

Media Info 2026

transkript
WIRTSCHAFT. TECHNOLOGIE. LEBEN.

 **European
Biotechnology**
Life Sciences and Industry Magazine

 **Biotech Snap**

 **Knowbio**

Content

Print

transkript	4
Laborwelt / medtech zwo / Events	6
Custom Branded Magazines	7
European Biotechnology Magazine	8
Biotech & Medtech Guide books	10
Advertisement rates magazines	12
Advertisement specs magazines	13

Web

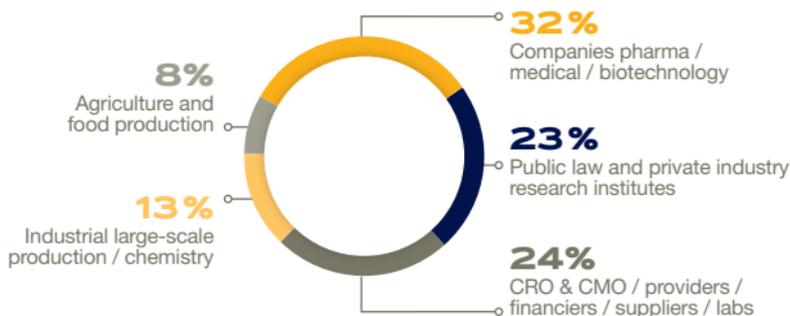
transkript.de / laborwelt.de / medtech-zwo.de	14
european-biotechnology.com	16
Biotech Snap	18
Advertisement rates web campaigns / newsletters	20
Formats and specs web	21
General business terms	22



#1 Magazine

- > 50% of our readers are decision makers!
- > 9 of 10 German Biotech leaders read |transkript

Recipients by sectors:



For more than 30 years, |transkript has been the leading magazine for life sciences in German-speaking Europe. Each issue offers in-depth reporting on the people, ideas, and breakthroughs shaping biotechnology and biopharma, from business and research to policy and innovation. |transkript provides context, analysis, and insight through long-form features, expert commentary, and interviews. Every edition also includes the specialized sections LABORWELT and medtech zwo, exploring developments in laboratory technologies and medical devices.

Published:
quarterly, 4 issues per year
Volume:
Volume 32, 2026

Cooperation partners:
BIOTECH AUSTRIA, Deutsche Gesellschaft für Proteomforschung (DGPF), btS Life Sciences Studierendeninitiative e. V.

transkript

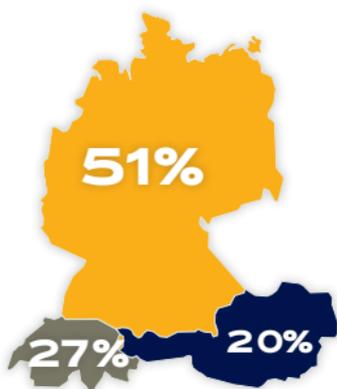
PRINT

Geographic coverage:

Germany	51 %
Switzerland.	27 %
Austria	20 %
Others	2 %

Circulation:

Distributed print circulation	9,000
Distributed online circulation (PDF) . . .	30,000



Issue	Topics	Booking	Publication
I 26	- Organoids - Lab-on-Chip - Biomanufacturing	12 Feb. 26	26 Feb. 26
II 26	- Clinical Innovation (CROs) - Biotech Clusters in DACH	04 June 26	18 June 26
III 26	- AI and Machine Learning in Drug Discovery - Financing & IP Strategy - Region Special NRW	24 Sep. 26	08 Oct. 26
IV 26	- Oncology Pipeline in DACH - Life Sciences Real Estate - Pharma Packaging & Logistics	26 Nov. 26	10 Dec. 26



New in 2026:

transkript will launch two special regional editions spotlighting the most dynamic life science hubs across German-speaking Europe. Contact us to showcase your region's life science excellence.

