

Media kit 2025

Opportunities for advertisers
and sponsors

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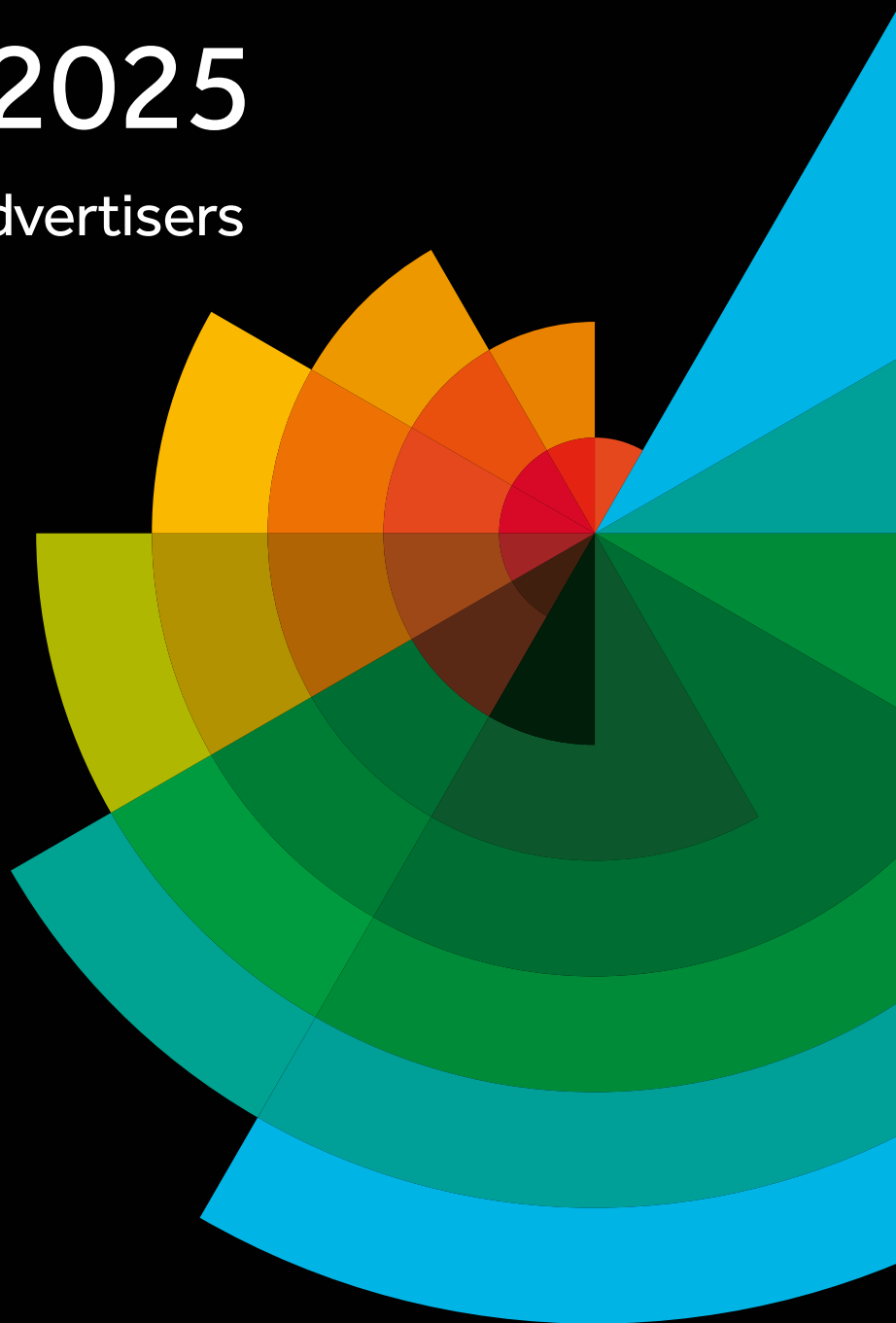
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- Journal of Cell Science
- Journal of Experimental Biology
- Disease Models & Mechanisms
- Biology Open

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About The Company of Biologists

