

Informa Life Sciences **DATA**

Target new prospects with responsive mailing lists

BioTechniques International Subscribers

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80,505	Total Universe	\$250/M
56,476	United States	
4,024	Canada	
20,005	International	
49,926	Opt-in emails	\$425/M

	Entire list	US only
Job Function		
Bioengineering/Biophysics	3,980	2,701
Biochemistry	10,885	8,078
Microbiology	6,696	4,975
Genomics/Genetics	5,120	3,753
Immunology	9,520	8,552
Molecular Biology	11,584	7,540
Drug Discovery/ Development	3,179	2,120
Cell Biology	7,548	5,902
Neuroscience	3,283	2,122
Proteomics	1,046	817
Bioinformatics/ Computational Biology	2,047	1,535
Marketing/Sales/Admin/ Purchasing	3,508	2,877
Job Title		
Professor/Instructor	13,896	10,840
Principal Investigator	5,754	4,080
Postdoctoral Fellow	5,668	4,338
Graduate Student	16,915	13,361
Technician/Research Assistant	5,577	4,032

-----DATE-----

Updated daily

---UNIT OF SALE---

Controlled circulation

-----ADDRESSING-----

E-mail file, 4-up P/S labels

-----SELECTIONS-----

\$15/M Geo selects
 \$15/M Job function
 \$15/M Job title
 \$15/M Business affiliation
 \$15/M Lab technique
 N/C Nth name
 \$15/M P/S labels
 \$15/F Email file

-----MINIMUM-----

3,000 names

-----LIST MANAGER----

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	Entire List	US Only
Job Title (con't)		
Research Director/VP of Research	2,290	1,537
Department Head	2,470	1,877
Lab Director/Chief Scientist	6,544	4,887
Staff Scientist	5,918	3,949
President/CEO/Owner	2,288	1,807
Business Development Director/Manager	2,850	1,664
Product Manager	2,665	2,006
Consultant	2,053	1,642
Other	2,292	1,856
Business Type		
Academic	40,705	30,397
Biotech/Biopharm Industry	17,487	12,636
Government	4,695	3,427
Hospital	10,744	8,965
Private Research Foundation	2,221	1,755
Other	1,112	794
Laboratory Techniques		
Antibody-based Protein Detection	23,282	15,949
DNA Isolation and Purification	31,947	21,173
RNA Isolation and Purification	26,447	17,338
PCR/RT-PCR	32,121	21,189
Real-Time/Quantitative PCR	20,102	12,883
Nucleic Acid Hybridization	16,495	10,763
Nucleic Acid Sequence Analysis	5,708	3,740
Gene Expression Analysis	20,410	12,883
Microarray Nucleic Acid	14,704	12,299
Nucleic Acid Labeling and Detection	16,159	10,897
Transfection/Gene Transduction/Viral Vectors	12,354	8,197
Mutagenesis	13,969	9,445
Protein-Protein Interaction Analysis	13,797	9,248
Cloning	23,528	15,424
Recombinant Protein Expression & Purification	16,397	10,908
Chromatography	13,561	8,977
Electrophoresis	26,346	17,388
2-D Electrophoresis	10,404	6,379
Cell/Tissue Culture	23,148	15,718

	Entire list	US only
Laboratory Techniques (con't)		
Image Analysis	12,392	8,548
RNAi	12,706	8,586
Mass Spectrometry	10,410	6,983
Spectroscopy	10,606	7,458
Microscopy	21,078	14,322
Robotics/Automation	5,724	3,918
Flow Cytometry	8,345	5,402

Plus 15 other techniques: Genotyping, Crystallography/
Crystallization, Microfluidics, High Content Screening,
and more.