



TheLifeScienceFeed Media Kit 2025

A publication of Grá & Mawi Media Co.

Reach healthcare professionals through credible, data-driven journalism.

Contact: info@thelifesciencefeed.com | LinkedIn & X: @thelifesciencefeed

What we offer

- Premium display, native/sponsored features, webinars, and newsletter placements.
- Compliance-first environment aligned to IPHA, EFPIA, ABPI, FDA, and FTC standards.
- EU & US core audiences with growing global reach; long-form, high dwell times.

About & Audience

TheLifeScienceFeed is a global medical journalism platform for clinicians, researchers, and life-science leaders. We translate open-access science into clear, credible reporting with rigorous citations and SEO-forward structure.

Primary Readers: Clinicians & researchers

Regions: EU & US focus, global reach (APAC/LATAM growing)

Top Areas: Oncology, Cardiology, Neurology, Infectious Disease

Engagement: Long-form reads, high dwell and return visits

Illustrative placement preview



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Technical Specs

Leaderboard — 970×250 — Desktop top banner — Lead time: 5 business days

MPU — 300×250 — Inline and sidebar placements — Lead time: 5 business days

Half Page — 300×600 — High impact vertical — Lead time: 5 business days

Billboard — 970×250 — Homepage / hero takeover — Lead time: 7 business days

Mobile Leaderboard — 320×100 — Optimized for mobile — Lead time: 5 business days

Interstitial / Roadblock — Custom — Multi-unit exclusives — Lead time: 10 business days

Native / Sponsored Content

1,200–1,800 words; assets: headline, hero, 3–5 visuals, logo, CTA URL; 7–10 business days lead.

Webinars & Events

45–60 minutes; live or on demand; 3–4 weeks lead from agreement; deliverables: topic brief, speaker bios, logo, creatives.

Newsletter & Social

Newsletter 600×200 or sponsored intro. Lead time 5 business days. LinkedIn & X amplification available.

Creative Submission

JPG/PNG/GIF ≤150 KB or HTML5 (GCM, Sizmek, Adform). UTM supported. Submit to: assets@thelifesciencefeed.com



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Sample Pricing (EUR) with USD Estimates

Official pricing in EUR. USD uses €1 = \$1.10 (indicative; final USD fixed at booking).

Display CPM (Leaderboard 970×250): €60–€90 CPM | \$66–\$99 CPM

Display CPM (MPU 300×250): €40–€60 CPM | \$44–\$66 CPM

Display CPM (Half Page 300×600): €55–€85 CPM | \$60–\$93 CPM

Billboard (970×250): €75–€110 CPM | \$82–\$121 CPM

Mobile Leaderboard (320×100): €25–€40 CPM | \$27–\$44 CPM

Roadblock / Interstitial (homepage/day): €8,000–€12,000 | \$8,800–\$13,200

Sponsored Article (single): €3,000–€5,000 | \$3,300–\$5,500

Sponsored Series (3■pack): €8,000–€12,000 | \$8,800–\$13,200

Webinar (45–60 min): €6,000–€10,000 | \$6,600–\$11,000

Newsletter insertion (per send): €1,200–€2,500 | \$1,320–\$2,750

LinkedIn/X bundle (from): €3,500–€5,000 | \$3,850–\$5,500

Packages available (Starter, Premium, Enterprise). Custom research partnerships and series sponsorships on request.



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Creative Examples (Illustrative)

Leaderboard 970×250 (example)

MPU 300×250 mock

Article column (illustrative)



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Compliance & Policies

All campaigns adhere to relevant pharma/medical device codes (IPHA, EFPIA, ABPI) and applicable guidance (FDA, FTC). Sponsored content is clearly labeled ("Sponsored by" / "In partnership with"). We do not accept ads for unlicensed therapies or misleading claims. Privacy-safe analytics; no sale of personally identifiable data.

Contact

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