

2024

LabX
NEW PRODUCTS, CLASSIFIEDS & BUY NOW

MEEDIA

KIT

THE LEADING
MARKETPLACE INFLUENCING
LABORATORY PURCHASING

EST^D 1995

LABX AT A GLANCE

The Internet's premier laboratory product marketplace—where buyers and sellers connect every minute.

1.3M+

UNIQUE VISITORS
PER YEAR

3.4M

PAGE VIEWS
PER YEAR

890,000+

VISITORS FROM
ORGANIC TRAFFIC

1M+

LISTING PAGE
VIEWS PER YEAR

108,000

DIGITAL
SUBSCRIBERS

47,000+

(3.1% GROWTH YOY)

LEADS DELIVERED
PER YEAR

80%+

VISITORS ARE
DECISIONS
MAKERS

84%

PLAN TO
PURCHASE IN THE
NEXT 6 MONTHS*

*JULY 2023 SURVEY

Audience Demographics

Top Organization Types

Academic	56%
Industrial and Manufacturing	15%
Private Research Lab	7%
Hospital and Medical	5%
Distributors	3%
Government	3%
Consulting	3%

Top Job Titles

Corporate Management	16%
Research Scientist	14%
Lab Manager	12%
Associate / Assistant	12%
Academic Instructor / Student	7%
Medical Professional	6%
Engineer	4%
R&D Manager	3%

Top Disciplines

Chemistry	18%
Biotechnology / Life Science	17%
Clinical Lab	15%
Pharmaceutical	6%
Environmental	4%
Private / Personal	3%
Food / Beverage	3%
Physics	3%
Educational	3%

NORTH AMERICA 63%

United States
Canada
Mexico

EUROPE 15%

United Kingdom
Germany
Italy

ASIA 13%

India
China
South Korea

REST OF THE WORLD 9%

*Data compiled from HubSpot

81%

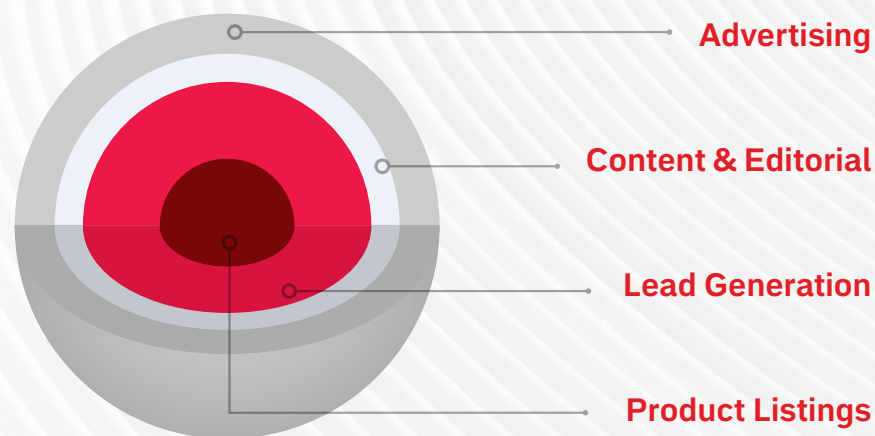
DESKTOP

19%

MOBILE

Product Listings at the Core of Lead Generation

An effective campaign creates a digital ecosystem of advertising and content to direct buyers to your products at the exact moment it counts. LabX offers a range of solutions to help you reach your target audience, drive leads, and sell your laboratory products.



Choose Your Selling Strategy

With options to connect directly with the seller or add products directly to cart, we make it easy for your customers to complete their purchase.

