

## Banner Advertising at [LSE] Life-Sciences-Europe.com

### Ad Offer

Visibility  
for Your Business

- ▶ **Visibility for your brand**, your business model, and products & services
- ▶ Visibility to **global decision makers interested in the European life sciences**
- ▶ Visibility **24/7**, all year long, to senior managers who stay & return to our portals
- ▶ Several banners at the same time offer you a powerful **storytelling approach**
- ▶ **Putting your content marketing back into the ad**: open, transparent & effective

### [iito] Concept

Best Content + Readers  
= Best Advertising

- ▶ We created **one single entry-point to the whole European life sciences**
- ▶ The most powerful & **time-efficient way to keep track of** what's going on in the **European business for free**; with news, deals, persons, organisations covered
- ▶ Content selection completely separated from advertising (no "pay-to-play")
- ▶ High-quality content attracts **senior level readers** who **come, stay & return**
- ▶ The **only pictures on the portals are** openly labelled **banner ads, guaranteeing perfect attention** without annoying the readers

### Web Portal

[LSE] Life-Sciences-Europe

- ▶ **[LSE] Life-Sciences-Europe.com** (including six regional subportals)
- ▶ The world's most comprehensive free European life science business info source
- ▶ **100,000 web pages online**: news, organisations, deals, persons, products & events
- ▶ **210,000 monthly page views** and **65,000 monthly visits\***
- ▶ Average number of **pages viewed per visit: more than 3**
- ▶ Average **time per visit: more than 4 minutes**
- ▶ **90% of visitors enter** the portals **directly** (i.e., not via search engines)

### Search Engines

Top Google Rankings

- ▶ Excellent Google rankings: on **1<sup>st</sup> page of Google search results...**
  - ▶ for major **healthcare investor conferences, bio cluster & partnering events**, incl. BIO-Europe 2021, BioEquity Europe 2021, JP Morgan Healthcare Conference 2021, Bio-Europe Spring 2021, Biotrinity 2021, Germany Biotech Days 2021, BIO International Convention 2021, Nordic Life Science Days 2021, and many more!
  - ▶ for major targeted **life science regions**, incl. Life Sciences in Europe, Life Sciences in the Benelux Countries, Life Sciences in Germany, Life Sciences in Scandinavia, Life Sciences in the UK & Ireland, and Life Sciences in Asia #

### Social Media

Excellent Global Network  
– Newsletter Readers  
– Twitter Followers  
– LinkedIn Contacts

