, international biological audience.

Increase your visibility

Our journals are regularly promoted at major scientific meetings throughout the year, providing additional exposure for your company.

Increase your impact

We are a not-for-profit organisation and we don't have corporate links. We limit the advertising we feature, so any featured within our publications will have real impact.

Increase your connection

Our close, trusted relationships with the biological community, and our regular meetings and events, help you better engage with a scientific audience.

Our journals: Development

journals.biologists.com/dev



Why Development?

Development is a leading primary research journal covering the field of developmental biology.

Development has a long and prestigious history. It is known for publishing influential papers, and for its prestigious team of expert academic Editors, led by Editor-in-Chief James Briscoe. It is committed to publishing cutting-edge reviews and research articles across the spectrum of animal and plant developmental biology.

Over recent years, Development has expanded its focus to incorporate the stem cell and regeneration fields, with the aim of underscoring the close links between these growing communities and more traditional developmental biology.

Readership

Development is read by scientists at all levels and from a broad field of expertise – including plant and animal biologists, geneticists, molecular biologists, cell biologists, paediatricians, neurologists, embryologists and stem cell scientists.

Further reasons

A powerful reputation

Since its launch in 1953 as 'Journal of Embryology and Experimental Morphology', Development has continued to publish cutting-edge research articles. In 2009, it was designated one of the 100 most influential journals of the past 100 years by the SLA BioMedical & Life Sciences Division.

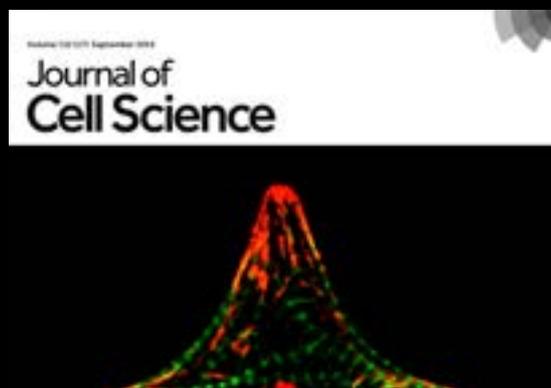
The heart of the community

Development is at the heart of a large community of scientists. It supports the members and the research of the developmental biology community through fellowships and meeting grants. The Node, our community blog, connects the developmental biology community to important information in their field.

Details

2019 Impact Factor	5.6
5 year Impact Factor	6.2
Eigenfactor Score	0.071
Article Influence Score	2.7
h-index	315
SJR indicator	3.66
Immediacy index	1.3
Cited half-life	11.4
Issuance	Published twice monthly (24 issues per year). Mailed 2nd class in polybags.
Online readership	A total of 11.9 million hits between January and December 2020
Print readership	Development is sent out to some of the most prestigious institutions worldwide, making the journal available to a wide variety of researchers in the field
Rates and specifications	See pages 10-12

Our journals: Journal of Cell Science



journals.biologists.com/jcs

Why Journal of Cell Science?

Launched in 1853 as 'The Quarterly Journal of Microscopical Science', Journal of Cell Science (JCS) has a long and distinguished history. JCS publishes cutting-edge science, encompassing all aspects of cell biology, including recently emerging fields. It has a strong reputation for high-quality science and is all about new thinking and scientific excellence in cell biology.

Each issue includes research articles, interviews, and reviews and posters commissioned from experts in their field.

Readership

JCS is of key interest to a broad spectrum of scientists, including cell biologists, developmental biologists, molecular biologists, plant biologists and neuroscientists.

Further reasons

Prestigious scientists

The journal is led by Editor-in-Chief Michael Way and a prestigious team of Editors who are research-active academics and leaders in their respective fields; they are supported by an outstanding Editorial Advisory Board.

Focus on community

[FocalPlane](#), our microscopy community site, launched in July 2020 and is moving from strength to strength.

Scientific excellence

The single most important criterion for acceptance for JCS is scientific excellence. Articles must pose and test a significant hypothesis that will provide novel perspectives and approaches to understanding cell biology, and will stimulate the interest of the broad readership of the journal.

Details

2019 Impact Factor	4.6
5 year Impact Factor	4.9
Eigenfactor Score	0.046
Article Influence Score	1:9
h-index	268
SJR indicator	2.4
Immediacy index	1.2
Cited half-life	10.6
Issuance	Published twice monthly (24 issues per year). Mailed 2nd class in polybags.
Online readership	A total of 10.8 million hits between January and December 2020
Print readership	JCS is sent out to some of the most prestigious institutions worldwide, making the journal available to a wide variety of researchers in the field
Rates and specifications	See pages 10-12

Our journals: Journal of Experimental Biology



journals.biologists.com/jeb

Why Journal of Experimental Biology?

