



BIOCOMPARE

The Buyer's Guide for Life Sciences



New Search Categories & Search Tools

Biocompare is working hard in the background to continually upgrade the product listings section, so that users can have the best experience when they come on site to learn, compare and make purchasing decisions about the products and services they need.

Here are some links to newly launched, improved Search Categories and Search Tools. If you'd like these links sent by email so you can click through, email Hilary Turnbull hturnbull@comparenetworks.com or Emily Watson ewatson@comparenetworks.com:

1. Pipettors

Pipettor Search Tools / Category: <http://www.biocompare.com/Lab-Equipment/25223-Pipettors/>

2. Microscopes

Microscope and Cell Imaging System Search Category: <http://www.biocompare.com/BioImaging-Microscopy/Microscope-and-Cell-Imaging-Systems/>

3. Inhibitors

Inhibitor Search Category: <http://www.biocompare.com/Protein-Biochemistry/19394-Inhibitor/>

4. Transfection Reagents

Transfection Reagent Search Category: <http://www.biocompare.com/Search-Transfection-Reagent/>

5. Cells and Microorganisms

Cells and Microorganisms Search Category: <http://www.biocompare.com/11023-Cells-Strains/>

6. Enzymes

Enzyme Search Category: <http://www.biocompare.com/Search-Enzymes/>

Areas in progress:

1. Cell Culture Media

<http://www.biocompare.com/Cloning-and-Expression/7135-Cell-Culture-Media/>

2. Cell Cycle Assays

<http://www.biocompare.com/Protein-Biochemistry/7039-Cell-Viability-Proliferation-Cytotoxicity-Assays/>

Please feel free to reach out with any questions on the new categories or with general questions on the tagging project.

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Maximize Your ROI From Content

Just because a piece of content gets thousands of views or hundreds of social shares doesn't mean that it produced a positive return on investment (ROI).

You could spend \$100,000 on the most spectacular piece of content on how to pet a cat. It's very unlikely that it would ever make you anywhere close to that amount back.

Content marketing is only effective if it's **profitable**.

While there's a lot of factors that contribute to your ROI, there are [7 different ways to maximize your content's ROI](#).

For a copy of the link email Hilary Turnbull hturnbull@comparenetworks.com or Emily Watson ewatson@comparenetworks.com.

Biocompare 2016 Flow Cytometry Market Report



Flow cytometry is well established technology for performing detailed analysis and characterization of single cells from complex solutions. In the 40 years since the introduction of the methodology, great advances have been made to instrumentation, reagents and software. **The flow cytometry market is projected to be a \$3B business by 2017** with a predicted CAGR of 8%. Gathering a better understanding of the key factors and drivers that influence researchers to select, use and purchase particular flow cytometry systems is the focus of this report.

The objective is to provide an overview and summary of the flow cytometry market dynamics including:

- ✓ End-user demographics
 - Global location
 - Title
 - Area of research
 - Application focus
- ✓ Most widely used applications
- ✓ Top area of research and fields of science where flow cytometry is being applied
- ✓ Key challenges with existing technologies
- ✓ Variables that influence brand awareness and consideration
 - Instrumentation
 - Reagents
 - Software
- ✓ Key variables that influence instrument selection and purchase
- ✓ Emerging trends in the industry

Flow cytometry researchers in academic, hospitals, government institutes, biotech and pharma will be surveyed. Individual labs as well as core facilities will be represented in the survey. Direct comparisons to results and trends on usage and purchasing behaviors from a previous survey conducted by Biocompare will be made.

Publication Date: 30th September 2016

For more information on Pre-Publication Cost (by June 30th), contact [Hilary Turnbull](#) or [Emily Watson](#).

New – High Impact Banners

Biocompare has just introduced 2 new High Impact Banners:

Billboard

- Runs home page only for a week at a time (Sunday to Sunday) 970 x 250
- Homepage impressions per week ~6900
- CTR for billboard = 3%

Roadblock

- 24 hour single sponsored roadblock
- Matrix Page 728x90+HomePage 300x50+JumpPage 300x250+Billboard 970x250+2xEditorials Page 300x250
- Daily impressions for roadblock = 27,000
- CTR for banners = 0.1%

Plus eBlast Offers

There are quite a few pre-selected list selections and these pre-selected lists are at a price of \$375/M -

www.biocompare.com/preselect-eblast

There's also a section where you can reserve our available June newsletter sponsorships. At \$695 each.... they are priced to sell.

For more information or to book, contact [Hilary Turnbull](#) or [Emily Watson](#).

Biocompare Editorial

For a copy of the [June & July](#) editorial email [Hilary Turnbull](#) or [Emily Watson](#)

MEET US AT

Pivotal - 22nd Jun, Oxford

AACC - 31st Jul – 4th Aug Philadelphia