

## SPONSOR MEMBERSHIP

Reach the decision-makers driving laboratory technology investments

**2.4M+**

ANNUAL USERS

**4.7M+**

ANNUAL PAGEVIEWS

**25,000+**

NEWSLETTER SUBSCRIBERS

**4,300+**

COMPANIES REACHED

### YOUR AUDIENCE

LiMSforum reaches a verified, high-value audience of laboratory informatics professionals. **98.5% of subscribers use business email addresses** from organizations including PepsiCo, Bristol-Myers Squibb, AbbVie, BASF, Tyson Foods, USDA, and thousands more.

Audience Segment	% of Subscribers
Managers, Supervisors & Team Leads	49.7%
Laboratory Professionals & Scientists	19.3%
Quality, QA/QC & Compliance	19.4%
C-Suite, VPs & Directors	11.9%
IT, Informatics & Technology	2.4%

*67% of subscribers hold senior or decision-maker level titles.*

**Industry Reach:** Pharma & Biotech | Food & Beverage | Government & Public Sector | Environmental | Chemical & Materials | Academic & Research | Manufacturing

### WHAT'S INCLUDED

- **Homepage Logo Placement** — Your company logo displayed on the LiMSforum homepage with a direct link to your website, visible to 2.4M+ annual visitors.
- **Weekly Newsletter Feature** — Logo placement in every issue of our newsletter, reaching 25,000+ subscribers with a 24.5% open rate and 5.7% click-through rate.
- **Content Publishing** — Your articles, press releases, product announcements, and news published directly in our weekly newsletter and website, syndicated via RSS to partner sites.
- **Banner Advertising** — 468x60 banner ad displayed across the entire LiMSforum website with unlimited impressions and click-throughs at no additional charge.
- **Dynamic Visibility Ranking** — Earn top logo placement through content activity. The more you publish, the higher your visibility. Positions update dynamically on a rolling 7-day cycle.
- **RSS Syndication** — All sponsor content is syndicated to partner websites, extending your reach well beyond LiMSforum's direct audience.

**24.5%**

EMAIL OPEN RATE

**5.7%**

CLICK-THROUGH RATE

**25,000+**

WEEKLY CIRCULATION

Annual Sponsor Membership: **\$2,895/year**

All benefits included. No hidden fees. No per-click charges. Unlimited impressions.