



# BIOTECH EXPRESS



**One For All**

Start-ups



Industry



Investors

CROs



Sellers

Regulatory

Consultants



Policy-makers

Biotech

Distributors

Manufacturers

Equipment providers

CMOs

Buyers



Pharma

Sequencing

Academia



Researchers

# BIOTECH EXPRESS

---

Bioscience with Pride

## About

# BIOTECH EXPRESS

---

The Monthly News Magazine of BioSciences

---

BIOTECH EXPRESS Magazine(BEM) is providing latest updates of Biotechnology to Indian and International Biosciences Students and Professionals. BEM provides Current Biotechnology News, Opinions and Notices about Biotechnology research, Biotechnology products, Biotechnology Applications, Biotechnology Jobs, Careers in Biotechnology, Biotechnology Industry, Biotechnology Conferences, Biotechnology Business, Biotechnology R&D and Biotechnology Funding Grants available from various Departments and Centres of Biotechnology.

# BIOTECH EXPRESS

Bioscience with Pride

## Advisory Board Members

### Prof Kambadur Muralidhar

Ph.D., F.N.A., F.A.Sc., FNAsc.  
Professor, JC Bose National Fellow  
Faculty of Life Sciences and Biotechnology (FLSB)  
Honorary Prof.,  
South Asian University,

### Prof Kaushala P Mishra

Former, Head, Radiation Biology and  
Health Sciences Division, BARC,  
Mumbai  
Founder President, Society for  
Radiation Research, India ( SFRRRI)  
President, Foundation for Education  
and Research, India(FERI)

### Prof Ashok Pandey

PhD.,FBRS., FNAsc., FIOBB.,  
FISEES., FAMI.  
Eminent Scientist, DBT- CIAB  
Founder BRSI , [www.brsi.in/](http://www.brsi.in/)

### Prof Sunil Kaul

PhD., FGSI,FBRS  
Chief Senior Research Scientist  
National Institute of Advanced Industrial  
Science and Technology (AIST)  
Japan  
Chairman, Indian Scientists  
Association in Japan

## Consulting Editors

### Prof Venkata Mohan S

FNAE, FBRS, FT(AP)AS, FIEI, FABAP,  
FISEES  
Principal Scientist  
Bioengineering and Environmental  
Sciences (BEES), CSIR-Indian  
Institute of Chemical Technology  
(CSIR-IICT)

### Prof Sunil K Khare

Professor of Biochemistry Enzyme  
and Microbial Biochemistry Lab  
Department of Chemistry, Indian  
Institute of Technology,  
Delhi Hauz-Khas  
New Delhi-110016.

### Prof Rajender S Sangwan

F.N.A.A.S., F.N.A. Sc.  
Chief Executive Officer  
Center of Innovative and Applied  
Bioprocessing (CIAB)  
(A National Institute under De-  
partment of Biotechnology, Govt.  
of India)

## Editorial Board Members

1. **Dr Darshan Malik**, Associate Professor, Shivaji College, Delhi University.
2. **Dr Rajni Gupta**, Associate Professor, Kirori Mal college, Delhi University.
3. **Dr Barun K Bhattachatyya**, Scientist-in-charge, R&D, East India Pharmaceuticals Works Ltd.
4. **Dr K K Dubey**, Associate Professor, Biotechnology, Central University of Haryana.
5. **Dr Shashi Nijhawan**, Principal, Shivaji College, Delhi University.
6. **Dr Anand Sonkar**, Assistant Professor, Botany, Hansraj College, Delhi University.
7. **Dr D K Gautam**, Assistant Professor, Zoology, Hansraj College, Delhi University.
8. **Dr P K Upadhyay**, RBS College, Affiliated with BBAU, Agra.
9. **Dr Deepak Pant**, Senior Scientist, VITO, Belgium.

# BIOTECH EXPRESS

India Bioscience with Pride

## Part A - Articles

### Cover Special

Interview/Scientist's Work Highlights/Advertorial

### News Analysis

India and India-International news. Any kind of news of international importance related to Indian science and it's people.

