Applied Microbiology International

the microbiologist

# Media Pack

2026/27

**30,000**
Monthly views

**20,000**
Monthly circulation

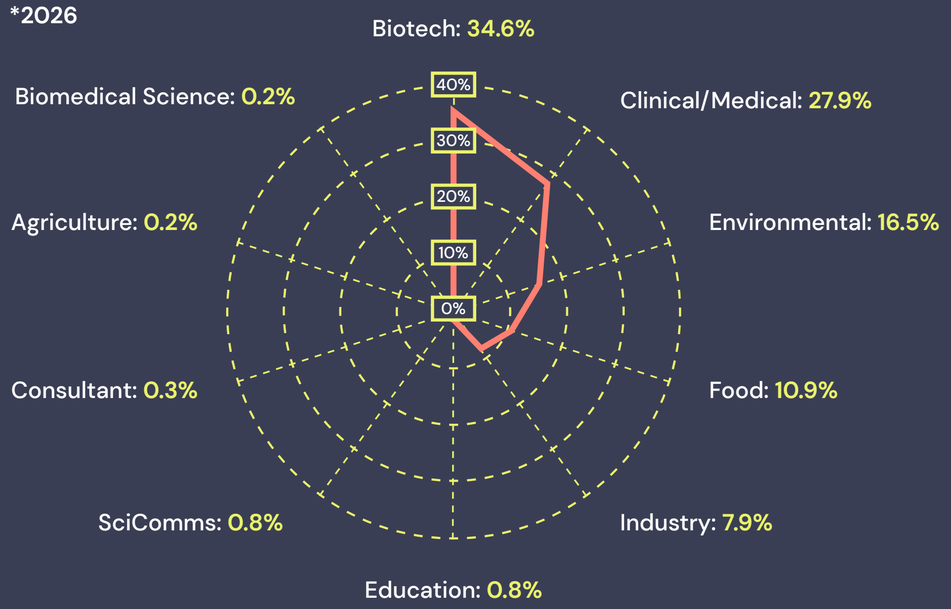
**1800+**
Articles published this year



# OUR AUDIENCE (1000-READER SAMPLE)

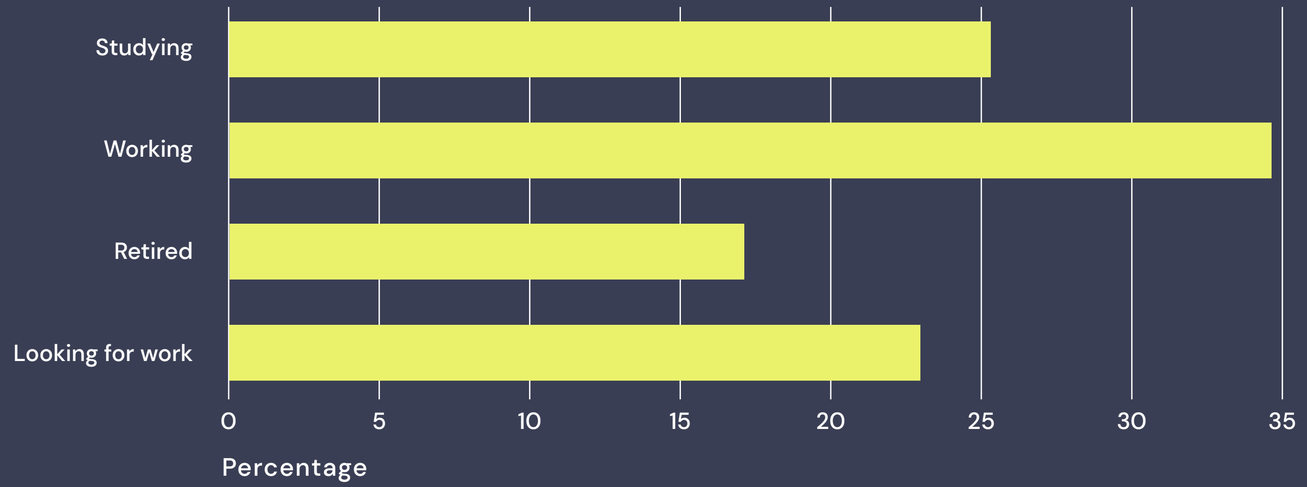
## READERS' PRIMARY FIELD*

*2026

