



**Forensic**<sup>®</sup>  
On the Scene and In the Lab

# 2025 MEDIA KIT

Multi-Channel, Digital Marketing Solutions

[www.forensicmag.com](http://www.forensicmag.com)

# Welcome to Forensic®

Forensic® (FOR) is the #1 leading source for daily breaking news in the forensic research community. While FOR has evolved over the years since its inception as a former magazine in 2005, it continues its unwavering commitment to its loyal readers of forensic and crime scene professionals.

Currently, Forensic® is published daily online and covers a breadth of information vital to forensic professionals - from DNA to trace analysis, sample prep, toxicology, crime scene technologies, and technological advancements across the relatively dynamic and evolving forensic landscape.

In addition to our long-standing readership, Forensic® expanded its audience through the *acquisition of Evidence Technology Magazine in 2022*, incorporating its dedicated base of crime scene professionals. This integration allows us to provide a more comprehensive and diverse range of content, further strengthening our commitment to supporting the forensic community with expert knowledge and critical industry updates.

[www.forensicmag.com](http://www.forensicmag.com)

## Forensic® is powered by Labcompare, the Buyer's Guide for Laboratory Professionals.

A leading buyers guide and online resource for the laboratory, Labcompare provides up-to-date product information and new technologies for laboratory professionals in applied sciences including analytical chemistry, diagnostics, forensic sciences, cannabis testing, and other applications. Combines in-depth knowledge of the products and technologies used by professionals with expertise to provide articles, product reviews, videos, newsletters, product reviews, and other content all designed to educate and inform professionals throughout every step of their buying journey. Labcompare continually strives to serve laboratory professionals to help facilitate product discovery and technology education, compare products side-by-side, and request quotes from manufacturers. For more information, please visit [www.labcompare.com/Forensic-Laboratory-Equipment/](http://www.labcompare.com/Forensic-Laboratory-Equipment/)

**labcompare**

The Buyer's Guide for Laboratory Equipment



**Leading Brand in the Forensic Community!**



# Our Mission

To serve as the premier industry source of breaking news for the forensic community, while also providing a vital platform for professionals in the field and laboratory settings. With an unwavering commitment to our 23,000+ readers, we deliver timely and insightful coverage spanning from DNA analysis to crime scene technologies. Our goal is to empower forensic professionals with the knowledge and resources they need to navigate the dynamic landscape of forensic science effectively.

## Multi-Channel Marketing to Reach and Target an Audience



# Audience Demographics

## Audience Engagement

**860K+**  
ANNUAL  
PAGE VIEWS

**640K**  
ANNUAL  
VISITOR SESSIONS

**16K**  
THIRD-PARTY  
SUBSCRIBERS

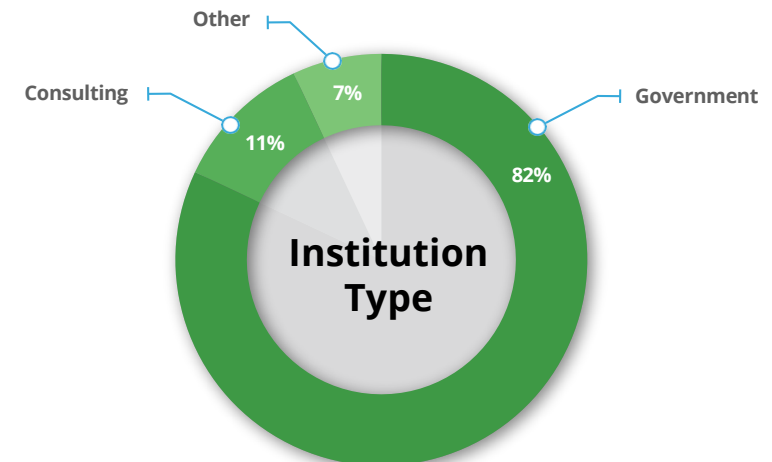
**23K**  
NEWSLETTER  
SUBSCRIBERS

## Global Audience



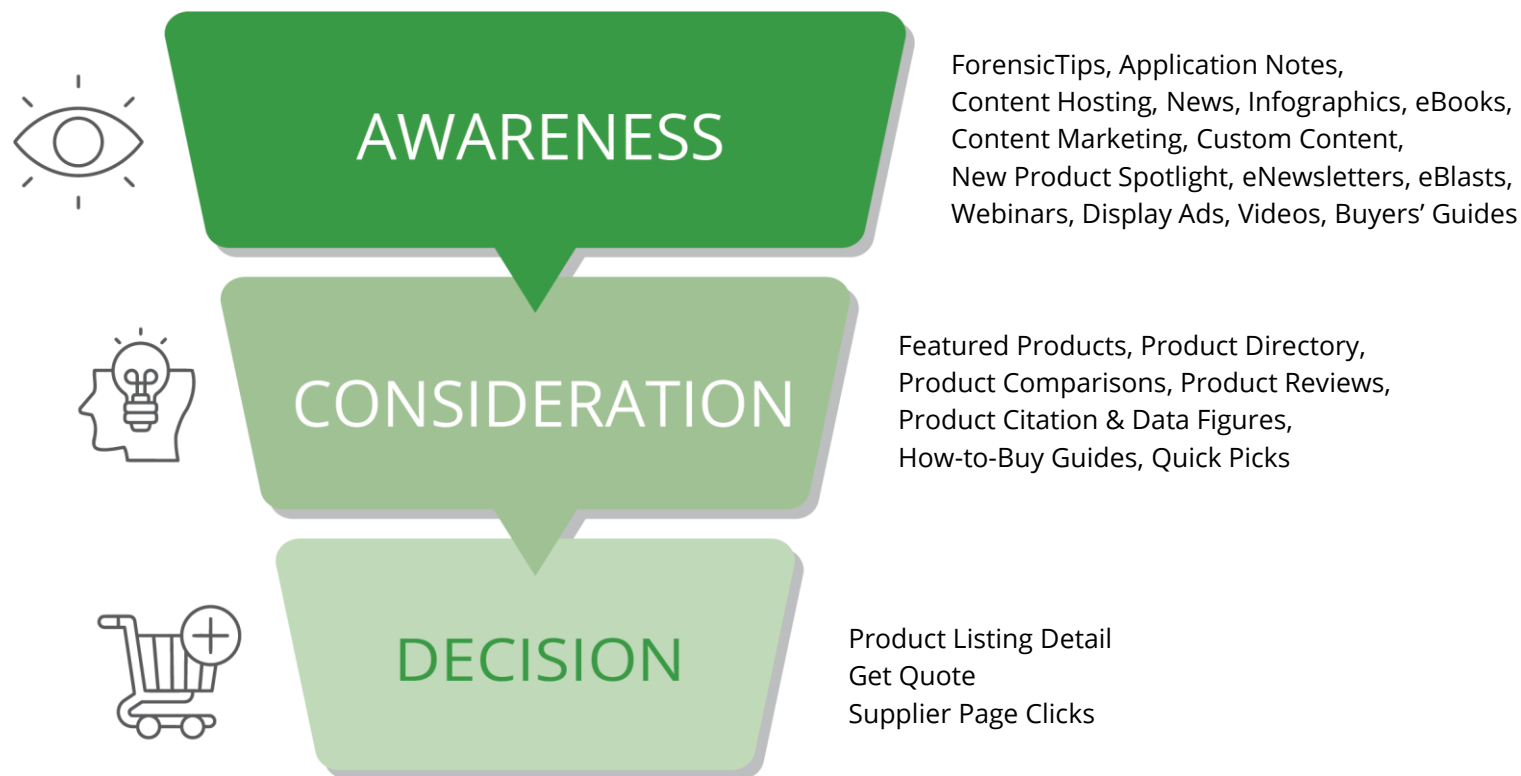
Data Sources:  
Adobe Analytics: Aug 2023 - July 2024  
GoodData Lead Data: Aug 2023 - July 2024  
Campaign Monitor: July 2024

## Job Title










# Impact Every Stage of Marketing

## Multi-channel Marketing Solutions to Influence Decisions at Each Stage



The most comprehensive selection of digital marketing solutions available to customize, target, and capture the right audience to boost your sales and ROI.

# Marketing Goals

			Brand Awareness	Sales-ready Lead & Traffic Generation	High Funnel Lead Generation	Traffic Generation	Content Sponsorship	Thought Leadership	Custom Content Creation & Promotion
									
PRODUCT LISTINGS & SUPPLIER GUIDE	Forensic® Supplier Guide	<a href="#">p.7</a>	●	●	●	●	●		
	Product Listings	<a href="#">p.8</a>	●	●					
	Featured Product Listing	<a href="#">p.9</a>	●	●					
	New Product Spotlight <b>(NEW)</b>	<a href="#">p.10</a>	●	●					
	Corporate Profile	<a href="#">p.11</a>	●	●	●	●	●		
	eNewsletter Sponsorship	<a href="#">p.12</a>	●		●	●			
MEDIA CHANNELS	Application Focus eNewsletter <b>(NEW)</b>	<a href="#">p.13</a>	●		●	●			
	eBlasts	<a href="#">p.14</a>	●		●	●			
	Multi-touch Email Campaign	<a href="#">p.15</a>	●		●	●			
	Display Ads	<a href="#">p.16</a>	●		●	●			
	Retargeting Ads	<a href="#">p.17</a>	●		●	●			
	Content Hosting	<a href="#">p.18</a>	●		●	●		●	
CONTENT CHANNELS	Content Marketing	<a href="#">p.20</a>	●		●		●	●	●
	DNA Analysis Hub	<a href="#">p.21</a>	●		●		●	●	●
	eBooks	<a href="#">p.22</a>	●		●		●	●	●
	Forensic® Tips	<a href="#">p.23</a>	●		●		●	●	●
	Custom Content Creation	<a href="#">p.24</a>	●		●	●	●	●	●
	Webinars	<a href="#">p.25</a>	●		●		●	●	
	Webinar to Article Conversion <b>(NEW)</b>	<a href="#">p.26</a>	●		●		●	●	
	Videos	<a href="#">p.27</a>	●		●	●	●	●	●



# Forensic® Supplier Guide

## Showcase your company in the 2026 Forensic® Suppliers Guide

Get your company's information into the hands of the top organizations and institutions in the Forensic market. Be part of the 2026 Forensic® Suppliers Guide that reaches a circulation over 25K subscribers!