Request a Quote

Sales-ready leads delivered to your inbox immediately

- Shoppers visit your product page on LabX.com, clicking “request a quote” to learn more
- An email alert is delivered to your inbox with full contact information
- Follow-up with shoppers and convert those leads to sales

Click to Buy

Use LabX to direct customers to YOUR CART

- Shoppers who are ready to purchase select “click to buy” on your LabX product listing
- Transactions are completed through your eCommerce platform

Buy Now

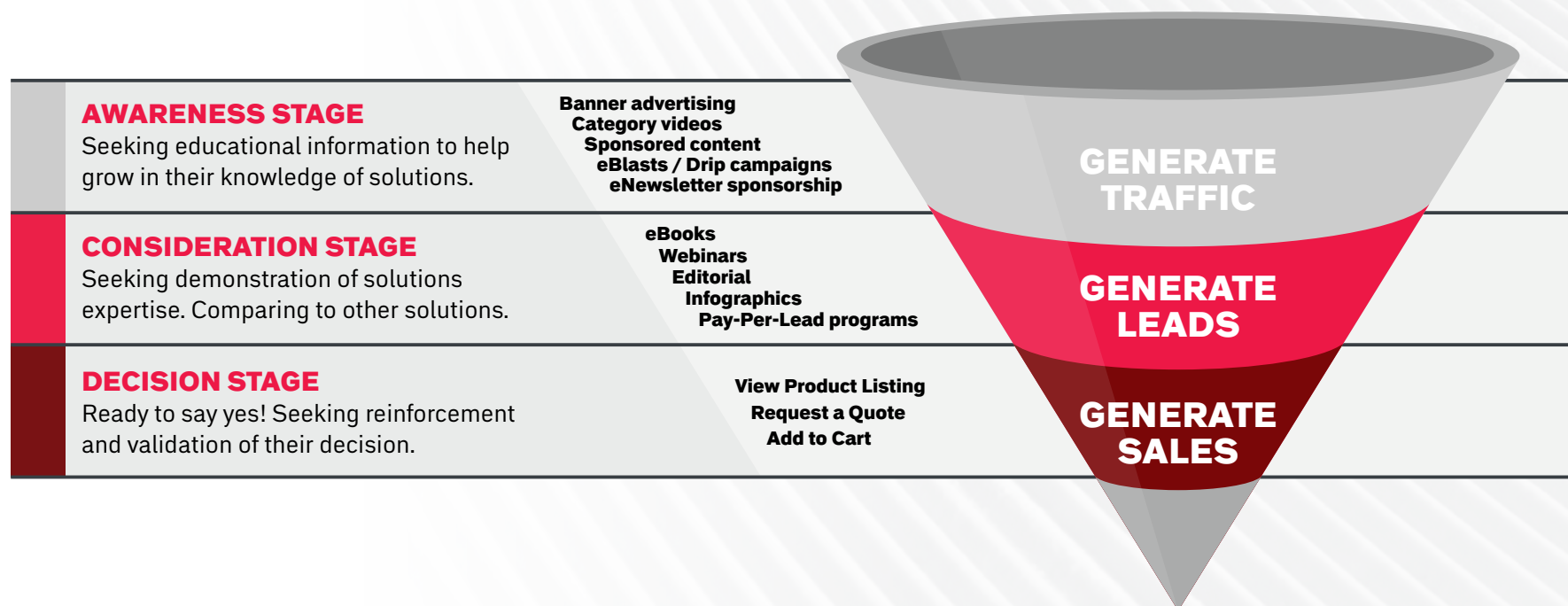
Close sales immediately using OUR CART

- Shoppers complete their purchase by clicking “add to cart” on your LabX listing
- Transaction is completed through our eCommerce platform, with funds deposited directly into your account
- Receive an email notification alerting you of the sale

How to Reach the Labx Audience

Influence Purchasing Decisions

An effective campaign will connect with contacts through all phases of the sales funnel. By raising brand awareness and reinforcing your brand and products, you have the opportunity to influence shoppers to consider a different course.



NEW! **Labx** INNOVATIONS



LabXpo

Position your brand as an authority and industry leader by sponsoring a LabXpo Virtual Event. Focused on topics including sustainability, innovation, and asset management, these events cover a range of trending areas that will help promote your products and your business.



Infographics

See your message come to life! Promote your brand, product(s), and services with custom web pages hosted on LABX.COM.



Pay-Per-Lead

Drive high-quality leads by promoting your content to the LabX audience of buyers, or work with our creative services team to generate a custom piece of content to help achieve your marketing goals.



Product Page Sponsorships

Drive traffic and connect with shoppers actively searching for your products by featuring your item on one of LabX's most visited pages.