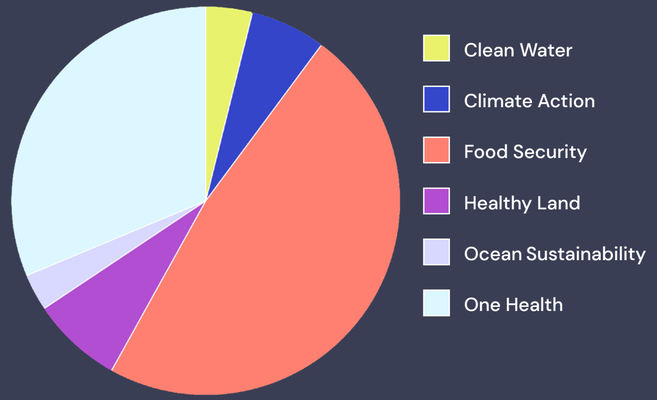



## READERS' JOB STATUS*

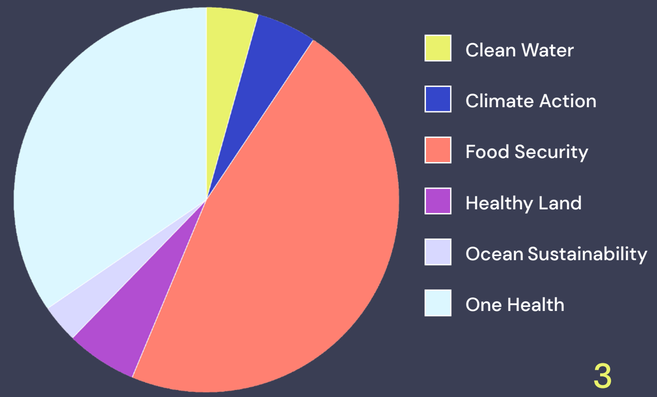
*2026




## 'WORKING' FAVOURITE TOPIC




## 'STUDYING' FAVOURITE TOPIC




themicrobiologist under the lens

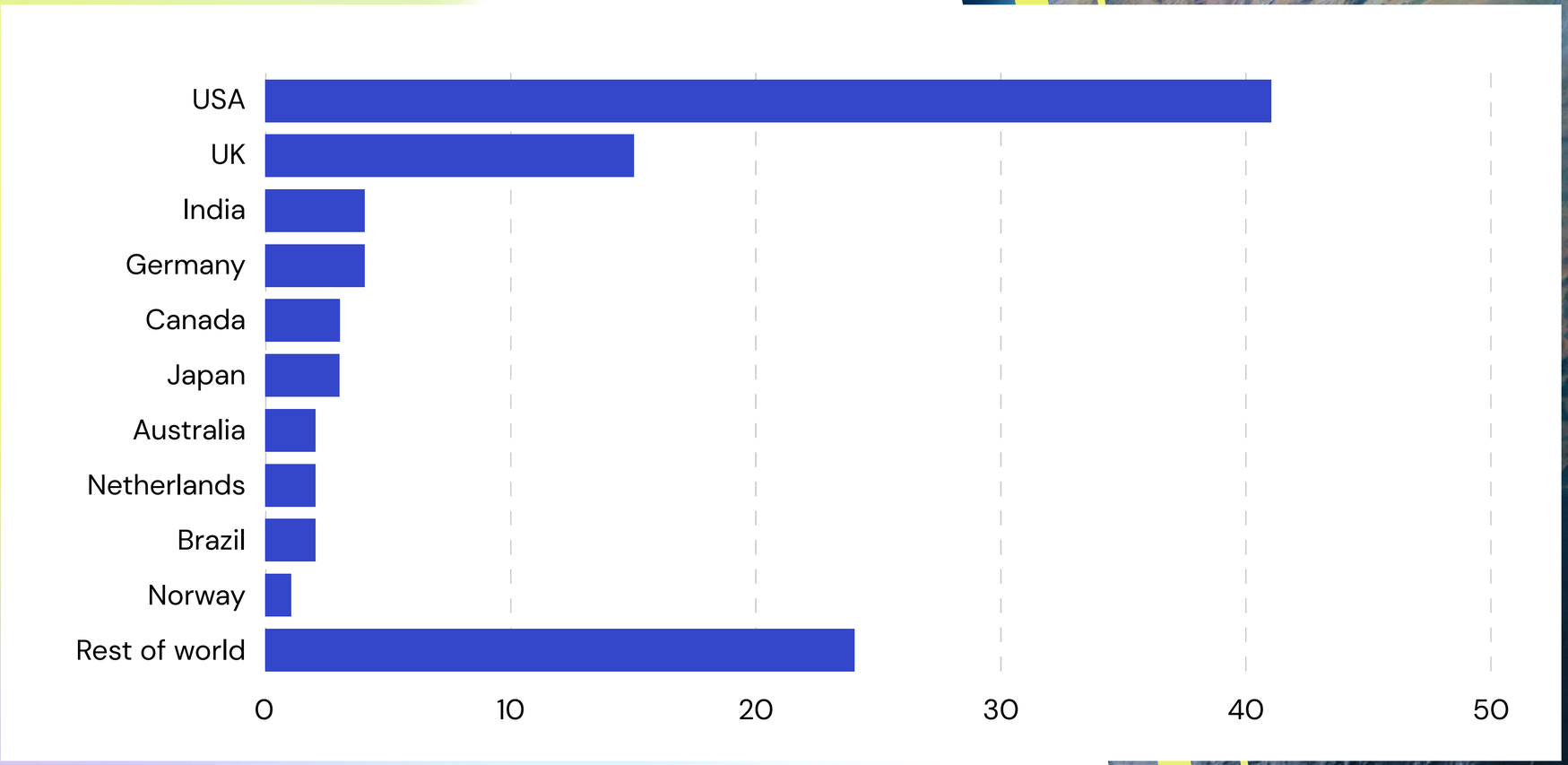
**1000+ views**
**from 500+ people**
across the series' quarterly episodes this year.

