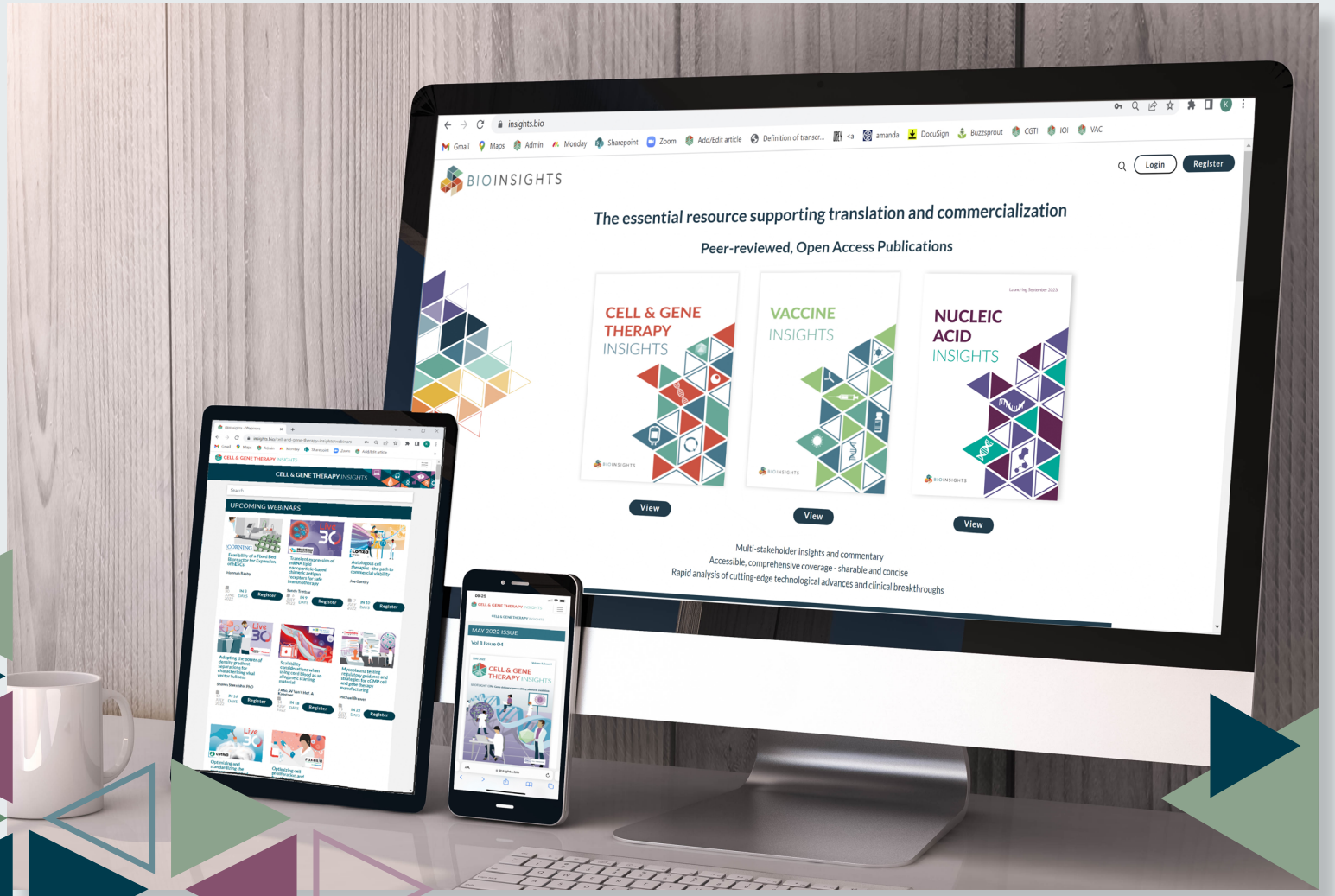
MEDIA KIT 2025

BIOCONJUGATION INSIGHTS



Contact **Nicola McCall** at **n.mccall@insights.bio** to discuss thought leadership and lead-generation opportunities

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BIOCONJUGATION INSIGHTS

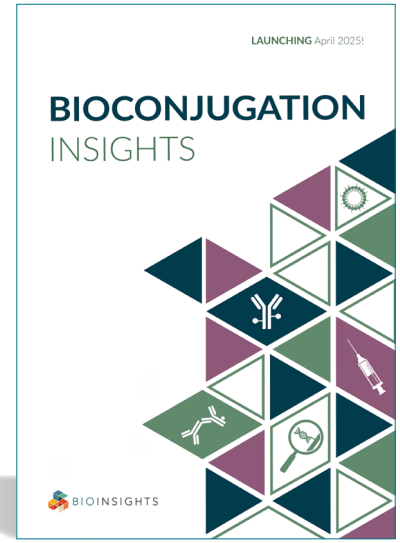
Bioconjugation Insights—
your content marketing
partner for life sciences

ABOUT

BIOCONJUGATION INSIGHTS

Bioconjugation Insights—the first and only dedicated digital content channel designed for the bioconjugation community of experts

Bioconjugation Insights provides a unique platform for the bioconjugation community's experts to explore key current trends,



Core areas for coverage include, but are not limited to: ADCs; antibody-oligonucleotide conjugates (AOCs); bispecific ADCs (BsADCs); conjugated vaccines; diagnostic and imaging tools; enzyme conjugates; nanoparticle conjugates; polymer conjugates (including PEGylation); protein and peptide conjugates (PPCs); radioconjugates; targeted drug delivery; and theranostics.