### Benefits:

- **Targeted Reach:** Access a highly specific audience within the forensic industry through the digital version of the digital supplier guide.
- **Enhanced Visibility:** Secure a company profile page alongside a full-page ad to maximize brand exposure and recognition.
- **Credibility Boost:** Associate your brand with trusted industry resources, enhancing your credibility among forensic professionals.
- **Comprehensive Representation:** Showcase your company's offerings, expertise, and unique value proposition through the dedicated profile page.
- **Impactful Advertisement:** Utilize the full-page ad space to deliver a visually compelling message and highlight key products or services to the targeted audience.
- **Lead Generation Opportunity:** Drive leads and inquiries from interested prospects who engage with your profile and ad within the supplier guide.
- **Long-Term Exposure:** Benefit from ongoing visibility as the supplier guide continues to be referenced and shared within the forensic community, ensuring sustained brand awareness and recognition.

### Features:

- 2-Page Spread with company profile page and full-page ad (8.5x11)
  - Includes: Company logo, Company description, Company background, Markets served/facilities, and Products, services, and capabilities
- Enhanced Online Supplier Listing on the Forensic® website
- Contact details for those who download Suppliers Guide; email addresses where permission is granted and will be shared with sponsors.
- Three month, multi-channel promotional campaign to drive downloads and registrations
- The end of the campaign report will include views and leads delivered as well as visit information.

**Over 200 leads generated!**

**Company Profile Page**

**Full Page Ad**

**Bring forensic intelligence to your investigations, beginning to end.**

# Product Listings

## Sales Qualified Leads for Forensic Instrumentation and Equipment

Let us simplify connecting you with buyers in the industry's fastest-growing online marketplace. Powered by Labcompare product engine, a Forensic product listings program places your company's products in the Forensic section of the Labcompare Product Directory, which is organized into easy-to-navigate and easy-to-read categories that enable users to quickly find and compare products side-by-side, with a view of all specifications and product information.

### Benefits:

- Exposure to a sales-ready audience with lead generation at the core.
- We enhance your product listings by associating journal articles and figures that mention use of your product—at no cost!

#### Instrumentation & Equipment

##### Get Quote = Sales-qualified leads

- Leads include full contact details and purchase timeframe delivered automatically to you
- Leads can be delivered daily, as they are received, with full contact details and purchasing timeframe.

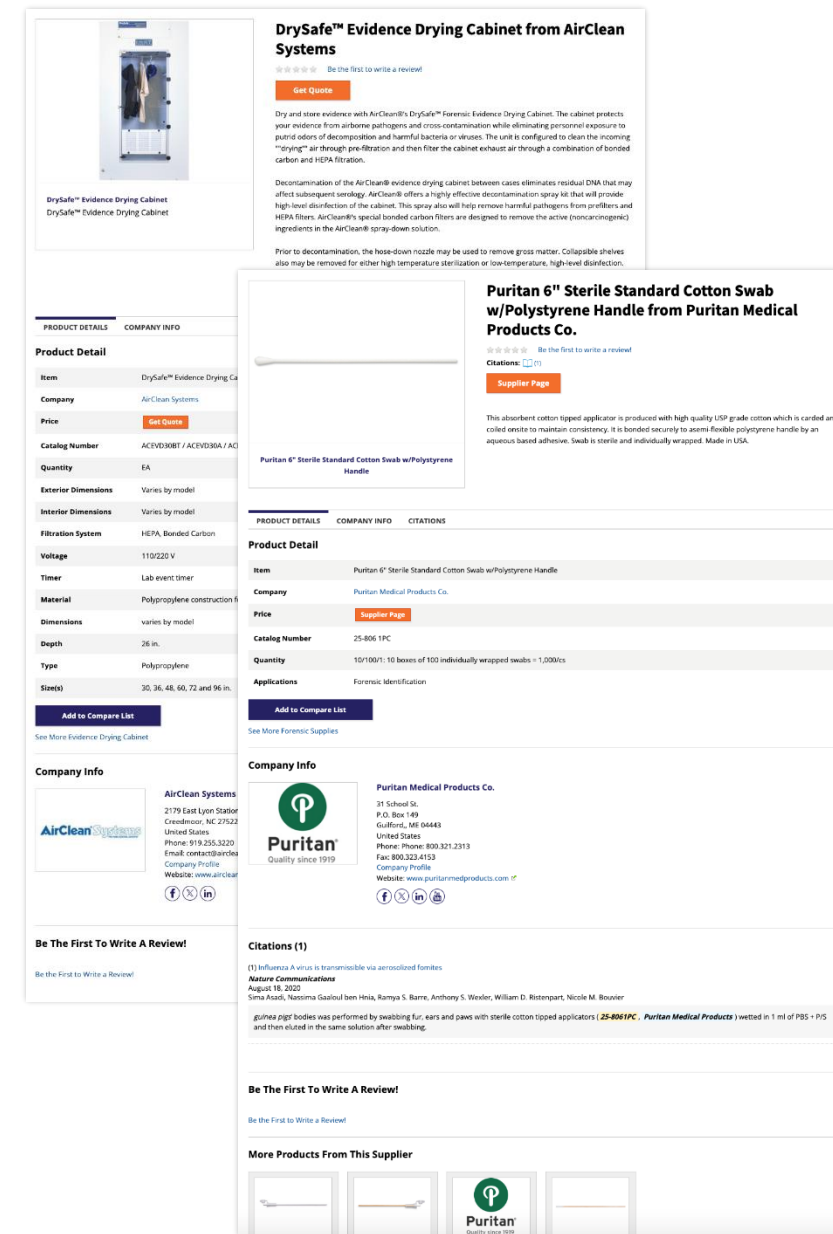
#### Supplies & Consumables

##### Supplier Page = Sales-qualified clicks/traffic

- Cost-per-click, which means you only pay when someone clicks
- Unique tracking codes can be added Supplier Page clickthrough to track product performance

### Features:

- A basic company profile that includes contact information and your related product categories. Enhanced versions are available for an additional fee and are designed to maximize exposure of your company and related assets.
- Related product category links to your products
- Product data can be updated quarterly
- Monthly, detailed summary reports include product page views, clicks to your website, and the number of leads generated. Comprehensive end-of-campaign reporting is provided and reviewed with you by your Sales Executive.



The screenshot displays two product listings on a marketplace. The top listing is for the **DrySafe™ Evidence Drying Cabinet from AirClean Systems**. It features a product image, a 'Get Quote' button, and detailed text describing the cabinet's function in protecting evidence from contamination. Below the product details is a 'Company Info' section for AirClean Systems, including their address in Creedon, NC, and contact information. A 'Be The First To Write A Review' section is also visible.

The bottom listing is for the **Puritan 6" Sterile Standard Cotton Swab w/Polystyrene Handle from Puritan Medical Products Co.**. It includes a product image, a 'Supplier Page' button, and text describing the swab's construction and use. The 'Company Info' section for Puritan Medical Products Co. is also shown, with their address in Guilford, ME, and contact details. A 'Citations (1)' section below the product details references a journal article from August 18, 2020, regarding the use of these swabs in forensic investigations.



# Featured Product Listing

Featured Products program ensures that our audience becomes aware of and engages with your most important products at many touchpoints throughout their buying journey and can generate sales-ready leads. Featured Products are a proven way to generate additional exposure for a new product launch or showcase existing products. The program utilizes a wide range for maximum visibility.

## Benefits:

- Products that maintain a high level of brand awareness are likely to generate more sales.
- 10X more brand awareness compared to standard product listings
- Differentiate from your competition
- Sales-qualified leads and/or sales-ready

## Features:

- Includes a Bonus Mini Product Brochure Video (no additional cost)
- Image gallery that can include up to 5 images or video
- Inclusion in a dedicated Featured Product section for one year
- Rotation within Forensic and Labcompare's homepage carousel for 3 months
- Sponsored product status (highlighted at the top of a category page) in the product directory for one year
- Published in Featured Product section of eNewsletters
- Leads delivered by email via spreadsheet as received
- Metrics reported at the end of the 12-month program include Featured Product page views, clicks, leads generated, and impressions delivered from all channels.

The collage displays various components of the featured product program on the Forensic website. Key elements include:

- Product Listing:** A detailed listing for the 'LCF3 Firearm & Tool Mark Comparison Microscope' from Leeds Forensic Systems, featuring a 'Featured Product Listing' callout.
- Featured Product Section:** A dedicated section on the product page, highlighted with a 'Featured Product Section' callout.
- Get Quote Form:** A 'Get Quote Now' form with fields for Name, Company/Institution, Address, Email, and Phone Number, accompanied by a 'Get Quote' callout.
- Newsletter Promotion:** A promotional banner for a newsletter, highlighted with a 'Newsletter Promotion' callout.
- Product Gallery:** A gallery of images for the LCF3 microscope, with a 'Featured Product Listing' callout.
- Company Info:** Contact information for Leeds Forensic Systems, including address, phone, and email.
- Call to Action:** A prominent green button labeled 'Click Here to Get Quote' at the bottom of the form.

# New Product Spotlight

Launching a new product and looking to promote it to the Forensic audience? Our New Product Spotlight offers an excellent opportunity for maximum exposure and visibility. Building on the success of our Featured Products, this program provides an effective way to showcase your new products to our engaged and targeted audience.

## Benefits:

- Spotlight to generate excitement with 10X more brand and product awareness
- Prominent placement to increase awareness & visibility
- Front-facing to reach decision-making audience
- Sales-qualified leads and/or sales-ready

## Features:

- A 400-word New Product Spotlight article written by our Editor based on the company-supplied product press release and your answers to questions provided.
- Placement in a dedicated New Products section within our site where these new product stories will reside.
- Placement in two eNewsletters
- New Product Spotlight article will also include a summary and link to the product
- Product will be placed on the site as a Featured Product alongside the New Product Spotlight article feature
- Inclusion and association of 2 supporting content items (whitepaper, application note, technical articles or poster) on the product's dedicated page
- Metrics reported at the end of the 12-month program include New Product Spotlight article, views; Featured Product page views, clicks, leads generated; and impressions delivered from all promotional channels.

### New Product Spotlight:

#### Surface Area Analysis at the Push of a Button



Friday, March 29, 2024

The surface area of a material is, in many cases, as important as the chemical properties of that material and can impact many aspects of a material's performance. This is because the interface of the material influences how solids behave in the presence of other materials—whether they are gases, liquids, or other solids.

