

C2W | MENS & MOLECULE MAGAZINE 2025

READER PROFILE FOR C2W | MENS & MOLECULE

GENERAL CHARACTERISTICS:

- **Age:** 20-65 years (70% between 30 and 55).
- **Education:** Higher Professional Education (HBO) and University Education in molecular sciences.
- **Socioeconomic Status:** W1 en W2 (75%).
- **Gender:** 30% female, 70% male.

PROFESSIONAL BACKGROUND:

The readers are professionals in chemistry, life sciences, and process technology. They hold HBO/university-level degrees and often work in research, development, industry, R&D, the innovative business sector, or education.

INTERESTS:

The readers have broad interests, including topics such as:

- Analysis
- Mass Spectrometry
- Artificial Intelligence
- Lab Automation & Safety
- Education and Training
- Innovations in Materials and Technology
- Bioprocessing & (Bio)Pharma
- Chromatography
- Spectroscopy (Imaging)
- Materials Research
- Drug Development

They are also interested in developments outside their direct field, which contributes to their general knowledge and professional growth.

READER MOTIVATION:

Readers follow C2W | Mens & Molecule to:

- Stay informed about the latest developments in their field.
- Obtain information on potential employers and career opportunities.

- Continue their personal development and remain well-informed on the latest trends and innovations in chemistry and life sciences.

CAREER MOTIVATION:

While readers are not actively seeking new employment, they remain open to new opportunities, especially when well-informed about development possibilities and an employer's mission. Sustainability and the ability to make an impact are significant factors in their choice of employer.

MEDIA PLATFORM REACH:

- **Website:** 15.000 unique visitors per month.
- **Newsletter:** 18.000 subscribers to C2Weekly

PLACEMENT COSTS ADVERTISING C2W MAGAZINE* Format (width x height)	1x	3x	6x	10x
2/1 page (420 x 285 + 3 mm runoff)	€ 4.940	€ 4.615	€ 4.395	€ 3.995
1/1 page (210 x 285 + 3 mm runoff)	€ 2.470	€ 2.250	€ 2.085	€ 1.965
1/1 page Cover 4 (210 x 235 + 3 mm runoff)	€ 2.470	€ 2.250	€ 2.085	€ 1.965
1/2 page portrait (90 x 265)	€ 1.415	€ 1.325	€ 1.225	€ 1.125
1/2 page landscape (185 x 130)	€ 1.415	€ 1.325	€ 1.225	€ 1.125
1/4 page (90 x 130)	€ 820	€ 760	€ 705	€ 670

(Print run: 9.200)

NOTE:

- For the supply of advertisement material we use an online supply portal.
- After reserving your advertisement space you will receive a link through this portal well in advance of the supply date, with which you can upload and check your advertisement.
- Print process: sheets offset.
- Advertisement material: certified PdF-file, resolution 300 dpi minimal.

*in digital advertisement material supplied ready-made

Edition 2025	Publication date	Deadline material	Theme
Edition 1	4 th of February 2025	10 th of January 2025	Bioprocessing
Edition 2	4 th of March 2025	7 th of February 2025	Laborama 20-21 maart / Lab Automation event 25
Edition 3	1 st of April 2025	7 th of March 2025	Lab Safety event
Edition 4	12 th of May 2025	11 th of April 2025	Lab Technology & Analytical Solutions 3 juni 2025
Edition 5	17 th of June 2025	16 th of May 2025	Lorentz Summit
Edition 6	15 th of July 2025	20 th of June 2025	
Edition 7	2 nd of September 2025	8 th of August 2025	Single-Use Event 16-09-2025
Edition 8	30 th of September 2025	29 th of August 2025	
Edition 9	11 th of November 2025	10 th of October 2025	CHAINS / Career and Education
Edition 10	19 th of December 2025	21 st of November 2025	Bioprocessing

ADVERTISING RATES SPONSORED CONTENT

- Text, design and image are provided by yourself and are supplied ready-made digitally, or are provided by SGNM as operator on your instructions (rates: see right column).
- Content is created outside the responsibility of the editors of C2W.
- Is in a clearly visible different look-and-feel than that of C2W Magazine. In the text no references may be made to KNCV and/or C2W.
- Sponsored content is possible for any subject. If desired, the monthly themes that are discussed in both C2W Magazine and on the C2w.nl website can be referred to:

IF PROVIDED BY SGNM:

TEXT:

- Surcharge 1/1 page on the placement rate: € 350 including 1 correction round.
- In case of 2 or more rounds: € 50 per additional round.

DESIGN:

- Surcharge 1/1 page on the placement rate: € 100.

IMAGE:

- Surcharge on the placement rate: (excluding stock material) € 50 per image.

BUSINESS DIRECTORY

- An entire year with the same presentation in every edition of C2W Magazine (1/12).
- Page for only € 2.150.
- In case of changes: € 50 per change.

PRODUCT PREVIEWS C2W MAGAZINE

Only for advertisers who take out one contract of at least 6 entire advertising pages for 2025.

- Free and only for advertisers who take out a contract of at least 6 entire advertising pages for 2025: ¼ page product preview with every placement.
- Layout costs: free in case of ready-made delivery of text and image.
- Images in high resolution.
- Surcharge for making a trial that is submitted for approval prior to placement: € 50.
- Surcharge for reworking: per text or image: € 50.

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All amounts mentioned in this brochure are exclusive of VAT!

KNCV
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