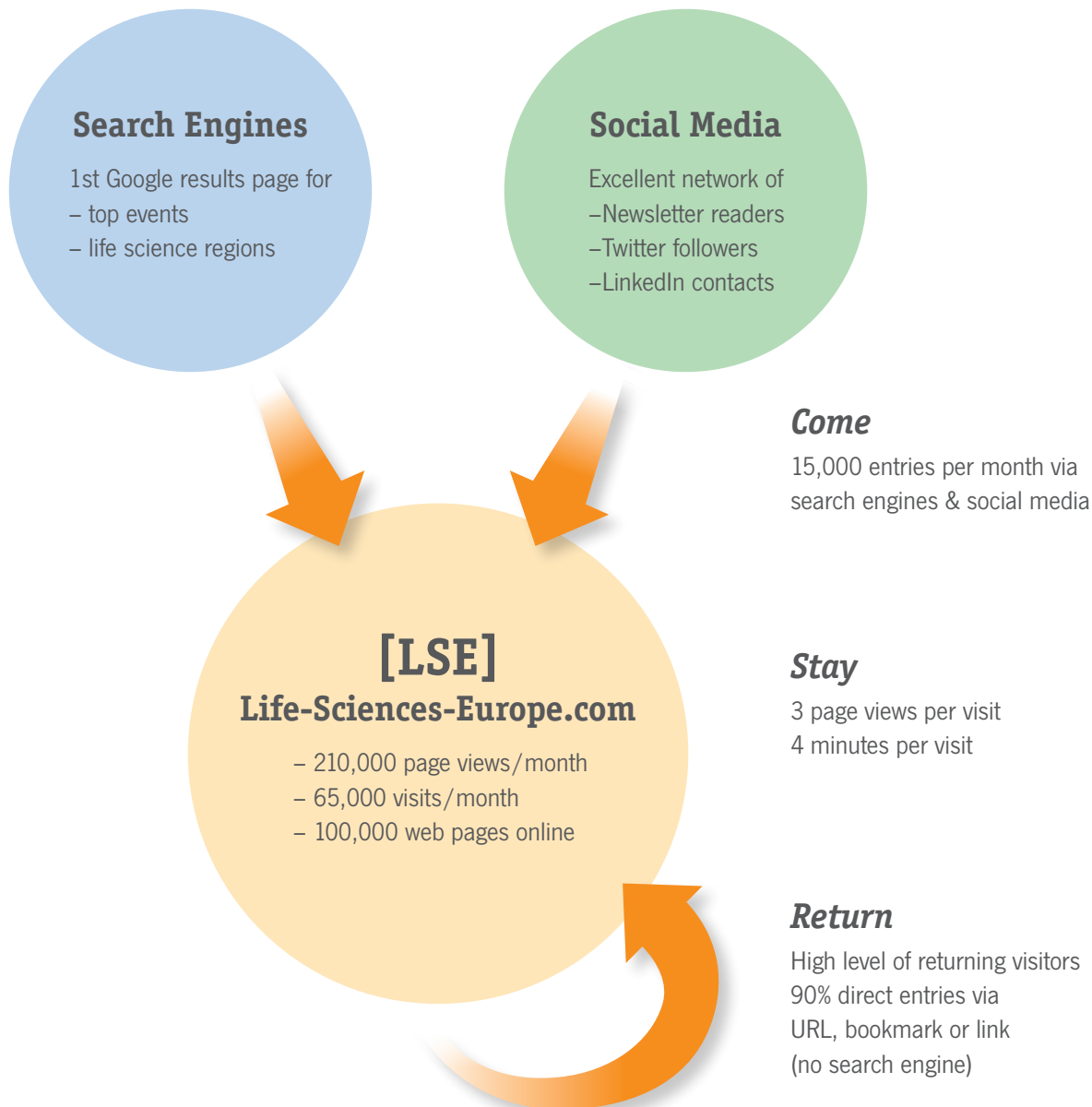
- ▶ **10.000** exquisite, **hand-picked top-level contacts via social media channels...**
  - ▶ Pharma: Astellas, AZ, Bayer, BI, BMS, Lilly, GSK, JnJ, Merck, Novartis, Roche, ...
  - ▶ Biotech Firms: Evotec, Morphosys, Qiagen, Oxford BioMedica, Genmab, ...
  - ▶ Investors: HTGF, Gimv, Atlas Venture, Versant, 5AM, MIG, Casdin, Sofinnova, ...
  - ▶ Cluster: OBN, Biocat, BioM, Basel.Area, HealthCapital, Medicen Paris, ...
  - ▶ Associations: BIO, BIO Deutschland, EuropaBio, France Biotech, ABPI, BIA, ...
  - ▶ PR/IR/Legal/Financial: Consilium, Goodwin, ALA, Trophic, CMS, NewCap, ...
  - ▶ ... and many more! Actually, we are connected with nearly every major cluster, VC, business park, IR/RR agency, big pharma, advisor, etc. in Europe & beyond

\* All data as of October 2020; all numbers rounded; [LSE] including regional subportals.

# Google search results may vary according to your device, search history, location, etc.

# Powerful & Integrated Online Presence with [LSE] Life-Sciences-Europe.com

Web Portal – Search Engines (SEO) – Newsletter – Twitter – LinkedIn



**We are growing our portals & network to grow your business!**

**BEST CONTENT › BEST READERS › BEST ADVERTISING**

»Come-Stay-Return« strategy results in an excellent return on your investment

## Contact

Marcus Lippold  
Editor-in-Chief & Founder  
[iito] Business Intelligence  
Winterstr. 44  
28215 Bremen  
Germany  
T: +49-421-9889-173  
E: mlippold@iito.de