### Guest Articles

### Columns

## Part B – Current Updates

### Notifications

Jobs/Research Positions/Fellowships in government sector. International scholarships for Indians.

### Research Highlights

Research News excerpts from third party sources. Only 15-20 groundbreaking/trending research news published in reputed journal.

### Conferences/Events

### Funding Proposals

Grants available for Indian scientists from Indian and International organizations.

### Student zone

MCQs/Study Material

### General

Field of Biological Sciences  
Its spread, boundaries and correlation with other sciences.  
Specializations and updates of Individual subjects.  
Sc-fi thinking  
Biographies

### Trending topics

Science and its unseen benefits to society  
Science Plagiarism, Reporting specially of Foreign authors.  
Pitfalls in research papers.  
Open access or not

### Book Reviews (column)

Any book relevant to field – its existence reporting and review

### For students

Choosing science career  
Top rules for choosing institution  
How to adapt to college academics  
Character Education – Science ethics  
Beating the examination stress.  
Driving habits, experience with colleagues  
Challenges and power to overcome  
Life lessons  
Grading system  
Mobile Phones and students  
Probable secrets of success in science career

GRE TOEFL preparation  
How successful students manage their time  
How to get academic help in college  
Many benefits of campus life  
Online degrees and classes

### For Researchers

Education Policies  
Accomplishments and projections of Ministries, Departments and organizations.  
Rules and regulations updates  
Research status in India with global comparison  
Scope of excellence in Research and Education

### For Industries

Big News- Product Launch, Merger & Acquisition, Annual Budget info etc.  
Advertorials  
Articles for company professionals

We write about

## Audience

**Biotech Express reaches to global organizations where BioSciences is in practice. The wide readership includes:**

Leaders/ Diplomats  
Scientists/Academicians/Entrepreneurs  
Research Scholars  
Industries/startups  
Organizational Libraries

### **Major Areas we cover**

Biopharma  
Bioagri  
Bioinformatics  
Biomanufacturers  
Biosuppliers

### **Social Media**

Facebook Page - <http://facebook.com/biotech-express-magazine/> (8000+ likes)

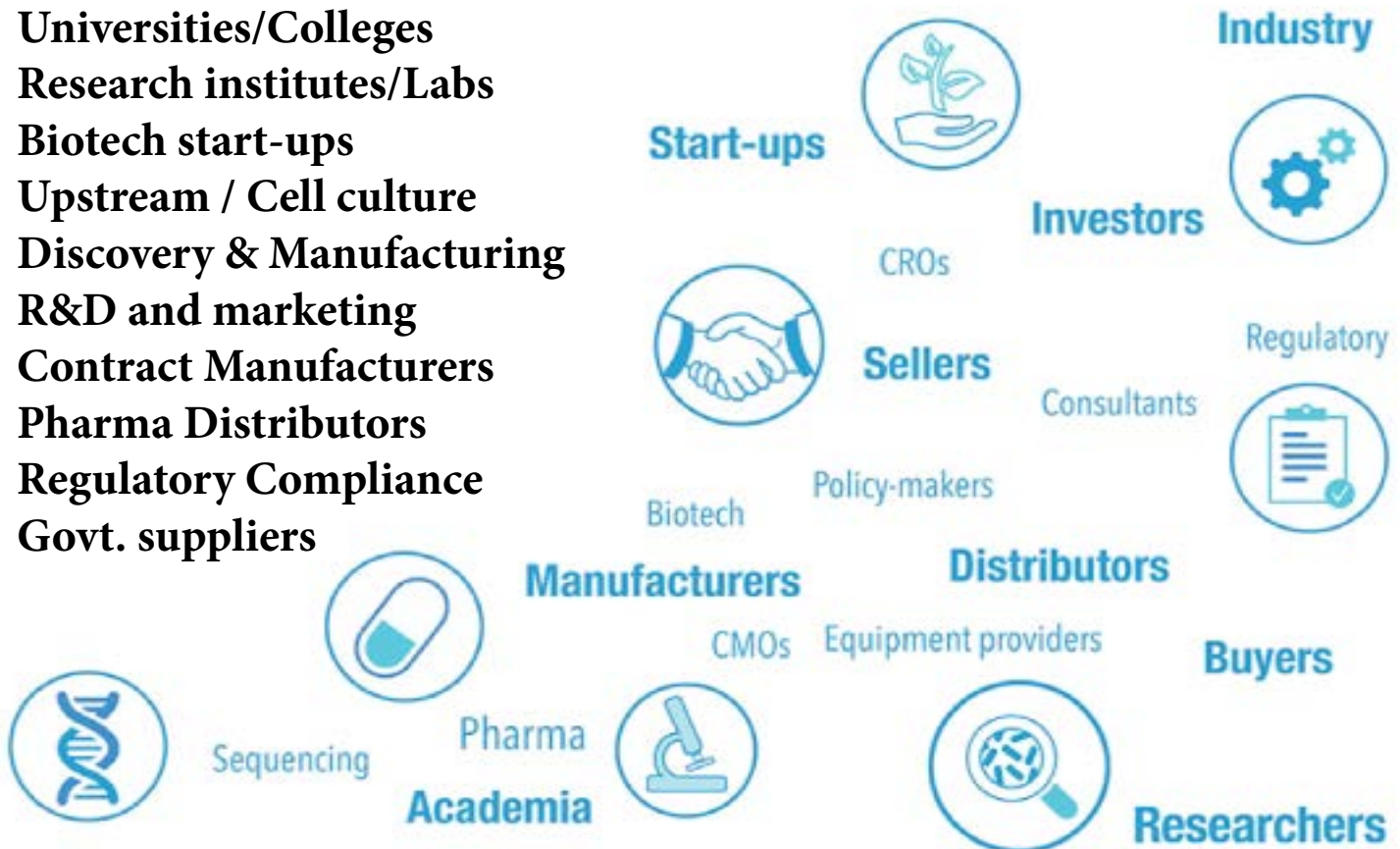
Linkedin: <http://in.linkedin.com/in>  
(2000+ members)