Guaranteed presence at major biotech events

Our print edition is distributed at key biotech and life sciences events throughout the year, giving advertisers direct visibility in high-impact, in-person settings. Below is a selection of events where our magazine is available on-site:

- › BIO-Europe Spring, 23-25 March, Lisbon
- › Analytica, 24-27 March, Munich
- › German Biotech Days, 21-22 April, Leipzig
- › Swiss Biotech Day, May 4-5, Basel
- › Chemspec Europe, 6-7 May, Cologne
- › SLAS Europe, May 19-21, Vienna
- › bio:cap, 9-11 June, Berlin
- › Nordic Life Science Day, 16-17 September, Stockholm
- › BioSpain, 29 Sep - 1 Oct, Bilbao
- › CPHI, October, Milan
- › BIO-Europe, 9-11 Nov, Cologne
- › PharmaLab, 24-26 Nov, Düsseldorf
- › Automa+, November, Austria
- › BioFit, December, France
- › Genesis, December, London
- › PharmaPack, January 2027

LABORWELT

medtech
ZWO

Issue	Topics	Topics	Booking	Publication
I 26	Lab Automation (Analytica)	Automation and New Manufacturing Technologies	12 Feb. 26	26 Feb. 26
II 26	Cell and Gene Therapies	Digital Health, Materials and Components for Medical Technologies	04 June 26	18 June 26
III 26	Molecular & Data-Driven Diagnostics	Focus MEDICA/COMPAMED 2026	24 Sep. 26	08 Oct. 26
IV 26	Sustainability, Lab Consumables, Lab Safety & Digitisation of the Laboratory Environment	Digitalisation, AI in Medtech	26 Nov. 26	10 Dec. 26

Custom Branded Magazines

PRINT


Bring your story to life with a tailor-made magazine created by the editorial and design experts behind |transkript and European Biotechnology Magazine.

We produce high-quality corporate magazines that reflect your brand's voice, values, and vision. Each publication is developed in close collaboration with your team and benefits from our decades of experience in life sciences journalism, storytelling, and visual design.

From concept to production, we take care of every detail: editorial planning, writing, design, and layout, ensuring a result that meets the highest professional standards.

Our track record includes numerous successful projects for leading companies in the life sciences sector. Catalyser, one of our flagship productions, was recognized with a FOX Award for excellence in corporate publishing.

Let's create your magazine together!





For over 20 years, European Biotechnology Magazine has been the leading source for insight into the scientific, political, and economic forces shaping Europe's biotech sector. Covering all 27 EU member states as well as Switzerland, the UK, and Norway, the magazine connects decision-makers across the continent with in-depth analysis, expert commentary, and industry perspectives and provides an unparalleled platform for pan-European communication and marketing.

Published:
quarterly, 4 issues per year
Volume:
Volume 25, 2026

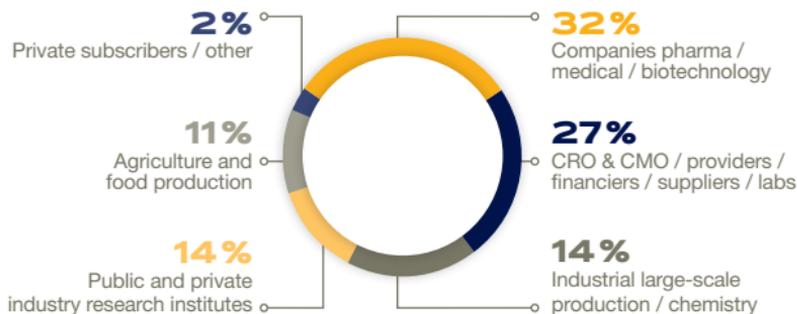
Cooperation partners / Industry networks:

BIOTECH AUSTRIA, European Biotechnology Network, LISAvienna, Society for Laboratory Automation and Screening SLAS, Young European Biotech Network YEBN

Mediapartner events:

BIO-Europe, SLAS Europe, BioFIT, Chemspec, PharmaLab Congress, CPHI, BioSpain, Biotech Austria Summit, etc.

