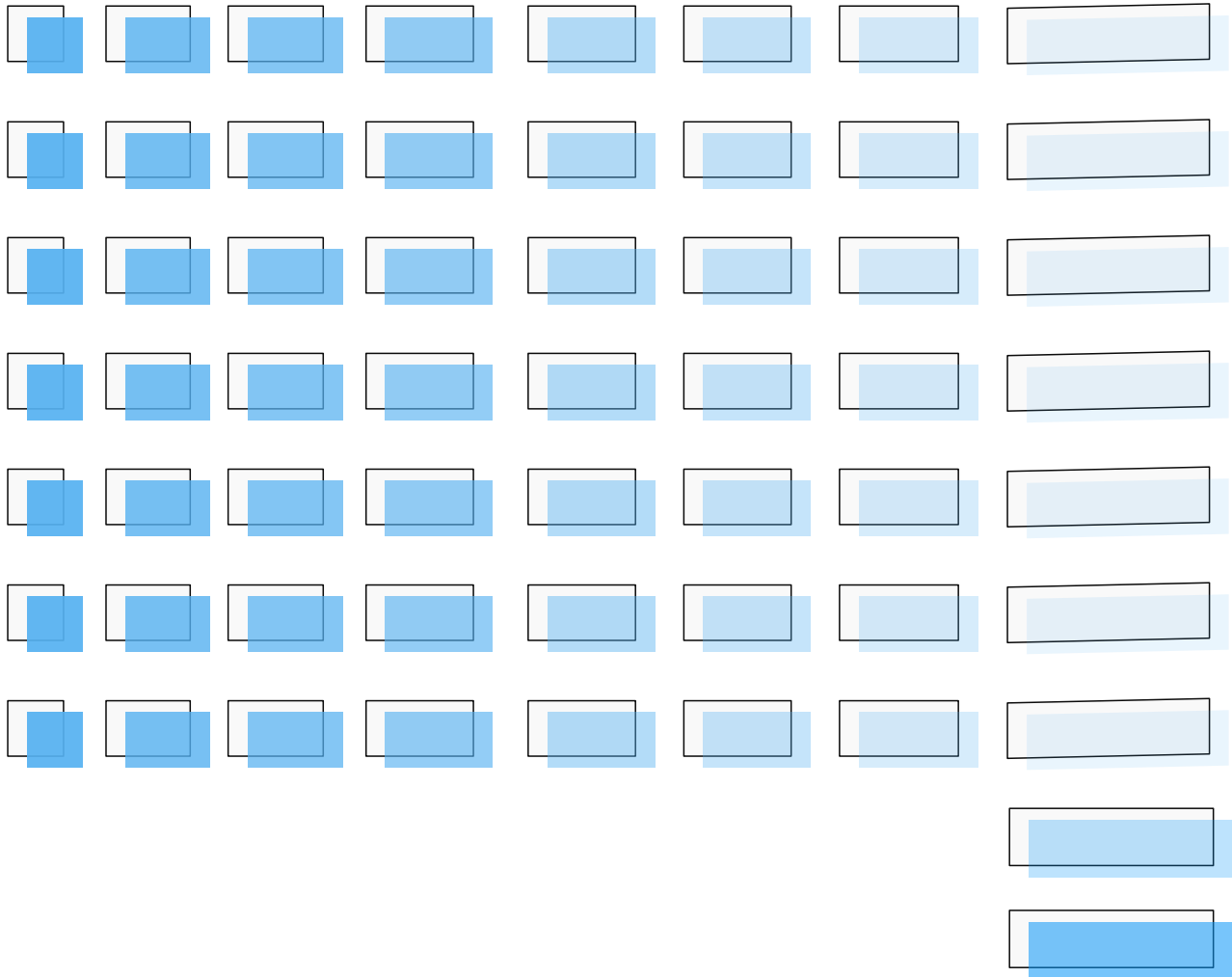


MEDIA KIT



LABCRITICS

LAB TECH REVIEW & MARKETPLACE

Website: <https://labcritics.com>

Phone/Telegram/Whatsapp: +91 8123642511

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

YEAR

2026

Who Are We?

Labcritics is an established digital media platform with over 2 decades of experience covering **laboratory technologies, scientific software, industry events, and key innovations** across the global research ecosystem. Our audience includes life science researchers, laboratory professionals, students, and decision-makers spanning biotechnology, diagnostics, pharma, AI, energy (including fuels and batteries), and related scientific domains.

Our mission is to simplify and inform research-driven decision-making by delivering high-quality, accessible, and insightful content. We help our audience navigate complex choices—whether evaluating new instruments, adopting emerging technologies, or staying updated on industry trends.