Bioconjugation Insights comprehensive scope and coverage spans engineering and design, manufacturing and supply chain, preclinical and clinical R&D, regulation, financing, market access, and more.

Bioconjugation Insights is the first and only dedicated digital content channel specifically designed to keep industry and academic professionals up to date with this truly global sector's evolution on a genuinely worldwide scale.

Bioconjugation Insights provides a unique online content marketing and lead-generation opportunity

Is it important for your company to demonstrate its capabilities to scientists and/or business leaders making key technology platform decisions at an early stage in a product's development?

Do you need to generate qualified leads from companies involved in bioconjugate manufacturing and R&D?

Are you looking to provide educational materials to individuals focused on analytical, process, or clinical development?

Bioconjugation Insights provides a unique online content marketing and lead-generation opportunity for:

- active engagement of key stakeholders from across the global community all year round;
- the chance to target organizations at varying stages of the R&D pipeline—universities, spin-outs, biotechs, pharma, hospitals, investors, and analysts;
- an alternative to the ever-more expensive conference market; and
- a means by which you can access the people making the key new discoveries, those individuals driving the delivery of safe and effective bioconjugate therapies to patients, and those designing, developing, and producing the delivery, linker, and payload technologies.

WHAT CAN WE DO FOR YOU?

BIOCONJUGATION INSIGHTS

We don't sell off-the-shelf solutions: all the packages we provide are tailored to your precise marketing, educational and business development objectives

We can:

- provide support in the development of your content marketing strategy and tactics for this sector, partnering with you in the development of your annual marketing plans;
- work closely with you to create quality written, video, and audio content of high value to your target audience;
- offer you opportunities to re-purpose scientific and educational content you have already developed and make it available to a global audience;
- raise your company's profile, demonstrate your capabilities, and enhance your reputation as a thought-leader in the sector;
- play a key role in your lead-generation activities;
- ensure your leading scientists are seen as subject matter experts throughout your target market; and
- create written content from video or audio, ideal for increasing the reach, longevity, and searchability of your data and other technical information.

Contact **Nicola McCall** at **n.mccall@insights.bio** to discuss thought leadership and lead-generation opportunities

We can partner with you to develop high-quality content to demonstrate your thought leadership

- Your own special focus issue or ebook on the topic of your choice
- Client case studies, interviews, and co-presentations
- Peer reviewed articles, as well as editorials and commentaries
- Video presentations and roundtables
- Podcasts
- Infographics and animations
- Webinars, both live and on demand
- Blog posting

USER DEMOGRAPHICS

BIOCONJUGATION INSIGHTS

Targeted sectors include:

- Biotech companies, including those at a relatively early stage of development. Our research shows that these earlier stage companies attend fewer industry conferences than those at a later stage, so *Bioconjugation Insights* offers an unparalleled opportunity to target this particular audience
- Prolific academic institutions and research hospitals, in particular those that generate spin-outs
- Pharmaceutical companies and large biotechs with a major or growing focus on bioconjugation
- Government-funded organizations (such as NIH) and NGOs
- Investors and analysts
- Solution and service providers

BIOTECH | ACADEMIC/ HOSPITAL | PHARMA/ LARGE BIOTECH | SOLUTION/ SERVICE PROVIDER, including CROS and CDMOs | INVESTOR/ ANALYST | GOVERNMENT/ NGO

Bioconjugation Insights has a translational focus, featuring content of value to individuals along the R&D pipeline

Data by interest area

Readership includes individuals focused on:

- Discovery and basic research
- Preclinical development and translational R&D
- Clinical research
- Product development, process development, operations, logistics and manufacture
- Diagnostics and imaging
- Regulatory affairs, QA/QC and validation
- Business development, corporate management and licensing
- Formulation and delivery platform development
- Public health and market access

Data by location

52% NORTH AMERICA

12% ASIA AND AUSTRALIA

33% EUROPE

3% REST OF WORLD

EDITORIAL CALENDAR

BIOCONJUGATION INSIGHTS

You are able to sponsor any of the Spotlights and/ or select an issue for the content we develop together

SPOTLIGHTS

Monthly Spotlights focus BioInsights members' attention on a particular topic or technology area. We leverage an array of formats to provide a comprehensive update on the key trends, challenges and breakthroughs in a given field: independently peer reviewed Expert Insights, Opinion pieces, Interviews, Webinars, Podcasts, FastFacts videos, and more...

PODCAST SERIES

We select a key issue or challenge, then invite a range of stakeholders to proffer their opinions and share related learnings via the ever-popular, easy-to-consume podcast format.

