

Applied
Microbiology
International

the**microbiologist**

Media Information

RATES & DATA: 2024

About us

Applied Microbiology International (AMI) has a well-defined and highly targeted audience consisting of professionals, businesses, and academics directly related to microbiology and the wider life science markets. By advertising with AMI, businesses can reach their ideal customer base more effectively.

Being associated with AMI will enhance credibility and help build trust among your customers. It shows that your business is committed to staying connected to the community, helping our audience learn about new products and services.

— OLDEST —
MICROBIOLOGY
SOCIETY FOUNDED
 — IN THE UK —

— ANNUAL
 GROWTH OF
50%
 — IN 2023 —

— **6** —
ACADEMIC
JOURNALS
 —

— **250,000** —
TOTAL SOCIAL
MEDIA REACH
 —



AMI can provide ample opportunities to showcase your expertise and innovation to our members and the wider life sciences sector. Joining us gives you access to a range of exclusive member benefits, designed specifically to contribute towards the success of your business.

Services, membership, and sponsorship options range across advertising, events, academic journals, facilitated partnerships, content, brand building, services recognition, and training, all offering unique benefits and helping to drive your business' growth.



Dr Lucy Harper
 Chief Executive,
Applied Microbiology International



Applied Microbiology International is the membership organisation that represents our profession. It provides a forum for debate and learning on key issues facing microbiologists and is the ideal vehicle for networking with industry and academia to keep appraised of developments across the sector.

— Dr Samantha Law — Curator: NCIMB



Our corporate membership with AMI gives us access to a suite of niche advertising opportunities, sector intelligence, attendance at networking events and other great opportunities to connect and exchange views with colleagues in the industry, together with the standard benefits of AMI membership.

— Ayuen Lual — Scientific Marketing
 Manager: NCTC

Our values

Our values represent what we are passionate about and believe in. These sit at the heart of our organisation and guide our behaviour.

We fundamentally believe that global challenges need to be solved by global, interdisciplinary experts who apply their diverse experience and unique voices to achieve a common goal.

Because of this, we're a truly inclusive, international organisation. We bring the microbiology community together across borders and disciplines, we look to the future and nurture those working and studying in our field, and we enable meaningful collaboration to advance scientific impact.

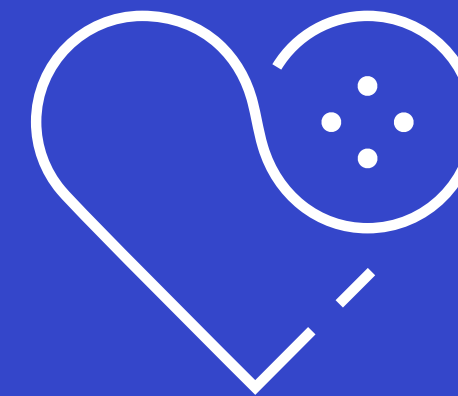
We are the oldest microbiology society in the UK and with more than half of our membership outside the UK, we are truly global, serving microbiologists based in universities, private industry and research institutes around the world.

We publish an industry-leading magazine, *The Microbiologist*, and in partnership with Wiley and Oxford University Press, we publish six internationally acclaimed journals. We nurture early careers, recognise advancements, and celebrate professional capabilities through our prestigious awards and grants portfolio.

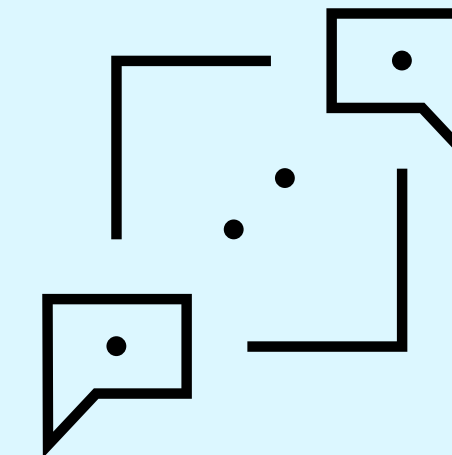
We enable collaboration between global interdisciplinary teams, use our collective expertise to influence policy across the globe, and work to inspire the next generation of microbiologists. We are a conduit for scientific discovery to improve the planet for all.

Valuable expertise, insight and partnership come from many places: academia or industry, locally or globally, from students or seasoned professionals. We are open to all and seek out difference.