Webinar Series: Before You Buy

Demonstrate your product expertise while speaking directly to, and influencing, in-market buyers.



Category Sponsored Videos

Place your video advertisement on your target category page to catch the attention of your preferred audience.

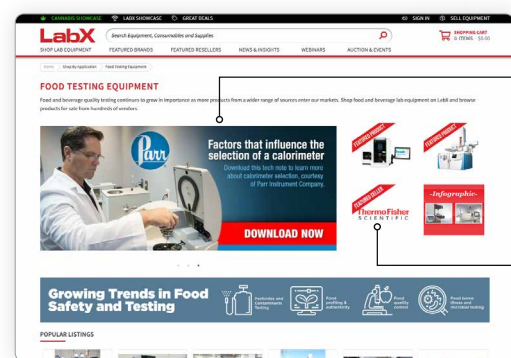
Application Page Sponsorship

Position your message around our editorial and product-centric content to increase brand and product awareness within a specific industry.

Leverage LabX's SEO capabilities and content strategy to drive pageviews. Capture the attention of shoppers as they search for products and resources in their area of science.

All application page sponsorships include a Featured Product placement on the LabX homepage for the duration of your program.

Sponsorship Options include:



Slide Show Banner

- 792 x 332
- Shared position

Mini Box Banner

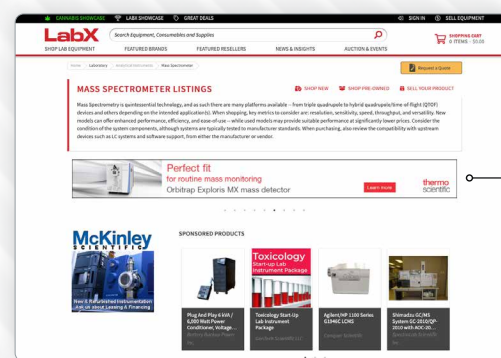
- 180 x 150
- Exclusive position

Category Sponsorship

Maximize brand awareness by putting your banner advertisement on the pages relevant to active shoppers.

Shoppers browse LabX.com by category when looking to buy equipment specific to their area of science, but don't have a preferred vendor. Influence buyers' decision-making and feature your brand as a leading company in your category by putting your banner advertisement on one of our category pages.

Choose one of the following placements:



Top Slider

- 1200 x 120
- Must link within LabX

Premium Homepage Placement

Capture the attention of our professional audience who turn to LabX for their purchasing needs.

Banners on the LabX homepage receive **1.4 million** impressions annually

Premium Slideshow

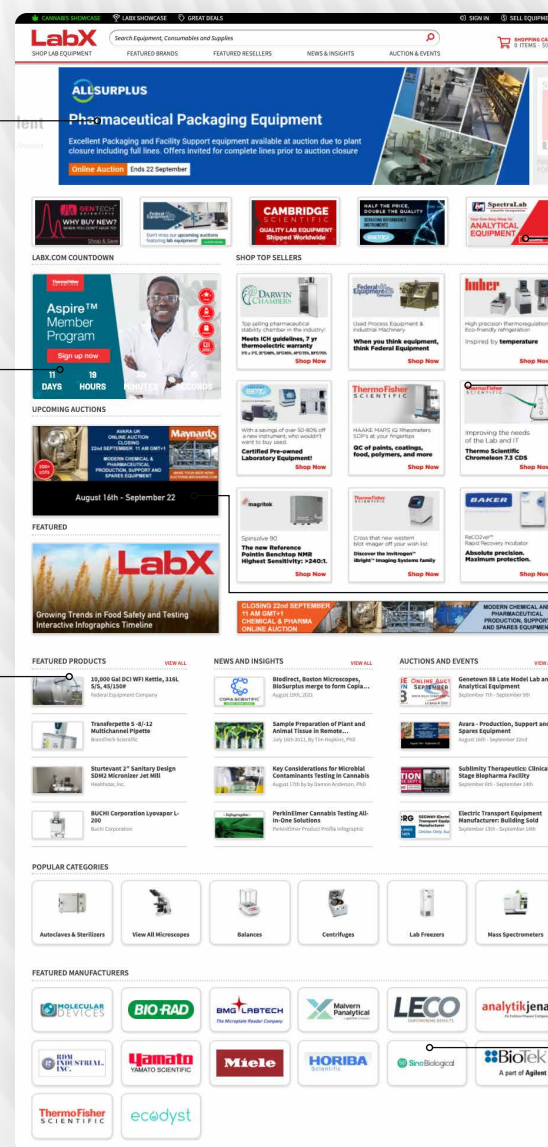
- 1200 x 300
- Drive attention to your brand with the largest banner on LabX.com.
- Records 43,000 monthly impressions.

