



GeneticEngineering
& BiotechnologyNews

News and Insights on the Global Bioindustry

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

GEN's editorial strength lies in its wide breadth of coverage, encompassing the entire field of biotechnology: from the latest advances in drug discovery, OMICs, and gene editing research through translational medicine, bioprocess scaleup, and commercial production. Biotechnology professionals rely on GEN for authoritative coverage of genomics, cell therapy, next-generation sequencing, epigenetics, immunotherapy, CRISPR gene therapy, biomarker discovery, precision medicine, bioprocessing, and more.

GEN welcomes your news and new product releases. We also invite companies to submit tutorials 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 GEN at pressrelease@GENengnews.com.

News is compiled daily for GEN's online news coverage. The stories are posted each day on our website and distributed in a daily eNewsletter to subscribers.

People in the News

Lists new hires and promotions in the industry. Send people announcements to Christina Jackson at people@GENengnews.com'-

Additional Columns

Additional columns include: Point of View (opinions on a biotech-related issue) and thought leader articles. Submission queries for these columns should be directed to John Sterling at jsterling@GENengnews.com.

Calendar of Events

GEN's Calendar of Events includes conferences, trade shows, workshops, and symposia relevant to Biopharma. Send Calendar items to Katherine Vuksanaj at calendar@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 Jeffrey Buguliskis at jbuguliskis@GENengnews.com. Please send a full product description, company name, website, and product shot with a resolution of at least 300 dpi at 5-inches wide. Submission of the high-resolution electronic image of the product is mandatory.

Feature Articles

GEN's Planning Calendar (see below) lists the feature article focus for each issue. If you want your company to be considered for inclusion in a particular article, please contact John Sterling at 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. 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. Tutorials are technical application notes and not data-rigorous presentations, such as peer-reviewed

submissions. All tutorials should be 1,000-1,200 words in length.

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 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 at jsterling@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, high-content analysis, cell signaling, etc., that is used to identify and develop biopharmaceutical compounds and small molecule drugs.

Assay Tutorials cover technology relating to assays for drug discovery and development.

Bioprocess Tutorials cover technology, from bioreactors to media to cell lines, relating to cell culture, scale-up, process transfer, etc.

Translational Medicine Tutorials cover clinical research and technology and methods for precision medicine use.

*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 <https://www.GENengnews.com/GENPlanningCalendar>

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

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