Recipients by sectors:





Geographic coverage:

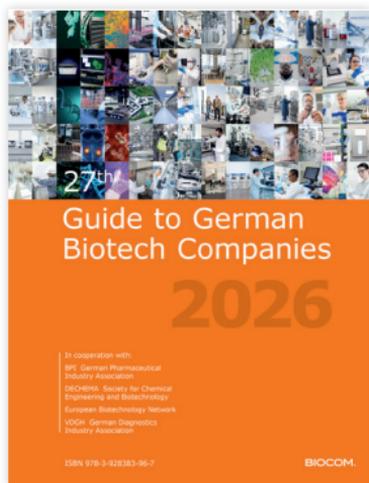
Western Europe (GB, IRL, F and BeNeLux)	24 %
Southern Europe (P, E, I, GR, M and CY)	24 %
Central Europe (D, A and CH)	22 %
Northern Europe (S, FIN, DK and NOR)	18 %
Eastern Europe (PL, CZ, SK, HR, HUN, SLO, LIT, LET and EST)	8 %
Other regions (USA, CDN, J and IND)	4 %

Circulation:

Distributed print circulation	10,000
Distributed online circulation (PDF)	19,000

Issue	Topics	Booking	Publication
Spring 2026	- CDMO Landscape Europe - Lab Automation & Data Science - Country Special Portugal	5 Mar. 26	19 Mar. 26
Summer 2026	- Drug Delivery Services - RNA Technologies - Country / Region Special (TBD)	21 May 26	04 June 26
Autumn 2026	- CDMOs & CROs - Autoimmune & Inflammatory Diseases - Cluster Special bioRN	10 Sep. 26	24 Sep. 26
Winter 2026	- Radiopharmaceuticals - Gene Editing - Country / Region Special (TBD)	12 Nov. 26	26 Nov. 26

Biotech & Medtech Guides –



Guide to German Biotech Companies

The international business card of Germany's researching and developing biotech companies: This book in English language presents companies and service providers with two-page profiles. The annually published guide is distributed by Knowbio, through associations such as the European Biotechnology Network as well as at international and national events.

Volume: Vol. 28, 2026
Publication date: 22 Oct. 2026
Booking deadline: 01 Oct. 2026



European Biotechnology Science & Industry Guide

This successful presentation of European companies and institutions will be presented at the BIO-Europe Spring Partnering Conference in March. In addition, it will be distributed and displayed at numerous international life sciences and pharmaceutical conferences – both in printed publication and simultaneously as a digital version for all online events.

Volume: Vol. 16, 2026
Publication date: 19 March 2026
Booking deadline: 26 Febr. 2026

print + digital



Guide to German Medtech Companies

This book in English with profiles of medical technology companies and suppliers covers the entire value chain of medical technology products and healthcare services. It is distributed globally and year-round at around 20 international events, congresses and trade fairs in the healthcare industry and supplier industry. In addition, the cooperation partners introduce themselves – among others Germany Trade & Invest, Health Innovation Network, SPECTARIS, VDMA, Medical Valley EMN e. V., Medical Mountains, microTEC Südwest und IVAM.

Volume:
Publication date:
Booking deadline:

Volume 11, 2026
 09 Feb. 2026
 24 Nov. 2025

Volume 12, 2027
 Jan. 2027
 27 Nov. 2026

Facts and figures for all guides

Frequency:	yearly
Distributed circulation:	more than 10,000 copies each
Format:	190 x 250 mm
Language:	English
Production:	high-quality bound, four-colour printed
Features:	digital editions of the guides
Optional:	reprints of company profile on request

Advertisement rates **Magazines**

1/1 page (4c)	3,400 €
1/2 page vertical / horizontal (4c)	2,000 €
1/3 page vertical / horizontal (4c)	1,500 €
1/4 page vertical / horizontal (4c)	1,300 €
Surcharge for special placements (e.g. cover pages)	500 €
1/3 page product information (text + image)	1,400 €
1/1 page advertorial / company profile	3,400 €
2/1 page advertorial / company profile	5,000 €
4/1 page advertorial / company profile	9,500 €
Bundle 1/1 page (4c) + 1/1 advertorial	4,500 €

Inserts (incl. production)

2 pages	4,500 €
4 pages	7,000 €

Supplements

up to 25 g	2,300 €
up to 50 g	3,500 €
Custom Branded Magazines	Starting at 20,000 €

Entry fees **Guides**

2/1 page company profile in biotech guide (Euro. or German)	1,580 €
2/1 page company profile in German medtech guide	1,860 €

