

Make use of the well-known and widely acknowledged Bio<sup>M</sup> network to promote your event, company and competencies!

Bio<sup>M</sup> serves as the central hub and catalyst between academic research, pharmaceutical industry/ biotech research and development, industrial application and clinical implementation.

In our function as cluster management, we represent the diverse interests of Bavaria's biotechnology location. In particular, we support the set-up of new companies as well as the strengthening and further development of existing ones. In existence for more than 20 years, we develop and coordinate Bavarian's Biotech community. We offer for example information and training events as well as thematic network meetings. According to your needs they have a local, regional and national focus and we foster the participation of international experts.

Information sharing ranges from targeted and specific to a widespread circulation. Our exclusive distribution list reaches in excess of >6.000 contacts on a daily basis.

## We offer you a wide range of advertising platforms:

- Bio<sup>M</sup> online channels
- Bio<sup>M</sup> print media
- Bio<sup>M</sup> events / virtual events
- Your very own event at Bio<sup>M</sup>'s head office
- Participation and Representation at exhibitions and conferences

We will be happy to develop an individual package for you.

If you are interested in a continuous and annual visibility throughout our cluster (online/ events), please inquire for corporate sponsoring information.

### Additional Information:

All prices are without value added tax. Please also read our general terms (AGB) for further details. Short-term modifications are possible. For up-to-date information, please visit our website: [www.bio-m.org](http://www.bio-m.org)

Please contact us, if you need any further information.

### Contact details:

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Bio<sup>M</sup> Biotech Cluster Development GmbH

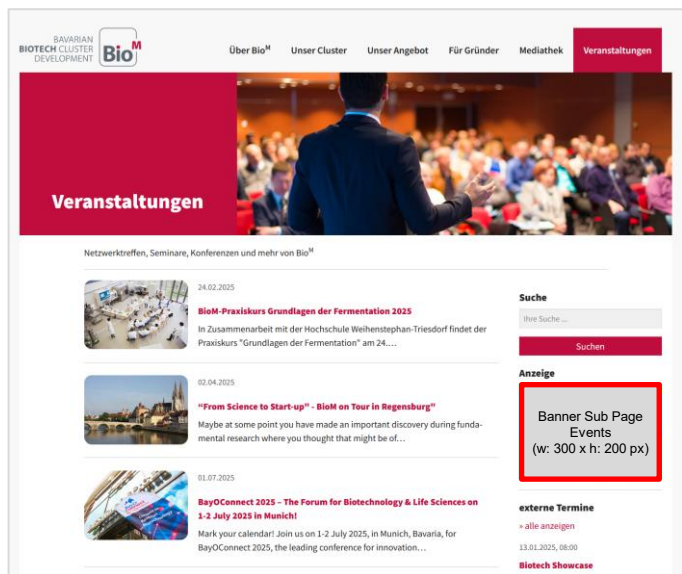
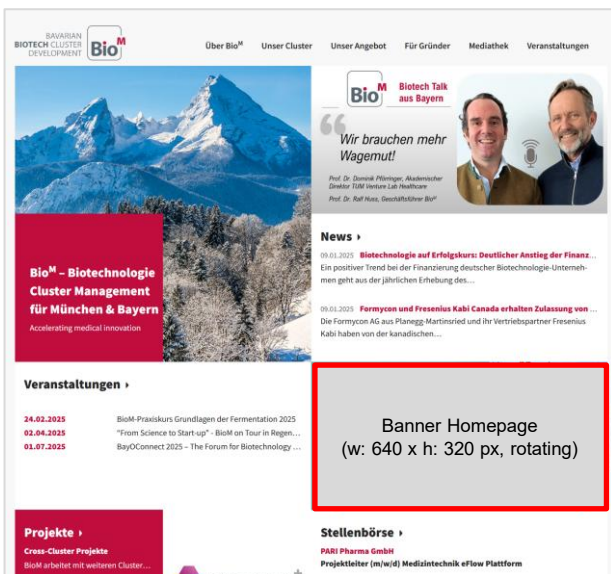
email: [info@bio-m.org](mailto:info@bio-m.org) - tel. (+49) (0)89 / 89 96 79 0 - fax (+49) (0)89 / 89 96 79 79

## Bio<sup>M</sup> online channels

- **Bio<sup>M</sup> Website: [www.bio-m.org](http://www.bio-m.org)**

On average, we have around 200,000 visits and nearly 1 million page views per year.