PROMOTING INCLUSIVITY

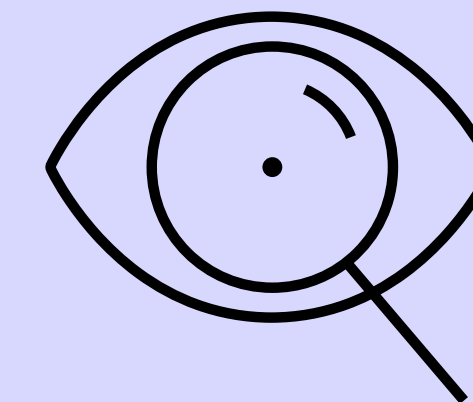


MEANINGFUL COLLABORATION



The greatest impact in personal growth, professional advancement or for solving global challenges comes from growing and enabling interdisciplinary communities around the world. We provide spaces and places for collaborative discovery to happen.

Being impact-oriented requires a high level of practical application skills. We combine this with the highest level of research and academic knowledge to be respected leaders, with the authority to make a difference.



SCIENTIFIC RIGOUR



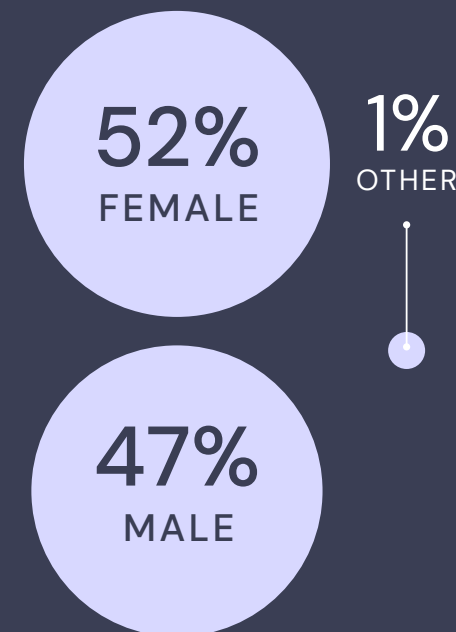
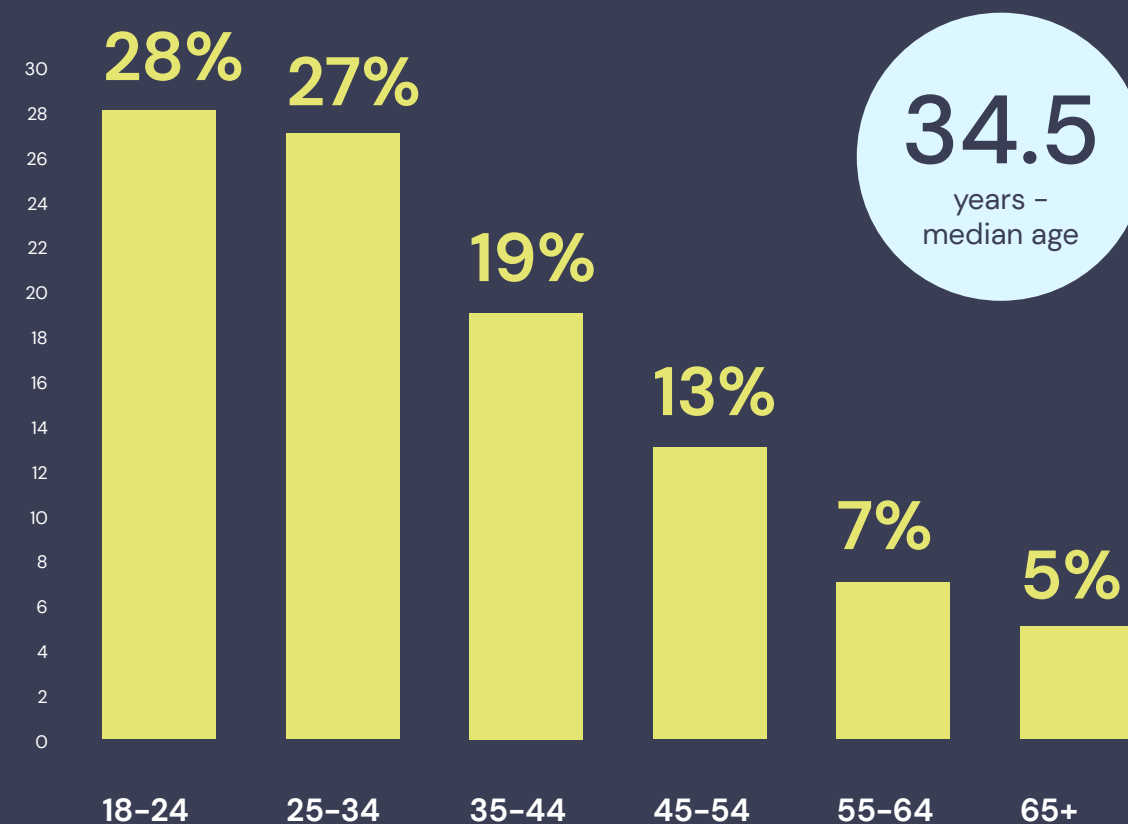
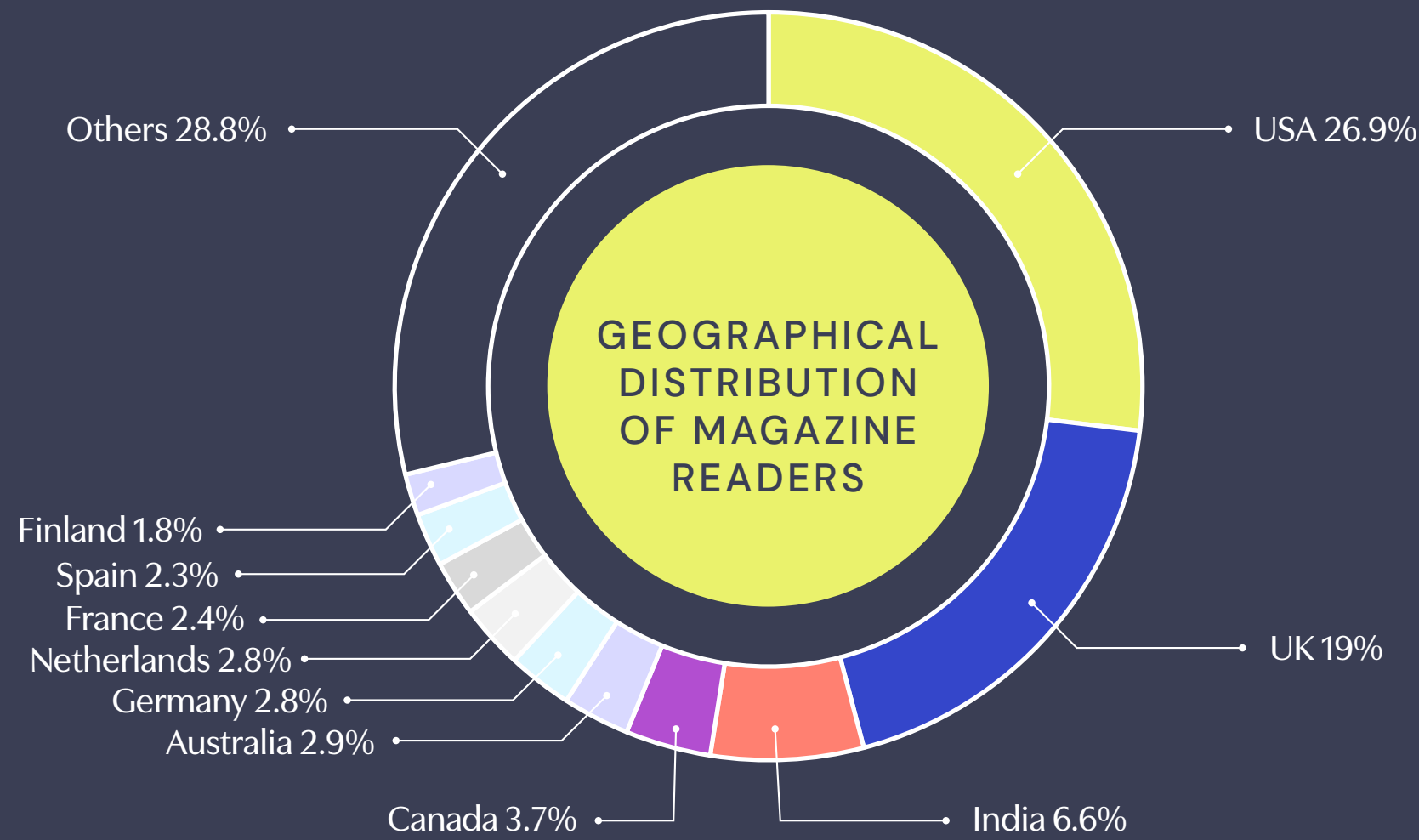
PUSHING FORWARD

Being attractive now, and remaining relevant longer term, requires commitment to our purpose, valuable engagement with our audiences and the courage to seize opportunities. We are a conduit for scientific discovery.