Advertisement specs **Magazines**

Advert format	Type area format	Bleed format
1/1 page 4c	175 x 229 mm	210 x 275 mm + 3 mm
1/2 page 4c, horizontal	175 x 118 mm	210 x 134 mm + 3 mm
1/2 page 4c, vertical	85 x 228 mm	102 x 275 mm + 3 mm
1/3 page 4c, horizontal	175 x 76 mm	210 x 89 mm + 3 mm
1/3 page 4c, vertical	55 x 228 mm	70 x 275 mm + 3 mm
1/4 page 4c, horizontal	175 x 55 mm	
1/4 page 4c, vertical	85 x 110 mm	

Formats:

210x275 mm, adhesive binding

Print method:

Offset print, 60s raster, four-colour process print (CMYK Euro-scale)

Data formats:

PDF (Version 1.3 with transparency reduction at hi-res

- > four-colour (CMYK Euroscale), no special colours
- > typefaces completely embedded (no sub-groups) and/or converted into curves
- > bound halftone images must be submitted with at least 300 dpi (bitmaps with min. 800 dpi) in the production size for CMYK and/or greyscale models

Bleed & crop marks:

Adverts should have a bleed extending 3 mm beyond trim size. Data should contain crop marks but no colour bars and register marks.

Data transfer:

E-Mail: produktion@knowb.io

Data can be sent up to a size of 50 MB via email. Please contact us if your data has a larger volume.

General information:

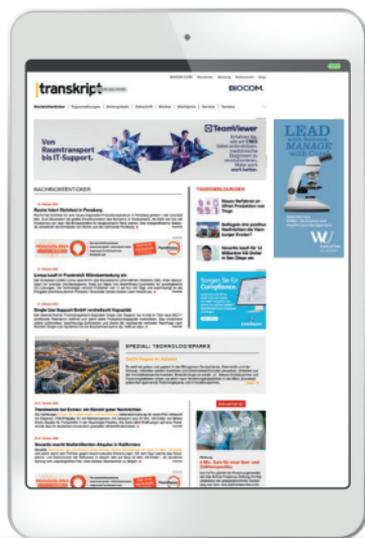
Cancellations must be received in writing no later than 3 weeks before the advertising deadline. Our general terms and conditions for advertising in print and digital media apply (as of October 2025).

Entry specs **Guides**

Two pages with up to 3,500 characters of text (English), illustrations or photos and company logo. Including layout and production.

transkript.de

WEB



At the pulse of the industry: transkript.de is the daily updated news and information portal for biotechnology and life sciences in the German-speaking countries of Europe. The profound short reports focus on business, politics and science. A wide range of service sections are also included. As a fast, multifaceted information portal, transkript.de is frequently used, creating the perfect environment for target group-specific online advertising.

LABORWELT

transkript.de/laborwelt

An important part of the information offered by |transkript.de are news from and for professionals in the laboratories of industry and science. In compact form, the news from research and production is an ideal environment for target group-specific online advertising.

**medtech
ZWO**

medtech-zwo.de

medtech zwo, the medical technology section of transkript.de, is also all about fast information. Start-ups, financing and the legal framework are at the centre of interest and form the ideal framework for advertising aimed at specific target groups.

Picture: © OnstOnwww.istockphoto.com

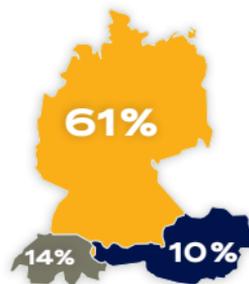
transkript

Visits: per year **690,000**

Page impressions: . . . per year **1,150,100**

Users:

Germany	61 %
Switzerland.	14 %
USA & UK	13 %
Austria	10 %
Others	2 %



WEB

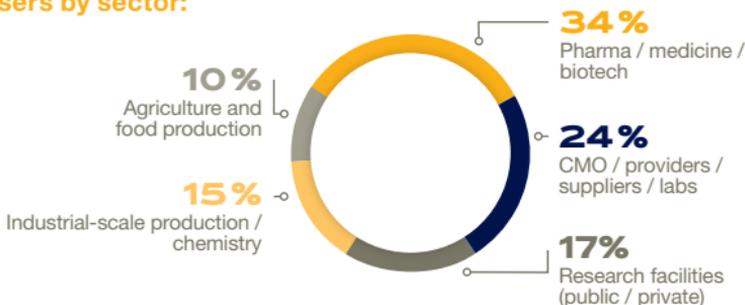
eNewsletter

Frequency: weekly

Subscribers: 24,750



Users by sector:



Newsletter recipients by function:

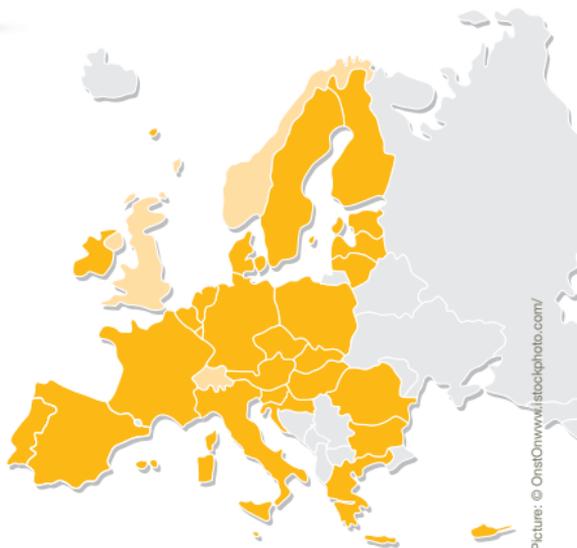
Laboratory- / division- / department management	29 %
Corporate / operations management	26 %
Politics / foreign trade / public funding	15 %
R&D / education	15 %
Distribution / sales / marketing	10 %
Organisation / administration / HR	5 %

european-biotechnology.com

WEB



Europe in focus: european-biotechnology.com is the fast track news and information portal for biotechnology and life sciences. The compact reporting from the 27 EU countries plus Switzerland, Great Britain and Norway focuses on science, politics and business. Fast news and attractive service sections such as a calendar of events and a job market create the perfect environment for target group-specific online advertising in the large European life sciences market.



Picture: © OnStOnwww.istockphoto.com



Visits: per year **560,000**

Page impressions: . . per year **780,000**

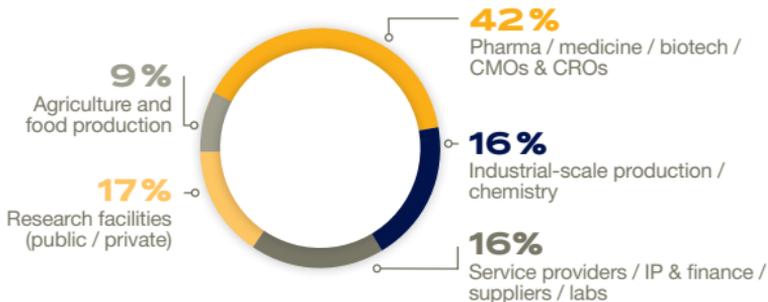
Users:

Europe	73 %
Northern America	19 %
Asia	6 %
Others	2 %

eNewsletter

Frequency:	weekly
Subscribers:	21,980

Users by sector:



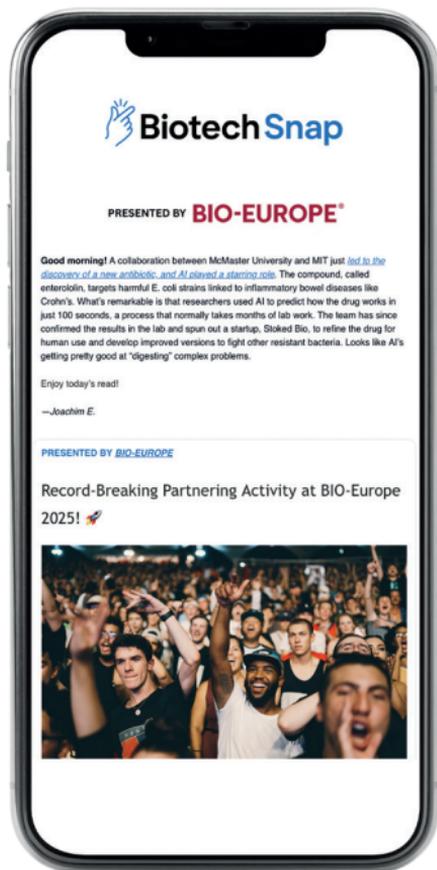
Newsletter recipients by function:

Laboratory- / division- / department management	22 %
Corporate / operations management	22 %
Politics / foreign trade / economic development	20 %
Distribution / sales / marketing	18 %
R&D / education	14 %
Organisation / administration / human resources	4 %

Biotech Snap –

WEB

The Daily 5-Minute Briefing for Biotech Professionals



Biotech Snap is the fastest-growing daily newsletter redefining how biotech professionals stay informed. Every morning, thousands of readers across the world receive a sharp, five-minute update summarizing what matters most in biotech, written with clarity, context, and a touch of personality.

