

**rapid**  
**microbiology**  
FOCUSED ON MICROBIOLOGY

# MEDIA KIT 2020



***THE MARKETING  
SOLUTION FOR GLOBAL  
MICROBIOLOGY PRODUCTS***

[www.rapidmicrobiology.com](http://www.rapidmicrobiology.com)

## WHO WE ARE, WHAT WE DO

We are a unique online resource for professional microbiologists worldwide, our website [rapidmicrobiology.com](https://rapidmicrobiology.com) focuses on products and services for pharmaceutical, food, clinical, water and veterinary micro labs.

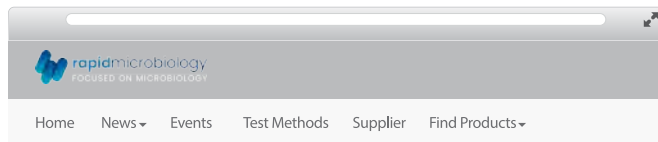
Daily updates and a weekly eNewsletter, helps all our website visitors and newsletter subscribers to be up-to-date with the latest microbiology products and business news.

We can connect active prospective customers with the right supplier via our Product Finder database.



## WHO'S ADVERTISING ON [rapidmicrobiology.com](https://rapidmicrobiology.com)?

- 3M Food Safety
- Alpha Laboratories Ltd
- BD Diagnostic Systems
- bioMérieux (Clinical Diagnostics)
- bioMérieux (Industry)
- Bio-Rad Laboratories
- BIOTECON Diagnostics GmbH
- Charles River Microbial Solutions
- Cherwell Laboratories Ltd
- CHROMagar
- Clever Culture Systems
- Copan Diagnostics, Inc.
- Corning Gosselin S.A.S. Life Sciences
- Döhler
- Don Whitley Scientific
- ELITechGroup
- Eurofins GeneScan Technologies GmbH
- Hygiena International Ltd
- IDEXX Laboratories Inc
- iNLABTEC AG
- INNOVAPREP
- INTEGRA Biosciences AG
- INTERSCIENCE
- IUL S.A.
- Liofilchem s.r.l.
- Logos Biosystems, Inc.
- Lonza Pharma&Biotech - Bioscience Solutions
- Medical Wire & Equipment Co
- Merck Millipore
- Microbiologics, Inc.
- NCIMB Ltd
- Neogen Europe Limited
- NG Biotech
- Orum International
- Pharmig (Pharmaceutical Microbiology Interest Group)
- Promicol B.V.
- Puritan Medical Products Company
- R-Biopharm AG
- Rapid Micro Biosystems
- Roche CustomBiotech
- Romer Labs Diagnostic GmbH
- Sartorius AG
- SciLabware Ltd.
- Solus Scientific Solutions Ltd.
- Southern Group Laboratory
- SY-LAB Geraete GmbH
- Technical Service Consultants Ltd
- The Baker Company
- TSI GmbH

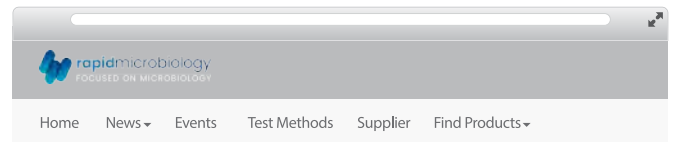


## How to Automate the Preparation of Selective Agar Plates



Selective agar-based media are commonly used to classify microorganisms in microbiology and medical diagnostics, enabling growth of the microbes of interest while inhibiting other organisms. Charcoal agar, for example, is used for the cultivation and isolation of *Bordetella pertussis* – responsible for the severe respiratory infection whooping cough – and *Haemophilus influenzae*, a known cause of meningitis, predominantly in young children. Other media, such as blood agar, are designed to recognize bacteria based on the color of the colony. Blood agar is commonly used to classify streptococcal species, which are responsible for many cases of bacterial pneumonia, meningitis, endocarditis and other serious infections. The quality of the blood agar plates is of the utmost importance for reliable determination of the hemolysis type.

In this exclusive interview with rapidmicrobiology, Dr Ursula Leuthold, global product manager for media preparation devices at INTEGRA Biosciences, gives an insight into how the company's MEDIACLAVE media sterilizer and MEDIAJET Petri dish filler, together with a DOSE IT peristaltic pump, can help laboratories to meet the challenge of preparing high quality, selective agar.



