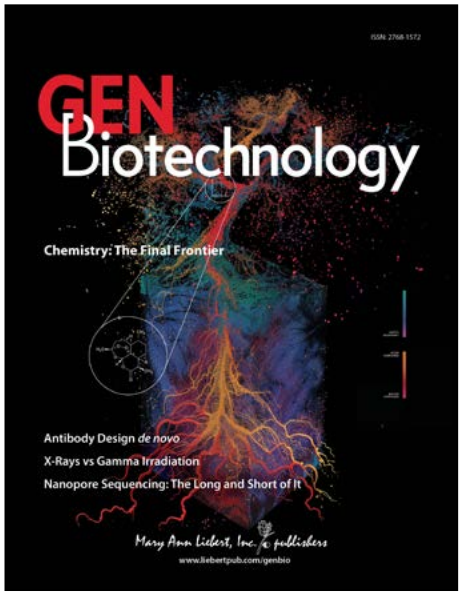
Mary Ann Liebert
A Part of Sage

Advertising Rates & Specifications - 2026



liebertpub.com/genbio

EDITOR-IN-CHIEF: Hana El-Samad, PhD Family Endowed Professor and Vice Chair, Department of Biochemistry and Biophysics, University of California, San Francisco, and Principal Investigator, Altos Labs, Bay Area Institute of Science, Redwood City, CA, USA

DESCRIPTION: *GEN Biotechnology* is the premier peer-reviewed journal from Mary Ann Liebert, Inc. and Genetic Engineering & Biotechnology News (GEN) delivering exceptional research breakthroughs, news, and analysis directly impacting biotech.

AUDIENCE INCLUDES:

- Directors of Research Centers
- Corporate C-Suite Executives
- Laboratory Directors/Managers
- Geneticists/Genetic Counselors
- Molecular and Cell Biologists
- Pharmaceutical and Biotechnology Researchers
- Biochemists
- Biomedical Engineers
- Immunologists
- Pathologists
- Microbiologists
- Department Chairs and Heads, Professors in Life Sciences
- Other researchers and clinicians in related fields

2.3
Latest Impact factor

YOUR MARKETING SUCCESS TEAM



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PRINT ADVERTISING

RATES

Position / Rates	1X
B/W Full Page	$3,780
*Sponsored Content	$3,780

**Writing fee may apply.*

The following rates are to be added to the earned b/w rate

Preferred Position Rates			
Cover 4	$520	Belly Band	$5,995
Cover 3	$263	Cover Tip	$4,995
Cover 2	$473	Insert	Call for quote
Opposite Cover 2	$158		
Opposite TOC	$184	**Color Rates**	
Opposite Editorial Board	$131	4-Color	$815
Opposite Editorial Text	$158		

**15% for agencies on all rates.*

SPECS

	Inches	Millimeters
Trim Size	8½" x 11"	216mm x 279mm
Full Page	8½" x 11"	216mm x 279mm
Bleed	¼"	6mm
Live Material	8" x 10½"	203mm x 267mm
Half Page	8½" x 5¼"	216mm x 133mm
Bleed	¼"	6mm
Live Material	7½" x 5"	191mm x 127mm
Double Page Spread	17" x 11"	432mm x 279mm
Bleed	¼"	6mm
Live Material	16" x 10½"	406mm x 267mm
Cover Tip	up to 8½" x 5"	14mm x 127mm
Belly Band	19¼" x 5"	489mm x 127mm
Insert		
Loose	8 3/8" x 10 7/8"	213mm x 276mm
Bound	8¾" x 11¼" add ¼" for trim	222mm x 286mm
Bleed	¼"	6mm
Live Material	8" x 10"	203mm x 254mm

CLOSING DATE DEADLINES (6 issues per year)

Issue	Space	Materials
February	12/12/25	12/15/25
April	2/10/26	2/16/26
June	4/10/26	4/13/26
August	6/9/26	6/12/26
October	8/14/26	8/17/26
December	10/6/26	10/12/26

Space reservations due at least one week prior to closing date deadline.
All dates subject to change.

MATERIAL REQUIREMENTS

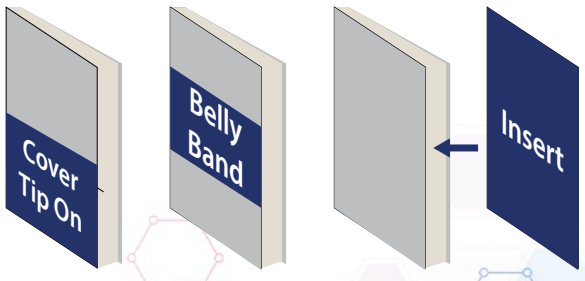
All advertising is subject to approval.

