



## **Scientists eNewsletter subscribers Opt-In emails**

### **Get maximum exposure to your announcements**

Our free, weekly eNewsletter reaches more than 50,000 recipients worldwide and is well received among life science scientists. Our subscriptions grow every month because we carry unique and very useful information to assist in both research work and grant acquisition.

Virtually all our readers are involved in active research and they hold either MD, Ph.D. or both. Their title ranges from Graduate students, post-docs to professors. Scientists in this group constantly look for new grants, job opportunities, conferences, and courses. What's more, our services are used to reach out to scientists by several funding agencies, universities, hospitals, charity organizations, as well as for NIH announcements.

We can send announcements on topics that include but not limited to :

- Scientific Product information/ lab supplies / equipment
- Webinar Invitations
- Post-Docs and Faculty recruitment
- Publicity to increase annual science conference attendance
- Promotion to increase publication subscriptions  
Association and Foundations membership drive
- Fellowship announcements
- Grant announcements

Your post will reach ~50,000 scientists worldwide. Our company, eScience info, has been in business for more than 15 years and is the leader in email marketing to life science scientists.

### **Emails are a better medium than print magazine ads**

Professional email has surpassed print media to become the preferred communication channel for scientists. The reason is simple: EMAIL IS THE MOST PERSONAL MEDIUM.

Scientists Opt-in to receive our emails. Emails are a very cost-effective channel and allow your message to be personalized and customized to scientists. As a result, your announcements reach a very targeted audience with information that is highly relevant to them. Email gets much more attention than any other medium. This is why it generates a high response rate in very short time.

Since we send our eNewsletter on a weekly basis, we have established long term relationships with our scientist subscribers.

Out of all marketing channels, email continually outperforms other media.