## The Challenges of Mycotoxin Detection in Foods



Aflatoxins are often called 'silent killers'. Long-term overexposure is linked to chronic diseases, cancer and immunodepression. They are the most common and dangerous type of mycotoxins, a group of secondary metabolic by-products of certain species of fungi that grow on staple crops such as maize, corn and rice, but also oilseeds, spices and tree nuts.

Contamination by mycotoxins can happen at any stage before or after harvest if crops are not stored properly. What's more, unlike pathogens, mycotoxins are not entirely killed by high temperatures, so bakery products are not immune from contamination.

There is a growing concern worldwide around mycotoxins. In the EU, they caused 655 food safety incidents in 2018 (most of them associated with aflatoxins): 13% more than in 2017 and 19% more than in 2016.

Rapidmicrobiology.com spoke to Dr Kurt Brunner, Head of R&D at Romer Labs, about the current state of mycotoxin contamination, the challenges of detecting them, and the role of reference and rapid test methods.

## WHAT OUR ADVERTISERS SAY ABOUT RAPIDMICROBIOLOGY.COM

*"The outcome and exposure Hygiena has received in amplifying product marketing messages via rapidmicrobiology.com has been excellent as it is regarded as a credible place to visit / subscribe for microbiology news and trends"*

**Komal Raja, Marketing Manager,  
Hygiena International Ltd.**

*"I have always found communication with rapidmicrobiology.com very easy and straightforward. My emails are answered promptly and any information requested always comes through in a timely manner."*

**Deborah Robinson, Marketing  
Manager, Don Whitley Scientific Ltd.**

*"rapidmicrobiology is the main referral link to our site so we see good traffic each month, clearly it is being effective at creating interest"*

**Andy Whittard – Managing  
Director, Cherwell  
Laboratories Ltd**

*"rapidmicrobiology.com help us make our due dates and work around our problems"*

**Vince Clark, Media /  
Agency Manager Marketing  
Communications –  
Millipore Sigma**


*"rapidmicrobiology.com is our number one for microbiology product news; great editors, very nice staff, quick and flexible service."*


**Karolina Heed, Global Solution  
Manager Endotoxins, Hyglos -  
a bioMérieux company**



# HOME PAGE EXAMPLE

https://www.rapidmicrobiology.com/





How are you managing critical, sensitive BET data?  
Discover how with EndoScan-V™ Version 6.

ADVERTISEMENT

Home News ▾ Events Test Methods Supplier Find Products ▾

Run of Site  
Leaderboard

Featured Product Ad



**soleris**  
**Rapid Microbial Detection for Enterobacteriaceae**

- Sensitive detection
- Results in under 24 hours

**FIND OUT MORE**

**NEOGEN**

ADVERTISEMENT

Rapid Microbial Detection for Enterobacteriaceae  
Screen for Enterobacteriaceae in less than 24 hours with Soleris. [Find out more:](#)



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Run of  
Site MPUs

Featured News

## Microbiology Product News



How to Validate and Implement Your Rapid Microbiological Method - Interview With Dr. Michael Miller



ATP Testing and Microbiological Control of Alcoholic Beverages



Ask a CAP Inspector: How Frequently Should Molecular Targets be Rotated?



Is this Week's Listeria the Same as Last Week's? Identify Your Strains with IR Biotyper



Winter's Coming - Get Ready for Flu Testing - a rapidmicrobiology Special Focus



Rapid Detection of Bacterial Contamination for Cellular Therapeutics

Featured Event

## Maintaining Compliance with Software: The three pillars within BET

**Free On-demand Webinar**



Maintaining Compliance with Software:  
The Three Pillars Within BET

[View Now](#)

charles river

📅 : 15 Oct 2019 - 31 Oct 2019

🎧 : Webinar

🏢 : Pharmaceutical Type: Webinar

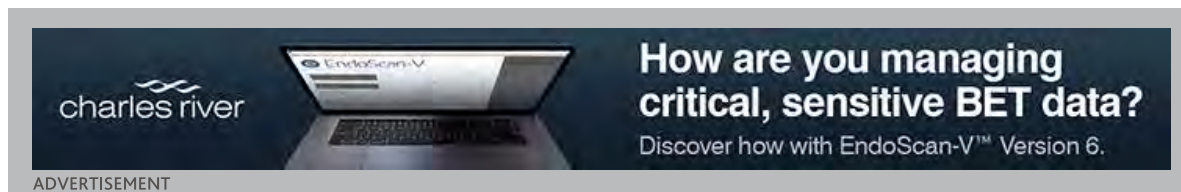
**Summary :** View this webinar to learn about the three pillars of software data integrity.. more...