In different applications, this can impact varying properties and results. For example, in the pharmaceutical lab, shelf life, stability, dissolution and efficacy of powders and tablets can be altered. In battery research, powder surface area influences electrode performance and the fabrication process, as well as the electrolyte interaction and electrochemical stability of many types of batteries.

Other impacted research areas include:

- the rheological properties and hiding powers of pigments, paints and coatings
- the ability of materials like catalysts, adsorbents, filtration materials and air separation products to react in the designed application
- the creation and performance of ceramics used in applications ranging from dinner plates and dental implants to electronics
- the refinement of oil products

#### Push button = quick results

Measuring specific surface area through gas adsorption is a common technique used in many settings, especially ceramics, batteries, pharmaceuticals, chemicals, minerals and catalysts. Essentially, the technique is ideal for any material in powder form that may benefit from surface area analysis. HORIBA Instruments has just released a new series of surface area analyzers that provides convenience, fast measurement speed, and low cost-per-analysis for these materials and more.

With the push of a button, the new SA-9650 series of surface area analyzers allows quick single or multi-point surface area measurements using the robust flowing gas (dynamic) technique to acquire gas adsorption and desorption data. Once acquired, the information is then used to calculate total surface area utilizing the BET method.

Utilization of the flowing gas technique enables the instrument's fast surface area measurement. The speed of the results—compared with other approaches—is helpful in production, QA/QC environments or high-throughput screening.

Housed in a completely redesigned cabinet, the SA-9650 is built to provide safe and easy access to the prep and test stations. The analyzer can be controlled using the built-in microcomputer, keyboard, and an LCD display, or can be controlled by any Windows PC via a USB connection. The electronics and hardware carry the CE mark. Additionally, enhanced software allows the user to create reusable Method Files with intuitive graphics using guided on-screen preparation information.

Single and three station models are available, allowing up to three simultaneous surface area measurements at once. For single-point measurements, analysis takes 15 minutes; for multi-point measurements, analysis takes 45 minutes. In both instances, results can be viewed immediately after measurement.

#### FEATURED PRODUCTS



#### SA-9650 Surface Area Analyzer

The SA-9650 series of surface area analyzers provides convenience, remarkable measurement speed, and very low cost-per-analysis for a wide variety of materials. With the push of a button, you can now ... [Learn More](#)

# Corporate Profile


A Corporate Profile is a powerful tool for any company looking to make their brand visible among the forensic industry's leading brand. Our corporate profile packages come with plenty of space for featuring your hosted content on the site as well.

Selecting one of our two upgrade options to Enhanced or Premium can help make the difference as to whether your company's product or service gets selected for further evaluation.

	BASIC	ENHANCED	PREMIUM
<b>About Us section</b> - includes your company's contact details, address, phone and website URL, and social media profiles URLs.	●	●	●
<b>Related Product Categories</b> - includes all relevant product categories so users can quickly and easily access the products your company has listed within our product directory.	●	●	●
<b>Contact section</b> - includes a Request More Information lead form for general inquiries as well as a link out to your home page, facilitating lead and traffic generation.		●	●
<b>Embedded Company Video</b> - an area to link to a corporate profile video, should your company have one. If your company does not have a corporate video, we can create one at a special rate when purchased with the Enhanced Corporate Profile.		●	●
<b>Searchability</b> - link to your profile will appear at the top of search results so your company name is visible when a user conducts a search for your company name on Labcompare.com		●	●
<b>Featured Product</b> - showcases any Featured Products you may have purchased from us for maximum exposure		●	●
<b>Product Reviews</b> - displays all of the product reviews your products may have received from our audience, helping your company to establish instant credibility and product usage validation.		●	●
<b>Resources</b> - highlights any content you are hosting on our site; in addition to any Forensic content you may have sponsored, providing additional opportunities to showcase your content.		●	●
<b>Company Profile Article</b> - features an interview with your CEO or other corporate official highlighting your company's positioning and capabilities. The article includes an at-a-glance section that features pertinent facts about your company. A PDF of the article will be provided for your own use..			●


**Enhance your presence:**  
Have your Company Profile featured in our  
"2026 Forensic® Suppliers Guide"!

## Featured Suppliers




**CSI360**

CSI360 provides high-definition 3D and 360 digital forensic capture platforms and crime scene reconstruction software. CSI360 includes a crime scene map generation app with the iPad mini (included) and a six-lens tactical capture camera that scans ... [Read More](#)



**ELGA Labwater**


At ELGA Veolia we are absolute specialists in the engineering, service, and support of water purification systems. Providing scientists and researchers around the world with reliable solutions that deliver absolute certainty in the quality of pure ... [Read More](#)



**LabVantage Solutions, Inc.**

Founded in 1983. Now with 900 employees and global training, services, and support offices.

LabVantage Solutions is the recognized leader in enterprise laboratory software and services, as well as advanced analytics. More than 1500 global ... [Read More](#)



**Puritan Medical Products Company LLC**

Puritan Medical Products Company LLC develops and manufactures a broad line of tipped applicators for every application, including evidence and specimen collection. The Puritan line ranges from basic cotton on wood swabs to patented polyester flock ...

**Puritan Medical Products Company LLC Corporate Profile**

Request Information

Please fill out the information below. If you are already registered, login and this information will be filled out for you.

**Name \***

**Company/Institution \***

**Address \***

**E-mail Address \***

**Phone Number \***

Submit



# eNewsletter Sponsorship

We keep our trusted brands top-of-mind with our engaged audiences by notifying our readers of products, articles, and news that interest them. Forensic® eNewsletters are highly effective for driving brand awareness or product introductions. Sent to qualified forensic professionals, our eNewsletters place your messaging alongside breaking meaningful and informational content.

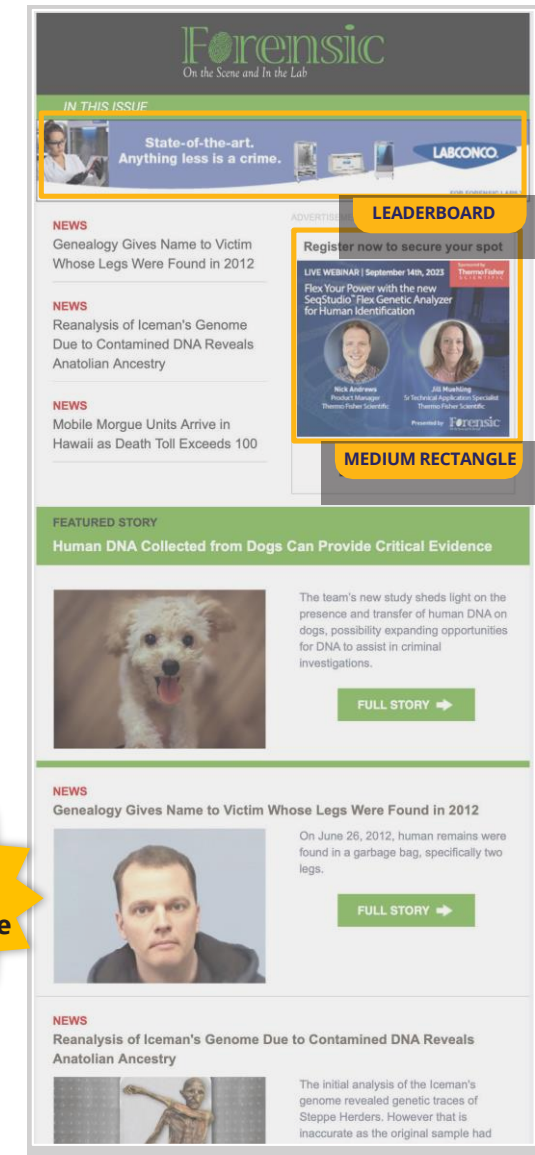
## Benefits:

- **Digital reach:** readers accessing content and email from mobile devices more than ever before; reach an expanded online audience – anywhere, anytime.
- **Direct access:** A straight line to qualified professionals' inboxes
- **Advertising:** The chance to place your ads beside groundbreaking news or product advancements
- **Sponsorship:** per drop

## Features:

Various sponsorship types available per brand

- Top leaderboard (600 x 100 pixels)
- Medium rectangle (300 x 250 pixels; primary and secondary spots)
- Metrics available on newsletter total sent, opens, and sponsorship clicks



# Application Focus eNewsletter

These NEW eNewsletters offer an exclusive sponsorship opportunity, where the sponsor can showcase their application notes or technical articles alongside our content—helping you establish yourself as thought leaders within specific areas of expertise!

## Benefits:

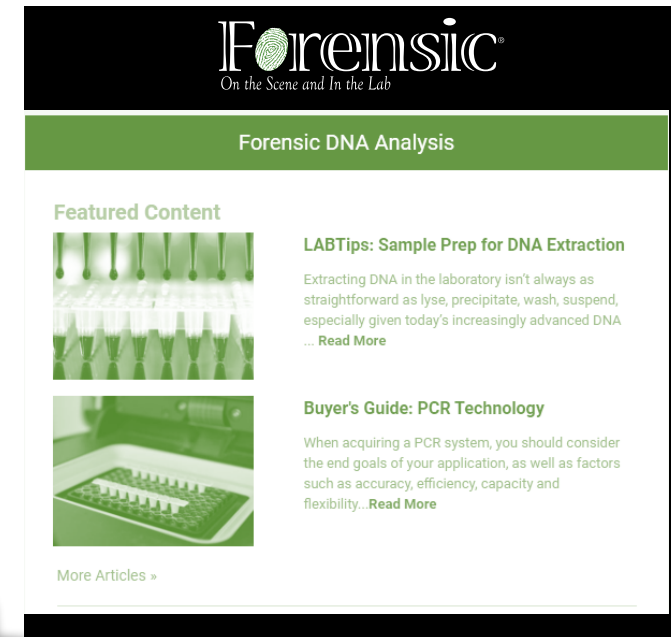
- Direct exposure to a targeted audience deeply engaged in the specific topic.
- Exclusivity as the sole sponsor, ensuring
- undivided attention from readers.
- Access to key stakeholders and decision makers within the topic's community

## Features:

- Sponsorship Exclusivity—only one sponsor per eNewsletter.
- Sponsor can provide up to three (3) application notes, that can either be gated (to generate leads) or ungated (to drive traffic to your website)
- Sponsor can include their existing Featured Products
- Includes 1 to 2 most popular/relevant editorial selected by our Editors
- The eNewsletters are sent to 5,000 relevant subscribers.
- eNewsletter stats—open rates and CTRs
- Delivery of leads generated by application notes, if gated.