UN Sustainable Development Goals



Our readership and our networks



Website unique visitors
9,000+
PER MONTH

Website page views
25,000+
PER MONTH

Newsletter readership
2,000+
PER MONTH

Twitter
29,000+

LinkedIn
18,000+

98% Graduated university

74% Employed

89% Professional/Managerial*

£37,750 Median salary

£30K-49K = 29%

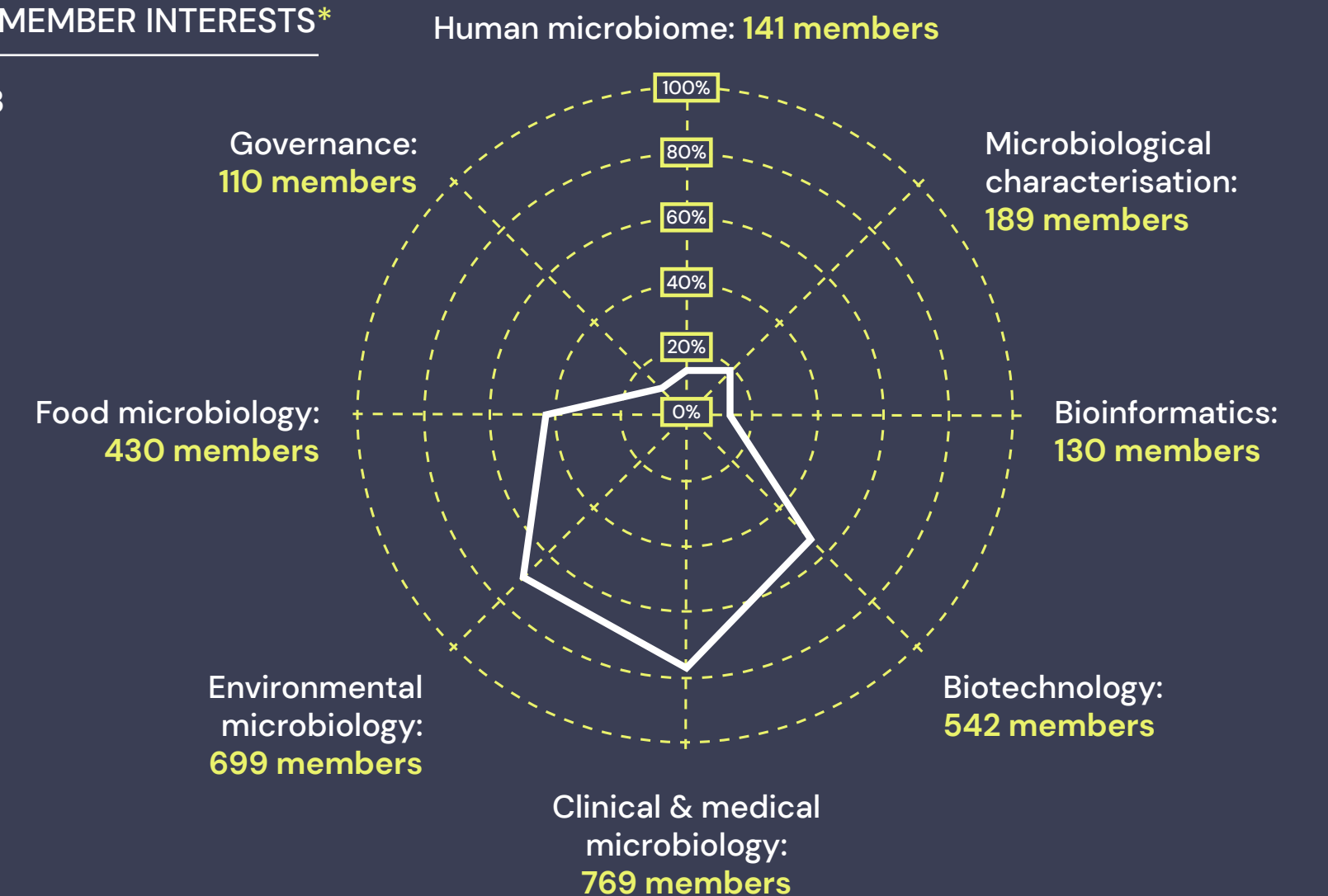
£50K-99K = 21%

£100K+ = 6%

* 30% PhD students and post-docs, as well as junior scientists or sales professionals in industry / 59% senior post-docs, PIs and professors, senior scientists, industry professionals, commercial managers and directors