Countdown Clock

- Build interest and anticipation by ticking down the seconds to your newest release or event. Ideal for timed events and promotions.
- Averages 50 clicks per week.

Featured Products

- 130 X 75
- Links to your product listing on LabX.



Elite Banner

- 215 x 115
- The most viewed banner position.
- Averages 100k impressions monthly.

Top Seller Banners

- 250 x 250
- Link to your store or specific product.

Featured Auction Banners

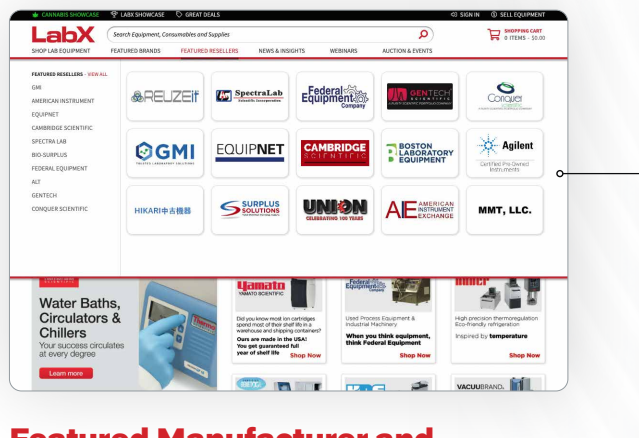
- 480 x 230
- Highlight your upcoming auction.

Featured Manufacturers

- Increase brand awareness and position your business as an industry leader.

Dropdown Banners

Stand out from the crowd by maximizing your brand exposure with run-of-site banner accessibility.



Featured Manufacturer and Featured Reseller Banners

Direct shoppers to your product listing with ease, and drive higher conversion rates for lead generation.

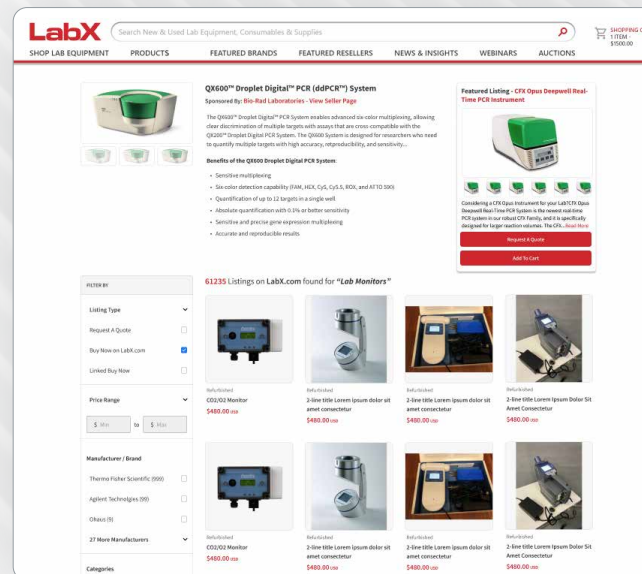
- Run-of-site access from main navigation menu
- Links through to your seller profile that includes your current product listings on LabX.com and contact information
- Reseller banners ideal for showcasing your used and refurbished equipment
- Average 6,000-9,000 impressions and 20-30 clicks per month

Product Page Sponsorship

Seize the opportunity to be seen with a feature on one of our most visited pages.

Google refers more visitors to our LabX Product Pages than any other type of landing page on LabX and they are consistently our second top referred to page of any type, only falling behind listings themselves.