## Available Applications Areas:

- Ballistics
- Forensic Chemistry
- Digital/Mobile
- Forensics
- Fingerprinting
- Trace Analysis
- Forensic Toxicology
- Forensic Pathology
- Drug Analysis
- Forensic Biology
- CSI
- Evidence Collection/Storage
- Genealogy/Genetics
- DNA Analysis/NGS



**29%**  
Average  
Open Rate

**20%** Average Open Rate

# eBlasts

eBlasts are an effective way to send an exclusive email to high-engaged audience with your content exclusively. This cost-effective and value-rich opportunity can help drive your sales and marketing campaign through audience-directed messaging, allowing you to elevate awareness, promote your content/events, introduce new products and technology, announce relevant company news, present special offers, and more.

## Benefits:

- A direct line to laboratory professionals' inboxes
- Quality branding for new products and special offers
- Direct links to your websites
- Visual representation of your organization
- Recognition of your logo and branding
- Receive leads or website traffic

## Features:

- Free optimized email templates are available, should your resources be limited.
- Add on: Custom template design and translation services, should you require expert consultation and development support.
- Metrics available on eBlast (total sent, opens, clicks, etc.) and link activity

## Audience reach:

- Ballistics
- Forensic Chemistry
- Digital/Mobile Forensics
- Fingerprinting
- Trace Analysis
- Forensic Toxicology
- Forensic Pathology
- Drug Analysis
- Forensic Biology
- CSI
- Evidence Collection/Storage
- Genealogy/Genetics
- DNA Analysis/NGS





# Multi-touch Email Campaign

Multi-touch Email Campaigns are engagement-focused email campaigns tailored to the responses of your email audience. A multi-touch campaign delivers your message over the course of several emails based on the initial engagement of the first email to maximize overall campaign engagement.

Whether the goal is increasing company awareness, drive traffic, or increase leads— through consistent touch points, these top-of-mind campaigns will help you get there. Multi-touch programs have demonstrated an increase in email metrics such as open rates, click-through rates, and conversions. Our specialists will assist in the design of the program to increase engagement and help ensure the success of your campaign.

## We offer 2 types of multi-touch email campaigns:

Contacts are re-engaged according to their level of interaction and campaign type.

1. **Re-Engagement Email Campaign**
2. **3-Touch Drip Email Campaign**

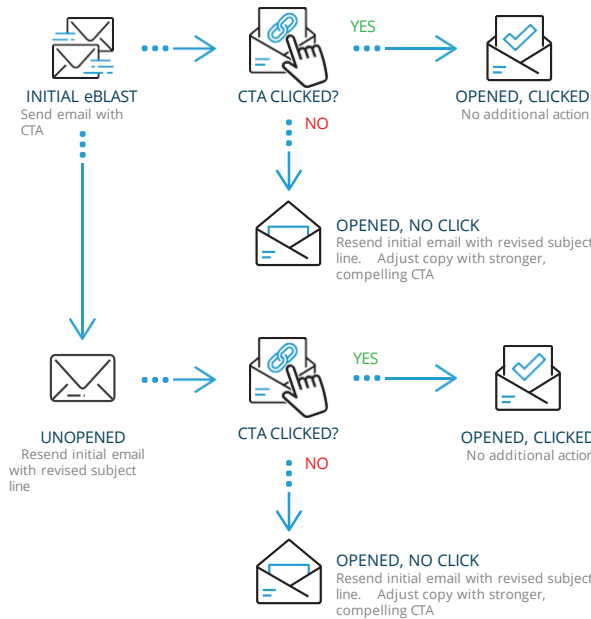
## Benefits:

- Gradual engagement: Reach your audience with a series of targeted messages over time.
- Personalization: Tailor content to individual preferences and behavior for maximum relevance.
- Lead nurturing: Guide leads through the sales funnel with strategically timed emails.
- Automation: Save time and resources with automated scheduling.

**>70%  
Average  
Open Rate**

## Re-Engagement Email Campaign

### How a Re-Engagement Email Campaign Works:

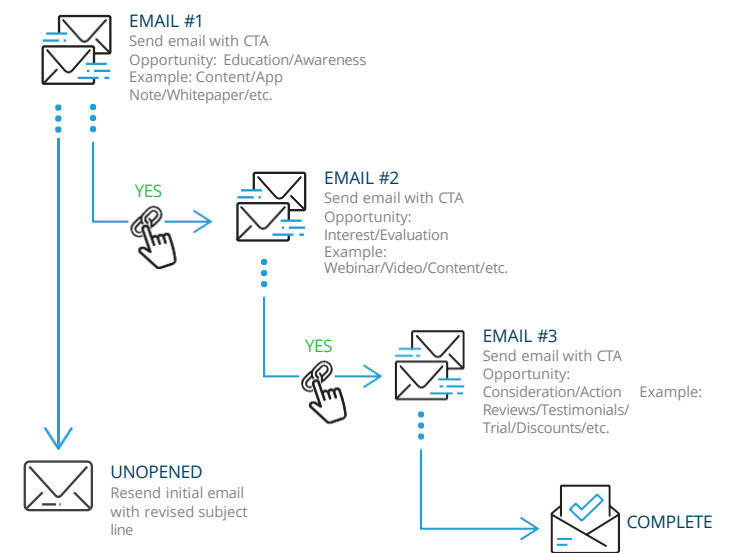


### Features:

- Single creative (CTA) to be sent per campaign with re-engagement to those who:
  - Did not open the email
  - Opened/no click
  - Opened/clicked
- Each name is contacted at least two times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

## 3-Touch Drip Email Campaign

### How a 3-Touch Drip Email Campaign Works:



### Features:

- Three different creatives (CTAs) to be sent per campaign:
  - 1st Email includes a reblast to unopens
  - 2nd Email sends a different CTA to those who engaged with the 1st Blast
  - 3rd Email sends a different CTA to those who engaged with the 2nd Blast
- Each name is contacted at least three times.
- Reports sent two weeks post completion of the full campaign; includes total sent, open rate, views, total clicks, and CTR

**79% Average Open Rate**

# Display Ads

Display ads, also referred to as banner ads, are well-positioned for high visibility on our websites for best-in-class digital advertising with a variety of options that fit your budget and your business, while ensuring the best possible ROI. They grab the attention of a large network of forensic professionals. Display ads lead to increased branding and click-throughs for increased interaction with your brand and its products.

## Benefits:

- Guaranteed impression-based programs
- Promote your brand, products, and content
- Quality branding for new products and special offers
- Direct clicks and traffic of engaged visitors to your website
- Recognition of your logo and branding
- Regional or content targeting options available

## Available Display Ad Sizes:

- Standard IAB sizes are offered Run of Site (ROS)
  - Leaderboard (728 x 90 pixels)
  - Medium Rectangle (300 x 250 pixels)
  - Billboard (970 x 250 pixels)

## Exclusive Sub-Topic Sponsorship

*Leaderboard and Medium Rectangle subtopic ads appear under the category of your choice:*

- NEW!** - Digital Forensics
- DNA Analysis
- Fingerprint Analysis
- Forensic Anthropology
- Genetic Genealogy
- Law Enforcement
- Toxicology

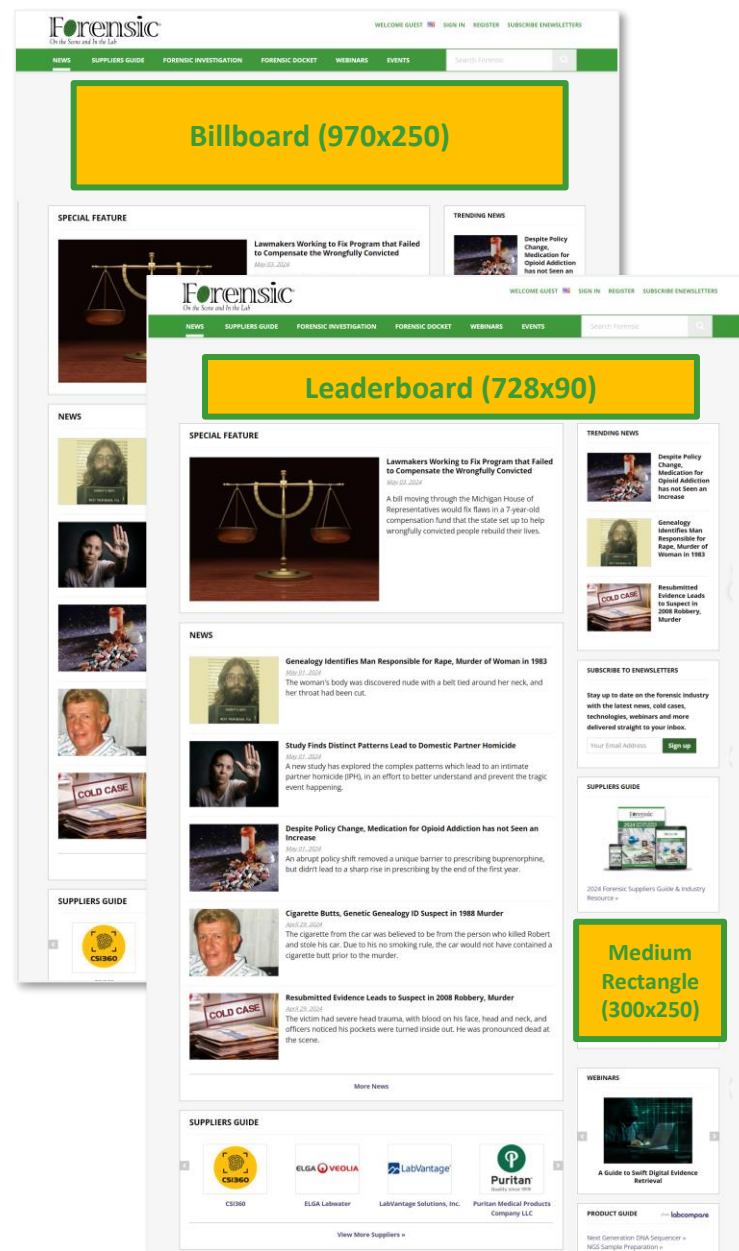
## Features:

- Custom design services, should you require expert consultation and development support.
- Metrics available on display ad (impressions, clicks, and CTR)

**860K+**  
ANNUAL  
PAGE VIEWS

---

**640K**  
ANNUAL  
VISITOR SESSIONS



# Retargeting Ads

Retargeting is a way to connect with our website visitors after post-visit. Strategically position your ads in front of our Forensic visitors as they browse off our site through Google or its partner websites and mobile apps; increase your brand awareness or remind those audiences to make a purchase.