APRIL	JUNE	JULY
Special launch issue	Evolving ADCs: expanding horizons	Targeting precision: bioconjugates in diagnostics and imaging
SEPTEMBER	**OCTOBER**	**NOVEMBER**
New frontiers: how are oligonucleotide, peptide, and other emerging conjugates extending the reach of the field?	Driving improvements in the delivery and stability of next-generation bioconjugates, including oligo, polymer, and enzyme	Overcoming challenges in the ADC manufacturing and R&D ecosystems

WHO WE WORK WITH

BIOCONJUGATION INSIGHTS

AGC Biologics
Batavia Biosciences
Berkeley Lights
Bio-Rad
Bio-Techne
Charles River Laboratories
Cytiva
Eppendorf
Eurofins
Gyros Protein Technologies
Lonza
Malvern Panalytical
MilliporeSigma
Phenomenex
Qiagen
Repligen
Roche Custom Biotech
Sartorius
SCIEX
Single Use Support
Sony Biotechnology
Thermo Fisher Scientific
Tosoh
WuXi

OPPORTUNITIES

BIOCONJUGATION INSIGHTS

Any of our options can can be tailored to match your current marketing and business development priorities

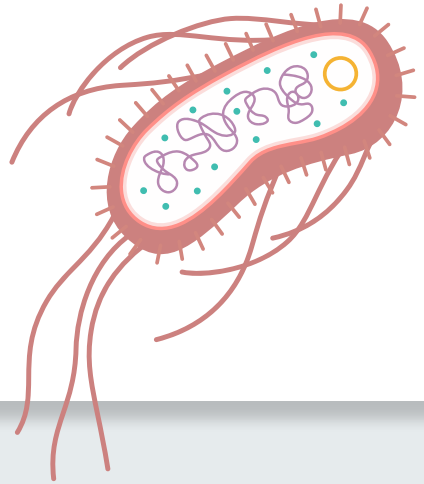
We offer a broad range of options to help you reach your target audience, any of which can be tailored to match your current marketing and business development priorities. These include interviews, expert roundtables, podcasts, webinars, articles, video presentations, infographics, e-blasts and more.

WEBINARS

Webinars can stand alone or can be included in a Spotlight, depending on the topic and timing fit

Our 2025 webinar schedule is filling up fast

Contact **n.mccall@insights.bio** to discuss options and availability



Presenting a webinar with *Bioconjugation Acid Insights* gives you an efficient and cost-effective way to:

- generate qualified leads from amongst the global bioconjugation community;
- demonstrate your company's expertise and capabilities;
- stimulate discussion around a topic of significant importance to your customers;
- educate individuals on crucial regulatory, scientific or technical issues; and
- make a noise around a new product or service offering launch.

Presenting a webinar with us is an efficient and cost-effective way to generate qualified leads

Our webinar packages include:

- as much support as you need in terms of topic selection and agenda development, format selection, and speaker panel identification and invitation;
- full hosting and technical support, including planning calls with panelists and rehearsals as needed;
- a comprehensive promotional plan, including multiple email shots to our database, website and enewsletter marketing, and social media;
- a moderator from our editorial team to ensure the webinar runs smoothly on the day;
- registration and attendee lists for the webinar;
- a report on the questions submitted during the live webinar so you can follow up directly with individuals afterwards and continue the discussion;
- hosting of the webinar recording on an indefinite basis with ongoing lead generation;
- webinar recording provided to you for hosting on your own site; and
- the option for us to publish an article based on the transcript of the webinar, repurposing your presentation into written format and making it search engine friendly.

We don't sell off-the-shelf solutions. All the packages we provide are tailored to your precise marketing, educational and business development objectives.

You can view a sample of our on-demand webinars **here**

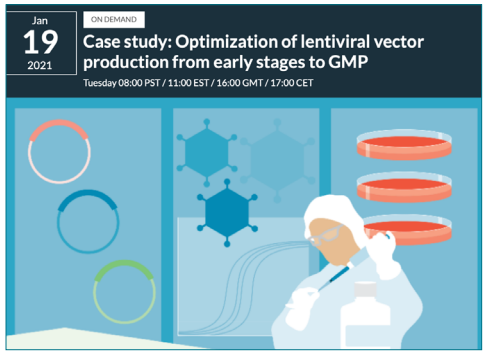
Here are some examples of previous webinars for our clients:

Format
Panel-style webinar with accompanying transcript-based article

Client
Bio-Techne

VIEW THE WEBINAR HERE

READ THE ARTICLE HERE



Format
Presentation-style webinar with Q&A

Client
Polyplus-transfection

VIEW THE WEBINAR HERE

Format
Live30 webinar: a 30 minute webinar focused on new technologies and their applications

Client
Mirus Bio

VIEW THE WEBINAR HERE

EXPERT ROUNDTABLES

BIOCONJUGATION INSIGHTS

Here are some examples of expert video roundtables for our clients:

On-demand video expert roundtables provide powerful tools for you to generate qualified leads and/or position your thought leader(s) at the heart of the debate around a topic of key importance to your company.

Our editorial team works closely with you to identify over-arching topics and discussion points, and to convene a panel of KOLs. We then liaise with the panel to define the final list of questions for discussion, record the video, and, edit the roundtable itself, and then produce a full article based on the transcript.

Format
Video (*l.*) and article (*r.*)

Client
Thermo Fisher Scientific

Format
Video plus article (*l.*) and poster (*r.*)

Client
Corning

ARTICLES

BIOCONJUGATION INSIGHTS

Here are some examples of articles for our clients:

Format
A full independently peer reviewed, data-based article

Author
Alaina C Schlinker, Manager, Cell Therapy Application Support, Fresenius Kabi, USA

READ THE ARTICLE HERE

Format
An independently peer reviewed commentary-style article

Author
Dr Nina Bauer
Associate Director, Commercial Development, Lonza, Switzerland

READ THE ARTICLE HERE

INTERVIEWS AND PODCASTS

BIOCONJUGATION INSIGHTS

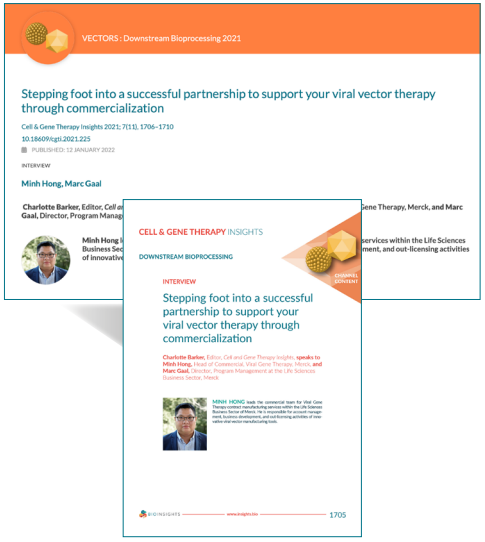
Here are some examples of interviews for our clients:

Interviews are a great way to raise awareness within the nucleic acid community, with minimal resource requirements from your team.

