

BioTechniques International

www.BioTechniques.com

95,000	Postal	\$250/M
72,000	Email	\$450/M

BioTechniques, The International Journal of Life Science Methods, reaches bench researchers worldwide who are actively involved in advanced methods and techniques critical to the advancement of research. BioTechniques is the leading peer-reviewed journal for the publication of original laboratory methods and has a broad scope of articles describing technical innovations in established and emerging areas of technology for life science research in a diverse array of subject areas, including:

Genomic Technologies, Bioinformatics, Electrophoresis and Separation Technologies, RNAi, Nanotechnology, Imaging Technologies, Microbiology, Proteomic Technologies, Microarray Analysis, Mass Spectrometry, Microfluidic Technologies, Microscopy, Next Generation Sequencing, Antibody-Based Technologies, PCR, and more.

BRAND NEW Selections: Now you can reach Core Lab Facilities, our Molecular Forum Subscribers and our Online Newsletter Subs with you promotions. 70,000+ leads at your disposal!

BioTechniques' database consists of over 90,000+ life science researchers working on all phases of discovery and development in the United States, Canada, Europe and Asia. BioTechniques' database offers highly qualified contacts, which are constantly updated and offer demographic segmentation to reach the most accurate target audience.

----Selection Charges----

Affiliation	\$15/M
Geographic	\$15/M
Job Function	\$15/M
Titles	\$15/M
Technologies	\$50/M
Special Interest	\$50/M
A/B Split	N/C

-----Delivery-----

Postal file \$10/F
(email file sent directly to mail house)

Email transmitted by
InformaDATA

-----Minimum Order-----
3,000 names

---List Owner/Manager---
BioTechniques International

-Manager's Contact Info-

Amy Miller
InformaDATA/
BioTechniques
One Research Drive
Suite 400A
Westborough, MA 01581
Direct: 508 439 9515
Fax: 508 616 5533
amiller@ibcusa.com

informaDATA

BioTechniques International Masterfile

NEW Selections

- Core Lab Facilities
- Molecular Forum
- BQ Newsletter Subs

Job Functions

- Bioengineering/Biophysics
- Analytical Chemistry
- Cancer Research
- Biochemistry
- Microbiology
- Clinical Research
- Virology
- Genomics/Genetics
- Immunology
- Molecular Biology
- Molecular Diagnostics /Pathology
- Drug Discovery/Development
- Cell Biology
- Neuroscience
- Proteomics
- Bioinformatics/Computational Biology

Affiliations

- Core Lab Facilities
- Academic
- Biotech/Pharma
- Government
- Hospital
- Research Foundation
- Pre-Clinical

Titles

- Professor/Instructor
- Principal Investigator
- Postdoctoral Fellow
- Graduate Student
- Technician/Research Assistant
- Research Director/VP of Research/CSO
- Department Head
- Lab Director/Chief Scientist

- Staff Scientist
- Process Engineer
- President/CEO/VP/Owner
- Business Development Director/Manager
- Product Manager
- Consultant

Technologies

- Antibody-based Protein Detection (Western ELISA, IF, IP, IHC)
- DNA Isolation and Purification
- RNA Isolation and Purification
- PCR/RT-PCR
- Real-Time/Quantitative PCR
- Nucleic Acid Hybridization (Southern, Northern, ISH)
- Nucleic Acid Sequence Analysis
- Nucleic Acid Synthesis
- Gene Expression Analysis
- Microarray Analysis/Nucleic Acid
- Nucleic Acid Labeling and Detection
- Gene Targeting
- Transfection/Gene Transduction/Viral Vectors
- Mutagenesis
- Protein-Protein Interaction Analysis
- Cloning
- Recombinant Protein Expression & Purification
- Protein-Nucleic Acid Interaction Analysis
- Chromatography
- Nucleic Acid Electrophoresis
- 2-D Gel Electrophoresis
- Capillary Electrophoresis
- Crystallography/NMR
- Cell/Tissue Culture
- Image Capture & Analysis
- Laser Capture Microdissection
- RNAi
- Mass Spectrometry
- Spectroscopy (FTIR, CD, FCS, UV-Vis)
- Microscopy

- Robotics/Automation
- High-Throughput Screening (HTS)
- Animal Models
- High Content Screening (HCS)
- Phosphorylation Analysis/Kinase Assays
- Microarray-Small Molecule
- Flow Cytometry
- GFP reporter Assays
- Bioinformatics Software
- Microfluidics/Lab-on-a-chip
- Genotyping/SNP Analysis
- CombiChem
- Blood Analysis
- Stem Cell
- Signal Transduction
- Biomarker
- Immunoassay
- Next Generation Seq
- Epigenetics
- Single Cell Analysis
- DNA/RNA Sequencing
- Fluorescent Probes/Dyes
- miRNA
- CRISP
- shRNA

Special Interest Areas

- PCR
- RNA
- Microscopy
- Antibody-Based Tech
- DNA Sequencing
- Translational Research
- Genomics
- Epigenetics
- Cell Biology
- Proteomics
- Cell Analysis/Culture
- PCR/Cloning
- Genetic Engineering Tools
- Systems Biology
- Protein Purification & Analysis
- InVivo Imaging