

The LabX logo is centered within a white hexagonal shape. The word "LabX" is written in a bold, red, sans-serif font. Below it, the tagline "NEW PRODUCTS, CLASSIFIEDS & BUY NOW" is written in a smaller, grey, sans-serif font. The background of the slide features a dark red and black color scheme with a network of glowing red and white lines forming a complex, geometric pattern of interconnected hexagons and polygons.

LabX
NEW PRODUCTS, CLASSIFIEDS & BUY NOW

**A BOLD
EVOLUTION IN
LABORATORY
SHOPPING**

2019 | MEDIA KIT

LABX AT A GLANCE

The Internet's premier
laboratory product
marketplace where buyers
and sellers connect every
minute

EST^d 1995

1.6 MILLION
UNIQUE VISITORS
PER YEAR

52,000
SALES LEADS
DELIVERED LAST
YEAR

79%
HAVE AN
APPROVED BUDGET

EXPERTS IN SEO

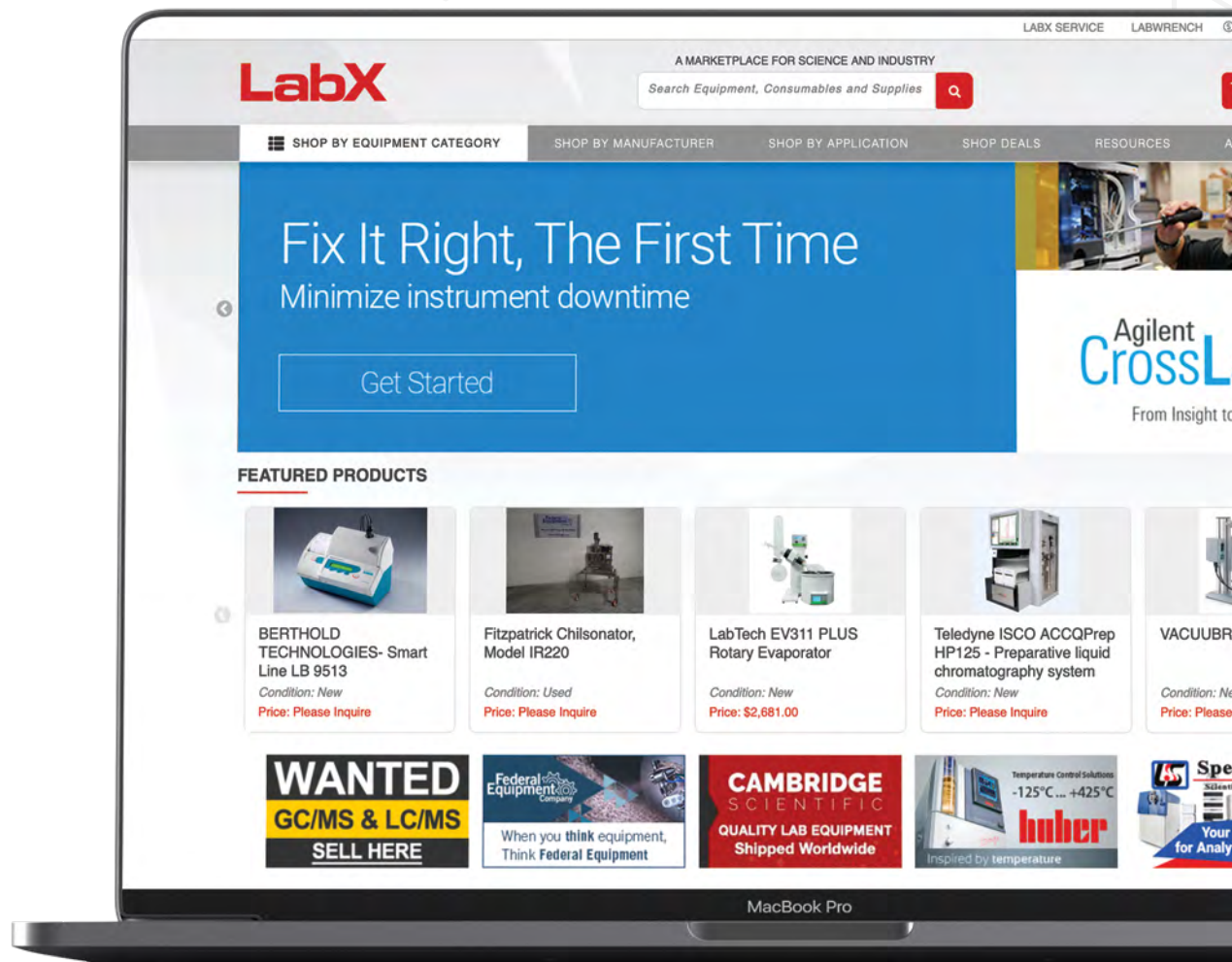
1.2 MILLION
VISITORS FROM
ORGANIC TRAFFIC
LAST YEAR

3.4 MILLION
PRODUCT VIEWS
PER YEAR

90%
ARE DECISION
MAKERS

Welcome to the New LabX

The LabX marketplace is vital to a comprehensive advertising and sales strategy. Our newly revamped website drives a modern day shopping experience and continues to attract a wide range of organizations including commercial, academic and public sectors who are ready to shop for your lab products.



Customers Visit LabX to Purchase

Influence purchasing decisions at the moment it counts.



