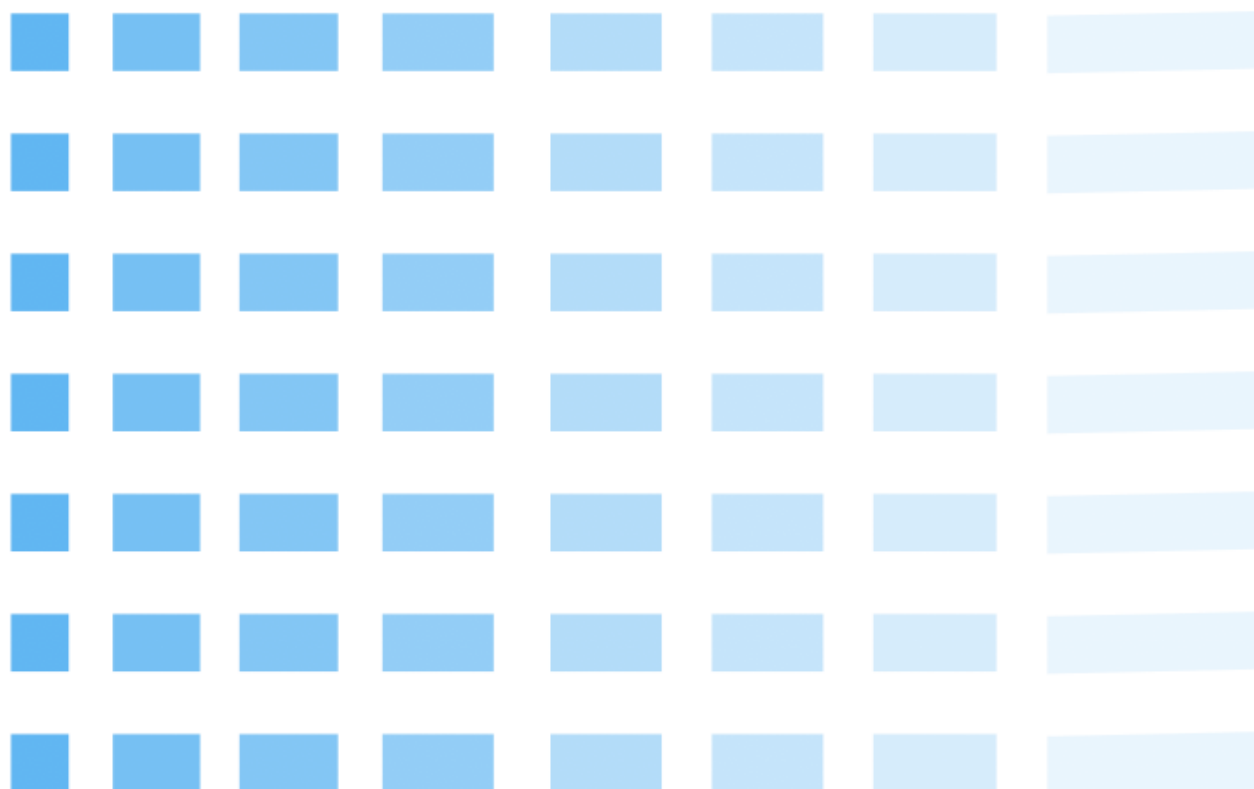


MEDIA KIT



LABCRITICS

LAB TECH REVIEW & MARKETPLACE

Website: <https://labcritics.com>

Phone/Telegram/Whatsapp: +91 8123642511

Email: business@labcritics.com / advert@labcritics.com

YEAR

2023

Who Are We?

LABCRITICS is a decade old digital media site covering lab tech, software, events and major developments focused towards life science researchers, professionals, students and anyone interested in research.

Our mission is to make it easier to make decisions when it comes to research focused decisions in the field of Biotech, Life Sciences, Fuel & Batteries, Diagnostics and much more.

We are the first review site focused on lab technologies without the aim of selling the same, which helps us provide an unbiased view.

Why Advertise With Us?

LABCRITICS has a monthly average readership of **50,000+** visitors with articles on lab tech reviews frequently ranking on the first page of google and other search engines.