Whether you're looking to drive sales activity, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of your digital advertising strategy.

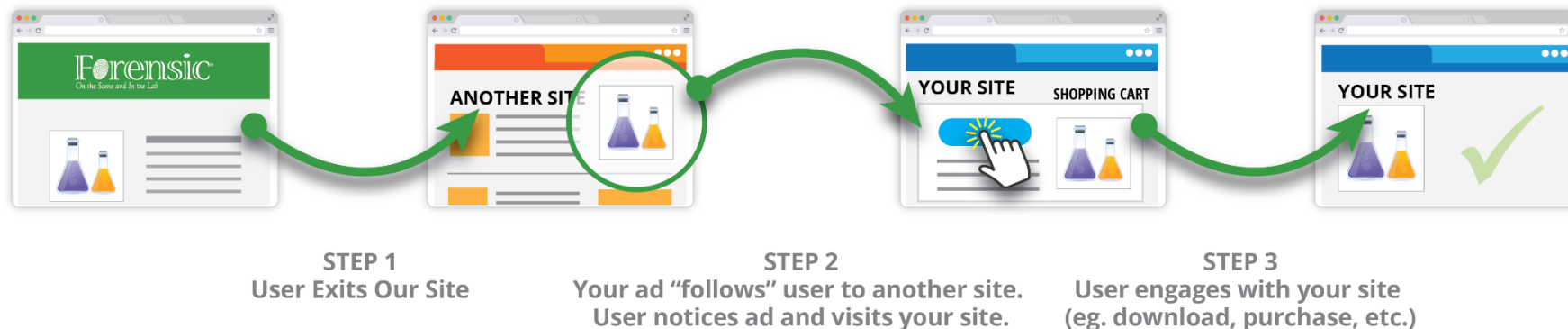
Expand the reach of your display advertisements!

## Benefits:

- **Boosted awareness:** You can increase your awareness and engagement with your brand.
- **Dynamic following:** You can show your ads to people who've previously interacted with our site right when they're searching elsewhere and are more likely to make a purchase.
- **Large-scale reach:** You can reach people across their devices as they browse over 2 million websites and mobile apps.

## Features:

- Minimum 25,000 impression per campaign
- Creative can be swapped once per month for campaigns running longer than a month
- Select from multiple ad sizes; maximum 3 sizes are included with each campaign.  
Available size offered:
  - Square (250 x 250 pixels)
  - Small Square (200 x 200 pixels)
  - Banner (468 x 60 pixels)
  - Leaderboard (728 x 90 pixels)
  - Inline Rectangle (300 x 250 pixels)
  - Large Rectangle(336 x 280 pixels)
  - Skyscraper (120 x 600 pixels)
  - Wide Skyscraper (160 x 600 pixels)
- Metrics available on display ad (impressions, clicks, and CTR)





# Content Hosting

Informative and educational content such as Whitepapers, App Notes, and Posters are useful to industry professionals when searching for solutions, application use, and advances in technologies. By hosting your Whitepaper, Poster, or Video associating it with your Supplier listing you can maximize your investment as well as showcase these assets. Post your content across our sites today!

We offer 2 types of content hosting programs to choose from:

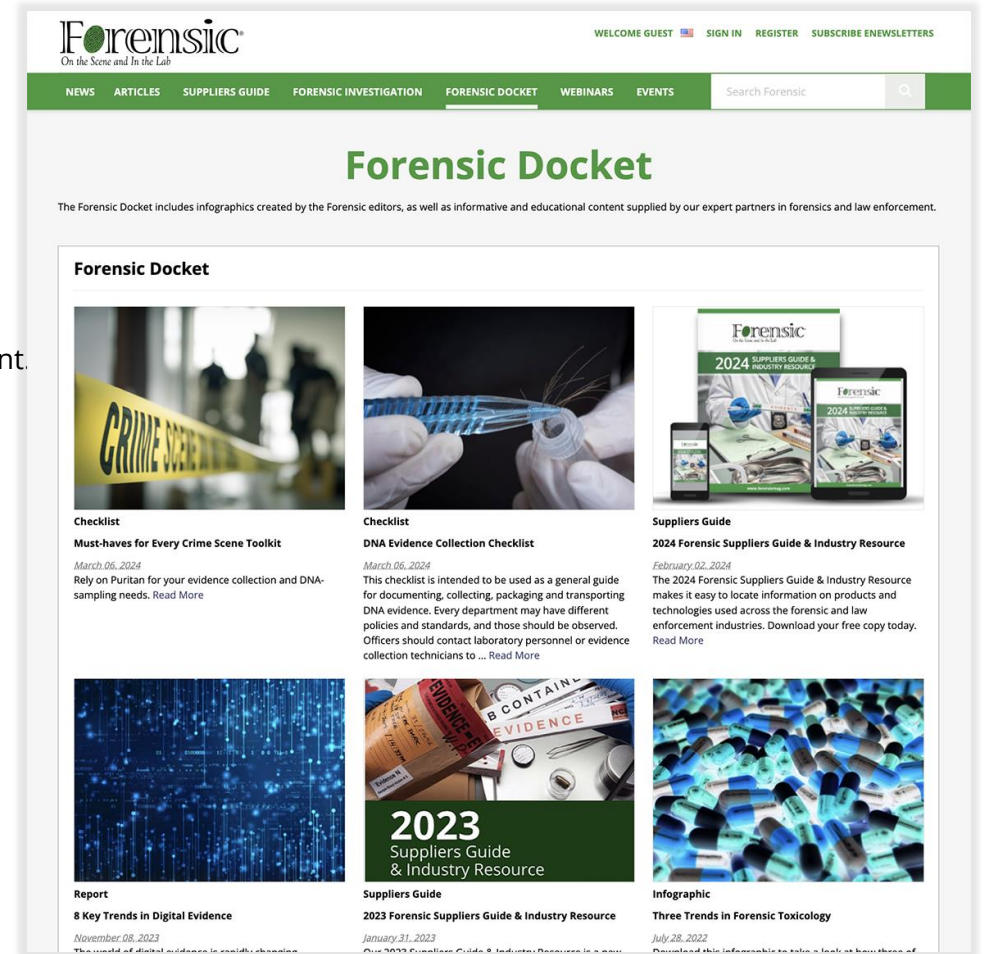
1. **Basic Content Hosting**
2. **Enhanced Content Hosting** – includes an additional dedicated eBlast to FOR readers

## Benefits:

- **Brand Visibility:** Increase your brand's online presence and visibility by hosting valuable and relevant content.
- **Audience Engagement:** Reach a global or targeted audience.
- **Lead Generation:** Attract potential customers and capture leads by offering gated content such as application notes, whitepapers, etc. that provide valuable information in exchange for contact details.
- **Customer Education:** Educate your audience about your products or services, industry trends, and best practices to help them make informed purchasing decisions and build trust in your brand.

## Features:

- Archived for one year in dedicated section online
- Each asset can be associated with a product you list in our directory and if you purchase an Enhanced or Premium Corporate Profile, will be included in the Resources section within the Corporate Profile.
- Includes promotion within relevant section of one eNewsletter
- Registration option can make this a lead-generating vehicle
- Complete contact information provided for leads generated
- Reporting of leads generated by gated content includes full contact information



\*Eligible Content Hosting includes Application Notes, Whitepapers, Technical Article, Posters, or Video.

# Content Marketing

A Content Marketing program helps support your marketing efforts by targeting your desired audience in the awareness phase. This effective tool will help you attract, acquire, and engage your audience by honing in on the issues that are important to them.

Content will be hosted on our site and marketed through our network to generate leads, which will result in profitable customer opportunities for nurturing your prospects in the buying journey.

## Benefits:

- **Increased Brand Awareness:** Increase your brand's visibility by creating and distributing valuable, relevant, and consistent content.
- **Measurable Results:** Campaign metrics on leads generated with full contact information
- **Ownership Guarantee:** You retain full ownership of the content we create for you after the promotions have been completed.

## Features:

- Production and design of gated content (e.g., comparison chart, timeline, infographic, list, fun facts, and more)
- Content hosted for 12 months
- High-funnel, information-qualified leads delivered by email as received
- Marketing through our network, including social media, email campaigns, etc.

**SARTORIUS** Simplifying Progress

### Future-Proof Laboratory Weighing Technology

Accuracy, repeatability, and versatility deliver maximum value for the laboratory now, and into the future

Refrigerators: 2°C to 8°C

### TECH COMPARE: LAB REFRIGERATORS AND FREEZERS

No matter the design or sample, temperature uniformity is a critical component of laboratory refrigerators and freezers. For ultra-low and cryogenic freezers specifically, uniformity and recovery mean the difference between quality and ruined samples and biologics. These freezers must be able to maintain uniform temperatures from top-to-bottom, front-to-back.

For example, a vaccine stored at the back of the freezer and one stored in the middle of the rack should be the same temperature, and not fluctuate more than ±1.1°C from the initial set point. Liebherr's Supra 3003 Ultra-Low Freezers have the lowest possible fluctuations internally, within the appliance and over time. Stability and consistency means the freezer's temperature at nine different points in the interior to ensure integrity of all stored samples.

Of course, when selecting a refrigerator/freezer for your lab, there are considerations beyond temperature uniformity. Use the information below to compare the different technology platforms and ensure you choose the correct one for your samples.

### FAQs: Digital Evidence Collection

In 2011, only 35% of Americans owned a smartphone. Today, that number is at least 81%—and that's just cell phones. Add in desktop computers, laptop computers, iPads, Kindles, etc., and the amount of digital data one produces can be considered astronomical. That's why now more than ever, law enforcement agencies and forensic specialists require fast, simple and effective solutions for digital evidence collection.

Forensic imagers fit that bill. Once media has been seized in an investigation, the next step is to acquire said media. This involves using external hardware to create a forensic image of the evidence—ensuring the original is not damaged or modified. This helps preserve the probative value of the evidence. While the methods might differ between cell phones, servers and laptops when creating forensic images, it is imperative that the process is done correctly. Learn more below about how forensic imagers can help guarantee your evidence is safe and jury-proof.