Audience Demographics

Top Organization Types

Academic	36%
Private and Research Lab	27%
Industrial and Manufacturing	11%
Distributors	10%
Hospital and Medical	5%
Government	4%

Top Job Titles

Lab Manager / Management	44%
Researcher Scientist	14%
Technician	8%
Administration / Purchasing	8%
Academic Instructor / Student	6%
Engineer	6%
Manufacturer	5%
Medical Professional	3%

Top Disciplines

Life Science	17%
Chemistry	13%
Pharmaceutical	9%
Environmental	6%
Clinical Lab	5%
Food/Beverage	3%
Manufacturing	3%
Energy	3%
Computer Science and Robotics	2%
Physics	2%

*Data compiled from HubSpot and Google Analytics

NORTH AMERICA

53%
United States
Canada
Mexico

EUROPE

19%
United Kingdom
Germany
Italy

ASIA

20%
India
China
South Korea

REST OF THE WORLD 8%

77%

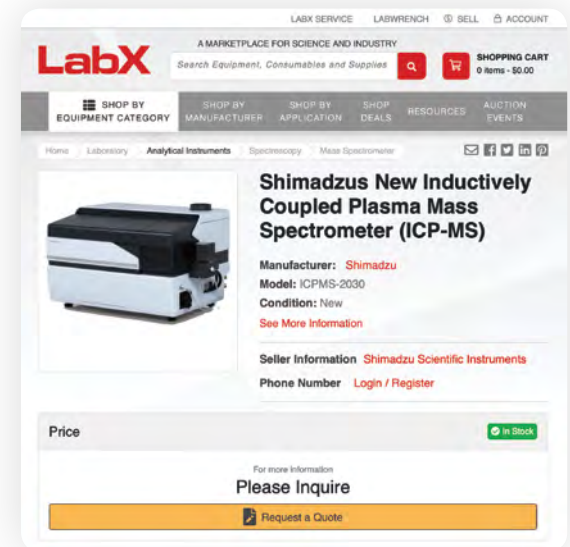
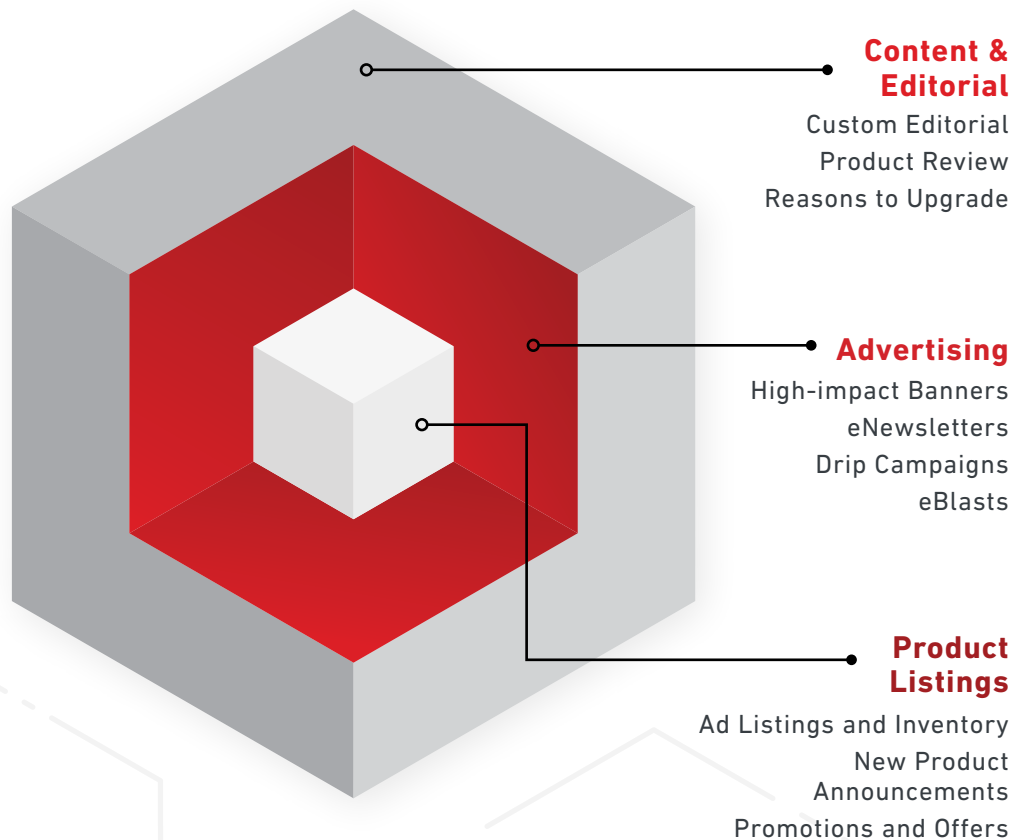
DESKTOP

23%

MOBILE/
TABLET

Product Listings at the Core

An effective campaign creates a digital ecosystem of advertising and content to drive buyers to your products at the exact moment it counts.






Listing products is easy!

Our team does all the data entry work, or leverage spreadsheets and our API calls.

Choose Your Path to Purchase

Select a conversion strategy that fits your inventory and meets your sales objectives.

	 Buy Now Our Cart	 Click to Buy Your Cart	 Request a Quote Sales Leads
Summary	Buyer can directly purchase the products using the LabX e-commerce shopping cart.	Potential buyer will follow a weblink to the product listed on your e-commerce website.	The interested buyer will “Request a Quote” on your product listing, and submit their contact information and message.
You Receive	An email alert of the completed sale. You get the information on the buyer and the purchased item. Funds are deposited into your account. You ship the item direct to buyer.	Traffic directed to the corresponding item on the your website. Buyers are able to purchase the item through your e-commerce store.	Full contact information delivered instantly to your inbox or CRM. Your sales team will contact the buyer directly and proceed with your regular sales process.
Great For	Instant online shopping items	Instant online shopping items	Larger priced items, complex orders and consultative sales