Google+ - 6.2 Lakhs members

## Markets We Serve

### Major Organizations we deal with

Universities/Colleges  
Research institutes/Labs  
Biotech start-ups  
Upstream / Cell culture  
Discovery & Manufacturing  
R&D and marketing  
Contract Manufacturers  
Pharma Distributors  
Regulatory Compliance  
Govt. suppliers



## SPONSORSHIP

**X is number of times**  
**K represent thousands**

### ANNUAL SPONSORSHIP PLANS

Category	Title	Platinum	Gold	Silver
Price in Rs.	25 Lakhs	18 Lakhs	15 Lakhs	8 Lakhs
(in US \$)	40,000 US \$	27,000 US \$	23,000 US \$	12,500 US \$
Ad in Magazine	Yes	Yes	Yes	Yes
Websites Linking	Yes	Yes	Yes	Yes
Online Marketing	Yes	Yes	Yes	Yes
Email Newsletter	Yes	Yes	Yes	Yes
Cover Article	4X	3X	2X	1X
Other Pages Ads (excluding any cover)	24 Pages	12 Pages	12 Pages	12 Pages
Back Articles	8 Articles	5 Articles	4 Articles	1 Articles
Email Newsletter	48X	36X	24X	12X
Website Linking	Header	UpperSidebar	MiddleSidebar	LowestSidebar

Our sponsors will get the maximum Visibility in Magazine and Events.

Our sponsors will get website link on BEM and it's affiliated website.

In events, BEM banners will be put up across the Event venue and they will feature our sponsors's name and logo.

In events, wherever applicable, Our Sponsors will feature in the main stage area backdrop of Events, so that all our attendees may notice them.

In events, wherever applicable, Exhibition space will be provided in the Event venue with full or limited access to conference venue.

In events, wherever applicable, Formal event and time slot can be arranged for the sponsor to communicate the company's business to the attendees.

