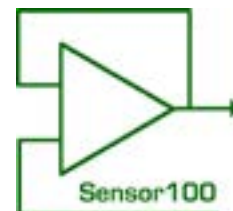


Advertising in Sensor100



About Sensor100

Launched in 2011, **Sensor100** has become an established media entity serving the bio-sensor and chemo-sensor community worldwide. **Sensor100** is positioned to be the sole publication in its market sector linking academic and business communities active in the development and commercialisation of bio- and chemo-sensors.



Sensor100 publishes a monthly [e-Newsletter](#) which currently has a direct email circulation of ~3000 opt-in subscribers in over 70 countries worldwide. The circulation is greater than the direct emails, because of a secondary market through other media networks, e.g. LinkedIn; it is estimated to reach over 5000 email addresses.

The e-Newsletter usually has around 20+ pages of organisation and people profiles, technology and company news, events and feature articles. It was substantially redesigned in 2106.

In addition to the e-Newsletter, **Sensor100's** website features a Membership Directory which includes profiles of academic and commercial organisations.

Advertising Opportunities and Rates

Sensor100's primary advertising vehicle is the monthly e-Newsletter published on-line in Flip-Book format. Advertisements can be for new products and services, jobs, conferences or contributed articles.

	Rate (+ 20% VAT)
Full Page (180 mm wide X 250 mm high)	£250
Half Page, vertical or horizontal	£150
Quarter Page, vertical only	£75
Profile in Members Directory	£100 annually

10% discount per ad when 3 or more ads are booked at the same time
Copy to be supplied by advertiser (most formats accepted: png, gif, jpeg, pdf etc)

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