

LabX
AUCTIONS, CLASSIFIEDS & NEW PRODUCTS

LabWrench
Lab Equipment Information and Discussions.

2015 YEARS

of Sourcing the Best Technology Solutions | **Media Kit**



Differentiate LabX vs LabWrench

LabX is celebrating our 20th Anniversary of serving the scientific industry as the leading electronic marketplace for sourcing new products, consumables, supplies, lab deals, surplus and demo equipment and more. Over 99% of our visitors are involved in the purchasing decision and almost 80% have an approved budget in place, which helps connect qualified buyers and sellers in a very engaged website.

LabWrench is a forum based website that helps scientists become better informed and provides lab professionals with all the information needed to buy, support and service their Lab Equipment. Scientists can ask questions regarding their specific equipment, and engage with manufacturers and industry professionals.

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For 20 Years LabX has attracted an engaged audience of lab professionals who regularly source the products, services and technologies they need for their laboratory in our online marketplace

LabX/LabWrench have a unique value proposition in an ever-changing environment for scientific marketing. Our **LabX** website is the marketplace where laboratory managers can source products and supplies they need for their laboratory, while **LabWrench** is a forum site where scientists can engage, ask questions, solve problems and search for technologies for their laboratories. The LabWrench visitor is using scientific equipment each day, serving as a dynamic influencer when purchasing future laboratory equipment. Bundled marketing programs with LabX/LabWrench offer an unparalleled reach of today's bench scientist on LabWrench, combined with lab managers who have final stage purchasing approval on LabX. With both sites having over 99% of their audiences involved in the purchasing decision, we are packed with decision makers, over 80% of whom come to LabX with budgets in hand and identified needs. LabX can help with generating sales, developing product leads, through measurable lead tracking, providing clickthroughs to your website and views to your products and banner ads. LabWrench speaks to today's scientist, and tomorrow's potential lab manager, while the LabX website is positioned much closer to the transaction process than most scientific media companies.

Reasons why lab professionals look to LabX

1. **New Products**
2. **Surplus and Used Equipment**
3. **Consumables**
4. **Supplies**
5. **Lab Deals**
6. **Promotions**
7. **Demo Equipment**

LabX/LabWrench marketing programs deliver

1. **Impressions/Branding**
2. **Clickthroughs**
3. **Leads**
4. **Sales Opportunities**

#1 Reason Scientists visit LabX:

68% cite that they are coming to find the best technology solution to meet their needs

Combined Strength of LabX & LabWrench Audience

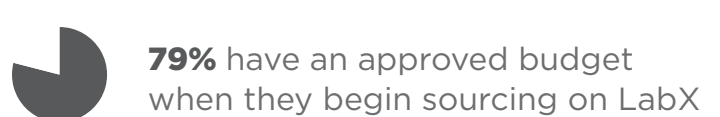
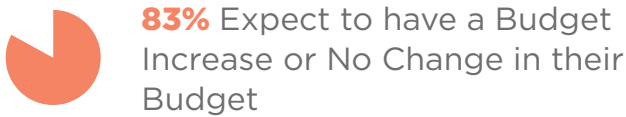
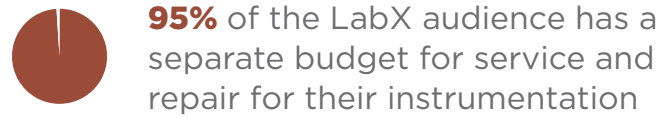
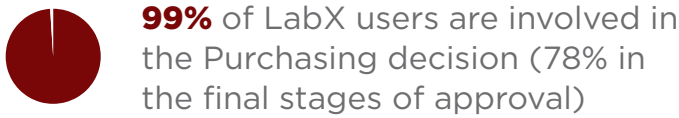
175,000 Monthly Visits

135,000 Unique Visitors

675,000 Page-View

2014 Independent Market Research of the LabX user revealed

(Conducted by Akel Associates)



