



The LAMA *E-Review*

Media Guide 2019

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The LAMA *Review*

The Manager's e-zine: the right information to the right readers.

[Published quarterly since **1989** and dedicated to provide and serve members of the Laboratory Animal Management Association and the lab animal industry - over 900 directors, managers, and supervisors world-wide - with the highest quality information.]

*A note
from the
Board—*

Over the past decade the lab animal management industry—like many other industries—has ridden the tide of uncertainty, and have had to make tough decisions that allow us to keep growing while maintaining service to members and vendors, and stay on the cutting-edge. As our resources increased in cost, we stayed committed to keeping our quality high and costs, to our members and associates, low. Hence, a little over a year ago, the Board agreed to embark on a new path and created the Review in a digital version only. With this new look, we are pleased to announce that we have an increased both our readership and membership by 3 percent, and are receiving positive comments on all fronts.

We wish to thank our loyal advertisers, with whom this would not have been possible.

The best to you this new year,
Board of Directors—LAMA

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Why LAMA E-Review?

- The *E-Review* increased its permission-based, world-wide readership by 6%
- *E-Review* brings cutting-edge information and referrals to the fingertips of directors, managers, supervisors—the decision makers in our industry.
- It is the industries 'mighty magazine' - the *E-Review* is fully read and often quoted: monthly unique views average 5,000.
- It provides immediate connection to industry partners who stand ready to serve.
- The *E-Review* saves on postage and paper saving members and the environment monies.

Objectives:

- Promote ideas, experiences and knowledge
- Encourage continued education
- Assist in manager training
- Acting as spokesperson for the organization

Submissions:

- Subject to editing by Review Board for clarity and length.
- In general the articles range between 2,000-5,000 words.
- All references are noted numerically throughout the article.
- No headers, footers, or foot notes embedded in digital articles please.

The Review Expertise

Features:

- Original articles
- Industry Problem Solvers
- Job Tips
- Manager's Forum
- Relations for Organizational development
- Job Ops
- Book Reviews

All contributing authors are added to the Table of Contents in the Review the article appears.

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