



Genetic  
Engineering  
& Biotechnology  
News

*Biotechnology from bench to business*

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Get your company's press releases published in the world's most powerful biotechnology publication.

GEN's editorial strength lies in the wide breadth of coverage encompassing the entire field of biotechnology, from the latest advances in drug discovery through bioprocess scale-up and commercial production. Biotechnology professionals rely on GEN for authoritative coverage of biomarkers, proteomics, molecular diagnostics, cell culture, and more.

GEN welcomes your news and new product releases. We also invite companies to submit tutorials and application notes as well as technology overview articles that serve to demonstrate your firm's expertise and bring you new business opportunities.

Please see GEN's guidelines below for submitting news, articles, tutorials, and new product information.

## **SUBMISSION GUIDELINES**

### Print and Online News

Send all press releases to Querida Anderson at [qanderson@genengnews.com](mailto:qanderson@genengnews.com).

### Online News

News is compiled daily for GEN's online news coverage. The stories are posted each day on our website and distributed in an e-newsletter to subscribers. Coverage encompasses five core topics: BioBusiness, OMICS, Drug Discovery, Bioprocessing, and Translational Medicine. In addition, Product & Service deals are highlighted.

### News Columns in Print GEN

#### Bioprocessing Highlights

Reports on scale-up and production: purification, cell culture, facility news, CMO agreements, and more.

#### Molecular Diagnostics

Reviews deals and findings involving biotech and pharma companies: biomarker discoveries, licensing transactions, M&A activity, collaborations for R&D, commercialization, etc.

#### Clinical Trials Updates

Includes Phase I through III studies in various indications.

### Discovery & Development Briefs

Covers the gamut of alliances formed related to preclinical and clinical R&D: target identification, validation, IND-enabling studies, and more.

### Genomics & Proteomics

Details research and partnerships: gene identification and manipulation, gene and protein expression, protein-structure analysis, etc.

### Inside Industry

Analyzes business and financial news: M&A activity, divestitures, establishment of subsidiaries, regulatory approvals, grants and funding, and more.

### Products & Service Deals

Looks at agreements among biotech, pharmaceutical, and supplier companies: technology transfer, enabling technology deals, CRO transactions, etc.

### People in the News

Lists new hires and promotions in the industry.

### Additional Columns

Additional columns include: Point of View (opinions on a biotech-related issue), Legal Affairs (authored by lawyers with biotech expertise), Wall Street Biobeat (GEN's monthly financial-themed column), and Biomarket Trends (industry trends summarized from specialist reports). Submission queries for these columns should be directed to Tamlyn Oliver at [toliver@genengnews.com](mailto:toliver@genengnews.com). Finally, GEN's Calendar of Events includes conferences, trade shows, workshops, and symposia relevant to biotech. Send calendar items to Carol Costa at [ccosta@genengnews.com](mailto:ccosta@genengnews.com).

### New Product Announcements

GEN offers biotechnology tool providers a compelling way to promote their new products. All new product announcements should be sent to Laura Mickowski at [lmickowski@genengnews.com](mailto:lmickowski@genengnews.com). Please send a full product description, company name, website, and product shot with a resolution of 300 dpi at 5-inches wide. Submission of the high-resolution electronic image of the product is mandatory. Logos are not accepted.

### Feature Articles

GEN's editorial calendar lists the feature articles for each issue. If you want your company included in a particular article, please contact John Sterling at [jsterling@genengnews.com](mailto:jsterling@genengnews.com) three months prior to the publication date (clearly indicating the issue and topic in the subject line of your email message), as this is generally when articles are assigned.

### Tutorials

GEN publishes Drug Discovery, Assay, Bioprocess, and Translational Medicine Tutorials in every issue. We welcome queries for submissions of tutorials outlining the use of a particular technology or application. These semi-technical articles should preferably include numerical and/or pictographic data (three graphics maximum, including tables). Please avoid marketing descriptions or advertorial writing; it is GEN's policy to focus on the science. This is an opportunity to highlight the technical strengths of your company's product or service. Note that we do not include references; tutorials are technical application notes and not data-rigorous presentations such as peer-reviewed submissions.

As tutorials are not usually time-sensitive, GEN schedules these articles many months in advance. You may wish to time the publication of your tutorial with a particular issue given its editorial focus or its intended distribution. If so, please query us well in advance to ensure that a particular slot is available. As space varies, however, inclusion in a particular issue cannot be guaranteed.

Please contact John Sterling (jsterling@genengnews.com) or Tamlyn Oliver (toliver@genengnews.com) to pitch a tutorial idea. If your tutorial query is accepted, we will contact you with detailed submission requirements and guidelines for submitting electronic graphics.

*Drug Discovery Tutorials* cover technology related to high-throughput screening, target identification, validation, etc., that is used to identify and develop biopharmaceutical compounds and small molecules. Word count: 1,000–1,200 words.

*Assay Tutorials* cover technology relating to assays for drug discovery and development, including assessment of molecular binding, ADMET, expression, visualization techniques, etc. Word count: 1,000–1,200 words.

*Bioprocess Tutorials* cover technology, from bioreactors to media to cell lines, relating to cell culture, scale-up, process transfer, etc., in the production of biomaterials. Word count: 1,000–1,200 words.

*Translational Medicine Tutorials* cover clinical research and technology and methods for the manufacture and production of molecular diagnostic products. Word count: 1,000–1,200 words.

\*Note that GEN does not solicit payment for any editorial coverage and respects all embargoes.

GEN's Planning Calendar containing the editorial focus for each issue is posted at [www.genengnews.com/media/pdf/2011\\_GEN\\_EditorialCalendar.pdf](http://www.genengnews.com/media/pdf/2011_GEN_EditorialCalendar.pdf)

GEN distributes particular issues at international meetings and conferences. These are also listed in the editorial calendar.

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