



Issue	JANUARY	FEBRUARY	MARCH	APRIL	Lab Trends Report	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	Product Directory	DECEMBER	
Ad Closing	December 16, 2009	January 15, 2010	February 10, 2010	March 17, 2010	April 2, 2010	April 16, 2010	May 14, 2010	June 18, 2010	July 16, 2010	August 16, 2010	September 16, 2010	October 15, 2010	November 3, 2010	November 17, 2010	
Technology Q&A	<ul style="list-style-type: none"> <li>Cover Story: Lab Automation</li> <li>Feature: Food &amp; Beverage</li> </ul>	Cover Story: Instrumentation Outlook	<ul style="list-style-type: none"> <li>Cover Story: Biofuel Update</li> <li>Feature: Water Purification Systems &amp; Filters</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: Spectroscopy</li> <li>Feature: LIMS</li> </ul>	 <p><b>Publishing Date: May 2010</b></p> <p><b>Special report focusing on the improvement of laboratory productivity: strategies and technologies.</b></p> <p><b>Lab Trends Research Report: - Including Company Profiles</b></p> <p>The "Company Profile" can either focus on your company or your company's product line. The company or product page is free with a full page paid advertisement.</p>	<ul style="list-style-type: none"> <li>Cover Story: Food &amp; Beverage</li> <li>Feature: Lab Design &amp; Furnishings</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: BioPharm</li> <li>Feature: Sample Preparation</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: Sustainable Labs</li> <li>Feature: Biofuel</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: World of Biotech</li> <li>Feature: Fluid Handling</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: Lab Design</li> <li>Feature: Life Science</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: NanoBiotech Instruments</li> <li>Feature: Materials</li> </ul>	<ul style="list-style-type: none"> <li>Cover Story: Environmental Labs</li> <li>Feature: Pharma</li> </ul>	 <p><b>2011 LABORATORY EQUIPMENT Product Directory</b></p> <p><b>Publishing Date: December 2010</b></p> <p><b>Complete product directory including research on equipment manufacturers and service providers with bonus distribution at all major 2011 conferences.</b></p>	<ul style="list-style-type: none"> <li>Cover Story: Lab 2021</li> <li>Feature: Utilities</li> </ul>	
Instrumentation & Equipment Updates	<ul style="list-style-type: none"> <li>Robotics &amp; Automation</li> <li>Fume Hoods &amp; Glove Boxes</li> </ul>	Pittcon Preview	<ul style="list-style-type: none"> <li>Microscopes</li> <li>TOC Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>Moisture Analyzers</li> <li>Scales &amp; Balances</li> </ul>		<ul style="list-style-type: none"> <li>Mills &amp; Grinders</li> <li>Thermal &amp; Elemental Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>Mixers &amp; Stirrers</li> <li>Incubators</li> </ul>	<ul style="list-style-type: none"> <li>Freezers &amp; Refrigerator</li> <li>Environmental Chambers</li> </ul>	<ul style="list-style-type: none"> <li>Baths &amp; Chillers</li> <li>Vacuum Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Titration</li> <li>Ovens &amp; Furnaces</li> <li>Microscopy</li> </ul>	<ul style="list-style-type: none"> <li>Washers &amp; Sterilizers</li> <li>Water Systems</li> </ul>	<ul style="list-style-type: none"> <li>Particle Analyzers</li> <li>Liquid Handling/ Pipettes</li> </ul>		<ul style="list-style-type: none"> <li>Meters &amp; Monitors</li> <li>Centrifuges</li> </ul>	
