Editorial Coverage & Content Hosting Program

Your product news, application articles/posters and videos published on SelectScience:
Clinical Diagnostics, Drug Discovery, Environmental, Food and Beverage, Forensics, General Lab, Lab Automation, Lab Informatics, Life Sciences, Materials, Separations, Spectroscopy.

Exclusive Interviews

What scientists say about your products is a powerful endorsement of your brand, and we can create exclusive opportunities for scientists to promote both their own work and explain how your technologies help them to further their science. The scientists we interview — whether on camera or for editorial articles — talk about their latest research, which is current and interesting to our worldwide membership, and this creates both engagement for your brand, and helps to bring the scientific community together through shared knowledge and understanding.

- Simply provide us with the details of an expert that you would like us to approach to interview about their research and your products and we do the rest
- Having an independent scientist talk about your products in relation to their work is a powerful endorsement for your brand
- Success by association: when leading scientists talk about using your products to further their research, others will want to use your products for their work too
- Generate leads for every signed-in reader of your article or viewer of your video
- Generate brand awareness for your products
- Purchase the copyright to use this exclusive content in your marketing materials and on your website
- Promote your user meeting, webinar or event – both before and afterwards – through an interview with the key speaker(s)

Examples:
Identification of Microglial States in Neurological Diseases - Immunostaining with JIR Secondary Antibodies

The Handheld Raman Technology Ensuring Biopharmaceutical Quality, from Start to Finish

Analyzing Catastrophe: Why Lithium Ion Batteries Explode [and How to Prevent it]
Editorial Articles

These unique reports are written by SelectScience’s expert Editors and can tell our members about your products, services, technologies, events or applications, plus how they link to your products. You tell us the subject area or products you’d like us to cover, and provide some basic materials, and we’ll create bespoke, valuable content marketing that engages and resonates with scientists around the world – without directly advertising your products.

- Generate leads for every signed-in reader of your article
- Create brand awareness for your products
- Showcase how your products are being used to solve problems and create innovative science
- SelectScience can report from your user meeting/show/event to deliver your news and content to a wider audience, maximizing your show spend and ensuring you get more engagement and awareness than just show attendees
- Purchase the copyright to use this exclusive content in your marketing materials and on your website

Examples:
- How New Technology Helped Us Crack the Ginger Analysis Challenge
- A Cool Story: From Underdogs to Global Challengers

Content Hosting Program

Promote your best content to reach new contacts who are keeping up to date with improved solutions. Generate awareness, leads and traffic through our lead capture mechanisms.

You will receive:

- 12 months’ hosting of your news, application notes, methods, white papers, videos, brochures, scientific posters and infographics
- Placement of your content within our main content directories, on targeted community and topic pages and on your product pages
- Editorial and marketing support to optimize your content for an online audience
- Email boost package available
- A detailed monthly metrics report and instant email notification

Application Notes/Methods/White Papers

Submit your in-house application notes, methods and white papers for publication on SelectScience.

- Generate leads for every download of your application note/method
- Engage with your customers and share methods with them
- Create brand awareness for your products
Examples >>

Videos
Submit your in-house created videos for publication on SelectScience. These may feature a product demonstration, a method or more information about your company’s technologies.

- Engage with your customers and share methods with them
- Showcase your new products
- Create brand awareness for your products
- Show your customers – and potential customers – how to solve a problem or how to improve their workflow

Simply send a link to the video online or contact us to transfer your video to our server. Please submit your video at least two weeks before the publication date in mp4 format.

Examples:
Fluidity One - Reinventing the Stage

Testing Specific Drug Combinations for Individualized Cancer Cells

News Stories
Submit your press releases and news about new applications, advances and technologies.

- Announce your news fast to a wider audience
- Create brand awareness for your products
- Create demand for your products and technologies

Examples:
Bruker Expands Portfolio for Testing of Candida Auris, an Emerging, Multidrug-Resistant Pathogen

Solutions for the Visualization and Analysis of Big Image Data in Life Sciences

Detecting Minimal Residual Disease with ddPCR

Submit your news, video and application note material to editor@selectscience.net

All editorial content is subject to approval by our editorial team. The editors reserve the right to accept or reject articles for publication, and to make amendments to articles before publication. The editors also reserve the right to make a production charge (discussed prior to publication) for publishing application articles/posters.

Image submissions: Any images supplied for publication must have a license for usage on SelectScience. Any liabilities arising from the incorrect use of an image supplied to and published on SelectScience will be passed on to the provider and/or their agent. In the event of improper usage of a supplied image, SelectScience will charge an administration fee to the image provider and/or their agent.

Contact the SelectScience sales team to request our Media Kit »