

Laboratory Informatics

Editorial and Advertising calendar 2018

ISSUE DATE	FEATURES	PLANNED SHOW DISTRIBUTION
Feb/Mar 2018	QA/QC This feature explores the role of informatics software in ensuring the detection, reduction and correction of deficiencies in a laboratory's internal analytical process	Smart Lab Exchange Paperless Lab Academy
Apr/May 2018	Managing data in the laboratory In this feature we look at the role of informatics software to help manage, protect and share research data	
Jun/Jul 2018	Informatics in regulated industries We investigate the use of LIMS software in regulated industries	Laboratory Informatics
Aug/Sep 2018	Informatics in discovery labs We investigate the use of LIMS and ELN software in regulated industries	
Oct/Nov 2018	DNA sequencing This feature explores the role of DNA sequencing and its impact on scientific research	
Dec 2018/ Jan 2019	Healthcare We investigate the role of informatics software to drive new advances in healthcare	SLAS 2018

In every issue of 2018, we will be publishing two short profiles of informatics vendors, exploring the markets each company works in and looking ahead to areas for future.

Recent advertisers



BUILDING A SMART LABORATORY 2018

Published April 2018

This publication, revised and updated annually, provides the perfect introduction to the concept of the smart laboratory for anyone new or unfamiliar with the issues surrounding integrated lab technology and informatics.



LABORATORY INFORMATICS GUIDE 2019

Published December 2018

The definitive annual publication for all those involved in laboratory informatics, comprising high value editorial features, analysis and opinion, together with a comprehensive listing of products and suppliers.



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Scientific Computing World is the leading multi-platform resource dedicated to the computing and information technology needs of professionals working in science, technology, engineering and medicine. Its dedicated coverage of the laboratory informatics sector places it at the heart of your marketing strategy, providing a platform for the promotion of your products and services, reaching engaged users and decision makers worldwide.

Comprising a bi-monthly magazine, a regularly updated website, monthly dedicated laboratory informatics email newsletters, plus the annual Laboratory Informatics Guide, *Scientific Computing World* provides a variety of marketing options – to suit all budgets – to reach this targeted sector.

To discuss your fully integrated multimedia campaign – and for advice on how to get the best from your budget, contact:

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- Established title with long-standing loyal readership worldwide
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White Paper £1,000

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- Generate named leads

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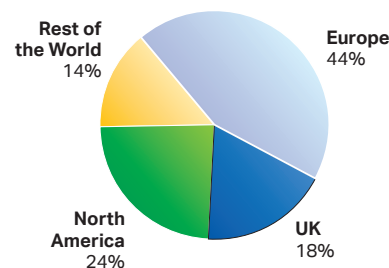
Content marketing

- Use our editorial services to create bespoke content
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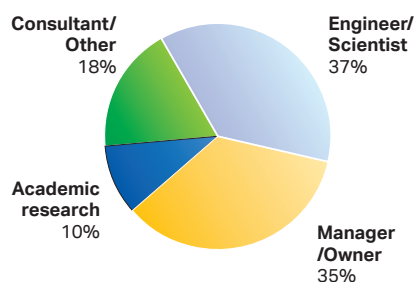


Circulation and reader demographics Laboratory informatics sector

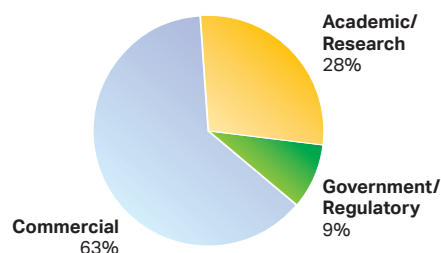
Geographical distribution



Job function



Type of organisation



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