Why it matters

In an industry flooded with long and complex news, Biotech Snap delivers essential insights that busy professionals actually read. Its concise, smart, and witty format makes it the go-to morning ritual for executives, founders, and investors in biotech.



Subscribers: **25,000+***

Open rate: average **56%**

Click through rate: average **6%**

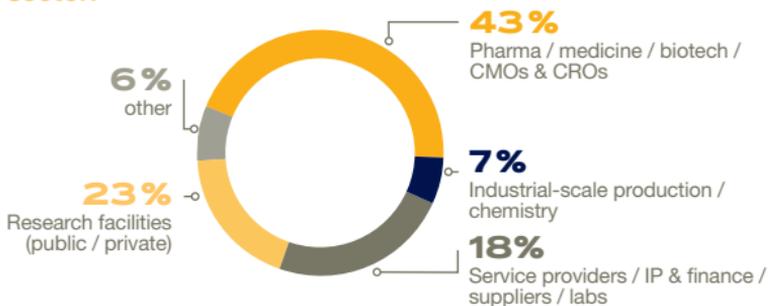
Users:

Northern America: 60%

Europe: 30%

Other: 10%

Users by sector:



Newsletter recipients by function:



Advertisement rates

Web campaigns / Newsletter

transkript/European Biotechnology

WEB

Billboard	1,800 € / week
Sidebar	1,350 € / week
Premium Banner	700 € / week
Standard Banner	400 € / week
Medium Rectangle	500 € / week
Newsletter Premium Banner (Top Position)	900 € / issue
Newsletter Standard Banner	600 € / issue
Video Ad	1,800 € / week
Advertorial/Sponsored Post	1,500 € / month
E-Blast Campaign	5,000 € / campaign

Biotech Snap (exclusive sponsoring incl. editorial message)

1 issue	1,800 €
5 issues	7,500 €
10 issues	12,500 €
20 issues	19,500 €

Lead generation campaigns (3 months, incl. production)

White paper (10 pages)	17,500 €
Webinar (60 min)	15,000 €

Advertisement specs **Web**

Typ	Format	Position
Billboard	970 x 250 pixels	below the website header
Sidebar	600 x 1200 pixels	sliding right-hand, not visible at mobile devices
Premium Banner	560 x 72 pixels	homepage within the news section
Standard Banner	560 x 72 pixels	homepage in rotation with other banners
Medium Rectangle	300 x 250 pixels	right-hand placement
Newsletter Banner	560 x 72 pixels	limited slots in the newsletter
Advertorial/ Sponsored Post/ Product Post	Image 960 x 540 pixels; JPG/PNG-file + Headline wiht min. 35 and max. 50 characters + Teaser Text min. 256 characters + Text	Homepage right-hand + in the advertorial / product section subsite
Video Post	YouTube- or Vimeo-Link + Image 960 x 540 pixels; JPG/PNG- file + Headline wiht min. 35 and max. 50 characters + Teaser Text min. 256 characters + Text	Homepage right-hand + in the video section subsite
E-Blast	HTML Code	sent to all newsletter recipients

Data formats Web Banner:

Optional data formats for all adverts except newsletter: GIF, JPG, PNG, HTML

Newsletter Banner:

GIF, PNG, JPG (max. 100kB)

In the case of Programmatic Guaranteed placements, please always deliver the advertising material as redirects or physically (JPG, PNG or GIF). Size 200 kB, max. 2MB reloaded (polite download)

Technical compatibility:

To ensure complete compatibility with Java Sript-Tags, please also send the entire tag, including a "NoScript" variant.

The operating system and/or browser compatibility of interactive formats is the sole responsibility of customers and/or their agencies.