MONTHLY
VIEWS

50k

SOCIAL MEDIA
FOLLOWING

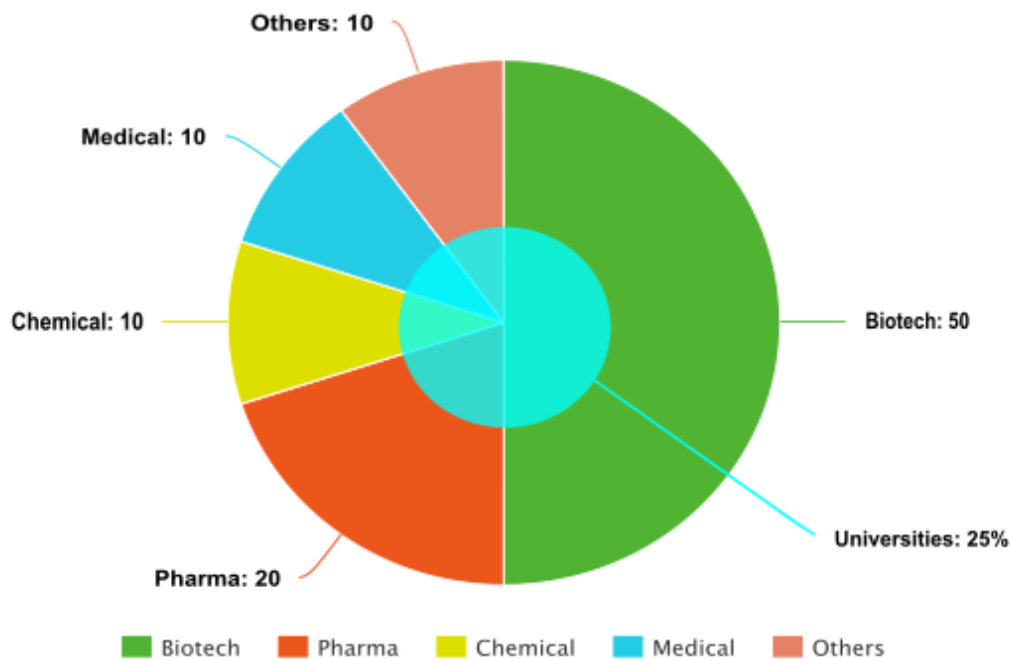
25k+

EMAIL
SUBSCRIBERS

50k

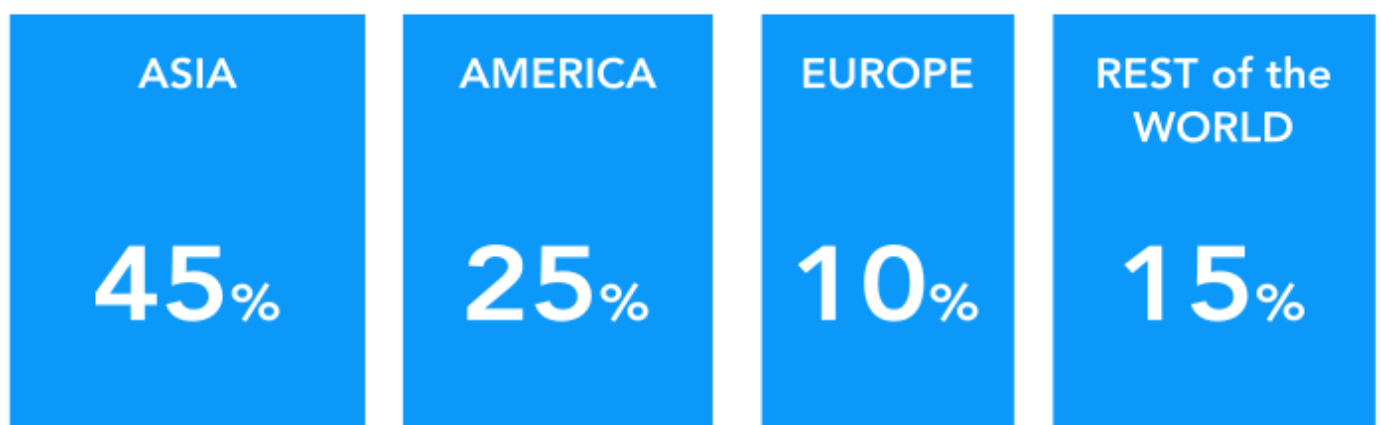
Who Are Our Readers

LABCRITICS attracts diverse readers from various demographics and industries. University readership makes up a significant part of our readership.



Where Are Our Readers?

LABCRITICS has an avg monthly average readership of **50,000+** visitors with articles on lab tech reviews ranking on the first page of google and other search engines.



