

**BIV** MAGAZINE



# LIFE SCIENCES

**2021 MEDIA KIT**

**SALES CLOSE**  
August 11, 2021

**MATERIAL DUE**  
August 13, 2021

**DISTRIBUTION**  
September 20, 2021





## OVERVIEW

Building a world-class life sciences community in British Columbia that contributes to the economic and social well-being of the province through a collaborative effort between industry, academia and government.

Life Sciences BC is a not-for-profit, non-government, industry association that supports and represents the life sciences community of British Columbia through leadership, facilitation of investment and partnering, advocacy and promotion of our world-class science and industry.

## AUDIENCE

69%  
Have household  
incomes in excess of  
\$100,000+

89%  
Have a university or  
college education

49%  
Have investment portfolios over  
\$200,000+

80% Are adults age: 35+

55% Are male  
45% Are female

## DISTRIBUTION

5,000 Life Sciences BC  
members, provincial, federal and  
international investment offices,  
international trade shows and  
investment events, national sector  
associations such as BIOTCanada and  
BIOTalent Canada



# EDITORIAL

As the voice for life sciences in British Columbia, Life Sciences BC is responsible for communicating our industry's opportunities, strengths and successes locally, nationally and internationally. Together with *Business in Vancouver*, we are pleased to once again produce *Life Sciences 2021* magazine, which showcases B.C.'s best, most influential and emerging members of our community.

The sector continues to evolve as historical business paradigms shift, capital markets recalibrate and technologies move towards convergence. In addition, B.C. is receiving increasing international attention given its business incentives, collaborations with world-class research institutes and cosmopolitan diversity.

The *Life Sciences 2021* magazine will highlight all of this with its extensive editorial content. We maintain a wide distribution year-round, which includes local events and international conferences to ensure B.C.'s stories are told all over the world. With *Business in Vancouver's* new website and linkable content, the magazine is even easier to access and send along to your colleagues or potential collaborators.

We encourage you to participate in this year's publication.  
Sincerely,  
Life Sciences BC

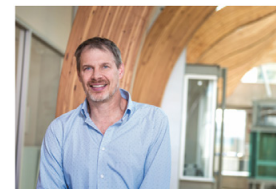


OFFICIAL PUBLICATION  
Life Sciences  
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## EXPANDING THE ECOSYSTEM

Peter Zandstra sets sights high for the future of biomedical engineering research



**A**s a new resident of Vancouver, Dr. Peter Zandstra, founding director of the Biomedical Engineering program at the University of British Columbia (UBC), finds himself ideally placed to contribute to B.C.'s growing life sciences ecosystem.

Zandstra, who has spent the last 15 years at the University of Toronto, is a leading expert in the field of biomedical engineering. He is currently working on developing new technologies for the treatment of cancer and other diseases. His research is focused on the intersection of biology, engineering, and medicine.

Zandstra is excited to be part of the life sciences ecosystem in British Columbia. He sees great potential for collaboration and innovation in the region. He is looking forward to working with local researchers and industry partners to advance the field of biomedical engineering.

Biomedical engineering is a rapidly growing field that combines the principles of engineering with the life sciences to develop new medical devices and therapies. It is a multidisciplinary field that requires expertise in both engineering and biology.

Zandstra is a leading expert in the field of biomedical engineering. He has published numerous papers on his research and has received several awards for his work. He is currently working on developing new technologies for the treatment of cancer and other diseases.

Zandstra is excited to be part of the life sciences ecosystem in British Columbia. He sees great potential for collaboration and innovation in the region. He is looking forward to working with local researchers and industry partners to advance the field of biomedical engineering.

**MESSAGE FROM THE CHAIR**

**THE LIFE SCIENCES ECOSYSTEM**

The life sciences ecosystem in British Columbia is a vibrant and growing community. It is a place where researchers, industry partners, and government agencies work together to advance the field of life sciences. The ecosystem is made up of many different parts, including universities, research institutes, and companies. Each part plays a role in the overall success of the ecosystem.

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## RATES/CONTACT

### DISPLAY RATES

Size	4 colour
Double page spread	\$8,800
Full page	4,800
1/2 page	3,800
1/4 page	2,400
1/8 page	1,600
Banner	1,700

- Custom spot colour matched in process
- Rates do not include GST

### PREMIUM POSITIONS

Outside Back Cover	\$6,300
Inside Front or Back Cover	5,600
Premium	5,100

- Cover space is available on a first-come, first served basis.
- All special positions are four-colour and non-cancelable.

## SPEC/TECH

### Mechanical requirements

Size <small>Not all sizes available in every publication</small>	Width (inches)	Height (inches)
Double page spread with bleed	16.75	11.25
Full-page bleed	8.125 + .25 bleed	10.75 + .25 bleed
Full-page non-bleed/type area	7.125	9.75
1/2 Horizontal	7.125	4.6875
1/2 Vertical	3.4375	9.5625
1/2 Island	4.6875	7
1/4 Horizontal	7.125	2.2708
1/4 Square	3.4375	4.6875
1/8 Horizontal	3.4375	2.2708
Banner <small>Available only under lists &amp; directories</small>	7.125	1

### Technical requirements

Submission guidelines: Please provide (in order of preference): a press-ready PDF or PDFx 1a file, an Illustrator CS6 or lower EPS file with all fonts converted to outlines, a Mac InDesign CS6 file with all supporting files and postscript fonts. Images should be 300 pixels per inch. FTP is available, but please talk to us first. And please supply a proof of your ad.

Note: When supplying logos for our database publications, black and white vector EPS files (such as those created in Adobe Illustrator) are preferred. If you do not have a vector version of your logo please supply a black and white TIFF.

Bleed ads: Please keep all critical elements 0.5" in from the trim.

### Production notes

- Production charges are included for basic prep work.
- For ads requiring basic layout, the customer must provide: 1. a mock-up 2. logo 3. image (photo) if required and 4. text.
- Revisions will be limited to 2 proofs at no charge after which time, an hourly rate or portion of will apply.
- Charges will apply to extensive design and/or multiple revisions.

For all advertising and production enquires please contact:

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