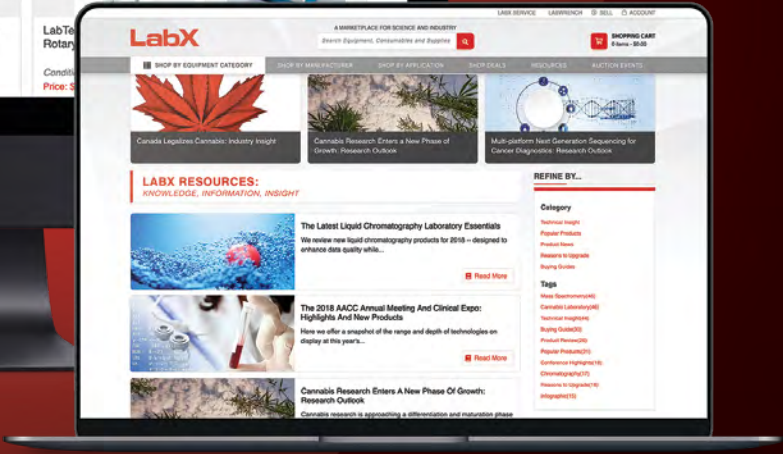
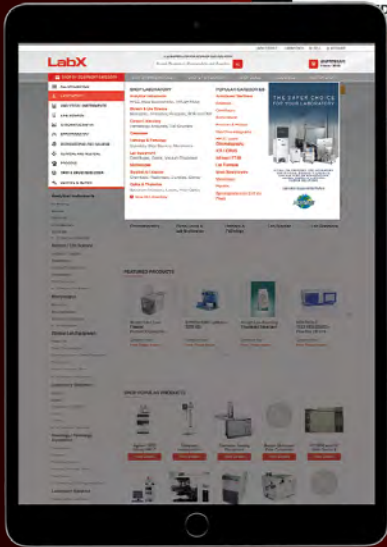
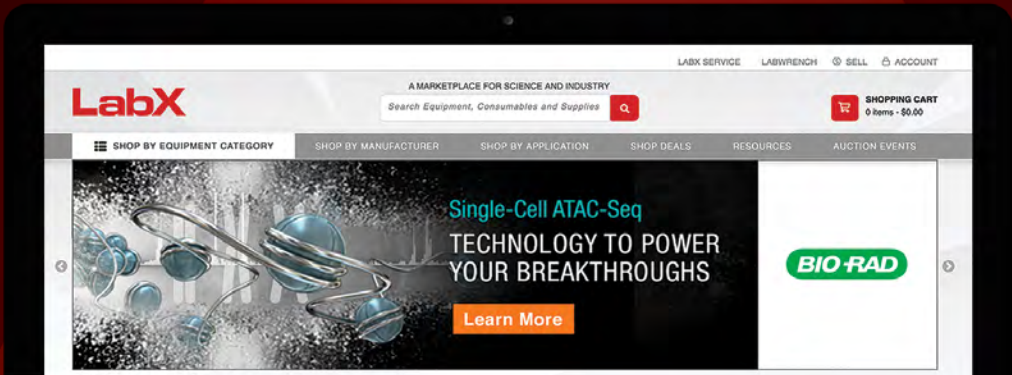


New Website Launched!

With a fresh look and feel, the LabX platform delivers a dynamic and innovative shopping experience which provides a unique blend of e-commerce and product content that is like nothing else in our industry.

LabX is excited to roll-out new features and updates throughout 2019 as we work hard to serve our audience. Users will enjoy improved functionality and navigation - all engineered to create a modern and effective shopping experience.

**Reach Laboratory Buyers
...at the Exact Moment it Counts!**

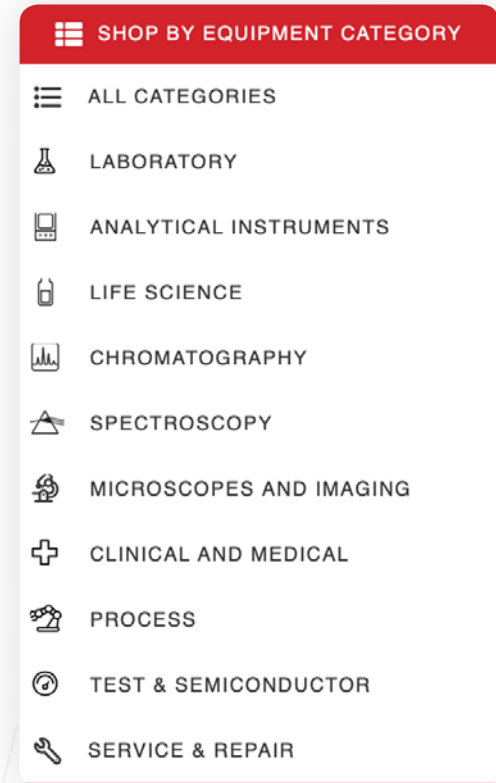
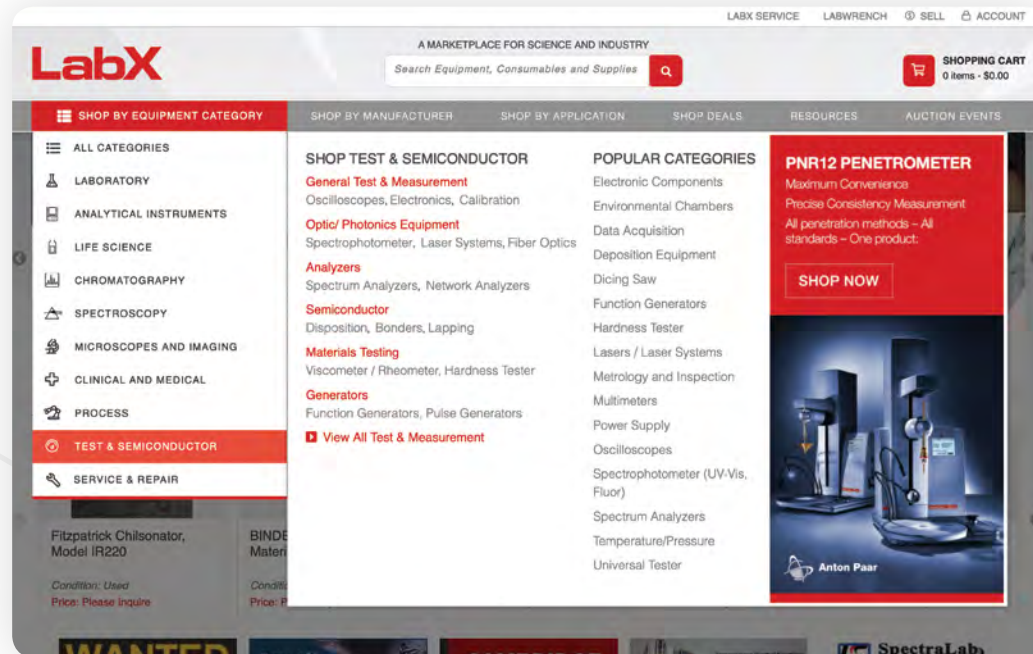