NEW MEMBER INTERESTS*

*2023



Corporate membership

AMI Corporate Membership caters to a diverse range of entities, including large and small companies, consultancies, training providers, centres of excellence, universities and other higher education institutes. Our thoughtfully crafted membership package is tailor-made to serve the interests of your organisation and provide support to achieve your business objectives through advertising, fostering partnerships, leveraging content, enhancing brand recognition, offering services recognition, and sponsorship opportunities.

As a valued corporate member, you will also gain unrestricted access to extensive benefits available to the individuals associated with your organisation. These have been designed to elevate career aspirations, enhance academic or research pursuits, and bolster professional development initiatives. With access to our prestigious journals and magazines, your staff can stay at the forefront of cutting-edge knowledge. You will also have the opportunity to attend many enriching events, and gain access to a wealth of educational resources, empowering you and your team to pursue their interests, foster collaborations, network, and further advance their careers.

Join us today and unlock a world of opportunities for personal and professional growth.

PRICING

	GBP (£)	USD (\$)	EUR (€)
TIER 1	10,000 + VAT	12,775	11,725
TIER 1 REDUCED RATE*	8,000 + VAT	10,225	9,375
TIER 2	3,500 + VAT	4,475	4,125
TIER 3	1,200 + VAT	1,550	1,425

*Reduced rates are open to: universities, charities & social enterprises, non-governmental organisations (NGOs), academic institutions, public sector organisations. Fees include all member benefits and we do not charge any additional fees.

TIER 1

- AMI membership will be offered free of charge to ALL employees (or students) with a shared domain name
- Free subscription to *The Microbiologist* for all employees
- Unlimited Jobs Board posting
- FREE exhibition space at AMI events
- FREE or significantly discounted registration to AMI and AMI partner events and conferences for all employees
- Network with peers across the globe
- 4 adverts per year in *The Microbiologist*
- PR piece/sponsored editorial in *The Microbiologist*
- Logo on website
- Targeted email banner in one AMI or *The Microbiologist* newsletter per year (up to 4,000 contacts max)
- Access to membership directory
- 20 memberships given free of charge to researchers/academics in a higher education institute in a lower-income country where the cost of membership to AMI could be a barrier to access
- 1 APC waiver for a paper published in AMI Journals*

*Papers are published subject to peer reviewers and editors decision is final. An APC waiver does not guarantee publication.

TIER 2

- AMI membership will be offered free of charge up to 50 employees with a shared domain name
- Free subscription to *The Microbiologist* for all employees
- Max 3 Jobs Board postings
- FREE exhibition space at AMI events
- FREE or significantly discounted registration to AMI and AMI partner events and conferences for all employees
- Network with peers across the globe
- 3 adverts per year in *The Microbiologist*
- Logo on website
- Access to membership directory

TIER 3

- AMI individual membership will be offered free of charge to two employees, or gifted to an early career individual
- 1 Jobs Board posting
- Significantly discounted registration and exhibition space to AMI and AMI partner events and conferences for all individual members
- Free subscription to *The Microbiologist* for all employees
- 1 advert per year in *The Microbiologist*
- Logo on website
- Network with peers across the globe



Something missing that you want to include?

Reach out and let us know how we can customise your options and add in more of what you need to succeed.



Josie Harris

Business Development Manager,
Applied Microbiology International

Target and engage

If your goal is to target and engage a diverse audience of microbiologists, our advertising and sponsorship opportunities provide a unique chance to connect with our global community, spanning across more than 80 countries.

We work with organisations that champion excellence in sustainable, applied microbiology and are committed to providing business opportunities and creating meaningful relationships that deliver maximum value to your organisation and customers.