# WHAT ARE YOUR OPTIONS?

## RUN OF SITE BANNER SPACES

Get recurring appearances across most site pages and be included in the weekly eNewsletters, establish and reinforce your brand with some great looking banners. Choose from either our leaderboard (728px x 90px) or MPU sizes (300px x 250px).

**Run of Site Banner Spaces are good for:**  
**Brand Awareness, Market Positioning, Product Launches**



## FEATURED PRODUCT AD

Increase your brand awareness through our Featured Product Ad, with a high profile position on our home page, it has much more space available than is possible on a conventional banner, plus when it appears in the eNewsletter there is space for extra text underneath the large image.

**Featured Product Ad is good for: Brand Awareness, Market Positioning, Product Launches.**



### Rapid Microbial Detection for *Enterobacteriaceae*

Based on automated optical technology that combines simple methodology and classic microbiology, Soleris provides rapid, accurate and reproducible detection for a variety of spoilage and indicator organisms.

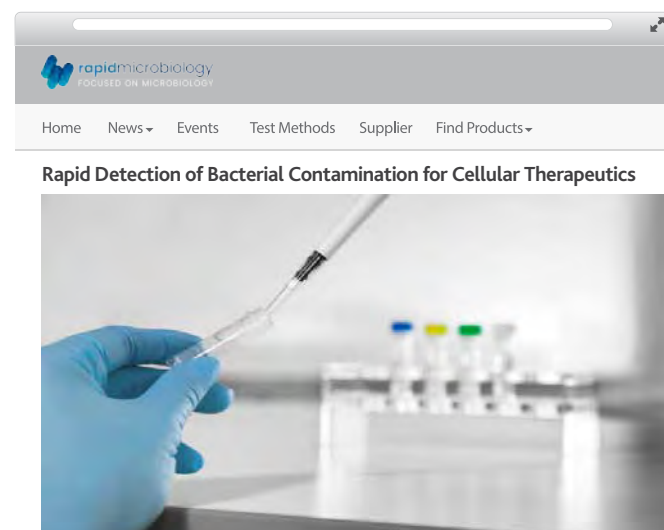
Our new S2-EBAC9 vial for *Enterobacteriaceae* can provide rapid results in under 24 hours with no need for confirmation, in comparison to three days when following ISO 21528-2:2017. Why not find out more today?

Screen for *Enterobacteriaceae* in less than 24 hours with Soleris. [Find out more:](#)

## FEATURED NEWS

Update your customers instantly via our Featured News channel. There are no pre-bookings required for your material to appear on the same or next day. It will also be inserted in the next available eNewsletter. You will have an attractive thumbnail and headline with added teaser in the eNewsletter. Choose what material works best for you for a particular time, it can be a technical or application note, a user story, a whitepaper or a press release.

**Featured News are good for: Getting your message out quickly, Sales Leads**



Cellular therapies have delivered great clinical promise but demand rapid sterility testing technologies suitable for biotherapeutics. A study evaluated the bacterial detection capability of a novel, rapid qPCR based detection system. Results have been summarized as a poster, free to download.

## FEATURED EVENT

Gain attendees to your webinars or in-person training sessions with our Featured Event banner, included on the home page and in the eNewsletter with an image, title of event and short summary text.

**Rapid Microbiological Methods**  
Dr. Michael J. Miller

**17 Sept**  
Birmingham, UK

**19 Sept**  
Dublin, Ireland

**JOIN US!** **pharmig**

Rapid Microbiological Methods: Accepted. Validated. Approved. Implemented. Birmingham

Pharmig has developed this comprehensive learning opportunity to help explain the current state of rapid methods within the pharmaceutical and biopharmaceutical industries.

[Find out more](#)

## CONTRIBUTED CONTENT

Do you have experts in the field in your technical or marketing team? Communicate your team's knowledge and experience via our contributed content option. Material can include diagrams and images or video formats.