## READERS' EDUCATION LEVEL*

| | |
|---|---|
| 81% | Secondary education |
| 9% | Undergraduate |
| 6% | PhD |
| 4% | Masters |

# Audience by country

## Top 10 countries by percentage readership



NEWS | FEATURES | CAREERS | OPINION | VIDEO

# themicrobiologist under the lens

## themicrobiologist podcast




ANNUAL HARDCOPY EDITION



01 Flour choice shapes sourdough microbial communities

02 Under the Lens – is raw milk safe to drink?

03 CFA publishes timely new industry-led UK Ready to Eat Foods Safety and Shelf Life Guidance

04 Corals sleep like us, but their symbiosis does not rest

05 Discovery could lead to new treatments for drug-resistant fungal infections

06 Listeria: the inconvenient truth that shaped our industry

07 Plastic bottles transformed into Parkinson's drug using bacteria

08 Antibiotics can affect the gut microbiome for several years

09 A journey to run a polymerase chain reaction in the kitchen: did you know an air fryer can thermocycle?

10 Scientists discover the antibacterial potential of 'hero' Korean skincare ingredient

11 Scientists reveal the potential of a tiny soil bacterium to beat the Haber–Bosch process

12 Researchers use AI to detect antibiotic resistance faster than gold-standard testing

13 Korea University Vaccine Innovation Center teams with Moderna on mRNA-based hantavirus vaccine development

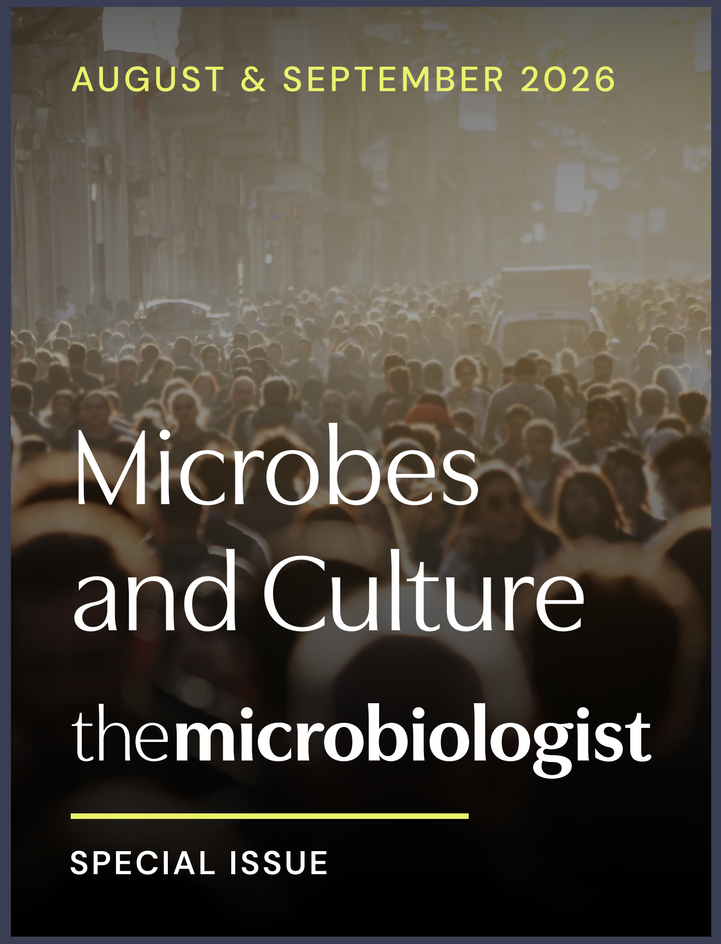
14 Study reveals "bet-hedging" strategy that helps gut bacteria survive and recover