MEMBERS IN
83
COUNTRIES

280
ELIGIBLE
NOMINEES
FOR HORIZON
AWARDS 2022

98%
DELEGATES
WILL DEFINITELY
ATTEND
ANOTHER AMI
EVENT

400%*
INCREASED INVESTMENT
IN CONTENT MARKETING
*2023

HORIZON AWARD SPONSORSHIP

As the global community strives to address pressing challenges outlined in the United Nations Sustainable Development Goals (SDGs), it is crucial to acknowledge and appreciate the efforts of those individuals at the forefront of these initiatives where applied microbiology has played a pivotal role. At AMI, we wholeheartedly believe in the transformative potential of microbiology research to contribute towards positive significant changes in tackling these challenges directly. By sponsoring a Horizon Award that honours exceptional microbiologists, your company can not only celebrate their remarkable achievements, but also show a commitment to promoting sustainability and supporting initiatives that directly address critical global challenges.

HORIZON AWARD SPONSORSHIP

	GBP (£)	USD (\$)	EUR (€)
Award sponsorship*	6,000	7,675	7,050

* entire amount awarded as a non-restricted educational grant to prize recipient

EVENT SPONSORSHIP

Sponsoring an AMI Event offers a diverse array of opportunities for businesses to enhance brand visibility, reach target audiences, and forge meaningful connections. Sponsors can gain exposure through logo placement, signage, and mentions in promotional materials, prizes, grants, free attendance, holding slides, and even customisable sponsorship packages that are tailored to align with your specific requirements.

SPONSORED WEBINARS (NEW FOR 2024)

New for 2024, the Applied Microbiology International *Sustainable Microbiology* Webinar Series will feature insightful webinars crafted from the distinct viewpoints of organisations' perspectives that share alignment with Applied Microbiology International. These webinars will demonstrate how the applications of microbiology actively contribute to the achievement of the UN Sustainable Development Goals.

SPONSORED WEBINARS

	GBP (£)	USD (\$)	EUR (€)
Webinar sponsorship	1,500	1,925	1,775

CORPORATE MEMBER JOURNAL SUBSCRIPTION (NEW FOR 2024)

Ensure your team can keep up to date with the latest cutting edge research published in our Journals. Our package subscription, giving access to current content and the full back archive to 1939, includes *Journal of Applied Microbiology* and *Letters in Applied Microbiology*. Access to the journal content is through AMI's member portal. Pricing is based on FTE, contact us for a quote.*



Kathryn Spiller
Director of Publishing,
Applied Microbiology International

*Must be as an add-on to corporate membership, not available as a stand alone product

Please visit the AMI website for more in-depth detail on all our corporate products and services.

Target and engage

ROUNDTABLES (NEW FOR 2024)

AMI Roundtables are exceptional forums that facilitate in-depth discussions, leading to exciting new insights beyond what one would expect from a typical scientific meeting. These roundtables foster a diverse and innovative experience, providing space for all participants to contribute and engage actively. This exchange of insights at a roundtable is one of the most effective forms of learning in the corporate environment. This is even more evident with AMI's unique international position, with experts in many different geographical locations.

ROUNDTABLES			
	GBP (£)	USD (\$)	EUR (€)
Single roundtable sponsorship	6,000	7,675	7,050
Joint roundtable sponsorship (each)	3,500	4,475	4,125
Follow up sponsored webinar to share findings (optional)	FREE	FREE	FREE

AMI PRODUCT OF THE YEAR

Entering 'AMI Product of the Year' offers your company unparalleled exposure and validation. This esteemed award instantly communicates your product's quality and innovation to customers, boosting credibility and sales. Engage a wider audience, gain media coverage, and stand out in a competitive market. (nominations open in March).