All color files must be created and submitted to publisher in CMYK color mode. Black & white ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

SUBMIT MATERIALS TO

Print and Digital Production
advertising@sagepub.com

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.



DIGITAL ADVERTISING

BANNER ADVERTISING

Position	Size(s)	1X
Leaderboard*	728x90 and 320x50	$1735
Medium Rectangle*	300x250	$1,630
Large Rectangle*	300x600	$2,095
*Video	See below for specs	An additional $595 to include video
Persistent Footer**	728x90 and 320x50	$1,400

*Minimum 25,000 impressions
*Video compatible with Medium Rectangle only
**Persistent footer is 30-day ROS

*Rates are net

BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

Creative should be sent to advertising@sagepub.com

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	Monthly sponsorships available. Contact your sales representative for pricing.
eARTICLE ADVERTISING		
Dynamic Super Leaderboard	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	Monthly sponsorships available. Contact your sales representative for pricing.
Full Page PDF	1237 X 1631 px	Monthly sponsorships available. Contact your sales representative for pricing.

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the Life Sciences channel, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

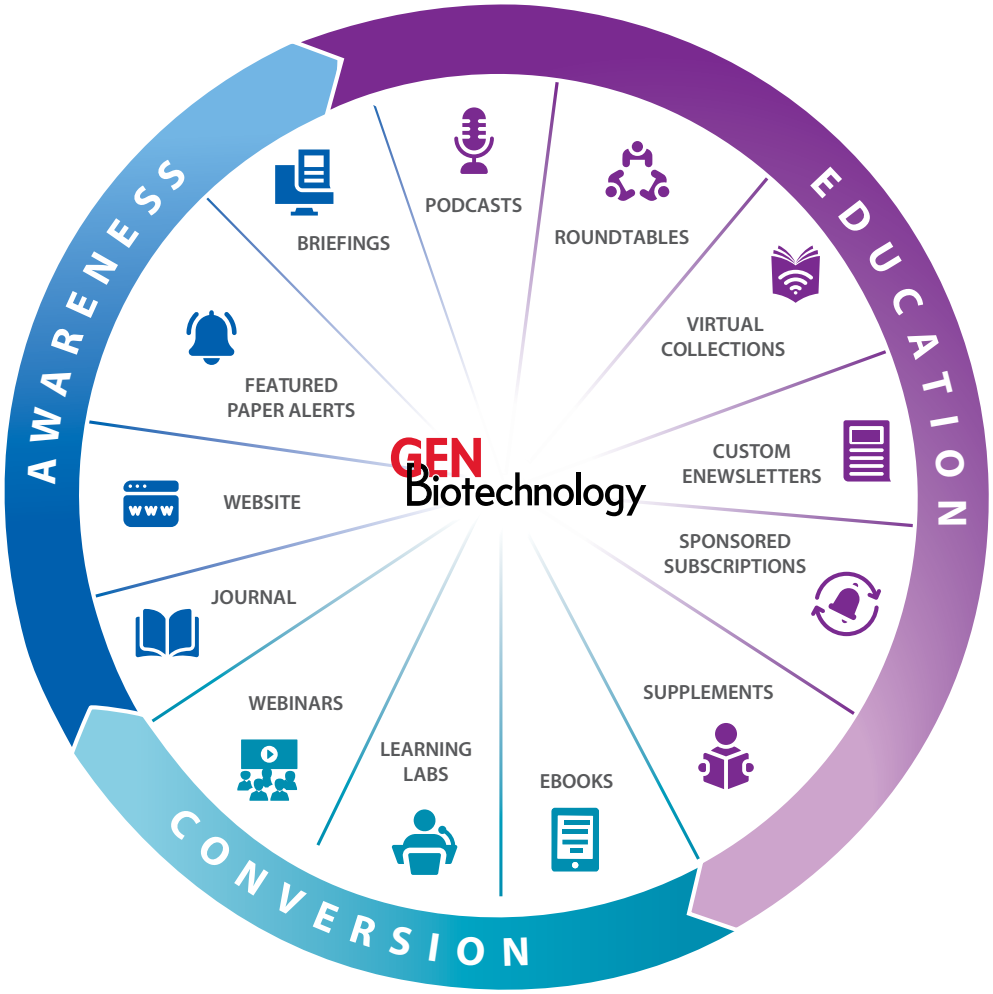
eBLASTS

Email Alerts	728 X 90 px	Contact your sales representative for pricing.
Sponsored Emails	Custom HTML	Contact your sales representative for pricing.

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

MULTICHANNEL MARKETING SOLUTIONS



RELATED TITLES