We can interview up to three of your scientists, executives, partners or clients, with the resulting video, podcast and/or written version included in an issue of the online journal.

Format
Video and written

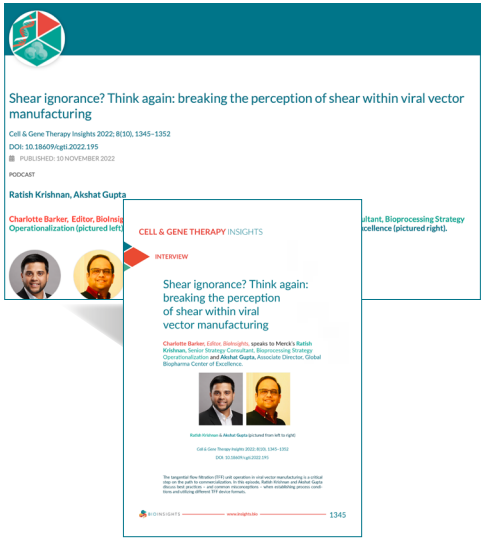
Client
Merck



WATCH THE VIDEO AND READ THE ARTICLE HERE

Format
Podcast and written

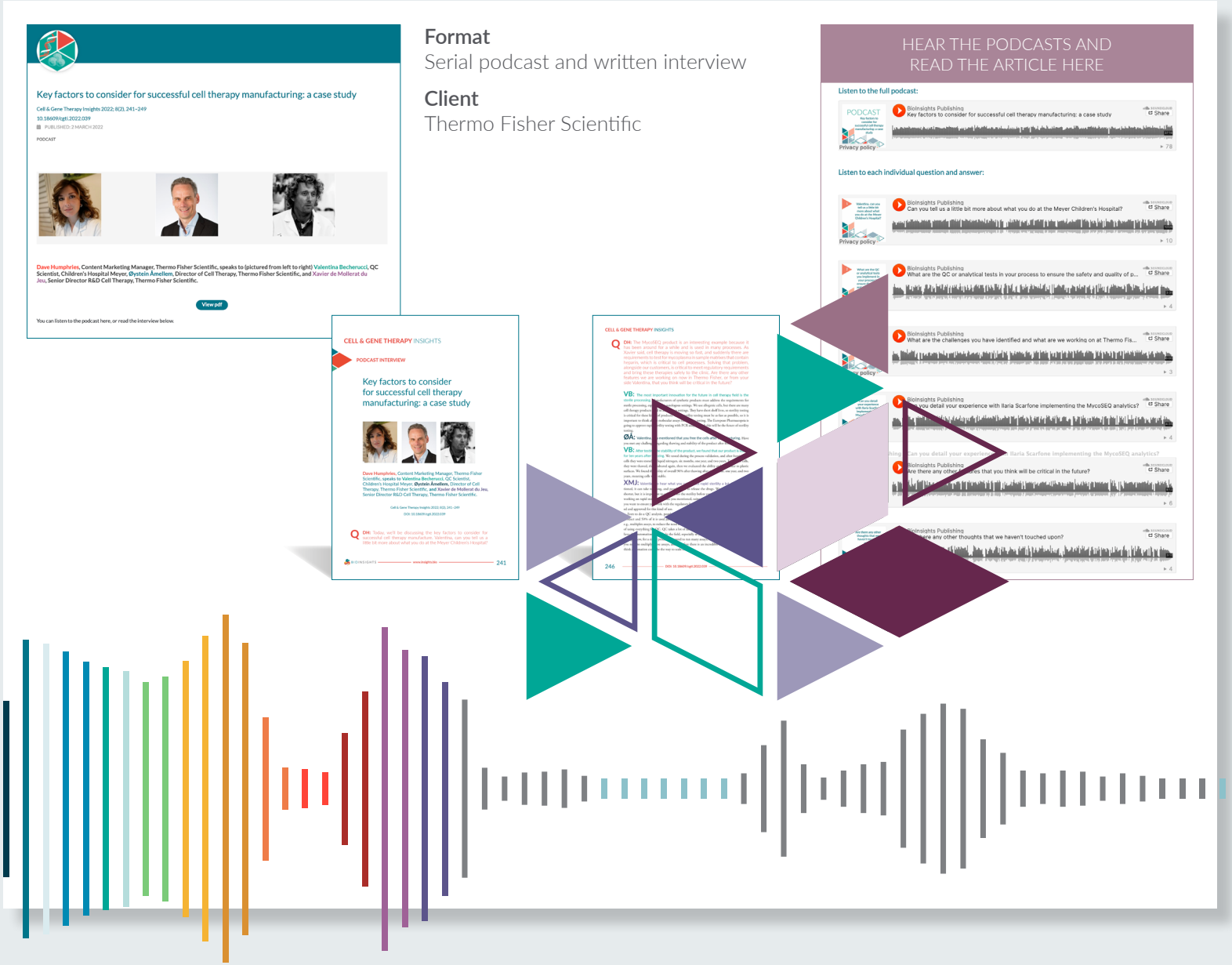
Client
Merck/Millipore Sigma



HEAR THE PODCAST AND READ THE ARTICLE HERE

Podcasts in a variety of formats and lengths can also be produced, either in series or as one-offs