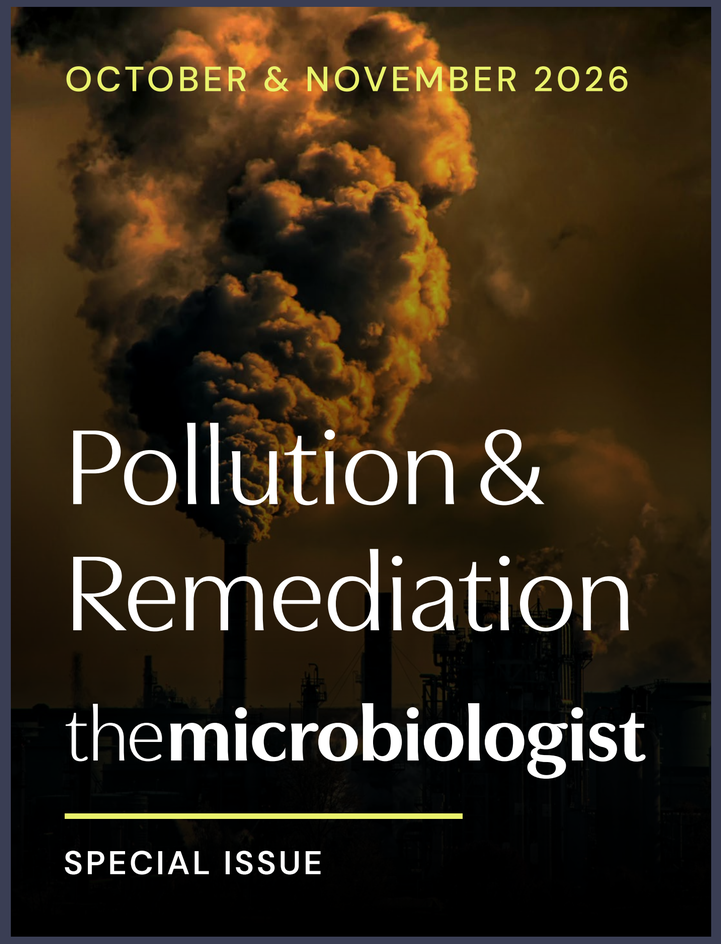
15 Scientists determine how mysterious acids give bacteria their shape