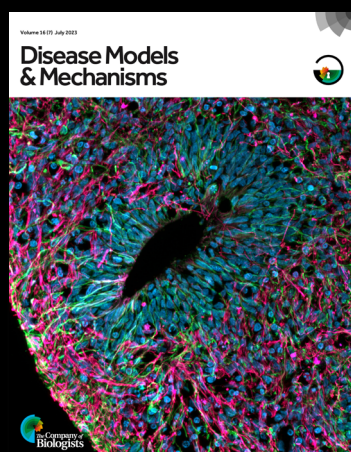
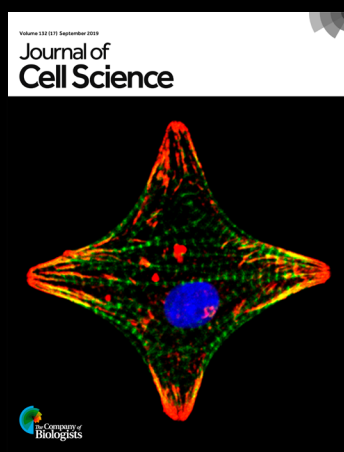
The Company of Biologists is a not-for-profit publishing organisation dedicated to supporting and inspiring the biological community. We are run by distinguished practising scientists. We exist to profit science, not shareholders. We inspire new thinking and support the worldwide community of biologists.

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 and stem cell 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

2025 will mark our 100-year anniversary. We will be celebrating this important milestone with a community conference and other activities throughout the year. Find out more at biologists.com/100-years



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.

The Forest of Biologists

Our biodiversity initiative – planting trees for published papers and protecting ancient woodland in recognition of peer reviewers (forest.biologists.com).

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.

We can create a package of advertising opportunities that perfectly fits your needs.

Our reach

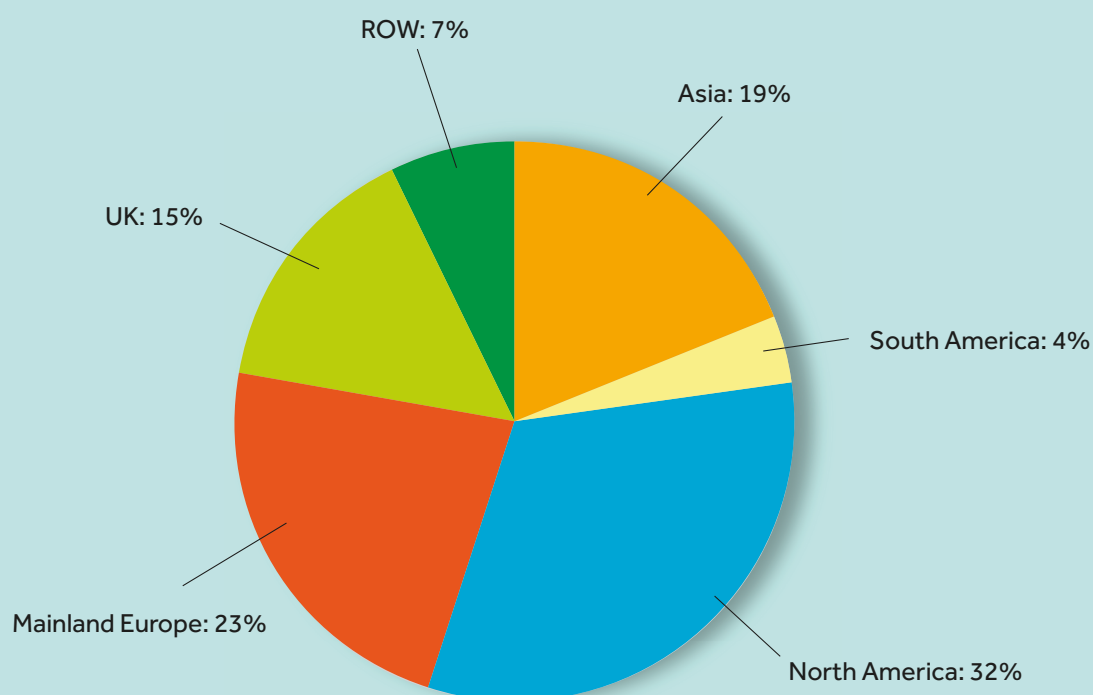
We reach scientists at all stages of their careers – from students, through research scientists and academics, to those who have retired.

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

We reach an international audience – with some 32% of our readership in North America, 23% in mainland Europe, a further 15% in the UK and 19% in Asia and the Pacific region.