What sets Labcritics apart is our independent, review-focused approach. As one of the first platforms dedicated to evaluating lab technologies without directly selling them, we maintain editorial neutrality and credibility. This allows us to provide unbiased perspectives that our audience trusts—making Labcritics a valuable channel for advertisers looking to reach an informed and engaged scientific community.

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

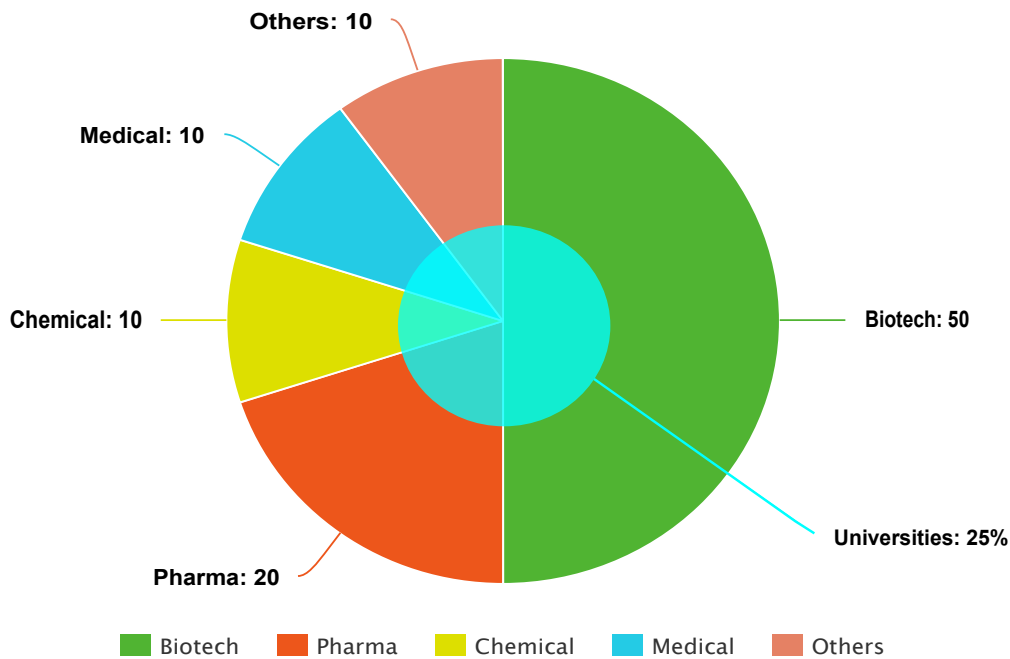
25k+

EMAIL
SUBSCRIBERS

60k+

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.

ASIA

40%

AMERICA

30%

EUROPE

10%

REST of the
WORLD

15%

OTHERS

5%



PROMOTION CAMPAIGNS

Banner Advertisements

Sponsored Article

Product Launch Coverage

Sponsored Infographic

Newsletter Sponsorship

Email Blasts

Report Sponsorships

Event Coverage

Social Media Marketing Videos

Technical Case Studies and Guides


Event Stall Management




TAILORED TO YOUR SPECIFIC NEEDS

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

Contact us to see how the APAS instrument can improve productivity in your lab
Having trouble viewing this email? [Click here.](#)



Transforming microbiology workflows through AI



Studies show the APAS[®] Independence instrument for automated culture plate reading can boost productivity [View case study](#)

An artificial intelligence (AI)-driven microbiology imaging system that can accurately remove negative urine cultures from a laboratory workflow in just seconds represents a huge productivity boosting opportunity. But what does the data say about the Clever Culture Systems' APAS Independence instrument, and what impact is it having on microbiology labs?

Our new case study spotlights the experiences of Hennepin County Medical Center in Minneapolis, as Jacqueline Getty, Microbiology Technologist, discusses the studies and data sets that they've generated, and how the APAS instrument has transformed their workflow.

"It equates to significant additional time for the tech to focus on other tasks, whether that be getting to clinically relevant cultures sooner, starting downstream workups earlier, or tackling some of the other tasks in laboratory."

[Contact us to see how the APAS instrument can improve productivity in your lab >](#)


Availability of product in each country depends on local regulatory marketing authorization status. Clever Culture Systems is the legal manufacturer of the APAS Independence. APAS[®] is a trademark of Clever Culture Systems. The APAS Independence is distributed in the U.S. by Thermo Fisher Scientific.

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thermofisher.com




**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

Article Page: 1 Nos.

Billboard: 1040 x 220 px

\$950 / month

Incl. Social Media w/o Inhouse
Banner Design

\$2500 / 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.

\$2250 / 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.

\$8750 /launch

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

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

Newsletter Sponsorship

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

\$450 /m /newsletter

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

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.



Loretta Q
Sales Executive
SciLeads

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



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