If you're looking to capture the attention of users searching Google for the products you have, consider purchasing a Product Page Sponsorship from LabX.com and get both your Seller Profile and a listing of your choice featured prominently on the page.



Targeted eBlast

Deliver your custom message to the inboxes of thousands of relevant laboratory professionals using our behavioral smart lists.

Target your message to any segment of our 108,000+ subscribers.

Deployed to LabX subscribers, our targeted lists include site visitors who have demonstrated a recent interest in one or more of our 400+ product categories. Our geotargeting capabilities allow you to narrow in on shoppers located in your preferred distribution regions.

Ask your LabX account representative about audience targeting options and for the complete list of contact groups.

Open rates have doubled since behavioural lists were implemented in 2020.

15-20%
OPEN RATE



Highly Active Contacts (Last 90-120 days)

Mass Spectrometry

(ICP / ICPMS, mass spectrometers)

Benchtop Equipment

(autoclaves / sterilizers, baths / circulators, block digesters, capillary electrophoresis, densitometers, desiccators, electrophoresis, microwave digesters, moisture analyzers, sample preparation, titrators, ultrasonic cleaners)

Process Equipment

(food processing, general process / industrial equipment, packaging, pharmaceuticals, water treatment)

Microplate Technology

(microplate readers, washers, handlers, wells)

Clinical Diagnostics

(blood / gas analyzers, chemistry analyzers, coagulation analyzers, diagnostic instruments, hematology instruments)

DNA / RNA Analyzers

(digital PCR, DNA sequencers, DNA synthesizers, genome editing, molecular tools, microarray scanners, PCR / thermal cycler)

Evaporators / Concentrators

(condensers, distillation, evaporators, concentrators)

Analytical Instruments

(balances, calorimeters, electrochemistry, elemental analyzers, infrared / FT-IR, NIR, NMR, particle counters, refractometers, spectrophotometers)

Liquid Chromatography

(HPLC accessories, autosamplers, columns, detectors, pumps)

Gas Chromatography

(gas chromatography systems, accessories, autosamplers, columns)

Fume Hoods & Enclosures

(fume hoods, lab enclosures, laminar flow Hoods, PCR enclosures)

Microscopy

(microscopes, microscope accessories, electron microscopes)

Supplies & Labware

(apparel, gloves, lab coats, glassware, general labware and supplies)

Cold Storage

(cryogenics, freezers, industrial refrigeration, refrigerators)

Centrifuges

(benchtop, floor, rotors, parts, microcentrifuges)

*Counts as of August 20, 2023

Drip Email Marketing for eCommerce

Smart-Send Emails Nurture Leads Along the Sales Funnel

Stand out from the competition by putting your products in the inbox of shoppers moments after they visited your product category. Choose from any LabX equipment category and have your content delivered to customers within the United States.

Match your message to our time delay options:

- **Instant Notice** (30 minutes after visit): ideal for promoting specials, limited time offers, and product announcements
- **Next Day Notice** (24 hours after visit): best for brochures and literature, trade-in programs, and product catalogues
- **1 Week Notice** (7 Days after visit): notify shoppers of your supplies and consumables

How it Works



BUYER
VISITS LABX



SHOPS
IN CATEGORY



TIME DELAY
(SEE OPTIONS)



YOUR
MESSAGE SENT!



34%
AVERAGE OPEN RATE

When using proper targeting, marketers can drive 3x the revenue per email as compared to broadcasting (Backlinko, 2021)

Creative Content Offering for Lead Generation

Use content to influence conversions and guide buyers along their purchasing journey.

Webinars

Demonstrate your product expertise and drive leads while engaging directly with the LabX audience of buyers.

eBooks

Reach your target audience with a custom eBook created by LabX's Ph.D. Editorial and Creative teams that will deliver on your marketing goals.

Downloadable Infographics

Work with our creative services team to create a fully custom PDF infographic according to your topic, style, and goals. Includes lead generation program.

Custom Infographics

Connect with your key audience with a highly engaging, accessible, and custom thought leadership piece. Embed your videos, add downloadable PDFs, include lead forms, and more!

