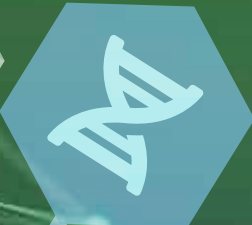


BIOSPHERE

THE MAGAZINE OF UTAH'S LIFE SCIENCES INDUSTRY



2024 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 the growth we are experiencing as an industry and some of the people and companies making a difference in fueling that growth.

Biosphere will be distributed through our partnership with *Utah Business* magazine to a curated list of over 10,000 companies, with a readership well in excess of 100,000 people in Utah.

I invite you to participate in the 2024 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



10,500

CURATED CIRCULATION
OF TARGETED INDUSTRIES
AND EXECUTIVES

50,000

READERSHIP

\$125,000

MEDIAN ANNUAL INCOME

88%

TOP-LEVEL EXECUTIVES



WHAT IS *BIOSPHERE*?

Biosphere is an annual publication of BioUtah that 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. BioUtah partners with *Utah Business* to print and distribute the magazine.

WHY ADVERTISE IN *BIOSPHERE*?

With a distribution of over 10,000 magazines and a readership of over 50,000, *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 a curated list of businesses, governments, and institutions throughout Utah and the Intermountain West. This year we are pleased to report that we have worked with *Utah Business* to create a more targeted mailing list that is industry specific and identifies other readers who would have an informed interest in our publication. *Utah Business* estimates 5 readers for every magazine sent out.

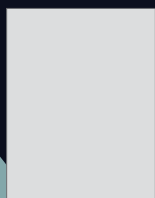
[VIEW LAST YEAR'S EDITION >](#)

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")



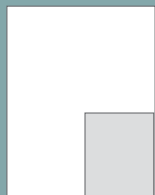
FULL-PAGE

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.

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.

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/. 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). *BioUtah is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.*

WHAT IS AN ACKNOWLEDGMENT?

An acknowledgment is what a non-profit entity call an advertisement. As a 501(c)(6) non-profit organization, BioUtah provides its members opportunities to obtain acknowledgments in its printed publications. The acknowledgment is essentially an advertisement that can include:

- Logos
- Value-neutral descriptions of the product or service
- Location information

The acknowledgment cannot include:

- Pricing information, including rebates
- Comparative statements
- Calls to action/inducements to buy, sell, rent, lease language, or content considered to be promotional

CLICK HERE TO
RESERVE SPACE NOW >



A PUBLICATION OF



BIOUTAH

BIOUTAH.ORG | 801.867.4061 | 230 EAST SOUTH TEMPLE, STE #100, SLC, UT 84111