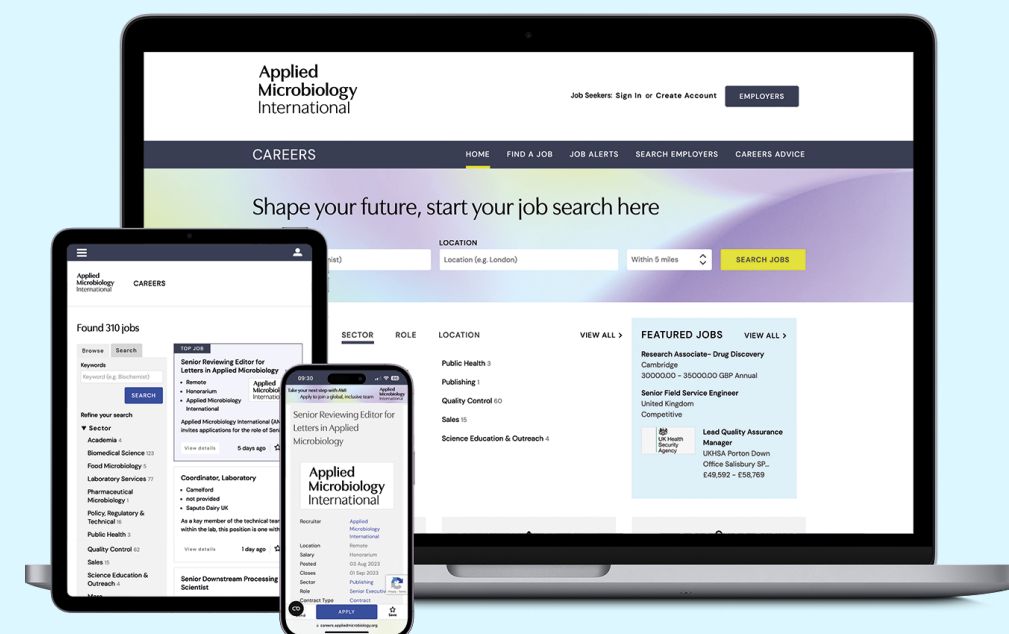
AMI PRODUCT OF THE YEAR	
Award entry/nomination	FREE

AMI JOBS BOARD

Advertising on AMI's Jobs Board offers a distinct advantage for companies seeking to attract top-tier talent and streamline their recruitment efforts. Unlike generic job platforms, our Jobs Board caters specifically to the life sciences, ensuring that the advertised positions reach a highly targeted audience of qualified microbiologists.

This specificity enhances the chances of finding candidates with the precise skills and experience required for your vacant role, thereby accelerating the hiring process and reducing the influx of irrelevant applications. By strategically placing your job listings on AMI's Jobs Board, your company can establish its credibility within the wider life sciences sector and ultimately secure the best candidates.

AMI JOBS BOARD			
	GBP (£)	USD (\$)	EUR (€)
PhD/Apprenticeship listing	50	65	60
Standard vacancy listing	259	335	305
Premium listing	599	765	705



39%
NEWSLETTER/
EMAIL OPEN
RATE

19%
CLICK RATE

100,000
AVERAGE
ADVERTISEMENT
REACH

20%
JOB APPLICATION
RATE (10x
HIGHER THAN
CONVENTIONAL
JOB BOARDS)

21-55
AGE RANGE
OF JOBSEEKERS

80,000
JOBS BOARD POSTS
SOCIAL MEDIA
FOLLOWING

the**microbiologist**

Staying connected to the life sciences community through the most current news and updates lies at the core of our magazine's mission. We strive to keep our readers informed about the latest products and services offered by our corporate members and partners. Advertise with *The Microbiologist* today for opportunities that will significantly boost your reach!

Any company, business or enterprise involved in microbiology-related products or services can now leverage the advertising opportunities provided by *The Microbiologist*. Whether you wish to promote a university course, PCR kit, cutting-edge microbiology technology or your services as a testing laboratory, *The Microbiologist* welcomes all ventures.



The Microbiologist is a digital magazine with content defined by the critical role microbiology has to play in addressing the significant challenges facing the world. Our editorial focus spans political, industrial, and academic news and reaches both established and emerging markets by providing thought-provoking debate on the latest research, career support and best practice advice. Our mission is to empower microbiologists across the globe with the insight they need to make a difference.

Our team of international editors provide a global audience with outstanding coverage and analysis of the latest research and technological developments in applied microbiology with clear, concise, and engaging content.