**Contributed Content is good for: Market Education, Market Positioning, Share Application Details**

## INTERVIEWS

No time for writing? Who does? Our content creation team are experienced in producing interview style articles or ghost-written pieces. Let us provide the angles and topic planning plus doing the write up!

**Interviews are good for:**  
**Market Education, Market Positioning**

**The Fastest Way to Identify *Listeria***



Julie Archer, Microbiology Analytical Services Manager at Campden BRI describes how their validated MALDI-TOF based *Listeria* identification service prevents unnecessary actions from false positives by delivering an ID in just 15 minutes.

[Click here to watch video - youtu.be/CFLQ9j8e554](https://youtu.be/CFLQ9j8e554)

**Prepared Plates in Controlled Environments: How and Why Change Your Media Supplier**



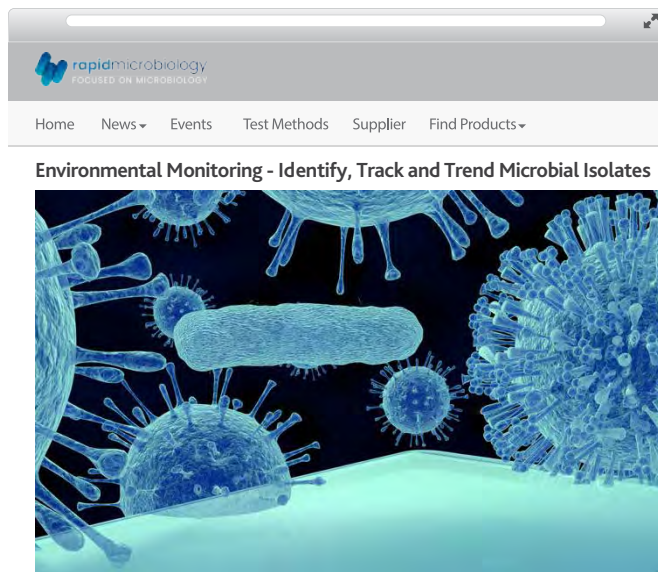
No one wants contaminated plates in their cleanrooms. Derek Lancashire, BD's Global Platform Director of Industrial Microbiology discusses with rapidmicrobiology when is it time to consider changing supplier and how to go about it.



## TEST METHOD GUIDES

These guides provide an overview of what technologies are available to perform a particular test such as Environmental Monitoring - Identify, Track and Trend Microbial Isolates. Page sponsorship of the guides allows you to target a niche audience with the option of using an engaging interactive graphic.

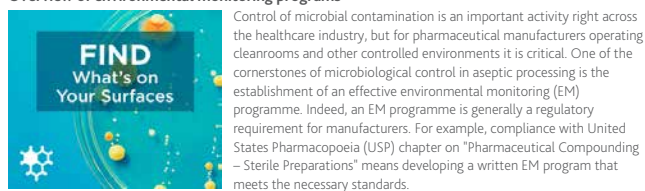
**Test Method Guide Page Sponsorship is good for: Market Positioning, Sales Leads**



### Key points

- An effective environmental monitoring program is a regulatory requirement for manufacturers in the pharmaceutical and healthcare sectors
- All microbial isolates from manufacturing facilities should be identified at least to genus level and in more detail when necessary
- Genotypic microbial identification methods are now preferred, but traditional phenotypic identification may be sufficient for routine use in smaller labs
- Outsourcing of microbial identification can be a cost effective way to access the latest methods and manage environmental monitoring data