Mega Menu Banner Fly Out

The perfect blend of premium visibility with a targeted audience.

Mega Menu banners have run-of-site accessibility, giving your company excellent potential to be viewed by our visitors. When a buyer begins their pathway to the products on LabX, your advertisement will be the first targeted one they see.

Your banner will appear in the Mega Menu when a users hovers over the navigation options.



Expert Tip:

Showcase your new product that links directly to your product listing to accelerate sales-leads.

Shop by Application

A dedicated resource showcasing industry-specific equipment for buyers.

Gain new customers and grow your sales by capturing the attention of the industry professionals who visit LabX to shop for equipment and supplies. We blend editorial and product-centric content to create a complete shopping experience.

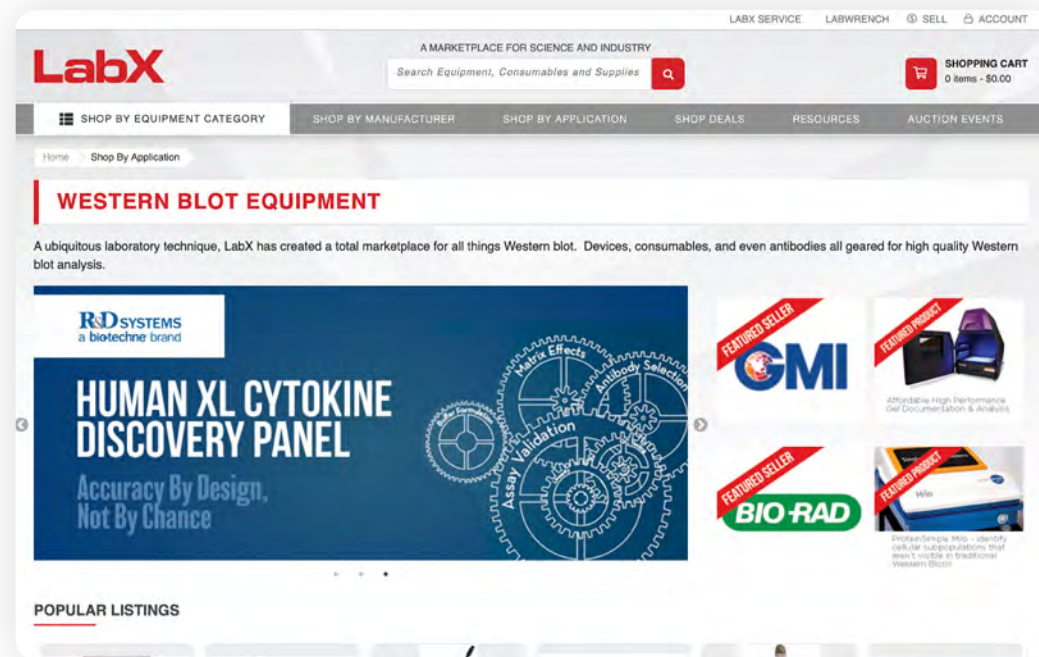
Put your products in front of a targeted industry audience at the exact moment it counts as they prepare to purchase.

Applications Available

- Bioprocess Equipment and Technology
- Cannabis Laboratory
- Cell Culture Technology
- Cleanroom Technology and Equipment
- Environmental Testing Equipment
- Food Testing Equipment
- Forensic Lab Equipment
- Neuroscience Laboratory
- Western Blot Equipment

New Application Pages Coming!

Let us work with you to meet your needs in 2019.



Premium Homepage Placement

Capture the attention of our professional audience who turn to LabX for their purchasing needs.

Over **325,000** Scientists and professionals Visit our Homepage each year

Premium Slideshow

1200x300

Our homepage slideshow just got 3x bigger and better! High impact branding.

Featured Products

The first product buyers see when they visit LabX. Direct link to your product listing (Any Product).