Separations & Spectroscopy Updates	<ul style="list-style-type: none"> <li>GC &amp; GCMS</li> <li>TOF</li> </ul>	Pittcon Preview	<ul style="list-style-type: none"> <li>LC &amp; LCMS</li> <li>Raman</li> </ul>	<ul style="list-style-type: none"> <li>Mass Spectroscopy</li> <li>XRF</li> </ul>		<ul style="list-style-type: none"> <li>HPLC</li> <li>GC Columns</li> </ul>	<ul style="list-style-type: none"> <li>UV-Vis</li> <li>IR/FTIR</li> </ul>	<ul style="list-style-type: none"> <li>GPC</li> <li>NMR</li> </ul>	<ul style="list-style-type: none"> <li>Ion Chromatography</li> <li>GC</li> </ul>	<ul style="list-style-type: none"> <li>HPLC Columns</li> <li>Mass Spectroscopy</li> </ul>	<ul style="list-style-type: none"> <li>SPE &amp; SPME</li> <li>Detectors</li> </ul>	<ul style="list-style-type: none"> <li>LC</li> <li>AA/ICP</li> </ul>		<ul style="list-style-type: none"> <li>Near Infrared Spectroscopy</li> <li>Chromatography</li> </ul>	
Software Update	Chromatography Data Systems	Pittcon Preview	Chemistry Software	LIMS			Image Analysis	Statistical Software	Data Analysis Software	Modeling & Simulation	Data Acquisition Software	LIMS		Electronic Lab Notebook	
Hardware Update	DAQ Boards	Pittcon Preview		Signal Conditioners			Power Supplies	Cameras		Wireless		Multimeters		Temperature Devices	
Consumables & Supplies Updates	<ul style="list-style-type: none"> <li>Micro Wellplates</li> <li>Gas &amp; Chemical Standards</li> </ul>	Pittcon Preview	<ul style="list-style-type: none"> <li>Pipettes &amp; Syringes</li> <li>Cleaning Equipment</li> </ul>	Gas & Chemical Standards			<ul style="list-style-type: none"> <li>Gloves</li> <li>Lab Apparel</li> </ul>	Valves & Fittings	<ul style="list-style-type: none"> <li>Safety &amp; Hygiene</li> <li>Tubing &amp; Connectors</li> </ul>	Chemicals & Gases	<ul style="list-style-type: none"> <li>Filtration</li> <li>BioMedical Supplies</li> </ul>	Reagents & Solvents		<ul style="list-style-type: none"> <li>Labware (Slides, Flasks, etc.)</li> <li>Hazardous Storage Cabinets</li> </ul>	Casework
Special Sections (Emerging Technologies)	<ul style="list-style-type: none"> <li>Food &amp; Beverages</li> <li>Fuel &amp; Biofuel Technology</li> </ul>	<ul style="list-style-type: none"> <li>Life Science &amp; BioMedical</li> <li>OEM</li> </ul>	<ul style="list-style-type: none"> <li>Readers' Choice</li> <li>BioPharm Labs</li> </ul>	<ul style="list-style-type: none"> <li>Pittcon Review</li> <li>Forensics &amp; Toxicology</li> <li>Lab Design &amp; Furnishings</li> </ul>		<ul style="list-style-type: none"> <li>Life Science &amp; BioMedical</li> <li>Lab Design &amp; Furnishings</li> </ul>	<ul style="list-style-type: none"> <li>Fuel &amp; Biofuel Technology</li> <li>Food &amp; Beverage</li> </ul>	<ul style="list-style-type: none"> <li>Environmental &amp; Field Testinge</li> <li>OEM</li> </ul>	<ul style="list-style-type: none"> <li>Lab Automation</li> <li>Lab Design &amp; Furnishings</li> </ul>	<ul style="list-style-type: none"> <li>Lab Safety</li> <li>BioPharm Labs</li> </ul>	<ul style="list-style-type: none"> <li>Food &amp; Beverage</li> <li>Forensics &amp; Toxicology</li> </ul>	<ul style="list-style-type: none"> <li>Life Science &amp; BioMedical</li> <li>Lab Design &amp; Furnishings</li> </ul>		<ul style="list-style-type: none"> <li>Fuel Technology</li> <li>Environment &amp; Field Test</li> </ul>	
Academic Source Guide				Academic Source Guide										Academic Source Guide	