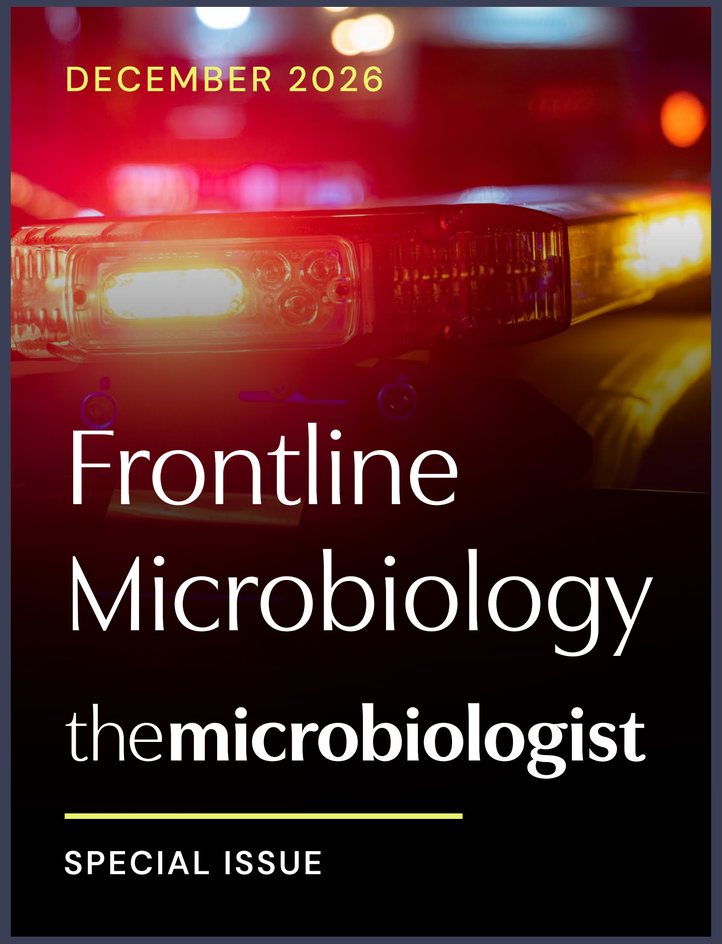
16 Researcher discovers single-celled organism that transforms into cannibalistic supergiant