Elite Banner

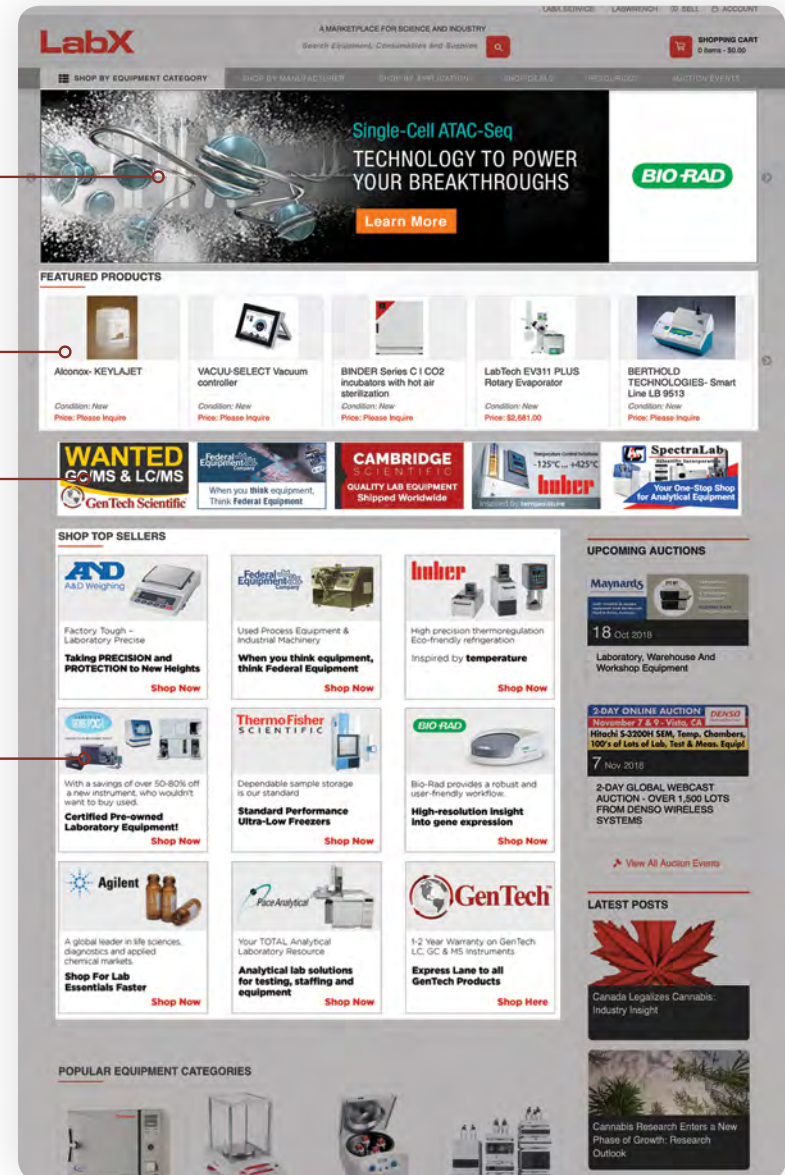
215x115

The most viewed banner position, appearing on many other pages. 100k impressions per month.

Top Seller Banners

250x250

Direct link to your Store or specific Product. Make it easy for customers to find you on LabX.



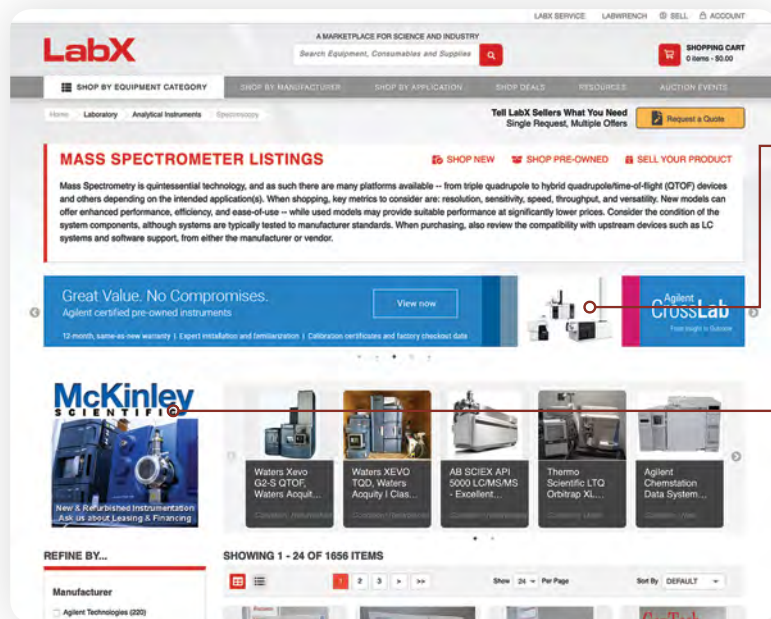
Category Sponsorship

Advertiser Favorite - Tested and Proven Results

Our category pages are designed to drive customers to highlighted products and produce conversions. Category sponsorships deliver a punch for brand awareness and product visibility by targeting active shoppers.

Banner Advertisements

Capture the attention of shoppers with banner advertisements and distinguish your brand as a leading company. Use eye-catching graphics and strong messages to direct people to your product listings or website.



Choose one of the following placements:

• **Top Slider**

1200 x 120
Must link within LabX

• **Side Square**

250x250
Link to any destination

High Traffic Categories

Yearly Traffic data on Category pages and Product Listings

Microscope	281k
HPLC Equipment	211k
Centrifuge	141k
Mass Spectrometer	126k
Fume Hoods / Lab Enclosures	123k
Clinical Lab Equipment	109k
Gas Chromatography	98k
Spectrophotometer	89k
Balances	70k
Histology/Pathology	69k
Microplate Readers	68k
Incubators	66k
Freezers / Fridges	63k
Infrared / FT-IR	59k
Ovens	50k
Autoclaves / Sterilizers	47k
ICP / ICPMS	46k

Over 300 categories to choose from!