Action taken after Visiting LabX

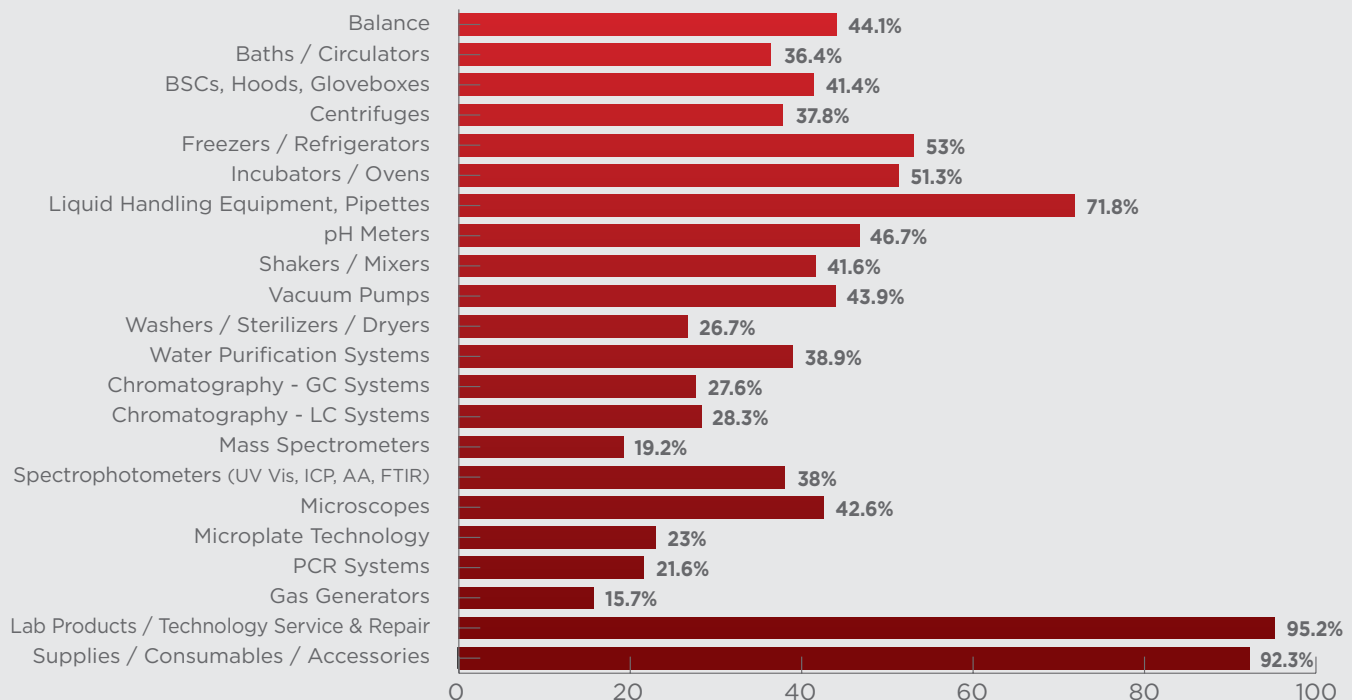


88% of the LabX users indicate they have taken some action, either directly or indirectly



63% indicate they have purchased the product, 29% from the supplier they initially contacted, 34% from a different supplier

PROJECTED LABX USERS WITH A BUDGET IN 2014





90% of the LabX audience
Typically has funding Available
to purchase New Equipment