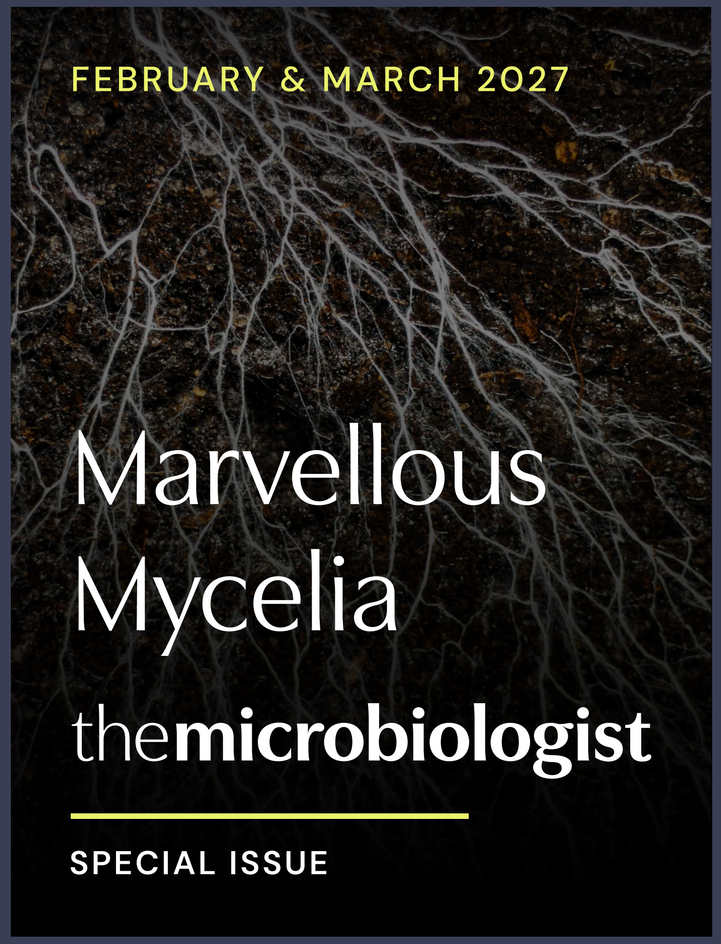
17 Orangutans seek out medicinal plants

18 Study reveals how bacteria assemble their envelope


AUGUST & SEPTEMBER 2026
Microbes and Culture
themicrobiologist
SPECIAL ISSUE


OCTOBER & NOVEMBER 2026
Pollution & Remediation
themicrobiologist
SPECIAL ISSUE


DECEMBER 2026
Frontline Microbiology
themicrobiologist
SPECIAL ISSUE


FEBRUARY & MARCH 2027
Marvellous Mycelia
themicrobiologist
SPECIAL ISSUE


APRIL & MAY 2027
Host & Microbe
themicrobiologist
SPECIAL ISSUE


JUNE & JULY 2027
Synthetic Microbiology
themicrobiologist
SPECIAL ISSUE


AUGUST & SEPTEMBER 2027
Past & Future Threats
themicrobiologist
SPECIAL ISSUE


OCTOBER & NOVEMBER 2027
Life at the Extremes
themicrobiologist
SPECIAL ISSUE


DECEMBER 2027
Rise of the Machines
themicrobiologist
SPECIAL ISSUE

# Paid article partners (2026)

NCPV
National Collection of Pathogenic Viruses

BYOME LABS

BRUKER

GD
AHEAD IN ANIMAL HEALTH

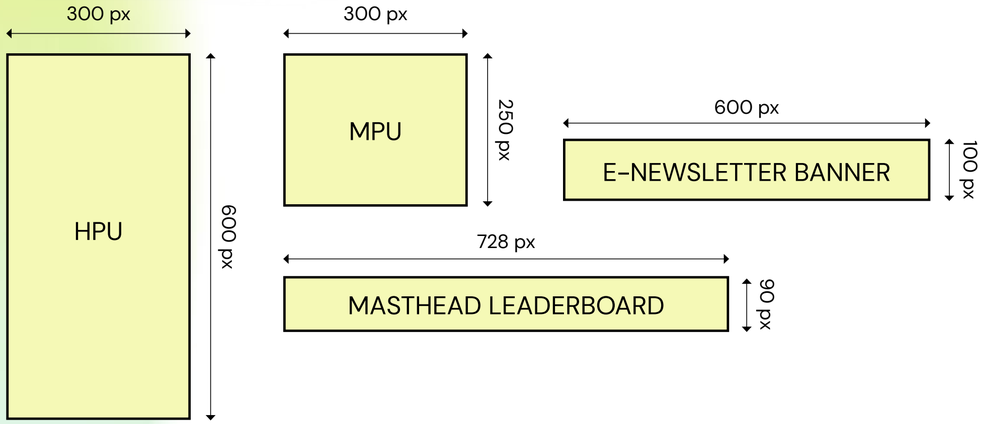
CEPI

# Companies that have sponsored (2026)

biolog

QIAGEN




## DIGITAL ADVERTISING *The Microbiologist*

| 1-month advert – approx. 10,000 impressions | GBP (£) | USD ($) | EUR (€) |
|---|---|---|---|
| HPU | 250 | 350 | 300 |
| MPU | 210 | 300 | 250 |
| Masthead leaderboard | 260 | 350 | 300 |
| E-newsletter banner | 290 | 400 | 350 |

## PRINT ADVERTISING *The Microbiologist*

| (Dimensions W × H mm) | GBP (£) | USD ($) | EUR (€) |
|---|---|---|---|
| Quarter page (88 × 131) HPU | 550 | 725 | 650 |
| Half-page landscape (180 × 131) | 850 | 1100 | 1000 |
| Half-page portrait (88 × 267) | 850 | 1100 | 1000 |
| Full page (180 × 267) | 1300 | 1675 | 1525 |
| Double-page spread (390 × 267) | 2000 | 2575 | 2350 |

## INDIVIDUAL OPPORTUNITIES

| | |
|---|---|
| **Masterclass Webinar**<br>Focused upon delivering training with the sponsor providing and delivering webinar content. AMI would promote the event under *The Microbiologist* brand and provide webinar platform. | £POA |
| **Sponsored Article - *The Microbiologist* (up to 750 words)** | £695 |
| Newsletter promotion of sponsored article | + £200 |
| **Sponsored Article Package**<br>Article + 4-week E-News banner | £995 |
| ***The Microbiologist* Podcasts - advertising** | |
| Podcast pre-roll, 15–30 sec | £250 |
| Podcast mid-roll, 60–90 sec | £300 |
| Podcast post-roll, 15–30 sec | £200 |
| Podcast package – pre- + mid- + post-roll | £650–£700 |

Sponsored issue of *The Microbiologist* - Price on application

## 01 Content

**£995–£1250**

Share your expertise.

- Sponsored article, up to 750 words
- Newsletter and/or 4-week E-News banner promotion

## 02 Engagement

**£1500–£2000**

Connect through live learning.

- One masterclass webinar
- Sponsored article
- Supporting promotion

## 03 Campaign

**£2500–£3500+**

Build sustained visibility.

- Three-webinar series
- Sponsored article
- Newsletter and banner exposure
- Podcast advertising

## Monthly Digital Event Campaign - from £500–£600 per month

Build consistent visibility through a targeted monthly digital campaign. Packages start from £500–£600 per month, with opportunities to scale your investment for greater campaign volume and enhanced exposure where there is particularly strong alignment with our audience.

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