Here is an example:



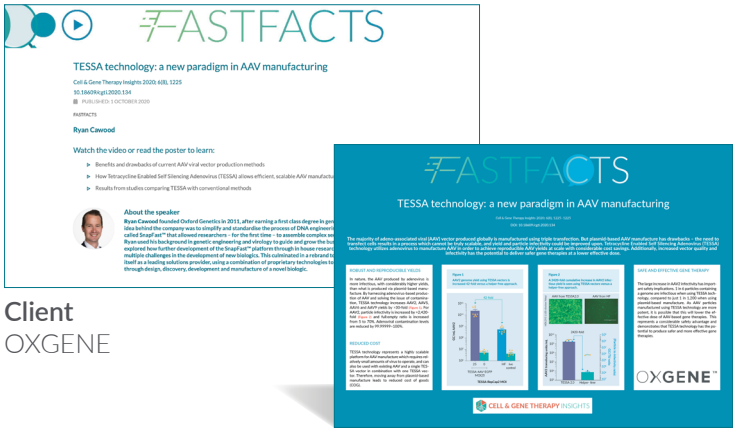
VIDEO PRESENTATIONS

BIOCONJUGATION INSIGHTS

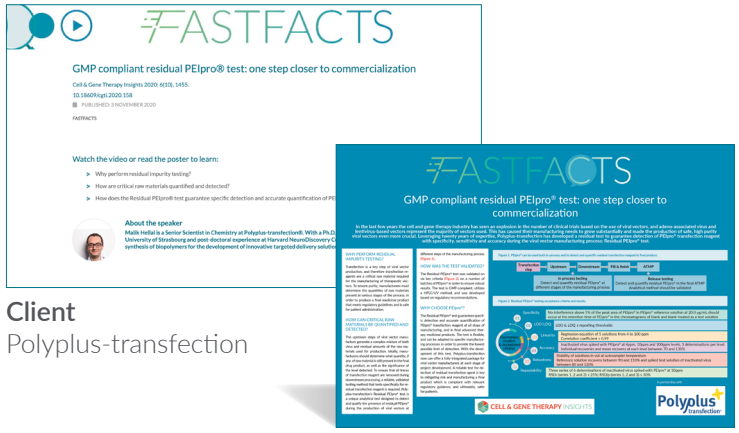
Our FastFacts work well for educational and lead generation purposes

Here are some examples of Fast Facts videos for our clients:

Our FastFacts videos are 10–15 minute edited presentations, accompanied by a poster summarising the key learning points. They are designed for the presentation of app notes, validation data, case studies, scientific posters, or product demonstrations.

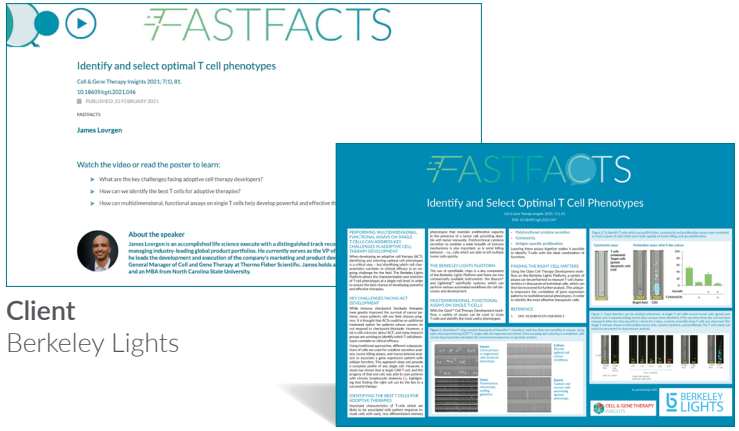


Client
OXGENE



Client
Polyplus-transfection

Client
Protein Simple



Client
Berkeley Lights

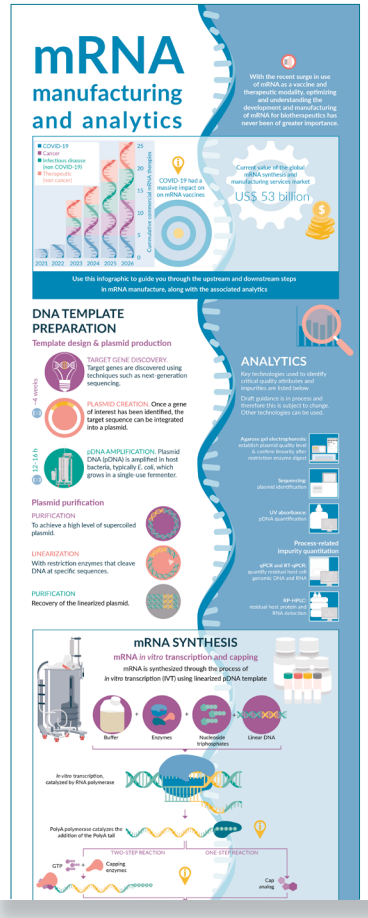
INFOGRAPHICS

BIOCONJUGATION INSIGHTS

Here are some examples of infographics that we have produced for our clients:

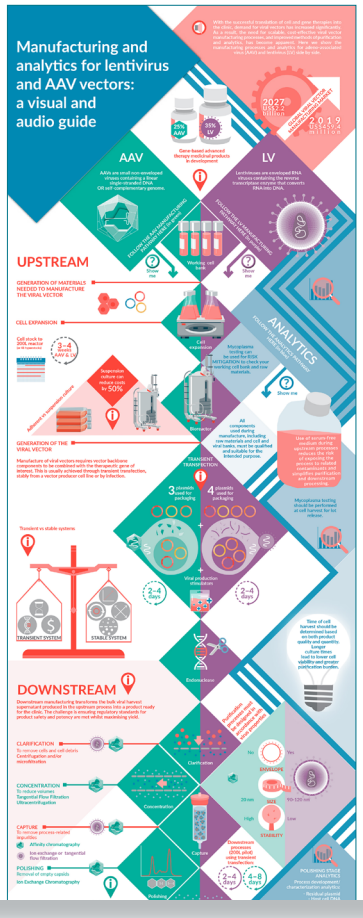
Our team are experts in communicating complex scientific information via visual formats, including infographics (static, voiced, and animated), PPT presentations and illustrations.

They work closely with your team to define contents and style, and the resulting content can be published in *Bioconjugation Insights* or simply provided to you for your own use.