Readership

(31 October 2024)



Our presence

During the year of our 100th anniversary, we are not organising Journal Meetings as we normally would, but we are excited to invite you to a unique scientific conference that will bring together our different communities.

2025 Meeting:

[Biologists @ 100](#)

Venue: ACC Liverpool, UK

Date: 24 – 27 March 2025

We are striving to deliver a conference that is inclusive - providing an opportunity to meet old friends and make new ones, build bridges and enrich your network, regardless of your background or career stage. We invite all attendees to explore the programme, which offers a unique opportunity to attend a diverse range of talks across the full scope of our journals, including developmental biology, cell biology, comparative animal physiology, and disease biology.

Visit biologists.com/sponsorship for information on exhibition and sponsorship opportunities.

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 American Society of Human Genetics

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

- 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

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

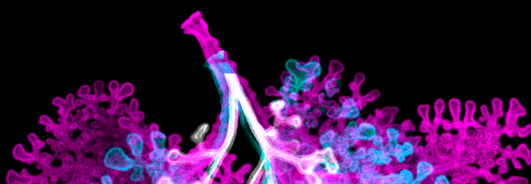
Our close, trusted relationships with the biological community, and our regular meetings and events, help you better engage with a scientific audience.

Our journals: Development

journals.biologists.com/dev

Volume 151 (16) August 2024

Development



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 developmental processes in plants, animals and other eukaryotes.

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

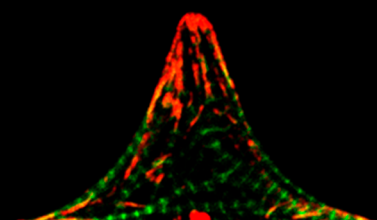
2023 Impact Factor	3.7
Five-year Impact Factor	5.0
Eigenfactor Score	0.03587
Article Influence Score	2.218
h-index	359
Immediacy index	0.8
Issuance	Published twice monthly (24 issues per year).
Readership	From January 2025, Development is an online journal only. Development is accessed by some of the most prestigious institutions worldwide, making the journal's online content available to a wide variety of researchers in the field. Monthly average ad impressions: 118k.
eTOC sign-ups	5,644
Rates and specifications	See page 10

Our journals: Journal of Cell Science

journals.biologists.com/jcs

Volume 132 (17) September 2019

Journal of
Cell Science



Why Journal of Cell Science?

Journal of Cell Science is a leading international peer-reviewed journal in the field of cell biology. The journal publishes articles that cover a range of topics in cell biology, from cell signalling, migration, adhesion and division, through to cancer cell biology, immunology, neurobiology and mechanobiology. Each issue includes research articles, interviews, and reviews and posters commissioned from field experts.

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 academic editors

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

JCS has strong ties with the cell biology community with a focus on early-career researchers. We offer travelling fellowships and first-author interviews and have recently appointed early-career scientists to our Editorial Advisory Board. We have also strengthened our ties with the microscopy community with the launch of [FocalPlane](#), our microscopy community site.

A reputable journal

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.

Details

2023 Impact Factor	3.3
Five-year Impact Factor	3.9
Eigenfactor Score	0.02328
Article Influence Score	1.543
h-index	308
SJR indicator	1.587
Immediacy index	1.1
Issuance	Published twice monthly (24 issues per year).
Readership	From January 2025, JCS is an online journal only. JCS is accessed by some of the most prestigious institutions worldwide, making the journal's online content available to a wide variety of researchers in the field. Monthly average ad impressions: 95k.
eTOC sign-ups	4,494
Rates and specifications	See page 10

Our journals: Journal of Experimental Biology

journals.biologists.com/jeb



Why Journal of Experimental Biology?

Journal of Experimental Biology (JEB) is the leading journal in comparative animal physiology and biomechanics. It publishes papers covering a broad range of integrative, comparative, ecological and evolutionary physiology and biomechanics research in animals at all levels of biological organisation, from the molecular to the integrated whole animal.

Besides the research content of the journal, JEB publishes timely reviews, commentaries, perspectives, 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, ecophysiologists, 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.