Advertising Materials	Duration	Price
Banner Homepage* (w: 640 x h: 320 px, rotating)	4 weeks	550 €
Banner Sub Pages (w: 300 x h: 200 px)	4 weeks	starting from 340 €



\* Page "Index" at [www.bio-m.org](http://www.bio-m.org)

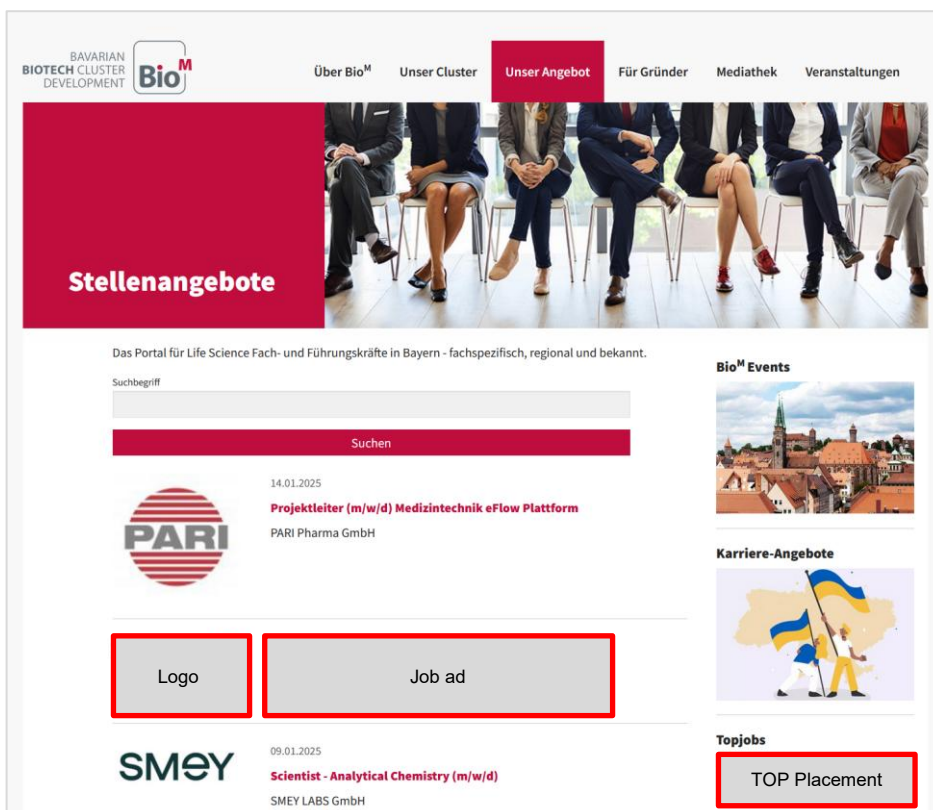
\*\* Pages "Events" and "Bio<sup>M</sup>-Events" at [www.bio-m.org](http://www.bio-m.org)

## Bio<sup>M</sup> online channels - continued

- **Online job platform: Bio<sup>M</sup> Website**

Bavaria's leading Life Science platform with more than 100 job offers per month.

Advertising Materials	Duration	Price
Job ad with logo	30 days	starting from 99 €
TOP placement	30 days	starting from 185 €
Annual fee for job ads	1 year	starting from 890 €