Format
Interactive, voiced infographic

Client
Thermo Fisher Scientific



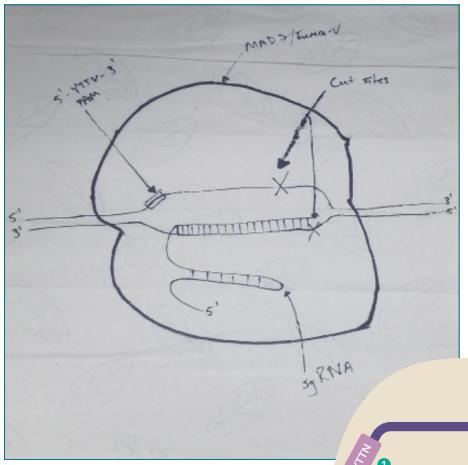
Format
Interactive, voiced infographic

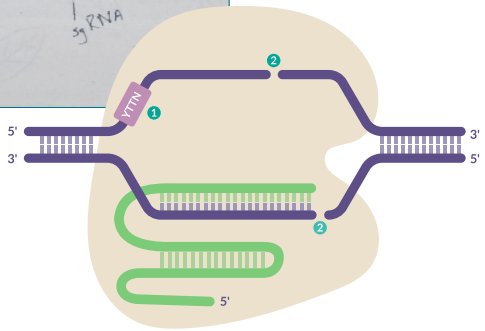
Client
Thermo Fisher Scientific

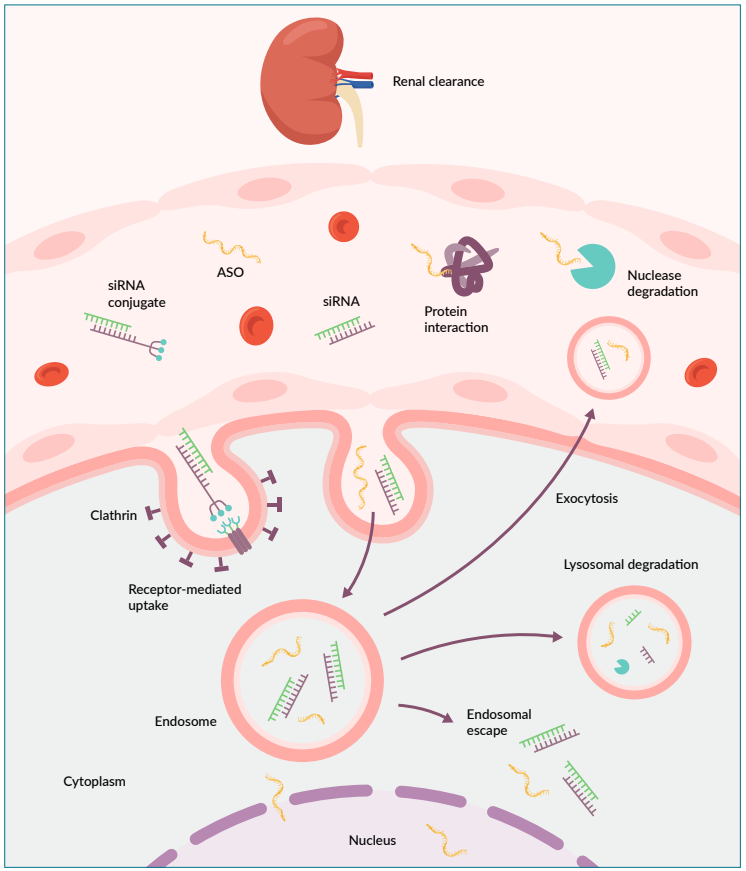
SCIENTIFIC ILLUSTRATIONS

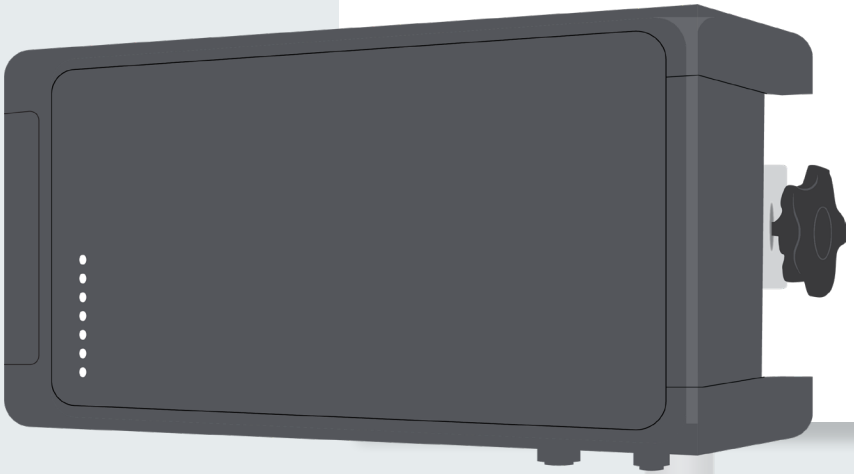
BIOCONJUGATION INSIGHTS

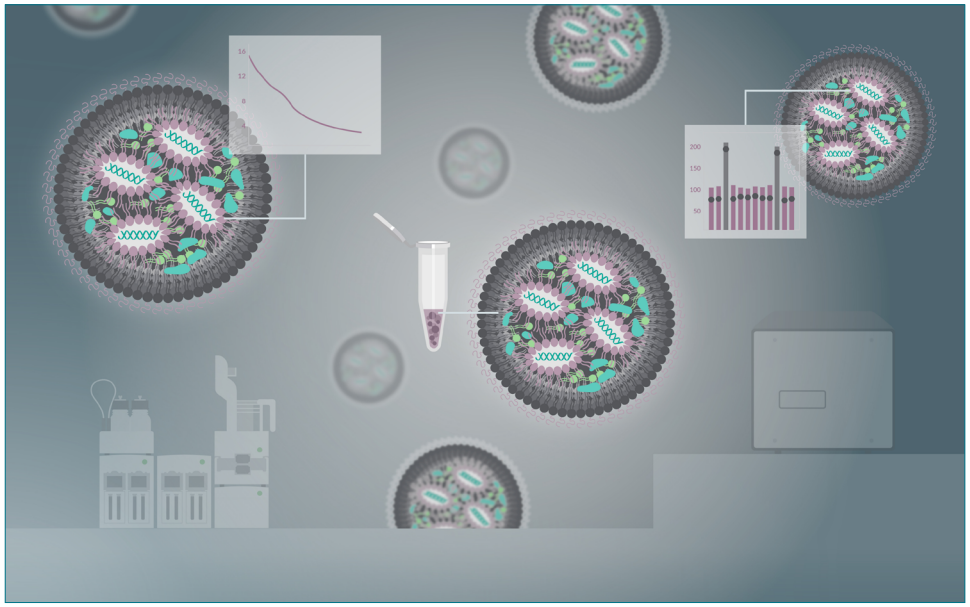
We work from your sketch or concept to create schematics or illustrations of your products or services