### Overview of environmental monitoring programs

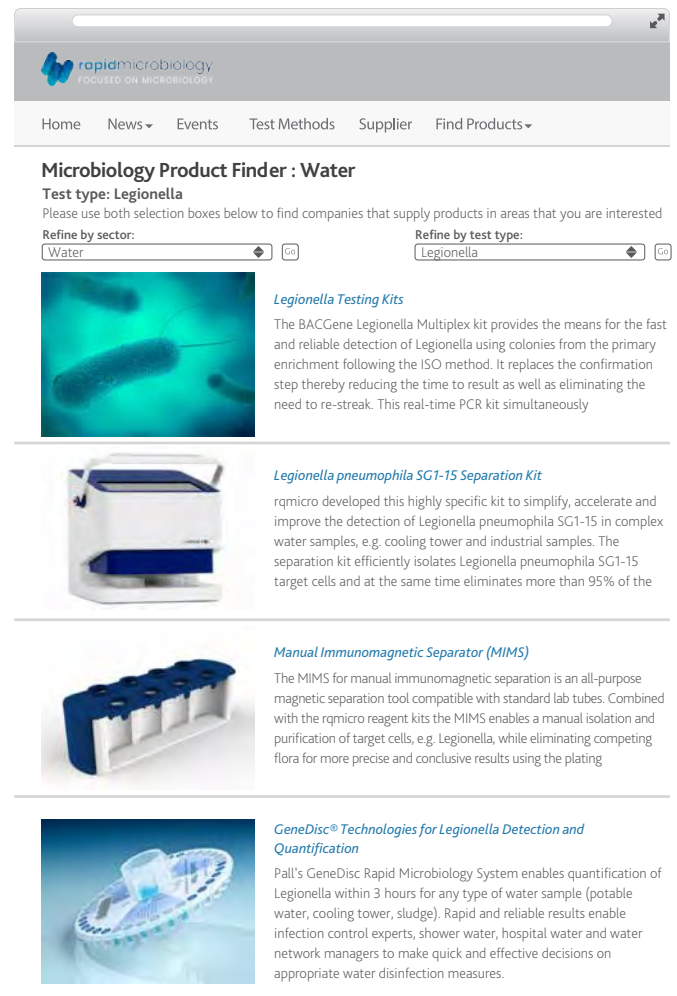


Control of microbial contamination is an important activity right across the healthcare industry, but for pharmaceutical manufacturers operating cleanrooms and other controlled environments it is critical. One of the cornerstones of microbiological control in aseptic processing is the establishment of an effective environmental monitoring (EM) programme. Indeed, an EM programme is generally a regulatory requirement for manufacturers. For example, compliance with United States Pharmacopoeia (USP) chapter on "Pharmaceutical Compounding – Sterile Preparations" means developing a written EM program that meets the necessary standards.

## PRODUCT FINDER LISTING

Our users can quickly identify and compare different products for particular applications by searching by sector – food, pharmaceutical, clinical, water or veterinary and then by test type (e.g. *Legionella*, *Listeria*, *Salmonella*). Entry in the Product Finder database is included in our standard, premium and bespoke packages.

**Product Finder Listings are good for: Sales Leads**



## eNEWSLETTER TAKEOVER

We respect our subscribers who have asked to receive our eNewsletter every week, therefore we don't do conventional eblasts on behalf of third parties. However, we can offer an eNewsletter takeover, whereby your organisation can appear on the top leaderboard banner position and Featured Product Ad with no other competitor banner ads. Ask us for more details and examples.

# 2020 SPECIAL FOCUS PLANNER

## FOCUSED CAMPAIGNS GENERATE QUALITY RESULTS

### MARKET POSITIONING

Use Featured Product Ad, ROS Banners, Interview with Thought Leader, Interactive Graphic on Test Method Guides.



### MARKET EDUCATION

Use Featured News, Contributed Content, Interview with Key Opinion Leader or Application Specialist.

### WEBINAR AND SEMINAR ATTENDEES

Use Featured Event Banner Ad



### BRAND AWARENESS

Use Featured News, Featured Product Ad, ROS banners.

### PRODUCT LAUNCHES

Use Featured News, Featured Product Ad, ROS Banners.



### LEAD GENERATION

Use Featured News, Product Finder, Suppliers section of Test Method Guides.

## CHOOSE FROM

DATE	SPECIAL FOCUS TOPIC	LEADERBOARD BANNER	MPU BANNER	FEATURED PRODUCT AD	PAGE SPONSORSHIP	CONTRIBUTED CONTENT/ INTERVIEW
28-JAN	Microbial Identification (All sectors)					
18-FEB	Detection of Salmonella (Food)					
10-MAR	Updates in Pyrogen/Endotoxin Testing (Pharma)					
14-21 APR	What's on Show at ECCMID (Clinical)					
12-MAY	Legionella Detection (Water)					
02-JUN	World Food Safety Day					
30-JUN	Choosing the Right Swab (All sectors)					
28 JUL – 4 AUG	What's on Show at IAFP (Food)					
08-SEP	Microbial Monitoring of Beverages (Food)					
13 – 20 OCT	What's on Show at PDA (Pharma)					
10-NOV	Hospital Aquired Infections and Antimicrobial Stewardship (Clinical)					
01-DEC	Rapid Microbiological Methods for ATMP's (Pharma)					