PROMOTION CAMPAIGNS

Banner Advertisements
Sponsored Article
Product Launch Coverage
Sponsored Infographic
Newsletter Sponsorship
Email Blasts
Report Sponsorships
Event Coverage

TAILORED TO YOUR SPECIFIC NEEDS

We have customized long term and short term plans tailored to your specific requirement. Talk to our experts to discuss a plan that fits you and your company's specific requirement.



**BRING YOUR
PRODUCT/SERVICE
INTO FOCUS**



Banner Advertisements

Showcase your products and services via displays advertisement across our most visited pages from only relevant and non-competing companies and only prioritizing single advertiser at a time. Ensuring highest visibility from relevant audiences without distractions.

Home Page : 2 Nos.

Large Leaderboard: 970 x 90 px

Sidebar Square: 250 x 250 px

\$750 / month

Incl. Social Media w/o Inhouse
Banner Design

Article Page: 1 Nos.

Billboard: 1040 x 220 px

\$1500 / month

Incl. Social Media w/ Inhouse
Banner Designing

Better and observable conversion rates than what you get when advertising via Goods Ads

Sponsored Article

Trained science communicators and content experts will create product/service focused content with SEO optimized keywords.

A dedicated domain expert and science communicator will work with your team to write to your specification.

\$1800 / article

Dedicated Team for Article Research & Creation
Website Feature: 1 week
Article Branding
Hosting on Labcritics: Lifetime
Multichannel Campaign (Social Media, Newsletter)
Weekly Performance Stats
In-Print Promotion @ Conferences

Product Launch Coverage

Labcritics provides premium on-site product coverage for new products or services. Online or offline launches at trade fairs and dedicated product launch events get exclusive live coverage with multiple articles, interviews, banner ads and follow up interviews with company personnel and user reviews.

Give your products and services wider exposure with our exclusive Product Launch Coverage package- designed to give your product or service a flying start.

\$8750 /launch

- 1 Featured Article Coverage
- 3 Follow-up articles
- Newletter Blast
- Social Media Live Coverage
- Live Stream on Youtube
- Interview (Video and Written)
- On-site Personnel w/ Camera
- Hashtag Promotion

Newletter Sponsorship

Sponsor our weekly newsletters and get direct exposure for your brand to our subscribers' email.

\$450 /newsletter

- 8k + Subscriber Emails
- Open Rate between 28% and 35%
- 4 Newsletter per month
- Newletter Banner with Company Logo
- Social media Shoutout
- Weekly Performance Stats

Whatsapp Alerts

Send instant location based alerts to your current and future customers on SMS and Whatsapp. Better conversion rates.

\$500 /alert

- 3k + Subscriber Numbers
- Open Rate between 45% and 75%
- Social media Shoutout

Email Blasts

Fully dedicated email is sent to all our subscribers (8k+) with your brands intro to your product, service or new announcement.

Great way to get introductions to newcustomers that are hard to reach

\$450 /Email Blast

8k + Subscriber Emails
Open Rate between 28% and 35%
Content and Graphics Provided by You
Social media Shoutout
Weekly Performance Stats

Event Coverage

Labcritics provides exclusive one-of-a-kind event coverage for large lab related events. Multiperson coverage gets your event a wide coverage and long term reach to new companies looking to reach new companies.

Exclusive live coverage with multiple articles, interviews, banner ads and follow up interviews with showcasing companies.

\$12500 /event

2 Featured Articles
4 Follow-up Articles (atleast)
Email Blast
Social Media Live Coverage
Live Stream talks on Youtube
On-site Personell w/ Camera
Hashtag Promotion
Display Advertisements 2 Weeks Prior to the Event
Event Exclusive Labcritics Magazine

Testimonials

Thanks to Labcritics we were able to achieve our targets. The team has always been understanding & responsive to our requirements.

Steve Day
Marketing Director
Eppendorf UK Ltd

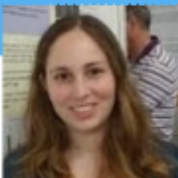


Our clients have been very pleased with the conversion rates. Love working with the team at labcritics.



Rucha Deshpande
Sr Media Associate
Forecast Advertising (for Analytica)

Keep doing what you guys are doing. Very few websites exist that do what you are doing.



Maya Amichay
Social Media & Marcom Coordinator
BioData Ltd.

Lets Talk



Ray Peng
Sales Manager
ray@labcritics.com



Mahboob
Business Development
mahboob@labcritics.com

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