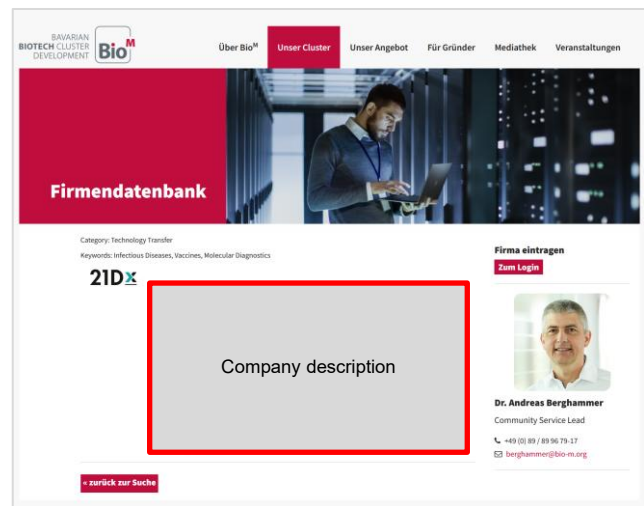
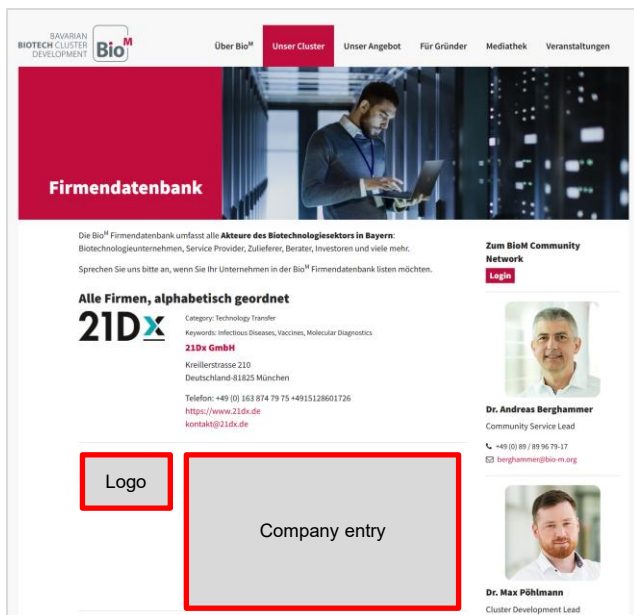
The screenshot shows the BioM website interface. At the top, there is a navigation bar with links: "Über Bio<sup>M</sup>", "Unser Cluster", "Unser Angebot" (highlighted in red), "Für Gründer", "Mediathek", and "Veranstaltungen". Below the navigation bar is a large banner image of a group of people sitting on chairs. On the left side of the banner, the text "Stellenangebote" is displayed in white on a red background. Below the banner, there is a search bar with the placeholder text "Suchbegriff" and a red "Suchen" button. Below the search bar, there are two job listings. The first listing is for "Projektleiter (m/w/d) Medizintechnik eFlow Plattform" at PARI Pharma GmbH, dated 14.01.2025. The second listing is for "Scientist - Analytical Chemistry (m/w/d)" at SMEY LABS GmbH, dated 09.01.2025. On the right side of the page, there are three sections: "Bio<sup>M</sup> Events" with a photo of a town, "Karriere-Angebote" with a photo of people holding flags, and "Topjobs" with a red box around the text "TOP Placement". At the bottom of the page, there are two red boxes: one around the word "Logo" and another around the text "Job ad".

## Bio<sup>M</sup> online channels - continued

- **Company database: Bio<sup>M</sup> Website**

Overview of all Bavarian Life Science companies, approx. 350 profiles

Advertising materials	Duration	Price
Company entry (includes description)	annual	free of charge



## Bio<sup>M</sup> online channels - continued

- Bio<sup>M</sup> Newsletter**

News and upcoming events of the Bavarian biotechnology industry

Bi-weekly electronic distribution. Target Group: Life Science academia, biotech and pharma industry, journalists. Recipients: ~ 6,000

Advertising materials	Duration	Price
Banner (w: 600 x h: 100 px)	once	480 €

Wenn der Newsletter nicht richtig dargestellt wird, klicken Sie bitte hier »

## Bio<sup>M</sup> Newsletter

09.01.2025

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###person\_phrase### ###person\_anrede###  
###person\_titel### ###person\_vorname###  
###person\_nachname###

ein frohes neues Jahr wünschen wir Ihnen - liebe Biotech-Community!

Es liegen lebhaftere Zeiten vor uns: Nicht nur startet die neue US-Regierung im Januar, auch Deutschland bereitet sich auf die vorgezogenen Bundestagswahlen im Februar vor. Was werden sich politischen Spitzen verändern und wie werden sich kommende Entscheidungen und Aufgleisungen auf die Bereiche Gesundheit und Forschung in Deutschland auswirken?

Aus dem bayerischen Gesundheitsministerium kommen bereits die formulierten Forderungen an die neue Bundesregierung: ein hohes Tempo bei der Pflegereform und eine "Reform der Krankenhausreform". Gleichzeitig treibt Gesundheitsministerin Gerlach u.a. die Stärkung von Hospiz- und Palliativversorgung, psychiatrische Versorgung und Anreize für Landärzte und Hebammen an.

Ein zukunftssicheres Gesundheitssystem fordert auch der vfa. In seiner Positionierung fordert der Verband der forschenden Pharma-Unternehmen eine wachstumsorientierte Wirtschaftspolitik, die einen hohen Beschäftigungsstand sichert und dadurch solide Beitragseinnahmen in der Sozialversicherung gewährleistet.

**Highlights:**

Bio<sup>M</sup>-News: ViGeneron erhält FDA Rare Pediatric Disease-Zulassung für Kandidat VG901 zur Gentherapie von Netzhauterkrankungen »

Bio<sup>M</sup> Events: Bio<sup>M</sup>. Praxiskurs Grundlagen der Fermentation 2025 »

Presse: Bioreaktor ermöglicht automatisierte Langzeitkultivierung von Stammzellen »

Termine: DxPx Europe '25 - Industry + Investor Partnering Conference, Munich »

Stellenbörse: Proteros, CRELUX, BSL Bioservice Scientific Lab., AMGEN Research, MPI für Biochemie, Bay. Landesamt f. Gesundheit & Lebensmittelsicherheit

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Save the date for BayOConnect 2025!