84% of users who come to the
site have identified a need and
are ready to buy



57% have a specific brand in mind
when they come to the LabX site

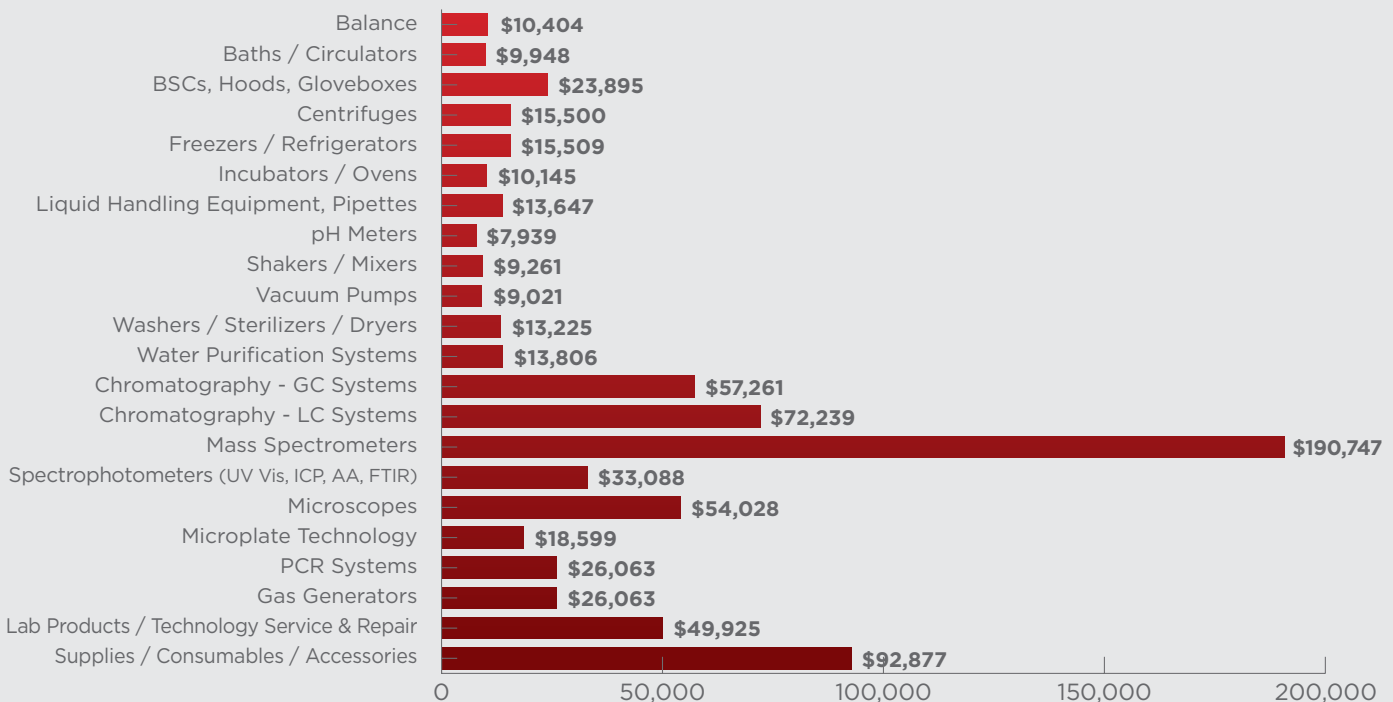


48% indicate the funding is
always available to purchase
new equipment



20% delayed the purchase.

AVERAGE EXPENDITURE PER LABX USER FOR ALL THE LABS THEY INFLUENCE



LabX Audience

Over **200,000** registered members and growing by **2,100** per month

Website Average Monthly Metrics

135,000+ visitors; 110,000+ unique visitors

600,000+ page-views; users visit 4.22 pages per visit

465,000+ product click-throughs on 350+ product categories

6,250+ product leads

3 minutes users spend on average with LabX.com

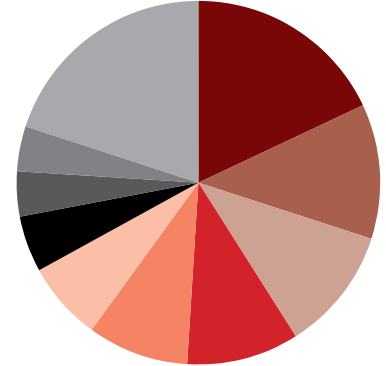
GEOGRAPHIC AREAS

Where LabX Members are Located

North America	59%
Great Britain	4%
China	4%
India	4%
Germany	2%
ROW	27%

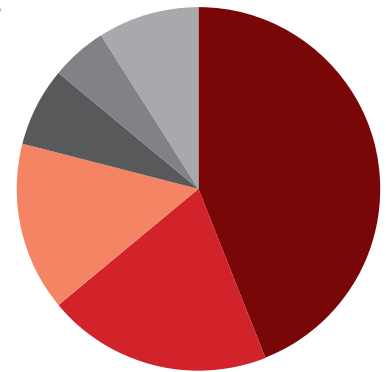
AREA OF RESEARCH

- 18%** Pharmaceuticals
- 12%** Environmental
- 11%** Biotechnology
- 10%** Chemicals
- 9%** Clinical Research/Trials
- 7%** Food/Beverage
- 5%** Microbiology
- 4%** Energy
- 4%** Instrument Design
- 20%** Other



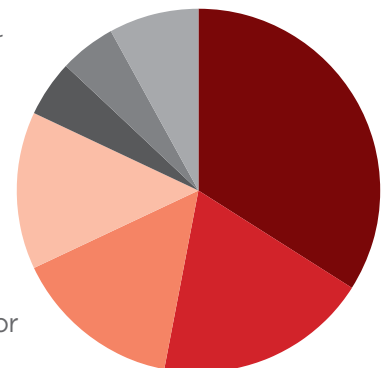
TYPE OF ORGANIZATION

- 44%** Industrial Research Lab (*biotech, food, chemical, pharmaceutical, etc...*)
- 20%** College / University Research Lab
- 15%** Private / Contract Research Lab
- 7%** Hospital / Medical Center
- 5%** Government / Non Profit Research Lab
- 9%** Other (*Dealer/Distributor, Consulting Firm, etc...*)



TITLES

- 34%** Lab / Research Management (*including QA/QC Manager, Project Manager and Principal Investigator*)
- 19%** Researcher (*Scientists, Chemist, etc...*)
- 15%** Corporate Management
- 14%** Technologist / Engineer
- 5%** Purchasing Agent / Manager
- 5%** Academic Department Head / Professor
- 8%** Other



New at LabX

Redesigned Home Page, with Better Navigation and Marketing opportunities to target the LabX visitor!