# ADVERTISING PACKAGES

## STANDARD ADVERTISING PACKAGE

Ideal for smaller companies or for those with a limited range of microbiology products, this package increases the visibility of your company on the site via an enhanced listing (get your own dedicated company page with your logo and banner plus a detailed description of your product range). Included in the standard package are four Featured News that appear on the home page for one week with an insert in that week's eNewsletter. PLUS you can list up to five products on our searchable Product Finder database.

## PREMIUM ADVERTISING PACKAGE

Designed for medium sized companies, this package includes all the advantages of the standard package but with the option to take up to eight Featured News plus four weeks on the MPU (Medium Rectangle Banner). This displays on most site pages with insert in the eNewsletter. PLUS you can list up to 10 products on our searchable Product Finder database.

## BESPOKE PACKAGES

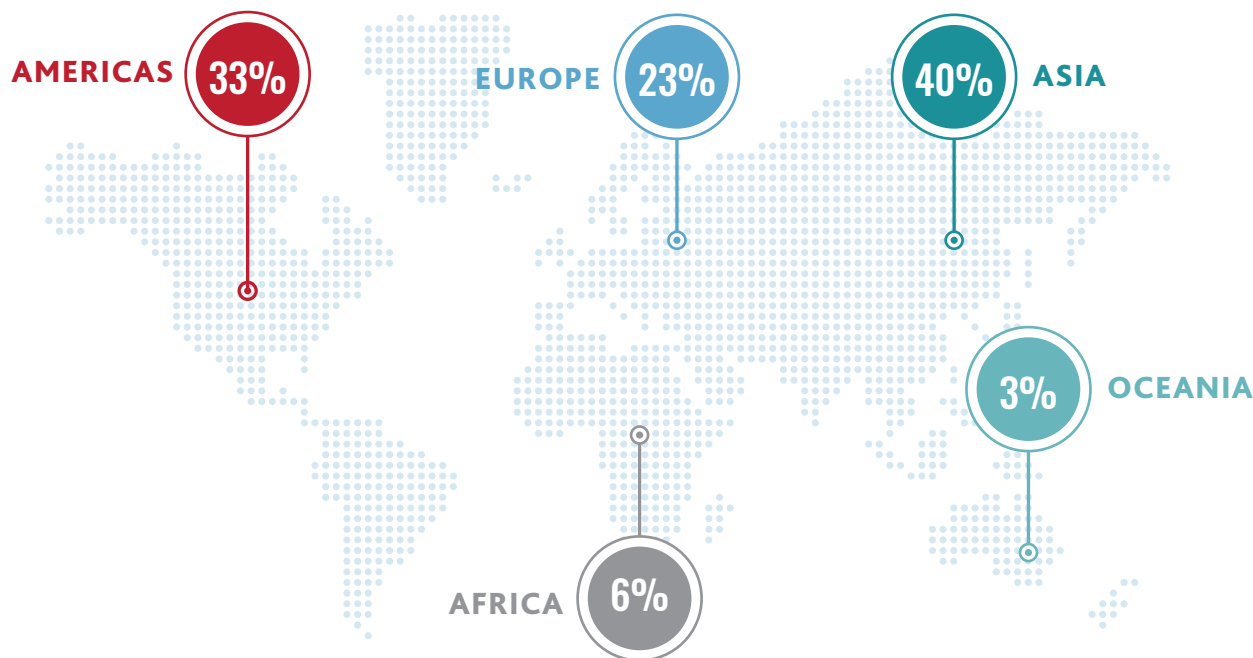
We can prepare a schedule that meets both your marketing objectives and your budget, get in touch and ask for help from our team.