Rates vary based on category traffic. To view all categories, please visit www.labx.com/categories

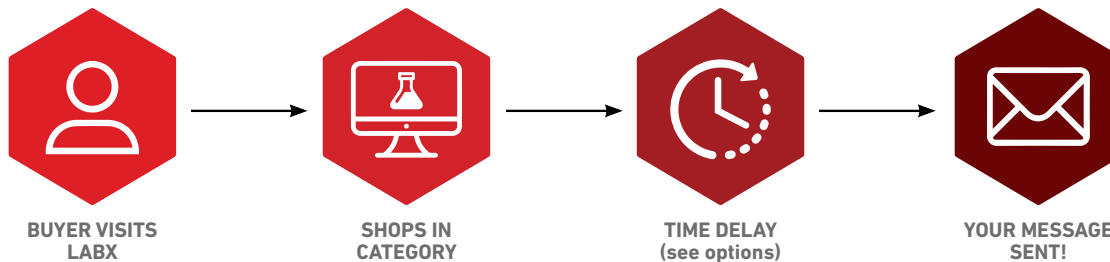
Drip Email Marketing for Ecommerce

Leverage Shopping Behavior with our Smart-Send

LabX will send your message to people who are actively shopping for your type of products on LabX. Choose from any LabX equipment category and have your content delivered to customers within the USA.

Expected deployment of 100 - 150 quality contacts in North America.

How it works:



These programs are great for:

- Brochures and Literature
- New Product Launches
- Promotions and limited time offers
- Trade-in Programs
- Product Catalogs and Pricing

Time Delay Options

Instant Notice

(30 minutes after visit)

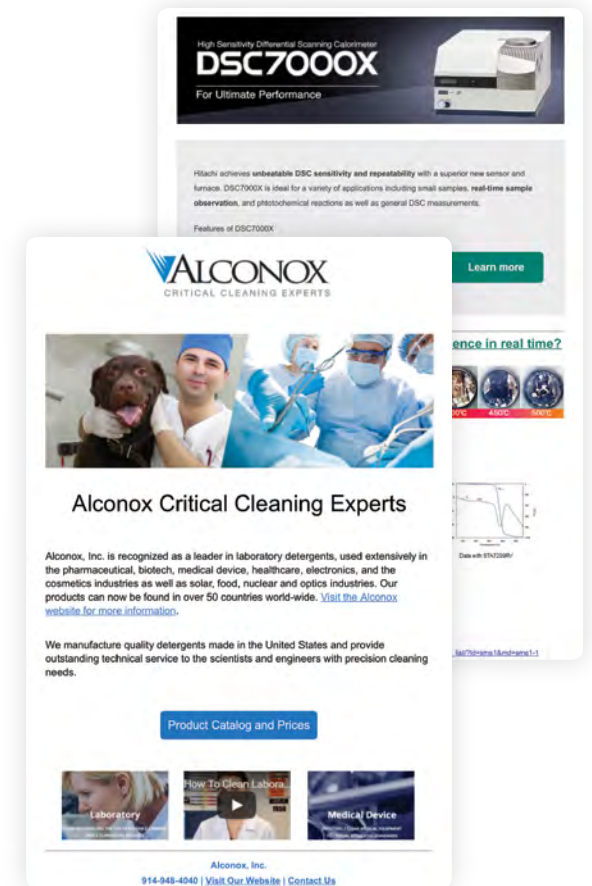
Next Day Notice

(24 hours after visit)

1 Week Notice

(7 Days after visit)

Ideal for supplies and consumables



36%
AVERAGE
OPEN RATE

25%
AVERAGE
CLICK-THRU

Targeted eBlast

Promote to the exact target and demographics that match your products and services

Deployed to LabX subscribers who are active and engaged shoppers. Create a highly targeted list of buyers from over 300 product categories and various related demographics.

Select your target criteria, secure a date of delivery, and provide us with your email content or work with our team to create your ideal eBlast.

Reach any audience segment

60,000 subscribers that you can drive your products to.

Targeting Options:



SHOPPING BEHAVIOR



GEOGRAPHY



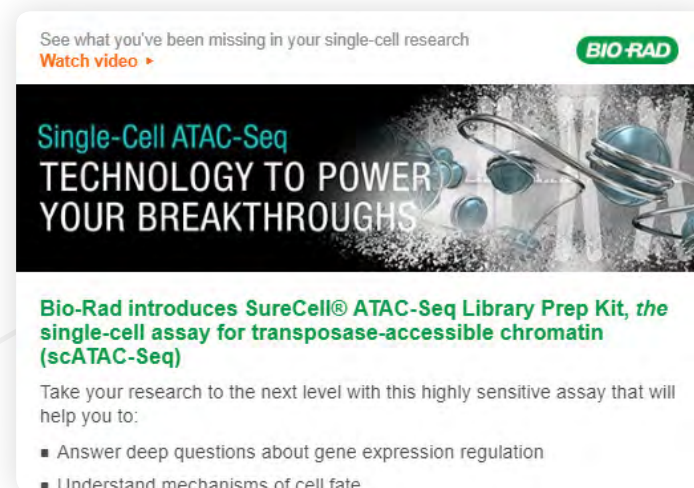
INDUSTRY



JOB TITLE

10-18%
OPEN RATE

2-5%
CLICK-THRU RATE



Editorial eNewsletters for Products & Applications

Valuable brand exposure delivered from a trusted source

LabX delivers a unique blend of editorial and sponsored content that is creatively positioned around targeted product placements.

We offer editorial insight to our readers at the exact moment it counts along the buyer's journey. Showcase your leadership and speciality in these highly-focused and specific platforms.

Each Week:

Lab Equipment Marketplace
(19K subscribers)

Process Equipment Marketplace
(6.6K subscribers)

Great Deals (22K subscribers)

BuyNow (varies, targeted audience)

Each Month:

Everyday Lab Essentials
(varies, targeted audience)

New Product Showcase
(18K subscribers)



eNewsletters and Digital Editorial Calendar

New for 2019!