**Note:** BEM Sponsorship will be valid for a period of one year from booking of the same.

## Annual Sponsorship



## ADVERTISEMENT

**X is number of times**  
**K represent thousands**

### Regular Advertisement Plans

Period	1X	3X	6X	12X	24X
Discount	Nil	60%	70%	80%	85%
<b>Cover Pages</b>					
Front Cover	5 Lakhs	6 Lakhs	9 Lakhs	12 Lakhs	15 Lakhs
Inside FC	2 Lakhs	2.4 Lakhs	3.6 Lakhs	4.8 Lakhs	7.2 Lakhs
Page Facing IFC	1.5 Lakhs	1.8 Lakhs	2.7 Lakhs	3.6 Lakhs	5.4 Lakhs
Back Cover	2 Lakhs	2.4 Lakhs	3.6 Lakhs	4.8 Lakhs	7.2 Lakhs
PF IBC	1 Lakhs	1.2 Lakhs	1.8 Lakhs	2.4 Lakhs	3.6 Lakhs
<b>Other Pages</b>					
Full	50 K	60 K	90 K	1.2 Lakhs	1.8 Lakhs
Half	30 K	36 K	54 K	72 K	1.08 Lakhs
Quarter	20 K	24 K	36 K	48 K	72 K

Additional Benefits with Cover Booking in monthly advertisement plans

Cover Pages	Article	Cover Article	Back Articles	Email News-letter	Website Linking
Front Cover	Cover Article	4-6 Pages	1-2 Articles 2-4 Pages each	4X	Header
Other Covers	Other	Not Applicable	1-2 Articles 2 Pages each	2X	Sidebar/ Footer

**Note:** BEM Advertisement will be valid for a period of one month from date of booking.



## Advertising information and policies

### Format

Ads on the Biotech Express and affiliated websites conform with standard sizes as suggested by Advertising Bureau (AB). We accept ads that appear in the right-hand column (Medium Rectangle), and at the bottom of the page (Leaderboard). Along with paid ads, Biotech Express house ads are placed on the site to help promote various Biotech Express services and products that are of interest to Biologists.

### Audience

Ads appearing on the Biotech Express and affiliated websites are directed toward Biosciences people. Some pages on the website have been identified as not appropriate for commercial ads. On those pages we feature only “Biotech Express ads” that promote Biotech Express products and services.

### Privacy

Online advertisements on the Biotech Express and affiliated websites do not collect personally identifiable information about individual visitors. The Biotech Express does collect aggregate data on visitors, such as time of day and Web browser type. Such information may be shared with advertisers to determine their advertising effectiveness.

### Advertisers

The Biotech Express and affiliated websites may contain advertisements of third parties. The inclusion of advertisements on the Biotech Express and affiliated websites does not imply endorsement of the advertised products or services by Biotech Express. Biotech Express shall not be responsible for any loss or damage of any kind incurred as a result of the presence of such advertisements on the Biotech Express and affiliated websites. Further, Biotech Express shall not be responsible or liable for the statements or conduct of any third party advertisers appearing on the Biotech Express websites. You shall be solely responsible for any correspondence or transactions you have with any third party advertisers.

### Links to Third Party

The Biotech Express and affiliated websites may provide links (including any link through an on-line banner advertisement) to other sites on the Internet for your convenience. These other sites are maintained by third parties over which Biotech Express exercises no control. The appearance of any such third party links is not intended to endorse any particular company or product. If you decide to access any of the third party sites linked to the Biotech Express and affiliated websites, you do so entirely at your own risk.

**For Payments of Subscription, Sponsorship and Advertisement  
Kindly use the following details for payment**

**Account Name: BIOTECH EXPRESS | Account No: 65183799804  
Branch code : 009370 | IFSC: SBIN0009370 | MICR code: 110002183  
Bank Name and Address : State Bank of India, Dilshad Garden, 7, Local Shopping  
Centre, B-block, Dilshad Garden, Delhi, India. Pin – 110095.**

**For any information on Sponsorship and Advertisement, Please  
contact**

**Kamal**

**Phone: +91- 9311986177**

**Email - [biotechexpressindia@gmail.com](mailto:biotechexpressindia@gmail.com)**

**Website: [biotechexpressmag.com](http://biotechexpressmag.com)**

**Facebook Page: [@biotechexpressmagazine](https://www.facebook.com/biotechexpressmagazine)**

**Linkedin: [@kashbiotech](https://www.linkedin.com/company/kashbiotech)**