	STANDARD PACKAGE	PREMIUM PACKAGE RECOMMENDED	BESPOKE PACKAGE
Enhanced listing	✓	✓	✓
Featured News	up to 4	up to 8	you choose
Product Finder	5 products	10 products	you choose
4 Medium Rectangle Banners	extra	4 weeks	you choose
Leaderboard Banner	extra	extra	you choose
Featured Product Ad	extra	extra	you choose
Contributed Content/Interview	✓	✓	✓
Featured Event/Webinar	extra	up to 4	you choose
Test Method Banner	extra	extra	you choose
	€1,400 / \$ 1,700 per 12 months	€3,500 / \$4,300 per 12 months	ask for quote
Special Focus Page Sponsorship – 720px x 440px graphic	extra	extra	extra

Still not sure which is right for you? Get in touch and our specialists will help guide you.  
Give us a call +353 23 8831884 or [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com)

## 2019 STATISTICS

Website visitors\* - reaching up to 1,100 visitors per day.

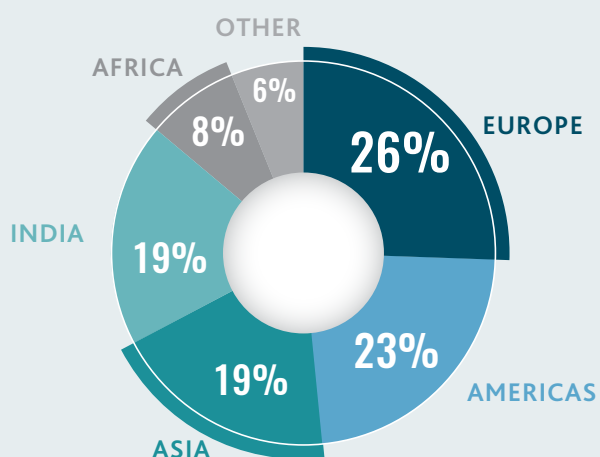


\*source – google analytics, 1 Jan 2019 to 31 July 2019

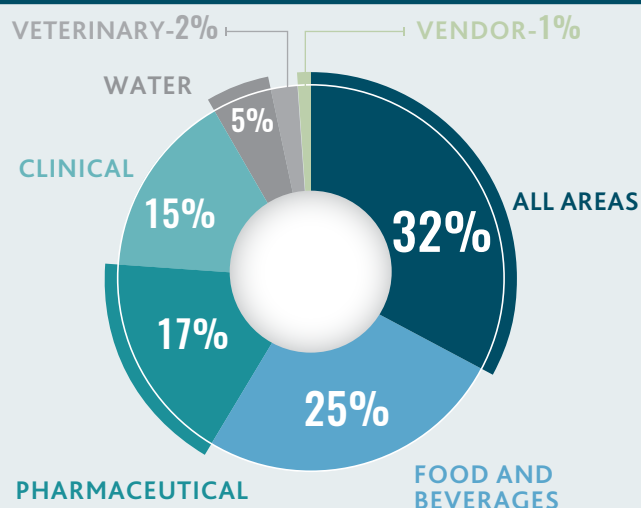
### eNEWSLETTER

The rapidmicrobiology.com eNewsletter is emailed to over 5,700 opt-in subscribers every Tuesday, inserts in the eNewsletter are part of our on-site advertising packages

#### SUBSCRIBERS BY GEOGRAPHIC LOCATION



#### SUBSCRIBERS BY INTEREST AREA



### SOCIAL MEDIA CHANNELS AS OF 1 OCT 2019

**in** 634 FOLLOWERS

**🐦** 1469 FOLLOWERS

**f** 2,466 LIKES

# TECHNICAL SPECIFICATIONS

Item	Image Size & Package Details	Booking Period
<b>Standard Package</b>	One year enhanced listing with four Featured News, Product Finder listing for five products. Your Company Page features: Your company logo* - resized in-house, plus optional 728px width x 90px height banner .jpg, .png or animated .gif	<b>12 months</b>
<b>Premium Package</b>	Same as basic package but with eight Featured News, four Medium Rectangle 300px width x 250px height .jpg, .png or animated .gif. Product Finder listing for ten products.	<b>12 months</b>
<b>Leaderboard Banner</b>	728px width x 90px height 600px width x 78px height for eNewsletter .jpg, .png or animated .gif	<b>One Week</b>
<b>Medium Rectangle Banner (MPU)</b>	300px width x 250px height Static only – .jpg, .png or .gif, no animation.	<b>One Week</b>
<b>Featured Product Ad</b>	720px wide x 440px high .jpg, .png or .gif plus text of less than 600 with spaces with Call to Action text less than 70 characters with spaces plus target URL	<b>One Week</b>
<b>Test Method Banner</b>	720px wide x 440px high .jpg, .png, .gif	<b>12 months</b>
<b>Featured Event</b>	Title, Date, Summary and Website Link 300px width x 250px height Static only – .jpg, .png or .gif, no animation.	<b>One Week</b>
<b>Special Focus Page Sponsorship</b>	Special spec sheet will be sent to you on booking	<b>Two Week</b>

## MATERIAL DEADLINES

Any text and graphics being featured on our website require 10 working days before going live, except for Featured News where deadline is three working days before eNewsletter is published.