2019	Mass Spec Matters	Cannabis Laboratory	Life Science	Special Edition	Lab Essentials
January	2019 Industry Outlook	2019 Industry Outlook	Digital PCR	Lab Automation Trends and SLAS Preview	Everyday Lab Essentials
February	Clinical Mass Spectrometry	Cannabis Extraction	Pipetting and Liquid Handling	Technology Showcase and Pittcon Preview	Cell Culture Essentials
March	Compact Mass Spectrometry	Cannabis Potency Testing	Flow Cytometers	Refurbished and Used Lab Equipment	Flow Cytometers
April	New Products and Technologies	420 Special Edition	Imaging Systems	The Centrifuge Spin: Up to speed with new technologies	BSC, Fume Hoods and Enclosures
May	Trends in Liquid Chromatography	Consumables and Food Safety	Antibodies and Reagents	Advances in Mass Spec and ASMS Preview	Everyday Lab Essentials
June	Mass Spectrometry in Pharma	Pharma and Synthetics	PCR and Sequencing	Clinical Research Tools	Vacuum Pumps and Evaporator Essentials
July	Next Generation Proteomics	Medicinal Cannabis	Microscopy	Advances in Cannabis Science	Everyday Lab Essentials
August	Gas Chromatography Mass Spec	Cannabis Contaminants Testing	Automated Liquid Handling	Lab Service and Repair	Temperature Control and Cold Storage Essentials
September	Mass Spec and HPLC Consumables	New Products and Technologies	Microplate Technologies	Refurbished and Used Lab Equipment	Everyday Lab Essentials
October	Mass Spectrometry for Food Safety	Cannabis Pesticides Testing	Next Gen Sequencing	Society for Neuroscience Preview	Food and Beverage Testing Essentials
November	Neuroscience and MS Imaging	Neuroscience Applications	Electrophysiology		Everyday Lab Essentials
December	2019 Year in Review	2019 Year in Review			Everyday Lab Essentials

Editorial Questions?

Contact our Technology Editor

Damon Anderson, PhD

danderson@labx.com

412.901.7785

Creative Content Offering

Influence and guide buyers along their purchasing journey.

Reasons to Upgrade

Compare your new model to previous generations and highlight the advantages!

Product Review

Showcase your new product with its benefits and new features.

Visual Press Release

Harness the power of infographics, created by our Technical Editor and Graphics Team, to convey the features and technologies of your latest product or announcement.

Custom Editorial & Infographics

Let us design a custom article or infographic for you. Clients have requested Buying Guides, Collaborations, Success Stories, and more!

A must-have for 2019!

Creative content programs generate long-term advertising value in our digital ecosystem. Your content stays on LabX with your continued sponsorship. Enhance SEO and drive value to your programs now and in the future. Your investment today, builds success into tomorrow.

heidolph
research made easy

YOU DO THE RESEARCH AND WE PROVIDE YOU WITH THE NECESSARY SUPPORT

MIXERS AND TEMPERATURE-CONTROLLED SHAKERS

THE HEIDOLPH DIFFERENCE

Released in 2007 the SENTERRA combines permanent calibration, fluorescence removal and on-demand confocal depth profiling. The flexible design and advanced features are well-suited for a range of applications.

LEADING SAFETY STANDARDS

An over temperature sensor automatically shuts off the unit to protect sensitive experiments

All models have been designed with a low center of gravity to prevent tipping at high speeds and to rule out accidents

Unique non-slip rubber prevents vessels from sliding, including models performing three dimensional movements

SUPERIOR EASE OF USE

A large range of shakers and load capacities are available, from test tube to large multi-litre platforms

Select accessories and attachments specific to each model are available to match sample types and applications

Choose from 6 specific motions, from one to three dimensional movements: vibrating, orbital, reciprocating, rocking, wave and overhead rotation

Within one specific shaking motion, choose between different shaking orbits and angles for soft and rigid shaking

Choose from three different load capacities of 2, 5 or 10 kg depending on model to save bench space or for high sample throughput

REDUCED COST OF OWNERSHIP

Increase sample throughput and reduce process times with a modular system for shaking, mixing, and heating – all in one

To suit heat sensitive applications, platform shakers have an insulated system to prevent heat transfer from the motor – saving time and money

Maintenance-free motors reduce repairs and down times significantly to ensure years of continuous operation backed by the Heidolph 3-year warranty

The sealed housing on many models protects the shaker from aggressive fumes, liquids, and vapors to prevent damage and increase the device life span while reducing maintenance and repair costs

View Heidolph listing on LabX.com

LabX
— Reasons to —
UPGRADE

SENTERRA **BRUKER** **SENTERRA II**

COMPACT RAMAN SPECTROSCOPY
The SENTERRA II is designed to deliver excellent sensitivity combined with high spectral and imaging performance. Due to its high degree of automation, compact size and efficient workflow, the SENTERRA II is an ideal tool for solving real world tasks in the quality control laboratory.

Bruker
High-performance scientific instruments and analytical and diagnostic solutions to explore life and materials at molecular level.
Bruker Optics offers a wide variety of laboratory Raman Microscopes for routine applications.

- Raman analysis is performed contactless and without the need of sample preparation.
- Chemical maps of surface impurities are captured with very high resolution down to less than a micron.
- 3-D depth profiling and non-destructive investigation of optically transparent samples are possible.

SENTERRA **SENTERRA II**

ABOUT

The SENTERRA II represents the advanced follow-up model of the SENTERRA Raman Microscope. Innovations include:

- High spectral resolution
- Fully automated laser switching
- Rapid mapping/imaging 100 spectra/sec.
- Fully automated OQ/PO calibration.