Dr Paul Sainsbury
Editor-in-Chief,
The Microbiologist

Launched
7 OCTOBER
2022

1,800+
subscribers

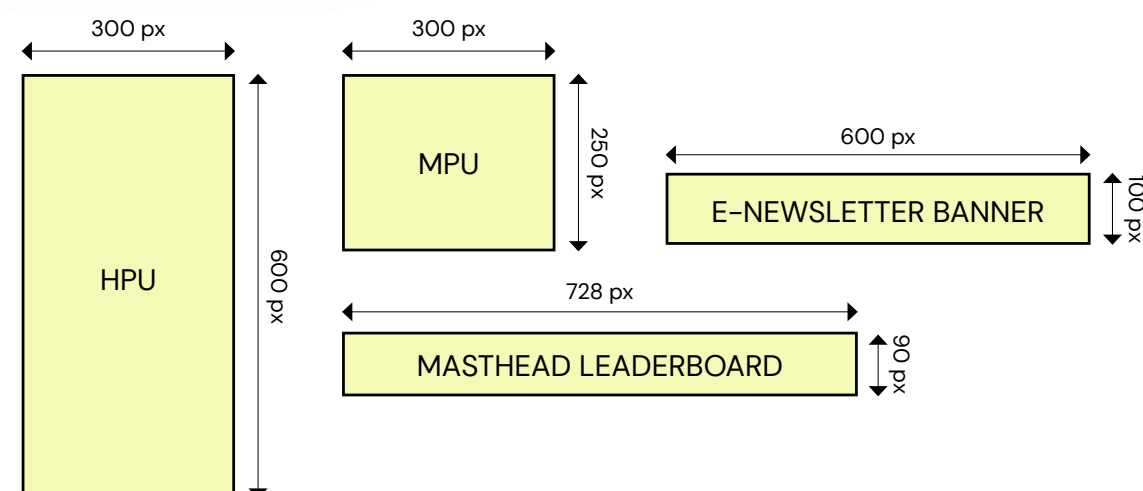
Circulation of
25,000
and growing fast

2,000
new weekly visitors



Advertising and sponsorship with *The Microbiologist*

- You are able to display your advert on *The Microbiologist* in one of three digital banner spots.
- The Masthead Leaderboard is a landscape leaderboard ad, which features first – towards the top of the web page. It is our most premium position. The panel measures 728 x 90 pixels.
- The second is a portrait skyscraper ad (HPU), which is shown in the sidebar on the right side of the web page. It is in a premium position and will also appear on all sidebars across our website. The sidebar panel ad measures 300 x 600 pixels.
- The third is a mid-page ad (MPU), which is in a premium position and appears throughout all our features and news stories. The ad measures 300 x 250 pixels.



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 X H mm)	GBP (£)	USD (\$)	EUR (€)
Quarter page (88 x 131) HPU	550	725	650
Half-page landscape (180 x 131)	850	1,100	1,000
Half-page portrait (88 x 267)	850	1,100	1,000
Full page (180 x 267)	1,300	1,675	1,525
Double-page spread (390 x 267)	2,000	2,575	2,350

PRINT ADVERTISING *The Microbiologist**

	GBP (£)	USD (\$)	EUR (€)
News update / info – cost per word	0.50	0.65	0.60
Related image (image size tbd)	50	65	60
Directory Profile	100	140	120

SPECIAL ISSUE SPONSORSHIP

	GBP (£)	USD (\$)	EUR (€)
HPU across all articles in the special issue	725	925	875
MPU across all articles in the special issue			
Leaderboard advert (for 4-week period)			
Sponsored news story (750 words max)			
E Newsletter banner advert			

COST INCLUDES ALL BENEFITS TO THE LEFT

*AMI publishes a glossy printed magazine once a year at the start of Q3; we have limited availability for printed adverts, so get in early to secure your spot

MONTH	DIGITAL CONTENT
JANUARY	The next best starter cultures in fermentations
FEBRUARY	New nitrogen-fixing bacteria for sustainable agriculture
MARCH	Microbial control in pharmaceutical production
APRIL	Living batteries
MAY	Engineering bacteria for enhanced CO2 capture
JUNE	Sample preparation, filtration, detection and treatment techniques for water-borne pathogens
JULY	Regulating and understanding phage therapy
AUGUST	Advances in microbial biofuel production
SEPTEMBER	Contamination routes and survival mechanisms in food production environments
OCTOBER	Commercialisation of the microbiome in healthcare
NOVEMBER	Disease in marine aquaculture
DECEMBER	Financing solutions for life science and healthcare startups

- AMI reserves the right of final approval on all creative assets and any advertisement felt to have a detrimental impact on a user's experience will not be accepted.
- Please supply URL link destination for your banner, which must link to an active page.
- Advertising controls show a banner to users once every eight hours
- Please supply advertisements for digital as JPG or GIF files no larger than 200kb
- Please supply advertisements for print as PDF files with all fonts and graphics (CMYK) embedded and 300dpi
- Please send ad materials to advertising@appliedmicrobiology.org



We have our own in-house design team on hand to design adverts tailored to your brand.

Please enquire for costs.



Tom Babington
Brand & Visuals Designer,
Applied Microbiology International

Contact us

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Applied Microbiology International

www.appliedmicrobiology.org

www.the-microbiologist.com

Registered charity number: 1123044

Registered company number: 06462427

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