



**Communicate your corporate goals and objectives to the academic, biotechnology and pharmaceutical community**



## hum-molgen is

one of the world's largest Internet sources for the latest information in human molecular genetics. Our service consist of a vertical portal site at

<http://hum-molgen.org> and the mailing-list [HUM-MOLGEN@nic.surfnet.nl](mailto:HUM-MOLGEN@nic.surfnet.nl).

Since 1994 we provide the opportunity to communicate with scientists, physicians and other genetics professionals worldwide. HUM-MOLGEN has well-established services including the diagnostics and clinical research section, short reports of academic and non-academic news, a database of conferences, training courses and career opportunities, and a comprehensive registry of 2.000 biomedical companies.

## defined target group

HUM-MOLGEN enables you to reach biologists and clinicians interested in molecular medicine around the world:

Mailing-list	regular newsletter to 9.500 subscribers representing 86 countries
World wide web	1.450.000 visits from 406.000 distinct Internet sites in 2003
Educational level	63% Ph.D., 25% BS or MS, 12% MD/Others
Employment	64% University or college, 11 % private industry, 11% Government agency, 14 % non-profit organization
Location	47% USA, 8% Great Britain, 6% Germany, 4% Canada, 4% Japan, 3% France, 3% Italy



## **sponsorship**

HUM-MOLGEN offers you the chance to contact a global open-minded audience interested in molecular biological technologies, bioinformatic solutions and diagnostic tools. Approximately 75% of our users hold a doctoral degree (Ph.D. or MD) and work as research directors, head of departments, research scientists and physicians. Therefore you can target the decision-maker for future investments.

### **Minor sponsor**

- sponsorship of one news alert (9.500 recipients) and
  - banner advertisement (250 click throughs)
- Euro 2,000

### **Major sponsor**

- sponsorship of four news alerts within one year
  - banner advertisement (12 months)
  - acknowledgement in hum-molgen brochures
- Direct and / or indirect support (location / travel expenses for editorial meeting (10 persons) / technical assistance / sponsored advertisements within scientific journals or company specific catalogues / newsletters)

## **For further information please contact:**

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