Data delivery:

Adverts must be delivered no later than three workdays (for E-Blasts 1 week) before publication date to: produktion@knowb.io

Our general terms and conditions for advertising in print and digital media apply (as of September 2024).

Reporting:

Optional reporting of your online campaign is available. With Javascript no tracking can be guaranteed.

Terms and Conditions (T&C) of Knowbio GmbH for advertising in print and digital media

Status: October 2025

1. Scope and Advertising Order

An "Advertising Order" within the meaning of these Terms and Conditions (T&C) is the contract for the placement of one or more advertising materials in the print or digital media of Knowbio GmbH (hereinafter "Knowbio").

These T&C and the price list valid at the time of contract conclusion shall apply exclusively. Any deviating terms and conditions of the client shall not apply unless Knowbio expressly agrees to them in writing.

2. Advertising Materials

(1) Advertising materials within the meaning of these T&C include in particular:

- Advertisements and other editorial integrations in print or digital media,
- Special placements such as cover sponsorships, wrappers, inserts, or supplements,
- Digital formats such as banners, content ads, links, or email advertising.

(2) Advertising materials that are not clearly recognizable as advertisements due to their design must be clearly marked by Knowbio with the word "Advertisement" or an equivalent notice.

3. Conclusion of Contract

(1) The contract is concluded upon written or e-mail confirmation of the order by Knowbio. Oral or telephone agreements are only valid if confirmed by Knowbio in writing or by email.

(2) If an advertising agency places the order, the agency becomes the contracting party. The agency must name the advertiser it represents, and Knowbio may request proof of authorization.

(3) Advertising for multiple advertisers within one common advertising medium (joint advertising) requires a separate written agreement.

4. Advertising Period

Advertising materials must be placed within one year after contract conclusion. If the right to placement is not exercised within this period, the client's entitlement to performance lapses unless otherwise agreed.

5. Order Extension

Within the one-year period, the client may order additional advertising materials beyond the originally agreed quantity, provided Knowbio has sufficient capacity. The current price list shall apply.

6. Discount Reimbursement

(1) If an advertising order cannot be executed in whole or in part for reasons not attributable to Knowbio (e.g., delayed delivery of advertising material), the client must refund any volume-based discounts already granted on a pro-rata basis.

(2) Claims for retroactive discounts must be asserted within three months after the one-year order period expires; otherwise, they shall be forfeited.

7. Client Obligations and Delivery

(1) The client must deliver all advertising materials completely, in perfect condition, and in accordance with Knowbio's technical specifications (see media data) by the specified deadline.

(2) Costs for advertising materials or print templates created or modified by Knowbio at the client's request shall be borne by the client.

(3) Late or defective delivery or subsequent changes may cause delays or additional effort for which the client is responsible. Knowbio is not liable for any errors or delays in publication resulting therefrom.

8. Right of Refusal

(1) Knowbio reserves the right to reject advertising orders— or individual placements within a collective order— or to block already published materials if:

- the content violates laws, official regulations, or public decency;
- the content has been objected to by the German Advertising Council;
- publication is unreasonable for Knowbio due to the content, origin, or technical form (e.g., extremist, discriminatory, or reputation-damaging content).

(2) Inserts become binding only after submission and approval of a sample by Knowbio. Inserts that appear to be editorial content or that contain third-party advertising will not be accepted.

(3) Rejections will be communicated promptly. The client may submit alternative material; further claims are excluded.

9. Rights and Indemnification

(1) The client warrants that they hold all rights necessary for the publication of the advertising material (including copyright, trademark, and personality rights).

(2) The client shall indemnify Knowbio against all third-party claims arising from rights violations or legal infringements connected to the publication. This includes reasonable legal defense costs. The client must inform Knowbio immediately and fully in case of any third-party claims.

(3) The client grants Knowbio all rights necessary for the execution of the order, including reproduction, distribution, transmission, public accessibility, and archiving. The rights are granted without limitation in time or territory and include use in all Knowbio print and digital media, including social media channels.

10. Warranty

(1) Knowbio warrants the technically standard reproduction of the advertising material. The client acknowledges that a

completely error-free reproduction cannot be guaranteed according to current technology.