FEATURES

The SENTERRA II also features:

- Research grade deep spectroscopic performance
- Confocal Raman for depth precision & accuracy.
- Multiple & 8-sec operation.
- Fully automated test capabilities.

ENTRANCE

SENTERRA **SENTERRA II**

PERFORMANCE

SENTERRA **SENTERRA II**

VERSATILITY

RELIABILITY

See Bruker Listings at LabX.com **Request Info on the SENTERRA II**

See More
Bruker FTIR Spectrometers & Microscopes

- LUMOS Fully Automated Smart-Aperture FTIR Microscope
- HYPERION High Performance FTIR Microscope
- TENSOR II with HYPERION 2000 Imaging System

See Details

Custom Editorial

Tell your product-focused story, your way

LabX can create custom feature articles and visual infographics with your marketing message to promote your products and technologies. Created with our in-house PhD Technology Editor, and in partnership with your Product or Marketing Representatives, we will work with you to develop unique, high-quality digital content -- presented to the marketplace as an independent voice.

- Compelling content that appeals to scientists
- Uniquely focused for products, applications, or services
- Exhibit competitive advantages and position yourself as an authority on leading technologies
- SEO optimized and hosted in our article Resources section



New Product Launch

Launching a new product? Think LabX!

A successful product launch starts with the most exposure and visibility possible. Accessing the large and diverse LabX audience will ensure your launch reaches its target. At LabX we balance our offerings to develop short-term and long-term presence that optimizes online placement.

Deals and Special Promotions

Showcase your unique offers

Build a campaign around your product promotions and product offers. LabX is a great way to extend a variety of offerings:

- Trade-in Programs
- 2 for 1 Offers
- Free Samples
- % Discounts

Inventory Blowout Programs

End-of-Year, End-of-Quarter

Turn your surplus into sales. LabX has helped sell millions in surplus inventory, saving vendors valuable space and resources.

- Overstock
- Surplus Sales
- Demo / Returns
- Scratch and Dent

Let us create a custom strategy that fits your exact needs.

We can build custom landing pages that are unique to your products and services.

Services, Support, and More

Service & Repair • Calibration • Instrument Support • Training • Financial Services
 Consulting Transportation • Maintenance Plans

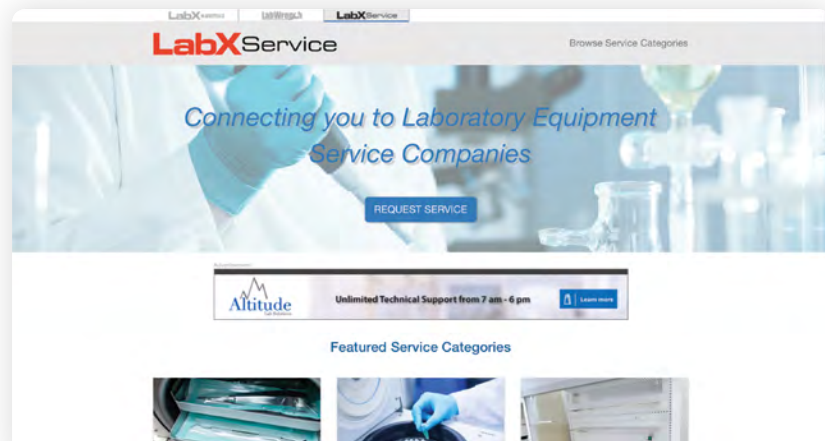
LabX offers a platform to promote the entire spectrum of services and support that you offer. Our audience turns to us looking for expert care and solutions to their instrumentation needs. Supporting our audience past the point of sale builds brand loyalty and your future sales pipeline.

LabX Service

LabX Service connects scientists to qualified instrumentation service providers. Users can easily search the directory of companies and request service from a select company. Join the LabX Service site if you are a repair, maintenance, or training provider.

Visit service.labx.com

17K USERS PER YEAR



LabWrench

LabWrench is an online community and product forum dedicated to the needs of scientific equipment users and lab professionals. Lab Equipment users post troubleshooting questions, ask for instrumentation help, and communicate with other owners and users of the same products.

Visit labwrench.com

400K USERS PER YEAR



What Our Customers Think

"We are currently looking into TOC analysis so we're often checking LabX for new arrivals."

"I was successful in using LabX for sourcing desiccators for our lab. I used the site to research desiccator options available. Ultimately I wanted the clear acrylic desiccators for our lab. The final item was quoted (new items) from Fisher and I looked at availability of used product as well. Finally we purchased the new items because the used prices were not significantly cheaper."

"We required a pH meter and LabX gave me plenty of options in one location so I could compare my choices."

"Needed to purchase a laminar flow hood for a new application. We were able to identify various brands and prices, and eventually focused on an Air Science hood."

"I set up a new lab a couple of years ago. Most of my purchased equipment was through LabX. There are too many items to mention and list. Thank you."

LabX Empowers the World of Science



Contact Our Team

We're here for you every step of the way



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GETTING STARTED IS EASY

We partner with you to develop an integrated sponsorship campaign that meets the goals of your business. Together we will find the right mix of advertising and content centered around your products to reach targeted buyers at the exact moment it counts!

GETTING STARTED WITH LABX IS QUICK, FUN, AND REWARDING.

1.6 MILLION
UNIQUE VISITORS
PER YEAR

79%
HAVE AN
APPROVED BUDGET

52,000
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DELIVERED LAST
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MAKERS

LabX NEW PRODUCTS, CLASSIFIEDS & BUY NOW **LabX**Service **LabWrench**
Products, Forums & Answers

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**LABX**MEDIA
GROUP