### Best-In-Class Forensic Imagers

**Q: Why is the initial preservation and verification of potential evidence considered the most important phase of digital investigations?**

A forensic copy can be 100% matched to that of the original by hashing the data from the source drive and verifying evidence files during the imaging process. If the correct steps are followed during the initial and follow-up processes, the data soundness and integrity cannot be challenged with any merit. Courts will look at evidence handling starting with inception and require validation from start to finish.

**Q: How do you ensure the security of collected digital evidence?**

One of the best ways to ensure security of digital evidence is to make duplicate copies of hard drives and encrypt any drives that contain the captured evidence data. Additionally, forensic specialists should maintain redundancy of captured data files and verified records of each step in the evidence process.

**Q: What characteristics are most important in forensic imagers?**

There are several key features that prospective buyers should pay close attention to when selecting a forensic imager platform. First and foremost, an imager should have a variety of source and target ports to ensure it can accommodate as many different types of media as possible. Likewise, the hardware should be flexible enough to adapt to changing technology. A forensic imager should not only be able to capture industry-standard formats, but also output validation reports when necessary. During the capture process, the device should concurrently verify data reads and writes. To fully exploit an imager's speed, the hardware should be able to run several tasks simultaneously without speed degradation. Lastly, it is helpful to select a device that can function in the lab as well as in the field.

**Q: What is the industry-standard for forensic imaging speed?**

There is no industry standard imaging speed. Speeds are derived by limitations of the drive media, as well as what tier imager is being used. This can range from 10 to 13 GB/min for a traditional HDD platter drive to 25 to 50 GB/min for an SSD (solid state drive). If using the newest M.2 PCIe NVMe drives, one could achieve close to 100 GB/min. Speeds are also dictated by how an imager handles user-selected modes and file outputs.

**Q: With such rapidly evolving digital and mobile technology, how do you future-proof forensic imaging products?**

If the product hardware is truly next-generation, the platform will allow a savvy engineering group to make changes as they see shifts in the market. Additional expandability built into hardware can also make a huge difference. For example, Logicube's Falcon-NEO is a future-proof product with the inclusion of multiple I/O expansion ports that allow for new technology connections as they are developed and mass-marketed.



# DNA Analysis Hub

The **DNA Analysis Hub** is a forward-thinking content hub aggregating the latest around DNA analysis in the forensic industry to connects with readers in a targeted and interactive format.

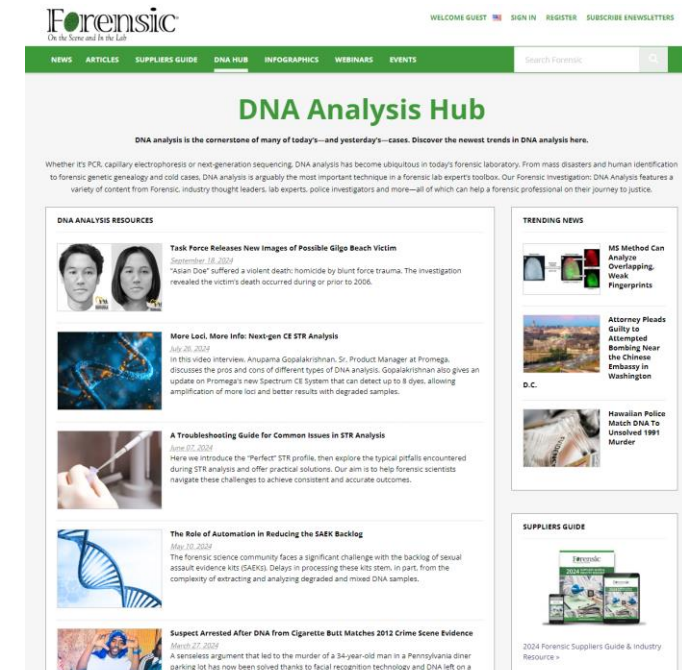
By aggregating relevant content into an informational portal, forensic professionals can stay informed of the latest advances, trends, and news in the forensic and crime scene community.

## Benefits:

- **Exclusive Sponsorship:** Showcase your shared expertise, thought leadership, and offerings in a dedicated platform focused on a co-branded topic, offering exclusive sponsorship opportunities for maximum visibility.
- **Premium Engagement:** Elevate brand exposure and audience engagement by capturing the attention of our combined audience.
- **Performance Tracking:** Utilize analytics to measure the impact of content engagement, gaining actionable insights into audience engagement, content performance, and brand visibility.
- **Co-Creative Opportunities:** Collaborate on content initiatives to further enhance the authenticity and relevance of your exclusive sponsorship.

## Features:

- Content is hosted online for 12 months
- Includes dedicated promotion to content program, which includes: 1 newsletter and 2 eBlasts
- Can link up to 3 additional, supplemental content items (gating optional)
- Inclusion in monthly What's New (Content Alert) to our Forensic audience
- Campaign metrics reported include page views of the content hosted (including supplemental content), leads generated, and promotions



Choose from 4 different package options to get started:

### Package 1: Question & Answer

Video Q&A with your subject matter expert and our editor.

*Questions are planned in advance and final interview edited (<15 min.)*

### Package 2: Mini Webinar

Record a 10-15 minute webinar. This will be edited and synced together with your slides

### Package 3: Custom Infographic

Have our experienced content team and designers create an infographic on an agreed upon topic

### Package 4: Content Submission

Provide a 1000-2000 word piece (article, whitepaper, or technical article)



# eBooks

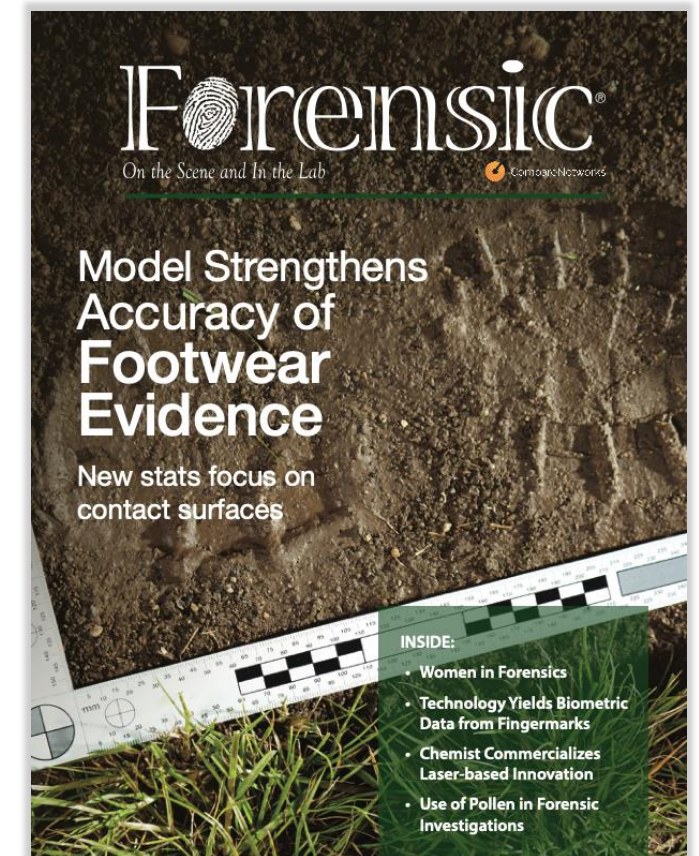
With our exclusive eBook sponsorship, you can have your content and brand associated with our brand. Single sponsored eBooks combine content created by our Editorial Team with content from the Sponsor to educate professionals about a particular topic. Our eBook promotional and distribution program offers the ability to have your content seen by over a million professionals, who are highly engaged.

## Benefits:

- **Engaging Content:** Offer in-depth coverage of a specific topic or problem-solving guide to provide value to readers.
- **Visual Appeal:** Enhance engagement with visually appealing design elements, illustrations, and infographics.
- **Authority Building:** Establish credibility and thought leadership by showcasing expertise and insights relevant to your audience.
- **Lead Generation:** Capture leads by gating valuable content behind a registration form, enabling follow-up communication.
- **Versatile Format:** Easily shareable and accessible across devices, making it convenient for readers to access your content.
- **Educational Resource:** Provide actionable advice, tips, and strategies to address common challenges or interests within your industry.
- **Brand Reinforcement:** Reinforce brand identity and messaging throughout the eBook to leave a lasting impression on readers.

## Features:

- Two relevant, original Editorial articles will be included. At least one will be unique to the eBook
- Editorial and design expertise to steer creation of high-quality and valuable co-branded content
- Two sponsor ads in the front and back (8.5 x 11)
- Up to three pieces of sponsored content (up to 1500 words each; articles, white papers, infographics, check lists, etc). Content that inspires engagement is recommended
- Sponsor resource page, which can include links to new products, videos, posters, webinars, etc., in a highly graphic format
- Multi-channel promotion
- Contact leads delivered to you at a timeframe you select
- End of campaign report will include total number of leads delivered as well as visit information
- PDF for your own distribution will be provided post our promotion



# Forensic® Tips

Forensic® Tips are informative articles featuring expert advice that can help forensic personnel meet their challenges, whether on the scene or in the forensic lab. Each Forensic® Tip is exclusively sponsored and can be bylined by a sponsor representative for maximum thought-leadership, or a Forensic editor who can write the article with sponsor-provided sources and material.

## Includes:

- Article is bylined and supplied by the sponsor, or written by Forensic editor
- Word count: 1500 words (max)
- Promotion in 3 newsletter and one dedicated eBlast

## Benefits:

- Establish your company as a thought leader
- Take advantage of Forensic's reach of over 25,000 professionals
- Direct forensic and law enforcement professionals to your website via hyperlink within the article

## Features:

- Choose a sponsorship option that works best for your marketing strategy
- Sponsor supplies article manuscript or works directly with one of our editors, based on sponsorship option selected
- Sponsor receives 12-month hosting of the article on Forensicmag.com
- Sponsor logo is featured at the top of the article
- Promotion includes appearance in Forensic® eNewsletter(s)
- After 12 months, metrics reported include page views of the article and promotion

The screenshot shows a web page from Forensicmag.com. At the top, there is a navigation bar with the site logo 'Forensic On the Scene and In the Lab' and links for 'WELCOME GUEST', 'SIGN IN', 'REGISTER', and 'SUBSCRIBE NEWSLETTERS'. Below the navigation bar is a search bar and a main header with the title 'Forensic Tips' and several icons representing forensic science. The article title is 'The Role of Automation in Reducing the SAEK Backlog', dated May 10, 2024. The article text discusses the challenges of sexual assault evidence kits (SAEKs) and how automation can reduce the backlog. A 'SPONSORED BY' box for 'Promega' is visible on the right side of the article. The article content includes sections like 'Navigating Challenges in Forensic Analysis' and 'Automation Speeds Up Analysis While Minimizing Errors'.