(2) No warranty is given for minor defects that do not significantly impair the purpose of the advertisement, such as minor color variations in print or display errors due to unsuitable end devices, network disruptions, or temporary server outages.

(3) If an ad server fails for a substantial period (more than 10% of booked time per month), the client's payment obligation for that period lapses.

(4) In case of significant defects, the client is entitled to a faultless replacement placement or a reasonable price reduction. If the replacement fails, the client may withdraw from the contract. Complaints must be made in writing within 14 days of publication.

11. Service Disruptions

If execution of an order is prevented by force majeure, labor disputes, or other disruptions beyond Knowbio's control (e.g., extensive technical failures), the publication shall be made up as soon as possible. The client's payment obligation remains if the replacement occurs within a reasonable and acceptable time frame.

12. Liability

(1) Knowbio's liability is unlimited in cases of intent, gross negligence, injury to life, body, or health, and under the German Product Liability Act.

(2) For slight negligence in the breach of essential contractual obligations ("cardinal duties"), Knowbio's liability is limited to the foreseeable, typical contractual damage. Cardinal duties are those whose fulfillment enables proper execution of the contract and upon which the client regularly relies.

(3) Otherwise, Knowbio is not liable for slight negligence.

(4) Claims against Knowbio expire one year after the statutory limitation period begins, except for claims arising from intentional or grossly negligent conduct or injury to life, body, or health.

13. Price List and Discounts

(1) The Knowbio price list valid at the time of contract conclusion applies.

(2) Price changes for confirmed orders are effective only if announced at least one month before publication. In case of a price increase, the client has a right of withdrawal within 14 days after receiving the notice.

(3) Advertising agencies must base their offers and contracts with advertisers on the applicable Knowbio price list.

14. Payment and Default

(1) Invoices are payable within 10 days of receipt without deduction unless otherwise agreed. All prices are exclusive of statutory VAT.

(2) In case of late payment, Knowbio may charge statutory interest and suspend further execution until payment is received. Prepayment may be required for future placements.

(3) If there are justified doubts about the client's solvency, Knowbio may require prepayment even during the contract term before publishing further advertising materials.

15. Termination and Cancellation

(1) Terminations must be in writing or text form (e.g., by email).

(2) If the client cancels the order for reasons not attributable to Knowbio.

Knowbio may charge a lump-sum compensation:

- Up to three weeks before the scheduled publication date: 15% of the net order value.

- After this period or for exclusive advertising formats: 100% of the net order value.

The client may provide proof that Knowbio suffered no or substantially less damage. For discounted orders, the list price serves as the calculation basis.

16. Confidentiality

Both parties shall treat all confidential information and trade secrets obtained during the cooperation as strictly confidential and use them only for purposes of this contract. This obligation is unlimited in time.

17. Data Protection

Knowbio processes personal data of the client and its contacts for the performance of the advertising order based on Art. 6 (1)(b) GDPR. Further information on data processing, including data subject rights, can be found in Knowbio's privacy policy available on its website.

18. Amendment of These Terms

Knowbio reserves the right to amend these T&C. Changes will be announced in writing or by email at least four weeks before taking effect. If the client does not object within four weeks after receipt, the amendments shall be deemed accepted.

19. Final Provisions

(1) If any provision of these T&C is or becomes invalid, the validity of the remaining provisions shall not be affected. The parties shall replace the invalid provision with one that comes closest to the original economic intent.

(2) Place of performance and exclusive place of jurisdiction for all disputes arising from this contract is Berlin, provided the client is a merchant, legal entity under public law, or special fund under public law.

(3) The law of the Federal Republic of Germany shall apply exclusively, excluding the UN Convention on Contracts for the International Sale of Goods (CISG).

Any Questions?

The Knowbio sales team is at your service:



Oliver Schnell

Tel.: +49-(0)30-264921-45
oliver.schnell@knowb.io



Andreas Macht

Tel.: +49-(0)30-264921-54
andreas.macht@knowb.io



Christian Böhm

Tel.: +49-(0)30-264921-49
christian.boehm@knowb.io

Knowbio GmbH

Jacobsenweg 61 | 13509 Berlin | Germany

Tel. +49 (0)30 264921-0 | marketing@knowb.io | www.knowb.io