Media interest

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

A prestigious history

JEB celebrated its 100th anniversary in 2023 by publishing an array of new content, including a Centenary Article collection and a supplementary special issue. Launched 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

2023 Impact Factor	2.8
Five-year Impact Factor	2.9
Eigenfactor Score	0.01711
Article Influence Score	0.884
Cited half-life:	13.3
h-index	211
SJR indicator	1.017
Immediacy index	1.2
Issuance	Published twice monthly (24 issues per year) plus a supplementary issue.
Estimated print readership	From January 2025, JEB is an online journal only. JEB is accessed by some of the most prestigious institutions worldwide, making the journal's online content available to a wide variety of researchers in the field. Monthly average ad impressions: 119k.
eTOC sign-ups	4,785
Rates and specifications	See page 10

Our journals: Disease Models & Mechanisms

journals.biologists.com/dmm



Why Disease Models & Mechanisms?

Disease Models & Mechanisms (DMM) is an Open Access biomedical research journal advancing novel insight into the mechanism, diagnosis and therapy of human disease.

DMM is committed to publishing rigorously peer-reviewed research in disease biology that has significant translational impact at the interface of basic and clinical science. DMM is interdisciplinary in scope, and covers a diverse range of diseases. DMM also publishes cutting-edge techniques and resources that advance the disease biology field.

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. DMM content is freely available to our communities of basic and clinical researchers, health professionals, patients and their advocates and families.

Further reasons

Led by experts

DMM is guided by an international team of expert research-active Editors, led by Editor-in-Chief Liz 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

2023 Impact Factor	4.0
Five-year Impact Factor	4.2
Eigenfactor score	0.00774
Article Influence Score	1.279
h-index	107
SJR indicator	1.361
Immediacy Index	1.1
Issuance	Published monthly (12 issues per year)
Readership	DMM is an online-only journal. DMM is accessed by some of the most prestigious institutions worldwide, making the journal's online content available to a wide variety of researchers in the field.
eTOC sign-ups	1,983 (1 December 2024)
Rates and specifications	See page 10

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 and biomedical sciences.

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 Alissa Armstrong, Daniel Gorelick, Kendra Greenlee, Lewis Halsey, Cathy Jackson, Yishi Jin, Christopher Maher, Lauren Nadler, Tristan Rodríguez 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

2023 Impact Factor	1.8
Five-year Impact Factor	2.0
Eigenfactor Score	0.00452
Article Influence Score	0.648
h-index	58
SJR indicator	0.758
Immediacy index	0.5
Issuance	Published monthly (12 issues per year)
Readership	BiO is an online-only journal. BiO is accessed by some of the most prestigious institutions worldwide, making the journal's online content available to a wide variety of researchers in the field.
eTOC sign-ups	2,144
Rates and specifications	See page 10

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	£31.50 / \$42.50 CPM, with a minimum order of 10,000 impressions
eTOC banner ad	£420 / \$567 for one issue

What we offer: other 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 will continue to 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.



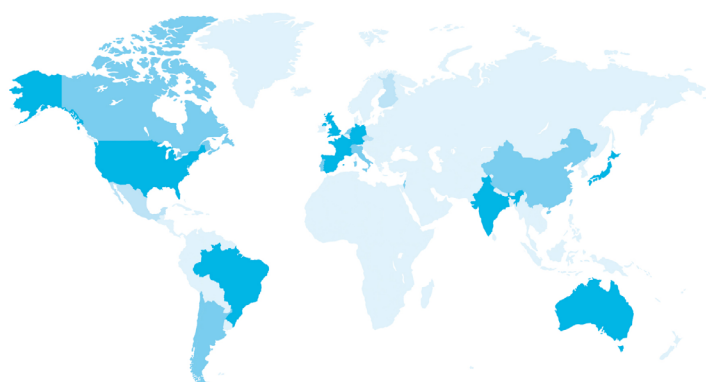
Promote your microscopy resources and products

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](#).



FocalPlane in numbers

Our global reach: readership by country



Low High

Page views: >50,000



3,465
Registered
users



733
Posts



>650
FocalPlane features...
attendees



6,149
Followers
on X

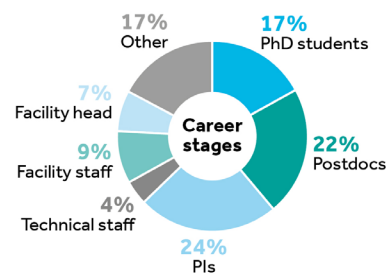
The FocalPlane Network



425
Members



33
Countries



Figures to date (November 2024)
FocalPlane was launched July 2020.

X @focalplane_jcs

🦋 @focalplane.bsky.social

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focalplane.biologists.com

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

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