Articles/Interviews/Whitepapers

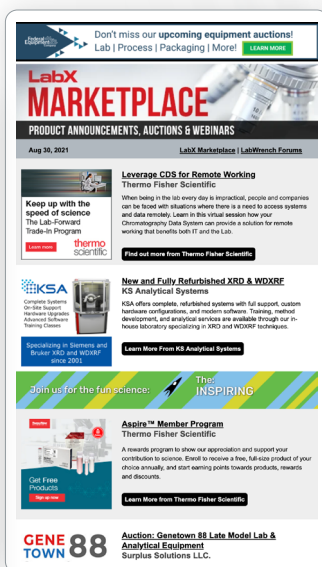
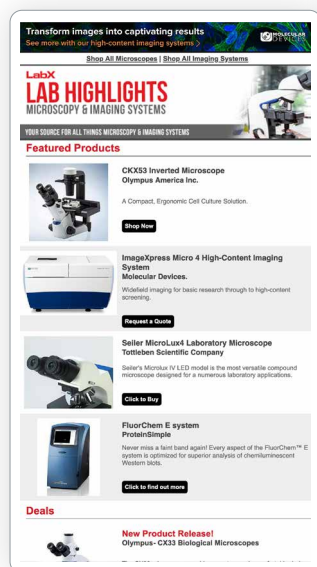
Enlist our creative services team to produce written interviews, whitepapers, or custom articles highlighting your products and application expertise. All projects include both a PDF and digital version hosted on the News & Insights page, as well as promotion throughout multiple LabX channels.



eNewsletters

Deliver your message to the inbox of up to 60,000 LabX shoppers using our targeted eNewsletters.

Speak to your LabX representative to discuss banners or featured content advertisements in our eNewsletters.



Newsletter sponsorships are one of the most effective ways to reach your target audience and build trust among potential customers. (Search Engine Journal, 2021)

WEEKLY

Marketplace	26,646
Process	10,955

MONTHLY

NEW! Clinical Lab Highlights	25,032
Lab Highlights - Mass Spec	16,708
Lab Highlights - Life Science	13,039
Lab Highlights - Analytical Lab Equipment	10,756
Lab Highlights - Pipettes, Microplates, and Liquid Handling	10,791
Lab Highlights - Microscopy & Imaging Systems	11,575
Lab Highlights - HPLC & GC	6,972
Lab Highlights - Cannabis	12,194
Lab Highlights - General Labware & Consumables	7,103
Lab Highlights - Antibodies, Reagents & Immunoassay	6,312
Mass Spec Matters	26,814
Cannabis Laboratory	17,886
Life Science News	35,281

20-35% AVERAGE OPEN RATE

2024 Editorial Calendar

2024	Life Science News	Mass Spec Matters	Cannabis Laboratory	LabXpo Digital Events
January			Contaminants Testing	
February		New GC and GC-MS Products		
March	Pipetting and Liquid Handling			Labs of the Future
April			Annual 420 Edition	
May		Annual ASMS Edition		
June	Imaging and Microplate Technologies			
July			Extraction and Potency Testing	Sustainability in the Lab
August		New LC and LC-MS Products		
September	PCR and Sequencing			
October			Annual Hemp Harvest Edition	
November		Food Safety and Environmental Testing		Food and the Environment
December	Microscopy			

Looking for a specific topic not featured in our calendar? Our Lab Highlights eNewsletter also offers a variety of topics each month, including:

- Cannabis
- Life Science
- Pipettes, Microplates, and Liquid Handling
- Antibodies Reagents & Immunoassay
- HPLC & GC
- Mass Spec
- Microscopy & Imaging Systems
- Analytical Lab Equipment
- General Labware & Consumables

Comprehensive programs that combine editorial with advertising and product listings see:

20% MORE LEADS

10% HIGHER CONVERSION

30% LARGER DEALS FROM IN-MARKET BUYERS

GETTING STARTED IS EASY

We partner with you to develop an integrated sponsorship campaign that meets the goals of your business. Together we will find the right mix of advertising and content to reach buyers, drive leads, and ultimately help you close more sales.

CONTACT US TO GET STARTED TODAY!



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