Lab Equipment ▶ **Analytical Instruments** ▶ **Balances**

Filters

The LabX team is again enhancing the user experience by introducing filters to our website. Scientists can filter by Manufacturer, Condition (new, used, any), Listing type and more. Our team will release additional enhancements throughout 2015 to the filters section to make



Buy Now

LabX is currently offering select manufacturers, distributors, and suppliers the opportunity to participate in an exciting new program called “Buy Now”. In 2014 we introduced the shopping cart to LabX based on 2014 market research that indicated 85% of our visitors prefer the opportunity to buy the product immediately. If you sell directly to end users, have a Paypal account, and offer either free or flat rate shipping, your products could be a great addition to the LabX “Buy Now” program. Simply contact your LabX sales representative with questions and to get started.



Dynamic Search Tool **1**

The New User Experience on the LabX home page will allow you to find your products needed for your laboratory Quicker. The introduction of our Black Box search tool to find New, Used or Any Products will simplify the search and gives our home page an exciting, cleaner, look and utility.

Product Showcase **2**

To the right of the black box, you will find the Product Showcase where companies can highlight one key product that rotates evenly with a maximum of 5 additional participants, Our team can customize the call to action that can drive to a lead form or immediate Buy Now! A product Showcase sponsorship is booked on a monthly basis, with pricing starting at \$1200/month.

Slide Show **3**

Just below the black box you will find a larger, expanded slide show opportunity where 5 companies can reserve a rotating position to Highlight a key event, auction, new product launch, or key announcement. It is usually booked a week or month at a time, and pricing depends on the duration of the reservation. (693 x 132 pixels)

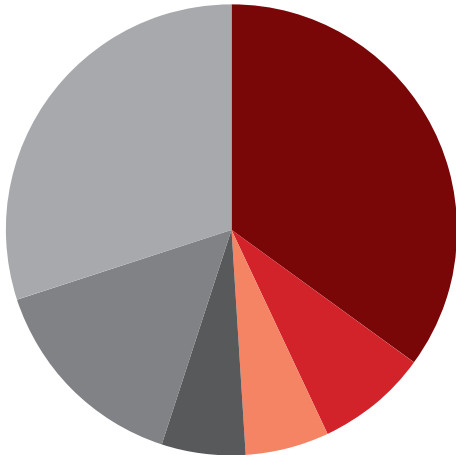
LabWrench Audience

34,000 Monthly Visits

30,000 Unique Visitors

75,000 Page-View

JOB TITLE



- 35%** Lab / R&D Management
- 7%** Other
- 6%** Technical/operations management
- 6%** Project Management
(including team leader, section head, etc.)
- 15%** Technologist/technician/Research Assistant
- 30%** Scientist/Chemist

TYPE OF ORGANIZATION

- Industry Lab** **49%**
 - *Biotechnology laboratory* 6%
 - *Pharmaceutical laboratory* 9%
 - *Other industry laboratory* 34%
- University or college laboratory** **19%**
- Government laboratory** **13%**
- Clinical laboratory** **7%**
- Environmental laboratory** **6%**
- Independent/private research laboratory** **2%**
- Contract research laboratory** **2%**
- Other** **2%**

94% of LabWrench users find LabWrench a valuable information source instaying connected with vendors and abreast of new technology development.

AREAS OF RESEARCH

Biochemistry	9%
Biology	19%
Biotechnology	13%
Chemistry	28%
Chemistry-Analytical	40%
Chemistry-Bioanalytical	21%
Clinical	17%
Drug Discovery	11%
Energy/Petroleum	8%
Environmental	26%
Food and Beverage	17%
Forensics	8%
Genomics	8%
Microbiology	15%
Molecular Biology	19%
Neuroscience	9%
Plastics/Polymers	11%
Proteomics	9%
Other	16%

Sponsorship Opportunities

LabWrench offers a platform where the content development process starts - obtaining and re-taining a customer requires that you become an information resource and position yourself as the most sought-out leader in your industry.

Create a vibrant community of fans who happily spread the word about your organization and your products and services.

LabWrench opens up new networks and opportunities to introduce your lab products and services to new customers.

