



LabMedya[®]

We would like to summarize to you the first and only publication in Turkey Laboratory sector. LabMedya, as can be understood from its name, is a publication which has been serving as a media channel in laboratory sector for approximately 6 years and which is followed with a huge interest and curiosity. It has become a publication each issue of which is looked forward to as its contents cover completely independent, free and sectoral issues. It is published between 10.000 and 13.000 issues every two months in glossy and each page being colored. Our publication is mailed to the name of the person directly by mail as a free of charges. In addition, our publication can be read online and interactively through our web page and mobile application. Also soft copies are sent via e-mail to approximately 30.000 people in the sector which are in our mail bank. To sum up, the number of people which we reach is over 40.000 in total. LabMedya, which is also popular in social media is followed more and more every day. In our Facebook page, current news about sector, science, health and technology are posted nearly every day and attract huge attention. Our vision is to become a publication which will attract attention of people, which will be read and each issue of which will be looked forward to in all terms. In this context, our content and design are prepared in a way to attract people's attention and not to bore people. Our aim is to reach every laboratory and everybody related with laboratory sector in Turkey and Turkish Republics.



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