# Custom Content Creation

## Demonstrate Thought Leadership

Our custom content creation services are tailored to elevate your brand's narrative in the digital landscape. With a keen understanding of your target audience and strategic storytelling prowess, we craft compelling narratives that resonate. From engaging articles to captivating infographics, our team collaborates closely with you to ensure every piece of content reflects your brand's voice and values. Let us bring your vision to life and captivate your audience with authentic and impactful storytelling. Examples include, but are not limited to:

- Whitepapers
- Webinar summaries
- Presentation overviews
- Roundtable discussions
- Infographics
- Thought leadership interviews
- eBooks
- Company/Product profiles

## Infographic Creative Services

Are you looking for help creating an infographic to visualize your data and/or information? Given that 90% of information transmitted to the brain is visual, there are many types of infographics, each with its own purpose and used to showcase different types of data or information. Our specialists will assist in the design of the infographic (you own content rights).

### FAQs: Digital Evidence Collection

In 2011, only 35% of Americans owned a smartphone. Today, that number is at least 81%—and that's just cell phones. Add in desktop computers, laptop computers, iPads, Kindles, etc., and the amount of digital data one produces can be considered astronomical. That's why now more than ever, law enforcement agencies and forensic specialists require fast, simple and effective solutions for digital evidence collection.

Forensic imagers fit that bill. Once media has been seized in an investigation, the next step is to acquire said media. Forensic imagers can help guarantee your evidence is safe and jury-proof.

### Trust Your Data: One Less Instrument Can Improve Integrity

In recent years, the number of data integrity violations in the pharmaceutical industry has risen significantly. In 2019, over 65% of all FDA Warning Letters addressed data integrity violations. Therefore, an increasing number of companies are turning to integrated information solutions to manage their data handling and ensure integrity. In response, manufacturers are increasingly investing in solutions featuring cross-functional integration that not only reduce the potential for error, but also limit data redundancy while covering all GMP/GDP regulations. As an example, Sartorius and others recently have developed a dynamic solution that integrates R2L software modules into CMCs (Controlled Manufacturing Systems), such as pH. This solution, for example, the prevention of a better solution according to a changing recipe of different substances with a pH value determination, but also a look at the workflow in action.

- 1 Integration and Workflow**  
In this solution, the balance becomes the central instrument. The direct connection between balance and server frees up bench space by eliminating the need for a second unit. The integration also increases compliance as the server can instantly send documents to the pH value of the sample. The balance for display, the values can be recorded directly on digitalized workstations, which makes and documented compliant through various sections of regulated systems. This simplifies data management and the integration of the tool. Furthermore, the laboratory system that enables smart, mobile operation, such as digital documentation and increase analysis speed.
- 2 Connectivity and Future-proofing**  
When purchasing new instrumentation, it is important for customers to be able to know how the IT demands of not only today, but tomorrow, next year and 5 years from now, will impact their data. This can be done by connecting systems for computer-based and electronic recording of measured values and data. This can be done by connecting to a laboratory or network server, automatic transfer to an LIMS, or a generation of a PDF or CSV file that is automatically used as the server for the future proof integration via REST web services into a laboratory system. The use of open web-based standards—without reliance of other manufacturer specific systems—enables easy integration of the solution into other software systems such as LIMS.
- 3 Compliance and Data Integrity**  
The completeness and accuracy of data is vital for data production development and production. Violation of data integrity can have serious implications for human health and safety. While enforcement is necessary, regulations like FDA 21 CFR 312.11 or EU Annex 11—which require an electronic signature—must be accounted for. This is a complex task that can be supported by the pharmaceutical industry.

### Case Study

York College of Pennsylvania: Expanding its Science Program with VACUU-LAN® local vacuum networks

By BrandTech Scientific, Inc.

**SUMMARY:** York College of Pennsylvania was facing a challenge: the college was unable to do their program because their existing infrastructure technology was obsolete, unreliable, and expensive. The college needed a new, reliable, and cost-effective solution. The college needed a solution that would allow them to do their program, but also be able to handle the future needs of the college. The college needed a solution that would be able to handle the future needs of the college. The college needed a solution that would be able to handle the future needs of the college.

**CHALLENGE:** York College of Pennsylvania was facing a challenge: the college was unable to do their program because their existing infrastructure technology was obsolete, unreliable, and expensive. The college needed a new, reliable, and cost-effective solution. The college needed a solution that would allow them to do their program, but also be able to handle the future needs of the college. The college needed a solution that would be able to handle the future needs of the college.

**SOLUTION:** York College of Pennsylvania was facing a challenge: the college was unable to do their program because their existing infrastructure technology was obsolete, unreliable, and expensive. The college needed a new, reliable, and cost-effective solution. The college needed a solution that would allow them to do their program, but also be able to handle the future needs of the college. The college needed a solution that would be able to handle the future needs of the college.

**RESULTS:** York College of Pennsylvania was facing a challenge: the college was unable to do their program because their existing infrastructure technology was obsolete, unreliable, and expensive. The college needed a new, reliable, and cost-effective solution. The college needed a solution that would allow them to do their program, but also be able to handle the future needs of the college. The college needed a solution that would be able to handle the future needs of the college.

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experts in vacuum for science

**VACUURAND.**  
vacuum for science

VACUURAND is represented in the US and Canada by BrandTech Scientific  
11 Bolum Road, Essex, CT 06426 | 860-322-2726  
info@brandtson.com | www.vacuurand.com | www.vacuulab.com

### Why is the initial preservation and verification of potential evidence considered the most important phase of digital investigations?

Forensic copy can be 100% matched to that of the original by hashing the data from the source drive & verifying evidence files during the imaging process. If the correct steps are followed during the initial follow-up processes, the data soundness and integrity cannot be challenged with any merit. Courts look at evidence handling starting with inception and require validation from start to finish.

### How do you ensure the security of collected digital evidence?

One of the best ways to ensure security of digital evidence is to make duplicate copies of hard drives & encrypt any drives that contain the captured evidence data. Additionally, forensic specialists should maintain redundancy of captured data files and verified records of each step in the evidence process.

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### Increasing speed?

With limitations of the drive media, as 360MB/min for a traditional HDD platter, the fastest M.2 PCIe NVMe drives, one could imagine handles user-selected modes.

### technology, how do you

How a savvy engineering group to ability built into hardware can also future-proof product with the inclusion of features as they are developed and



# Webinars

Webinars are a vital tool for fostering thought leadership, building credibility, and providing in-depth product insights in an interactive setting. Collaborate with the Forensic® for expert project management support tailored to smoothly navigate you through the entire webinar journey. In addition to handling webinar production, we'll collaborate on a multi-channel marketing strategy to attract registrants and maximize engagement.

## Benefits:

- **Engaging Presentation:** Deliver compelling content through live or pre-recorded presentations, demonstrations, and discussions to captivate audience attention.
- **Interactive Q&A:** Foster audience participation and engagement by allowing attendees to ask questions and interact with presenters in real-time.
- **Thought Leadership:** Position your brand as an authority in your industry by sharing valuable insights, expertise, and innovative ideas during the webinar.
- **Lead Generation:** Capture leads by collecting attendee information through registration forms and follow-up surveys, nurturing prospects through the sales funnel.
- **Educational Resource:** Provide valuable educational or supplemental content to for attendees in the webinar console.

## Features:

- Expert, turnkey coordination and management of event
- Prominent logo placement on registration page and promotional material
- Up to two custom registration questions; optional
- Content hosting in the webinar console Resources section accessible to webinar registrants.
- Multi-channel promotions across email, social, etc.
- Hosting of on-demand archived event for twelve months
- Comprehensive reporting includes contact information for all registrants as well as engagement metrics including time engaged, assets downloaded from the Resources section, questions asked and polling question responses.

The screenshot shows a webinar registration page for the event "Expanding Your Toolbox with Rapid DNA to Drive Actionable Investigative Intelligence". The page is sponsored by ThermoFisher Scientific and presented by Forensic. It features three speakers: Peterjon McAnany (Senior Technical Applications Specialist), Robert E. Lagacé (Senior Staff Scientist), and Michelle Taylor (Editor-in-Chief, Laboratory Equipment & Forensic®). The event is scheduled for November 8, 2023, at 8 A.M. PT / 11 A.M. ET. The page includes a "TEST YOUR CONNECTION" button and a "REGISTER" button. The right sidebar contains an "Overview" section with a description of the webinar and a list of topics to be discussed.

**Forensic**  
On the Scene and In the Lab

**ThermoFisher**  
SCIENTIFIC

Expanding Your Toolbox with Rapid DNA to Drive Actionable Investigative Intelligence  
Previously Aired on November 8th, 2023

Sponsored by  
**ThermoFisher**  
SCIENTIFIC

**Expanding Your Toolbox with Rapid DNA to Drive Actionable Investigative Intelligence**

**Peterjon McAnany**  
Senior Technical Applications Specialist  
Thermo Fisher Scientific

**Robert E. Lagacé**  
Senior Staff Scientist  
Thermo Fisher Scientific

**Michelle Taylor**  
Moderator  
Editor-in-Chief,  
Laboratory Equipment & Forensic®

LIVE WEBINAR | November 8, 2023  
8 A.M. PT / 11 A.M. ET

Presented by  
**Forensic**  
On the Scene and In the Lab

TEST YOUR CONNECTION

OVERVIEW ASK A QUESTION PRESENTERS

**Overview**

Crime fighting in the 21st century necessitates improved investigation methods, and increased partnership between crime labs and investigation units. Rapid DNA technology emerged over a decade ago, but continues to evolve to meet the changing needs of the criminal justice community. This webinar will provide viewers with insight into recent improvements to the Applied Biosystems™ RapidHIT™ ID platform for crime scene evidence sample processing. Join Peterjon McAnany, senior technical applications specialist, and Rob Lagacé, senior staff scientist, as they explore:

- Chemistry and cartridge enhancements to improve peak height ratio balance, and identifying samples for low quantity, degradation, and inhibition
- Improved system and analysis software to quickly flag challenging samples for review
- Impact of an improved investigative lead solution on crime

**Who should attend:**

- Forensic DNA lab analysts
- CODIS admins
- Technical leaders
- Directors

# Webinar to Article Conversion



## Transform Your Webinar Content into Engaging Articles

Maximize the value of your webinars with our comprehensive conversion service. We transform your webinar recordings into high-quality, engaging articles that capture key insights, provide actionable takeaways, and extend the reach of your content.