1 - 2 July 2025 | Munich

Design Offices München Macheri

Save the date for BayOConnect 2025!

Banner (w: 600 x h: 100 px)

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Bio<sup>M</sup> News
Bio<sup>M</sup> Events
Pressemittellungen
Termine
Stellenbörse

**Bayern mit 538 Neugründungen auf Platz 1**

Im Jahr 2024 verzeichnete Bayern einen deutlichen Anstieg der Startup-Gründungen. Mit insgesamt 538 Neugründungen liegt der Freistaat im bundesweiten Vergleich an erster Stelle. Positiv ist auch die... [Mehr](#)

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**ViGeneron erhält FDA Rare Pediatric Disease-Status für Kandidat VG901 zur Gentherapie von Netzhauterkrankungen**

Die ViGeneron GmbH hat zwei wichtige Meilensteine für Ihren neuartigen Gentherapie-Kandidaten VG901 zur Behandlung von Patienten mit Retinitis pigmentosa (RP), die durch Mutationen im CNGA1-Gen... [Mehr](#)

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**Biotechnologie auf Erfolgskurs: Deutlicher Anstieg der Finanzierungen in Deutschland**

Ein positiver Trend bei der Finanzierung deutscher Biotechnologie-Unternehmen geht aus der jährlichen Erhebung des Biotechnologie-Branchenverbands BIO Deutschland e. V. in Kooperation mit Ernst &... [Mehr](#)

## Bio<sup>M</sup> print media

- **Bavarian Biotech Report**

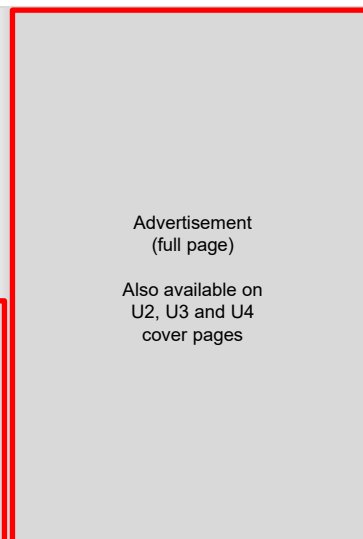
### The Bavarian business directory

Compilation of the Bavarian biotech industry's business figures and company profiles.

Yearly publication in English

Target Group: biotech and pharma industry, politics, press

Circulation: print, digital data carriers, epaper, pdf, accessible online, also at international exhibitions and conferences



Packages	Price
Advertisement on cover pages (U2, full page, 4c)	2,400 €
Advertisement on cover pages (U3, full page, 4c)	1,850 €
Advertisement on cover pages (U4, full page, 4c)	2,600 €
Advertisement on inside pages (full page, 4c)	1,400 €
Advertisement on inside pages (half page, 4c)	900 €
Network partnership Profile publication for non-biotech companies	Please inquire

## Your own event at Bio<sup>M</sup> – Your presence in the Biotechnology Cluster

### ▪ Your event at BioM 's conference area

You can book attractive event and meeting rooms at Bio<sup>M</sup>. Our offices are located centrally in the heart of Munich's Biotech-Campus Munich/ Martinsried and are guaranteed to enhance your visibility.

Our location is ideal for closed groups, public events or networking. Catering is offered by an external agency; detailed information can be found online.

Rooms	Max. number of persons	Price
Entire conference area	60	starting from 140 €/ h
Meeting room	12	starting from 45 €/ h
Conference room	60	starting from 95 €/ h

Additionally, we can advertise your event on our platforms:

Advertising medium	Price
Basic package „Event announcement”	360 €
Banner in Bio <sup>M</sup> Newsletter (600x100 px) to 6000 users	420 €
Banner on homepage start page (640x320) 4 weeks	495 €
Banner on homepage events (300x200 px) 4 weeks	incl. in basic package
Social Media Post LinkedIn (only in combination with a banner)	220 €

Used by Thermo Fisher, Charles River, Covance, gmplan, The Jackson Laboratory, Rittershaus among others.

### ▪ Your tailored *in-house training*

Years of expertise in the conception of industry specific trainings and access to a diverse range of subject specialists enable Bio<sup>M</sup> to develop advanced in-house training courses – responding flexibly to your needs.

Concept proposals and prices upon request.