Journal of Experimental Biology (JEB) is the leading primary research journal in comparative physiology and publishes papers on the form and function of living organisms at all levels of biological organisation, from the molecular and subcellular to the integrated whole animal.

Besides the research content of the journal, JEB publishes timely reviews, commentaries, news and interviews

Readership

JEB is read by a broad interdisciplinary group of scientists who study molecular, cellular and organismal physiology in an evolutionarily and environmentally based context including systemic, cellular and molecular physiologists, neuroscientists, ecophysiologicalists, biomechanists and biochemists.

Further reasons

Prestigious scientists

The journal is led by Editor-in-Chief Craig Franklin and a prestigious team of Editors who are research-active academics and leaders in their respective fields; they are supported by an outstanding Editorial Advisory Board.

Press interest

JEB publishes research that has a broad interest – beyond the scientific community – and as a result receives considerable press coverage.

A prestigious history

Launched in 1923 as 'The British Journal of Experimental Biology', JEB is listed as one of the top 100 most influential journals in biology and medicine by the SLA BioMedical & Life Sciences Division.

Details

2019 Impact Factor	3.0
5 year Impact Factor	3.4
Eigenfactor Score	0.032
Article Influence Score	1.1
h-index	175
SJR indicator	1.5
Immediacy index	0.7
Cited half-life	11.8
Issuance	Published twice monthly (24 issues per year) plus a supplementary issue. Mailed 2nd class in polybags.
Online readership	A total of 11.7 million hits between January and December 2020
Estimated print readership	JEB is sent out to some of the most prestigious institutions worldwide, making the journal available to a wide variety of researchers in the field
Rates and specifications	See pages 10-12

Our journals: Disease Models & Mechanisms

journals.biologists.com/dmm



Why Disease Models & Mechanisms?

Disease Models & Mechanisms (DMM) is an online Open Access journal focusing on the use of model systems to better understand, diagnose and treat human disease.

The primary aim of DMM is to promote human health by inspiring collaboration between basic and clinical researchers in translational science. The journal is committed to presenting rigorously peer-reviewed research that has significant translational impact. The interdisciplinary nature of DMM means that a diverse range of diseases, approaches and models fall within its broad scope.

Readership

DMM appeals to all those working in disease research, from developmental biologists and geneticists, to clinicians at the forefront of patient care. It provides a gateway to scientists, pharmaceutical companies and medical libraries around the world; the overwhelming majority of readers have purchasing power and provide the ideal audience for targeting pharmaceutical and medical products and services.

Further reasons

Led by experts

DMM is guided by an international team of expert research-active Editors, led by Editor-in-Chief Elizabeth Patton and Deputy Editor-in-Chief Elaine Mardis. The journal is supported by an outstanding Editorial Advisory Board.

Extended content

DMM also publishes commissioned reviews and 'At a Glance' poster articles aimed at synthesising the latest advances in a particular branch of translational research, as well as 'A Model for Life' interviews and thought-provoking perspectives and editorials.

Details

2019 Impact Factor	4.7
5 year Impact Factor	5.0
Eigenfactor Score	0.014
Article Influence Score	1.6
h-index	74
SJR indicator	2.1
Immediacy index	1.0
Cited half-life	5.2
Issuance	Published monthly (12 issues per year)
Online readership	A total of 2.3 million hits between January and December 2020
Rates and specifications	See pages 10-12

Our journals: Biology Open

journals.biologists.com/bio



Why Biology Open?

Biology Open (BiO) is an online Open Access journal that supports the community of biologists through the publication of peer-reviewed original research across all aspects of the biological sciences. BiO aims to provide rapid publication for scientifically sound observations and valid conclusions, without a requirement for perceived impact.

BiO extends the opportunity provided by our other journals by enabling the research community to publish valid and well-conducted experimental work that is otherwise robbed of timeliness and impact by the delays inherent in submission to established journals with more restrictive selection criteria. Peer review ensures that high standards are always maintained.

Readership

Biology Open (BiO) is an online Open Access journal that publishes rigorous, high-quality research across the breadth of the biological and biomedical sciences. BiO provides timely, thorough, constructive and fair peer review, with a focus on supporting researchers and reducing the pain to publish.

Further reasons

Scientific credibility

BiO papers are handled by field leaders, including Kendra Greenlee, Lewis Halsey, Cathy Jackson, Yishi Jin, Steven Kelly, Sjannie Lefevre, Christopher Maher, Jennifer Nichols, Yong Peng, Tristan Rodriguez and Luca Scorrano. The BiO editor team is committed to Open Access publishing as a mechanism to widen access, promote equality and ensure sustainability in publishing in the biological sciences.