### Benefits:

- **Extended Content Lifespan:** Convert your presentation into a timeless resource that can be referenced long after the webinar is over.
- **Increased Reach and Visibility:** Articles attract new audiences who prefer reading over watching and improve your content's discoverability.
- **Enhanced Engagement:** Provide additional value to your audience through well-crafted articles that deepen their understanding of the webinar topics.
- **Lead Generating:** Articles can be used as lead magnets or gated content to capture contact information and generate new leads.
- **Expanded Brand Authority:** A high-quality article positions yourself as a leader and expert in your field.

### Features:

- Upcycle an on-demand webinar and turn it into a downloadable highlight piece (gating optional)
- We take key highlights from the event to write a summary article
- We design and format the article, giving you full ownership once the program is complete.
- Article is hosted on the site for 12 months
- Includes eBlast promotion to Forensic names, and inclusion in 3+ relevant eNewsletters
- Contact information for leads generated from gated content only



# Videos

## Video Production & Services

Our award-winning in-house video team leverages talent and specialties across a spectrum of custom video styles, with the ability to deliver a truly unique video fine-tuned for an individual client's specific needs and goals.

Here are a few reasons why many leading suppliers use our team for their video needs:

- **Quality**—We are highly regarded for delivering the highest quality productions in the pharma industry
- **Service**—Known for our collaborative approach and the customer service we provide at all stages of the project, from planning to filming to post-production—making sure the final video is something our clients are excited about.
- **Technical Knowledge**—Access to numerous PhDs and editorial resources relating to our marketplaces that can provide important technical perspective and talent that we leverage to help develop ideas and a storyboard that resonates with your audience and company brand.
- **Speed**—Ability to turn around projects quickly to meet your specific timetables
- **Trust**—Deep history of producing a wide range of videos for the pharma industry and for companies who demand the best and require absolute confidence in all materials
- **Complimentary Video Hosting** on APR website will be included for your video(s) for 12 months.
- **Anytime, Anywhere**—Creative offices in South San Francisco and Portland, OR, but we frequently travel on location all over the world depending on your specific needs.

### Poster Videos

If you are looking for a way to get additional mileage out of your poster presentation, then poster videos are the perfect solution. These videos allow industry professionals to view presentations at their convenience.

### Tradeshow & Booth Videos

These days, it's not enough to just have a great product or service. You need proof that your company has what it takes, which is why interviews with thought leaders are so important! These videos are typically filmed at your exhibit booth using a Q&A-style format extending your trade show investment.

### Product Brochure Videos

Studies have shown that customers would rather watch a video about a product than read about it. Videos are much quicker and easier to digest, which means you can get your message across in a fraction of the time! Our team produce product videos that demonstrate the benefits of your products, using a compelling combination of graphics, music, and audio narration.

### Customer Profile/Testimonial Video

Testimonials are a great way to show customers why your product surpasses the competition. Customer Profiles or Testimonial videos will give potential buyers an inside look at how research has been done, what people think about it when they use this particular solution and more!

### Product Demo Videos

Product Demo Videos are a great way to demonstrate your product's key features. Let us create engaging videos that showcase the unique benefits of your products in order make them stand out among competitors' offerings.

### Entertainment & Viral Videos

The content you produce and post online is a key component of your marketing program. We help take the guesswork out by providing award-winning, high-quality video production services that are both entertaining as well informative for audiences on any device.

### 3D Animation Videos

3D animation can be utilized help to illuminate the inner workings of your products and the underlying technologies that power them. Examples include molecular animation or 3D models animating your instruments—how they function and how end-users might engage with them a virtual 3D space.

### Animation Story Videos

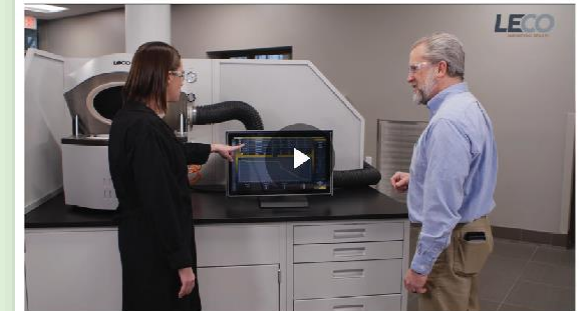
2D animation can help to bring your technologies and story to life using unique animated characters, scenes and backdrops that we create for you. Often used in videos where education is at the forefront. We can also use humor to bring levity and emotion to these videos in a light-hearted, entertaining, yet informative way.

### Video Documentary

Professionally produced, offering in-depth coverage of the most pressing topics and critical issues facing the industry. Featuring interviews with consultants, subject matter experts, and industry professionals.

#### Watch Video: TGA801 Thermogravimetric Analyzer from LECO

Thursday, March 17, 2022



#### TGA801 Thermogravimetric Analyzer: Moisture, Ash, Volatile Content, and Loss-on-Ignition

More info

The TGA801 maintains the core capabilities and reliability of previous generations of LECO macro TGA instruments, while providing key improvements in performance and robustness. State-of-the-art hardware combined with a touch-screen software platform and rugged design provides accurate, high-precision thermogravimetric constituent analysis—moisture, ash, volatile content, and LOI in various organic, inorganic, and synthetic materials. Complying with ASTM standardized methods, the TGA801 is applicable to many industries and applications including coal, cement, catalysis, foods, and feeds.

Macro thermogravimetric analysis (nominal 1 g) replaces the often slow, labor-intensive, traditional manual gravimetric techniques that require multiple sample weighing and transfer steps involving ovens, muffle furnaces, and desiccator equipment. Flexible method settings, automation, and hardware capabilities deliver an automated analysis process while requiring only the manual measurements of the initial sample mass, for maximum productivity in your lab.

Cornerstone Mobile remote software keeps the user updated from their smartphone, tablet, or PC on the instrument's analysis batch progress, performance, and status while away from the instrument.

Watch our [trailer](#) to see examples of our work!

Or for more information visit [www.cnpg.com](http://www.cnpg.com).



# 2025 Editorial Calendar



	Jan	Feb	Mar	Apr	May	Jun
<b>Forensic Tips</b>	DNA Collection	Forensic Toxicology	iOT and Cloud Technology	Forensic Light Sources	Digital Forensics	Forensic Microscopy
<b>Application Focus</b>	Forensic Consumables	Next Generation Sequencing	Forensic Imaging	Mass Spectrometry & Chromatography	Human Identification	Genetic Genealogy
<b>eBooks</b>	<i>Annual Suppliers Guide</i> Forensic Toxicology		Digital Forensics/Cybersecurity		DNA Analysis & Genetic Genealogy	
<b>Web Content</b>	<ul style="list-style-type: none"> <li>Genetic Genealogy</li> <li>Fingerprint Analysis</li> <li>Evidence Collection</li> <li>Digital Forensics / Software</li> <li>NGS</li> </ul>	<ul style="list-style-type: none"> <li>Forensic Genomics</li> <li>DNA Analysis</li> <li>Trace Evidence</li> <li>Footwear Analysis</li> <li>IOT and Cloud Technology</li> </ul>	<ul style="list-style-type: none"> <li>Imaging</li> <li>Toxicology</li> <li>NGS</li> <li>Human Identification</li> <li>Opioid Crisis</li> </ul>	<ul style="list-style-type: none"> <li>Spectroscopy &amp; Chromatography</li> <li>Forensic Chemistry</li> <li>Accident/Crime Scene</li> <li>Reconstruction</li> <li>Forensic Biology</li> <li>DNA/PCR</li> </ul>	<ul style="list-style-type: none"> <li>Cybersecurity</li> <li>Novel Psychoactive Substances</li> <li>Sexual Assault Kits</li> <li>Pathology</li> </ul>	<ul style="list-style-type: none"> <li>Ballistics</li> <li>Anthropology</li> <li>DNA Analysis</li> <li>Genetic Genealogy</li> </ul>
<b>Shows</b>		<i>77th Annual Conference of the American Academy of Forensic Sciences (AAFS)</i> (Feb 17-22, 2025)		<i>ASCLD 52nd Annual Symposium</i> (Apr 4-8, 2025)	<i>EAFS 2025</i> (May 26 - 30, 2025)	<i>Forensics Europe Expo</i> (Jun 18-19, 2025)

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# 2025 Editorial Calendar



	Jul	Aug	Sept	Oct	Nov	Dec
<b>Forensic Tips</b>	DNA Analysis	Seized Drug Analysis	Human Identification	Trace Evidence Analysis	Forensic Software	Forensic Chemistry
<b>Application Focus</b>	DNA Analysis	Digital Forensics	Ballistics	Cold Case Technology	AI in Forensics	Biometric Technology
<b>eBooks</b>	Fingerprint Analysis		Mobile Forensics		Opioid Crisis	
<b>Web Content</b>	<ul style="list-style-type: none"> <li>• NGS</li> <li>• DNA Kits</li> <li>• Digital Forensics</li> <li>• Pathology</li> <li>• Fingerprint Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Forensic Chemistry</li> <li>• Human Identification</li> <li>• PCR</li> <li>• CE</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile Forensics</li> <li>• Spectroscopy</li> <li>• Toxicology</li> <li>• Chromatography</li> <li>• Evidence Collection</li> </ul>	<ul style="list-style-type: none"> <li>• Crime Scene Tech</li> <li>• Novel Psychoactive</li> <li>• Substances</li> <li>• Trace Evidence</li> <li>• Ballistics</li> </ul>	<ul style="list-style-type: none"> <li>• Genetic Genealogy</li> <li>• NGS</li> <li>• Human Identification</li> <li>• Digital Forensics</li> <li>• Forensic Chemistry</li> </ul>	<ul style="list-style-type: none"> <li>• DNA Kits</li> <li>• Forensic Biology</li> <li>• Cybersecurity</li> <li>• Sexual Assault Kits</li> <li>• Pathology</li> </ul>
<b>Shows</b>				<p><i>Society of Forensic Toxicologists (SOFT) Annual Meeting (Oct 26-30, 2025)</i></p>	<p><i>ISHI: 36th International Symposium on Human Identification (Nov 3-6, 2025)</i></p> <p><i>American Society of Criminology (ASC) Annual Meeting (Nov 12 - 15, 2025)</i></p>	

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