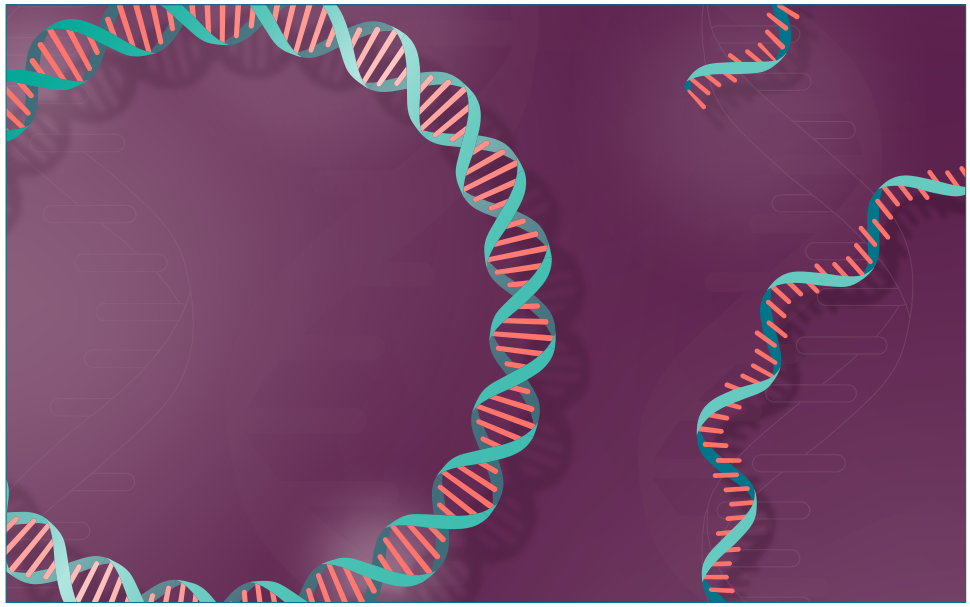












e-BLASTS

Our 2025 schedule is open for bookings

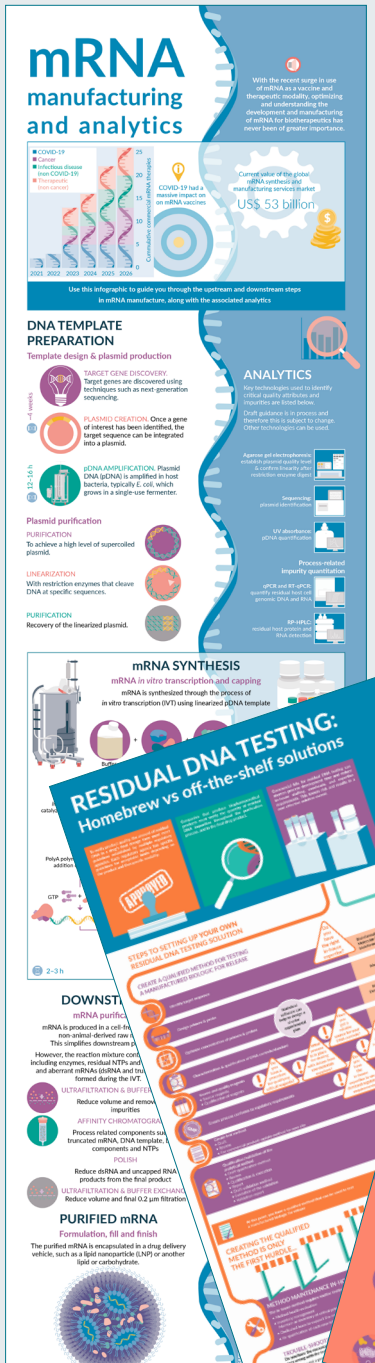
Contact **n.mccall@insights.bio** to discuss options and availability

We offer a strictly limited number of third-party e-blasts to our registered users.

Contact **Nicola McCall** at **n.mccall@insights.bio** to discuss thought leadership and lead-generation opportunities

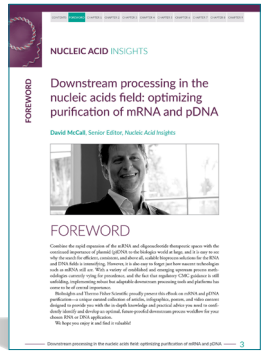
PREMIUM SERVICES

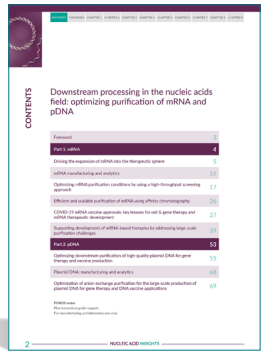
BIOCONJUGATION INSIGHTS

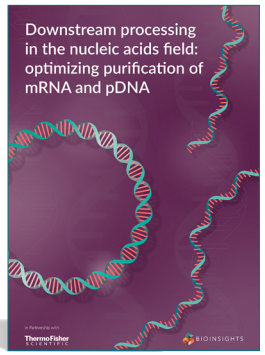


We offer a number of premium options, both for content creation and for market research. These include:

- bringing together KOL panels to discuss the topics of your choice, publishing the output as an ebook, video, and written roundtable, or other suitable content format;
- designing infographics, which can be animated and/or voiced, ideal for communicating complex technical or scientific information in an easily digestible format;
- inviting industry or academic subject matter experts to join your live webinars to add their opinions to the discussion;
- building and deploying surveys amongst our users, providing detailed reports on the responses; and
- bringing together focus groups to discuss your products/services, or topics of interest to you.







OUR OTHER PUBLICATIONS

BIOCONJUGATION INSIGHTS

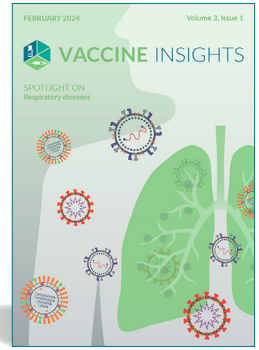
In addition to *Bioconjugation Insights*, BioInsights also publishes *Cell & Gene Therapy Insights*, *Vaccine Insights*, and *Nucleic Acid Insights*

If you would like to distribute content to more than one of the cell and gene therapy, nucleic acid, and vaccine communities, we can promote it across multiple journals and market it to more than one set of users

CELL & GENE THERAPY INSIGHTS

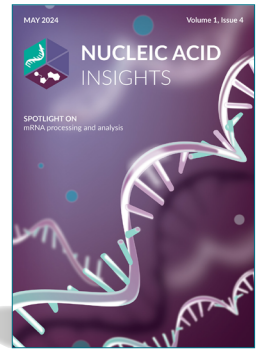
Launched in 2014, *Cell & Gene Therapy Insights* is our inaugural online, open access, peer-reviewed journal with a translational focus.

Cell & Gene Therapy Insights addresses the important challenges and advances in the field of cell and gene therapy, publishing original research, reviews, commentary articles, clinical trial reports, and much more.



VACCINE INSIGHTS

Launched in 2022, *Vaccine Insights* is a peer-reviewed, open-access journal providing insights into development and manufacture of prophylactic and therapeutic vaccines. The journal brings together leading experts from pharma, biotech, academia and other key stakeholders to address critical issues and put the latest developments into context. Guided by an expert advisory board, the journal covers the most important advances in vaccine development and manufacture across all disease areas.



NUCLEIC ACID INSIGHTS

Launched in 2022, *Vaccine Insights* is a peer-reviewed, open-access journal providing insights into development and manufacture of prophylactic and therapeutic vaccines. The journal brings together leading experts from pharma, biotech, academia and other key stakeholders to address critical issues and put the latest developments into context. Guided by an expert advisory board, the journal covers the most important advances in vaccine development and manufacture across all disease areas.