Details

2019 Impact Factor	2.0
5 year Impact Factor	2.3
Eigenfactor Score	0.009
Article Influence Score	0.8
h-index	31
SJR indicator	1.1
Immediacy index	0.45
Cited half-life	4.0
Issuance	Published monthly (12 issues per year)
Online readership	A total of 1.8 million hits between January and December 2020
Rates and specifications	See pages 10-12

What we offer: online advertising

Banner advertising

Development, Journal of Cell Science, Journal of Experimental Biology, Disease Models & Mechanisms and Biology Open all offer leaderboard banner advertisements. These are a great way to build awareness of your products or services through eye-catching animation and graphics. Your ad will appear throughout the journal website and will seamlessly lead potential customers directly to your homepage or specially designed website.

eTOCs (Electronic Tables of Contents)

Sent regularly to participants in the journals' eTOC services, ads placed at the header or footer of these highly valued alerts target a receptive audience to new products and services.

Additional online advertising

We are always happy to discuss new approaches and would be happy to create a bespoke advertising package for you. Please contact our advertising department for more information..

The details

Banner advert specifications

Banner advert size – leaderboard	728 pixels wide x 90 pixels high
e-TOC banner advert size – leaderboard	728 pixels wide x 90 pixels high
File format	.jpg or .gif, interlaced, non-transparent
Background colour	If your ad will have the same colour as the background colour of the website (black) or eTOC (white), please provide the artwork with a 1 pixel border
File size	40k maximum
Bit depth	8 bits/Channel
URL	Please specify the exact url to be linked to (e.g. http://www.biologists.com)
Text	Please supply alternate text (max. 20 words) for eTOCs where html cannot be viewed

Prices

Banner ad on a journal website	£30 / \$40 CPM, with a minimum order of 10,000 impressions
eTOC banner ad	£400 / \$550 for one issue

What we offer: print advertising

Reciprocal advertising

We always consider discounted or reciprocal advertising opportunities with non-profit organisations and conference organisers. Contact us for more details..

Subject collections and special issues

Our journals regularly publish subject collections and special issues, focusing on a particular biological topic. Prices vary according to print quantity and advertising package.

Please contact the advertising department to discuss exact requirements..

Commercial reprints

The Company of Biologists can provide rapid exposure of your products and scientific research to a specific group of clinicians by means of commercial reprints.

High-quality reprints can be ordered in bulk. These reprints can be produced as straight article reprints and, if required, your name can be printed on the cover for your distribution to key decision-makers and opinion formers. Prices vary according to print quantity and advertising package.

The details

JPEG	Greyscale, RGB or CMYK@300dpi
PDF	Greyscale RGB or CMYK (Do not embed any colour profile)
Full page paper size	Width 215.9 x height 279.4 mm include: Bleed: 3 mm on all edges (221.9 x 285.4 mm) Trim marks: offset 3 mm
Half page advert paper size	Width 183 x height 120 mm Bleed: 3 mm on all edges (189 x 126 mm) Trim marks: offset 3 mm
Deadlines	Space reservations: two months prior to issue date Advert materials: one month prior to issue date
Placement policy	Back of journal, following scientific papers

Print advertising prices

Position	Issues	Price per issue GBP	Price USD
Back cover, full colour*	1 or 2 issues	£850	\$1,140
	3 or more issues	£770	\$1,033
	6 or more issues	£720	\$966
	12 or more issues	£680	\$912
Inside page, full colour*	1 or 2 issues	£800	\$1,073
	3 or more issues	£730	\$979
	6 or more issues	£680	\$912
	12 or more issues	£640	\$859
Inside page, black and white*	1 or 2 issues	£600	\$805
	3 or more issues	£590	\$791
	6 or more issues	£560	\$751
	12 or more issues	£530	\$711
Inside half page, full colour*	1 or 2 issues	£520	\$698
	3 or more issues	£475	\$637
	6 or more issues	£440	\$590
	12 or more issues	£415	\$557
Inside half page, black and white*	1 or 2 issues	£390	\$523
	3 or more issues	£380	\$510
	6 or more issues	£365	\$490
	12 or more issues	£345	\$463

Contact us

We would love to help find the perfect outlet to promote your organisation. We can advise you on the most appropriate journal, or we can create a bespoke package for you. Get in touch and we can discuss the best options.

Claire Gascoigne Marketing Associate

The Company of Biologists
Bidder Building
Station Road
Histon
Cambridge CB24 9LF
UK

Tel: +44 (0)1223 632868
Email: advertising@biologists.com

Registered Office

The Company of Biologists
Bidder Building
Station Road
Histon
Cambridge CB24 9LF
UK

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VAT No. GB214 4240 10
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