

# BIOSPHERE

THE MAGAZINE OF UTAH'S LIFE SCIENCES INDUSTRY

2023 MEDIA KIT



## OVERVIEW

For the last several years, BioUtah has teamed with *Utah Business* to publish *Biosphere*, BioUtah's annual magazine showcasing Utah's life sciences industry. This year's publication will highlight many of individuals and companies driving innovation and making a difference in patient care.

*Biosphere* will be distributed as an accompaniment to the September issue of *Utah Business* and will reach more than 100,000 people at over 21,000 companies throughout Utah and the West.

I invite you to participate in the 2023 edition of *Biosphere* by purchasing an acknowledgment. Acknowledgments are to a non-profit what advertising is to a for-profit operation. Your support not only makes *Biosphere* possible, but helps hundreds of thousands of people come to know and appreciate the invaluable impact of the Utah's life sciences industry.

Please join our effort.



Kelvyn Cullimore  
President & CEO, BioUtah



21,000  
CIRCULATION

125,000  
READERSHIP

\$125,000  
MEDIAN ANNUAL INCOME

88%  
TOP-LEVEL EXECUTIVES



## WHAT IS *BIOSPHERE*?

Distributed as a polybag insert with the 2023 September issue of *Utah Business* magazine, *Biosphere* highlights the vibrant companies and life sciences ecosystem in the state and tells the story of the innovation and hope the sector is bringing to patients worldwide.

## WHY ADVERTISE IN *BIOSPHERE*?

With a circulation of approximately 21,000 and a readership of over 125,000, *Biosphere* provides exposure that is key to achieving both individual success for companies as well as collective recognition of our industry. Advertising demonstrates involvement in and support of this most important segment of the Utah economy.

## READERSHIP

*Biosphere* is distributed to businesses, governments, and institutions throughout Utah and the Intermountain West. It is the go-to source for what is happening in Utah's business community. It is also distributed to many retail outlets throughout the state, including Barnes and Noble, Dan's Foods, Harmons, Fresh Market, Maceys, Reams, Rite Aid, Smith's, Walgreens and more.



## ACKNOWLEDGMENT SIZING

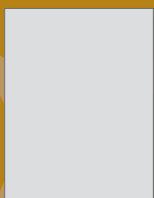


### 2-PAGE SPREAD

Trim Area: 16.75" W x 10.875" H

Bleed Area: 17" W x 11.1679" H

(Tip: Avoid text that cuts across the center of the page at 8.375")



### FULL-PAGE

Trim Area: 8.375" W x 10.875" H

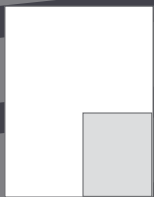
Bleed Area: 8.625" W x 11.125" H



### HALF-PAGE

Trim Area: 7.5" W x 4.875" H

Bleed Area: 7.75" W x 5.3" H



### 1/4-PAGE

Live Area: 3.75" W x 4.85" H

Bleed Area: 4" W x 5.1" H



## DEADLINES

Commitment	June 30, 2023
Artwork Due	July 28, 2023
Published and Distributed	September 2023

## RATES

2-page Spread	\$5,800
Full Page	\$2,900
Half Page	\$1,800
1/4 Page	\$1,250

## SPECIFICATIONS

A high-resolution, press-ready PDF file is required for all submissions. All fonts must be embedded. Minimum required image resolution is 300 DPI. All color files must be created in CMYK color mode. No other colors (e.g. spot colors) should be present in the file.

### BLEEDS

Please include a 1/4" minimum bleed on all sides of your artwork. Digital art files should be cropped to include non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. Do not have text within 1/2" of the edge of the live area to avoid it being cut off.

### FONTS

All fonts should be converted to outlines before submitting file. Do not send true type fonts.

### FILE SUBMISSION

Please submit your artwork online at [bioutah.org/ad-submit/](https://bioutah.org/ad-submit/). If files are larger than 10 MB, please use a file sharing service (e.g. Dropbox, Hightail, etc.) to send your file to Nate Gibby ([nate@bioutah.org](mailto:nate@bioutah.org)). *BioUtah is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.*

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