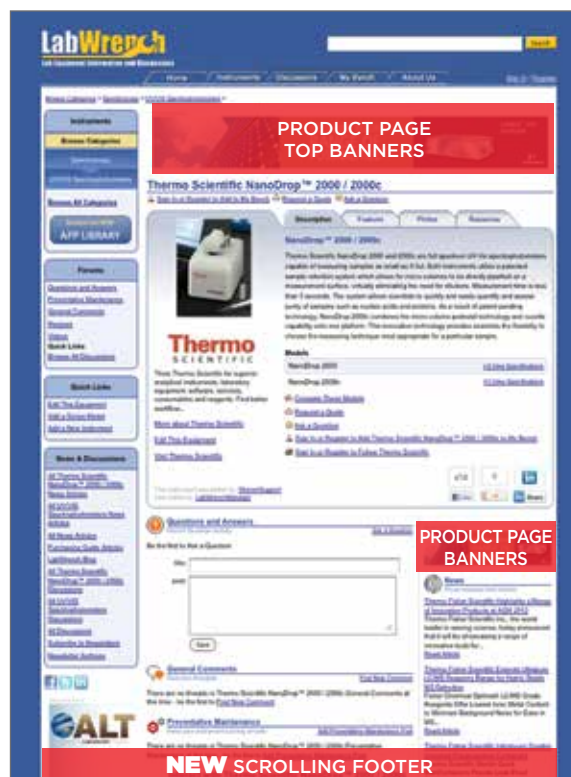
LabWrench Weekly Newsletter



LabWrench Homepage



LabWrench Product Page



20 Years of Sourcing the Best Technology Solutions

Email Marketing

LabX has an audience of over **50,000** scientists who subscribe to our weekly & monthly newsletters.



LabX Newsletters

9% average open rate on Newsletters

5% average clickthrough rate

Sponsorships offer prime positions adjacent to key content in each issue to maximize engagement with our audience

All Newsletter sponsorships are ideal for companies looking to reach scientists who are active purchasers

Metrics reports are provided following deployment to include open rates and clickthrough rates

Newsletter markets: LabX General Marketplace, Process, Medical, Test and Electronic, Semiconductor, Plant Process, + Specialty issues.

LabX Custom Eblast

6.5% average open rate on Custom Eblast

4.5% average clickthrough rate

75,000+ email subscriber database

Perfect for companies who need to time their marketing for a product launch, trade show, seminars, or events

You select an exclusive date for your html message

LabX provides metrics reporting after deployment, including open rate and clickthrough rates

Prices start at \$.10-.20 per name

Areas of Research: Pharmaceutical, Environmental, Biotechnology & Life Science, Clinical, Food and Beverage, University, Government.

Social Media



FACEBOOK

LabX

www.facebook.com/LabXMarketplace
(10,012 followers)

Labwrench

www.facebook.com/LabWrench
(7,532 followers)

Analytical Chemistry Techniques

www.facebook.com/AnalyticalChemistryTechniques
(134,387 followers)

Cell Culture Techniques

www.facebook.com/CellCultureTechniques
(60,207 followers)

Environmental Science Techniques

www.facebook.com/EnvironmentalScienceTechniques
(45,457 followers)

Food & Nutrition Science

www.facebook.com/pages/Food-Nutrition-Science
(41,471 followers)

Laboratory Products and Equipment

www.facebook.com/LabProductsAndEquipment
(8,444 followers)

The Lab Safety and Survival Guide

www.facebook.com/pages/The-Lab-Safety-and-Survival-Guide/203764789818674
(3,452 followers)



TWITTER

More than **1,900 users** follow breaking news and our micro-blogging at twitter.com/LabX.



LINKEDIN

www.linkedin.com/company/labx

Sponsorship Opportunities

Sample Trial Program on LabX/LabWrench



- Banner Sponsorships and product listings on LabX.com and LabWrench.com
- SELECT 3 Key categories from the Top categories price sheet
- 10 to 15 X product listings/introductions per category
- 10 to 15 X overstock and/or Demo Equipment product listings
- Exclusive Product & category sales leads
- 1 X Lab Deal e-newsletter promotional Side Banner (39,000 subscribers) + Announcement Ads
- 1 X LabX Marketplace e-newsletter Side Banner (50,000 subscribers)
- 1 X LabX Product Showcase Newsletter Leaderboard Banner (27,000 Subscribers)
- 1 X LabX Homepage product showcase for 1 month

6 Month Trial
\$8,000

New product ad for 90 days on LabX



- New Product Showcase Monthly e-newsletter-(One of the top three positions) (27,000 subscribers)
- One e-newsletter Highlight in the LabX e-newsletter (55,000 subscribers)
- Product ad posted on labx.com for 3 months

Special Price
\$795*

**Optional bundle to include one month inclusion in the Product Showcase on the LabX homepage: Total cost \$1995*



2015
YEARS

Ask how LabX can build you a program that drives the return on your marketing investment.

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