Product Survey	LC & LCMS	Moisture Analyzers	HPLC	BioSafety Cabinets			Freezers & Refrigerators	Baths & Chillers	Titration	Washers & Sterilizers	Liquid Handling	Meters & Monitors		Cleaning Equipment	Lab Design & Furnishings
Chromatography Techniques		<ul style="list-style-type: none"> <li>GCMS</li> <li>CDS</li> <li>LC Columns</li> <li>Ion Chromatography</li> <li>Nano-LC</li> </ul>						<ul style="list-style-type: none"> <li>HPLC</li> <li>GC Columns</li> <li>GC x GC</li> <li>Capillary Electrophoresis</li> <li>Chromatography Ovens</li> </ul>			<ul style="list-style-type: none"> <li>LC-MSMS</li> <li>Green Chromatography</li> <li>Hi-Speed GC</li> <li>UV-VisHPLC</li> <li>Detectors</li> </ul>				<ul style="list-style-type: none"> <li>GC-FTIR</li> <li>SPE</li> <li>Residual Solvents</li> <li>Thin Layer Chromatography</li> <li>TOF</li> </ul>
Trade Show Coverage	<ul style="list-style-type: none"> <li>LabAutomation January 23-27 Palm Springs, CA</li> <li>Photonics West January 23-28 San Francisco, CA</li> <li>Advanced Ceramics &amp; Composites January 24-29 Daytona Beach, FL</li> </ul>	<ul style="list-style-type: none"> <li>AAAS February 18-22 San Diego, CA</li> <li>AAFS February 22-27 Seattle, WA</li> <li>Pittcon February 28-March 5, Orlando, FL</li> </ul>	ACS March 21-25 San Francisco, CA	<ul style="list-style-type: none"> <li>MRS April 5-9 San Francisco, CA</li> <li>SBS April 11-15 Phoenix, AZ</li> <li>Interphex April 20-22 New York, NY</li> <li>Experimental Biology April 24-28 Los Angeles, CA</li> </ul>	Distributed at all major conferences in 2010-2011	<ul style="list-style-type: none"> <li>BIO May 3-6 Chicago, IL</li> <li>AAPS May 16-19 San Francisco, CA</li> <li>CLEO May 16-21 San Jose, CA</li> <li>ASM May 23-27 San Diego, CA</li> <li>ASMS, May 23-27 Salt Lake City, UT</li> </ul>	HPLC June 19-24 Boston, MA	SEMICON West July 13-15 San Francisco, CA	<ul style="list-style-type: none"> <li>Microscopy &amp; Microanalysis August 1-5 Portland, OR</li> <li>ACS August 22-26 Boston, MA</li> </ul>	<ul style="list-style-type: none"> <li>Gulf Coast Conference October 12-13 Galveston, TX</li> <li>AVS October 17-20 Albuquerque, NM</li> <li>ISA Expo October 19-20 Houston, TX</li> </ul>	<ul style="list-style-type: none"> <li>Neuroscience November 13-17 San Diego, CA</li> <li>MRS November 29-December 3 Boston, MA</li> <li>EAS - TBD</li> </ul>	Distributed at all major conferences in 2011	<ul style="list-style-type: none"> <li>IEDM December 6-8 San Francisco, CA</li> <li>CELL December 11-15 Philadelphia, PA</li> </ul>		
Bonus Distribution	LabAutomation	Pittcon	INTERPHEX						ACS			EAS			
Lead Generation/Marketing Services	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Laboratory Resources</li> </ul>	eReader Service	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Category Leads</li> <li>Advantage AdIntell Study</li> </ul>	eReader Service	Full page advertisers receive FREE Profiles page	eReader Service	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Category Leads</li> </ul>	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Laboratory Resources</li> </ul>	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Advantage AdIntell Study</li> </ul>	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Category Leads</li> </ul>	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Laboratory Resources</li> </ul>	eReader Service	<ul style="list-style-type: none"> <li>eReader Service</li> <li>Category Leads</li> </ul>		