



genetic
engineering
news

Your Premier Source for Biotech News Worldwide

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PRESS RELEASES

GEN prefers to receive general-news press releases by e-mail...

news@genengnews.com

Alternatively, one copy (common fax machine) can be faxed to the number above, attention of...

John Sterling, Editor in Chief (editor@genengnews.com)
Tamlyn Oliver, Senior Editor (toliver@genengnews.com), or
Rebecca Coons, Associate Editor (rcoons@genengnews.com)

News about European firms should be e-mailed to...

Sophia Fox, European News Editor
eurogennews@aol.com

NEW PRODUCT ANNOUNCEMENTS

All new product announcements should be sent to the attention of the New Products Editor
(physical mailing address above; e-mail: editor@genengnews.com)

Please send a full product description. It is essential that you provide your company name, full mailing address including zip code, and website URL.

High-resolution electronic images that accompany e-mailed releases are welcome and will maximize the impact of your product listing. If mailing a hard copy, photographs and slides may be sent. Note that we cannot use ink-jet or laser-jet printouts, as these do not reprint to publishable quality, unless they are of extremely high resolution (e.g., greater than 800 dpi for a 4-inch picture width).

Digital copies of releases and images can also be mailed on a zip disk (nonreturnable).

COVERAGE IN NEWS COLUMNS

GEN features several news columns in every issue, to keep our readership informed of up-to-the-minute developments in all key fronts in biotech/biopharma research. Releases are sorted daily as they are received.

E-mail: news@genengnews.com

Procedures

All news items are published, as space permits, according to newsworthiness by GEN's criteria and timeliness. GEN publishes on the 1st and 15th of each month (once, on the 1st of the month, in July, August, and December). The magazine is sent for printing six to seven business days before publication; thus news for columns is collected in the three weeks prior to publication date.

It will help to bear in mind our production time lines when submitting releases if you are targeting a particular issue. GEN respects all embargoes.

Duplicate e-mailings may only delay publication of your release. Kindly send only one copy of each press release, preferably by e-mail, to the e-mail address above. (This box is commonly accessible to all senior editorial staff). If you wish to ensure that we've received your release, you may telephone us directly.

News Columns: Content

BIOPROCESS NEWS

Scale-up and production: purification, cell culture, facilities, etc.

COLLABORATIONS & AGREEMENTS

Deals involving biotech and biopharma companies (GEN does not focus strictly on academia or not-for-profit research institutes): licensing deals, mergers, collaborations for R&D, development, commercialization, etc.

CLINICAL TRIALS UPDATE

Phase I through IV studies (no animal studies nor human preclinical). Preliminary and interim results, and INDs and orphan drug status announcements, are *not* generally covered.

DRUG DISCOVERY NEWS

Early-stage discovery R&D: target identification, validation, etc.

GENOMICS & PROTEOMICS

News from the "omic" front: gene identification and manipulation, gene and protein expression, protein-structure analysis, structure-activity relationships, related patents, new technologies, etc.

INSIDE INDUSTRY

General industry news: facilities expansion, relocations, establishment of subsidiaries, U.S. patent issuances (number required, title requested), regulatory approvals, grants and funding (dollar amounts required), etc.

PEOPLE

Industry hires and promotions (retires, departures are *not* reported).

CALENDAR

Major conference and trade shows relevant to bioresearch; occasionally, GEN will have space to publish educational and biocompany-sponsored seminars as well.

COVERAGE IN FEATURE ARTICLES

GEN's editorial calendar lists the feature topics of each issue to be published during the year.

If you wish your company to be included in a particular feature article, please contact John Sterling by e-mail (editor@genengnews.com) **TWO AND A HALF MONTHS** prior to the publication date (clearly indicating which issue and topic, in the subject line of your email message), as this is generally when we assign articles to our writers. Please feel free to follow up with telephone queries.

International meetings and conferences at which particular issues of GEN will be distributed are also listed in the editorial calendar that appears in GEN's media kit (available from the advertising sales rep for your region. Note that GEN does not solicit payment for any editorial coverage.)

The feature topic list is posted in the online editorial calendar at...

www.genengnews.com/media/pdf/2006calendar.pdf

TUTORIALS

GEN publishes a Drug Discovery Tutorial, an Assay Tutorial, and a Bioprocess Tutorial in every issue. We welcome queries for submissions of articles outlining use of a particular technology or application, either in-house or by a client or collaborator.

These semi-technical articles will preferably include numerical and/or pictographic data (3 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 offerings. Note that we do request no references; tutorials are more technical application notes and are not as data-rigorous presentations as are peer-reviewed submissions.

As tutorials are not usually time-sensitive, GEN schedules tutorials up to several 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 at international conferences, as indicated in the editorial calendar. If so, please query us well in advance to ensure that a particular slot is available.

Please contact John Sterling or Rebecca Coons 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

Covers technology related to high-throughput screening, target identification, validation, etc., relating to identifying and developing pharmaceutically relevant compounds. **Word count:** 1,000 words

Assay Tutorials (in Drug Discovery section)

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

Bioprocess Tutorials (in Bioprocessing section)

Covers 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 words