Due to extensive use of ad blockers we do not recommend the use of ads from third party ad providers but host all graphics on our own servers, we can however implement impression tracking via a 1x1 pixel image and click tags.

\*Images will be adjusted to size in-house. Free banner design service is available – please ask for more details. Please note: All file sizes should be less than 50kb.

## YOUR SITE METRICS

Your site metrics can be sent to you and includes the number of impression your materials have received together with number of click-throughs to your landing pages plus a summary of named sales leads.

**Make rapidmicrobiology.com part of your online marketing campaign.**  
**Contact us at [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com) or telephone on +353 23 88 95145.**



# TERMS AND CONDITIONS

**Rapidmicrobiology.com is wholly owned and operated by Rapid Test Methods Ltd., a limited company registered in the Republic of Ireland.**

## REGISTERED OFFICE:

**Rapid Test Methods Ltd., 10 McCurtain Hill, Clonakilty, Co. Cork, Ireland.  
Company registration number: 401476 VAT registration number: IE 9767030Q**

In the following Terms and Conditions, RTM means Rapid Test Methods Ltd., and ADVERTISER means the party who places an order and is responsible for payment.

1. As part of the booking process the ADVERTISER will be required to sign a detailed insertion order, this creates a financial agreement between the ADVERTISER and RTM.
2. It is the responsibility of the ADVERTISER that all insertions and dates are correct on the insertion order. It is also the ADVERTISERS responsibility to supply text and creatives that meet specifications at least 10 working days before publication. Whilst RTM will make every reasonable effort to ensure material received after this date is published we cannot guarantee that it will be included as originally scheduled and the ADVERTISER will remain liable for the full cost of the insertion. Cancellations or stop orders must be received in writing not less than 6 weeks before insertion date.
3. RTM reserves the right to change or modify our publishing schedule at any time without giving prior notice.
4. By submitting material to RTM, the ADVERTISER agrees that RTM has the right to use it on rapidmicrobiology.com, our social media channels and in our marketing materials.
5. RTM reserves the right to accept or reject submitted material and to make any changes or amendments. It is the ADVERTISERS responsibility to ensure that any claims made in material supplied to RTM is truthful, accurate and verifiable.
6. RTM is not liable for any inaccuracy howsoever caused, whether in paid for advertising or editorial. Liability for any error will not exceed the charge for the material in question.
7. As from May 2018, RTM is compliant with the EU General Data Protection Regulation (GDPR), full details are included in our privacy policy available on our website or by request to [info@rapidmicrobiology.com](mailto:info@rapidmicrobiology.com). In the course of submitting an enquiry, the enquirer agrees to their personally identifiable data to be shared with the specified ADVERTISER. Enquiries generated are emailed directly to the ADVERTISER's contact email address provided; no responsibility is accepted for any non-receipt of emails howsoever caused. Enquirers contact information should not be re-distributed to any third party and should be handled in accordance with the applicable data protection legislation.
8. Invoices are generated and sent on the first day the placement commences and are due for payment within 30 days unless other payment terms have been previously agreed. Payment is accepted by bank transfer, cheque or via our secure credit card payment system. Non payment of invoices may result in suspension or cancellation of insertions.
9. RTM cannot accept responsibility for any downtime of any internet servers, ISPs or any interruption of access to the site. We also accept no responsibility for subsequent generation of spam email, computer viruses or any other intercepts.
10. Any dispute arising shall be settled solely and only according to the laws of the Republic of Ireland.

# FOR ALL YOUR MICROBIOLOGY UPDATES

Get the rapidmicrobiology newsletter every week

**SIGN UP NOW**



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**microbiology**

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[www.rapidmicrobiology.com](http://www.rapidmicrobiology.com)