Impactful Springer Nature brands, influential readership and content that drives discovery.

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OUR AUDIENCE & REACH ......................3
ADVERTISING SOLUTIONS &
PARTNERING OPPORTUNITIES .............6
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**SPRINGER NATURE**

**SPRINGER NATURE QUALITY CONTENT**

Springer Nature is a leading publisher of scientific, scholarly, professional and educational content. For more than a century, our brands have set the scientific agenda. We’ve published ground-breaking work on many fundamental achievements, including the splitting of the atom, the structure of DNA, and the discovery of the hole in the ozone layer, as well as the latest advances in stem-cell research and the results of the ENCODE project. Our dominance in the scientific publishing market comes from a company-wide philosophy to uphold the highest level of quality for our readers, authors and commercial partners.

---

Our family of trusted scientific brands receive 131 MILLION* page views each month reaching an audience of over 40 MILLION**.

---

**WORLD-RENEWED EDITORIAL CONTENT**

More Nobel laureates published with us than any other scientific publisher.

---

**MOST HIGHLY CITED JOURNALS**

15 journals rank #1 in one or more subject category**.

- **12 titles** AMONG THE TOP 20 SCIENCE JOURNALS by 5 year Impact factor**.
- **11 titles** by Article Influence Score**.
- **5 titles** by Immediacy Index**.

---

**NATURE RESEARCH IMPACTFUL BRANDS**

Nature Research is a portfolio of high-quality products and services across the life, physical, chemical and applied sciences, including journals, online databases and researcher services – dedicated to serving the scientific community. Nature (founded in 1869) is the leading weekly, international scientific journal and sits at the heart of the brand. Nature Research also publishes a range of Nature-branded research and reviews subscription journals, alongside leading open-access multidisciplinary journal Nature Communications and other open-access journals.

---

**WHY PARTNER WITH US?**

**Content Marketing**

Our renowned writers and editors will curate value-driven content, based on your objectives.

**Communication Platforms**

We design targeted engagement campaigns with channels and metrics that most matter to you.

**Quality Audience**

We deliver your call-to-action to millions of influential scientists around the globe.

**Sustainable Impact**

Based on tangible performance outcomes, we recommend future go-to-market plans.
OUR AUDIENCE & REACH

49 MILLION MONTHLY PAGE VIEWS & GROWING*

THE AVERAGE VISIT IS 7 MINUTES 9 SECONDS*

10.7 MILLION UNIQUE USERS PER MONTH*

39% AMERICAS
31% ASIA/ROW
29% UK/EUROPE

**Webtrends 2017 | ** Silverpop 2017 | ***Publisher Data 2017

Visitors
16,494 | 12,811,482

OUR TRULY GLOBAL OFFERINGS INCLUDE DEDICATED REGIONAL WEBSITES:

- natureKOREA
- natureINDIA
- natureJAPAN
- natureasia.com
- natureCHINA
- natureMIDDLE EAST
**OUR AUDIENCE & REACH**

**SPRINGER NATURE AUDIENCE**
*INFLUENTIAL WITH PROVEN PURCHASING POWERS*

- **$86.7K** average annual budget per reader for research products/equipment
- **87%** of our readers **AGREE** that it’s important to keep aware of product and technology developments
- **83%** of our readers are **DIRECTLY INVOLVED** in purchasing decisions

**LEARNING ABOUT PRODUCT DEVELOPMENT AND TECHNOLOGY**

- Webcasts: 10%
- Social networks: 22%
- Print advertisements: 22%
- Protocols: 33%
- Newsletters: 39%
- Word of mouth: 42%
- Email: 44%
- Online advertisements: 49%
- Conferences: 63%
- Articles: 68%

**HOW SPRINGER NATURE JOURNALS ARE READ**

- Online: 29%
- Print: 5%
- Both: 66%

**TOP 10 PRODUCTS USED**

- DNA OR RNA SEQUENCING: 26%
- MOLECULAR BIOLOGY LAB EQUIPMENT: 31%
- MOLECULAR BIOLOGY KITS/REAGENTS: 32%
- PROTEIN DETECTION OR ANALYSIS: 25%
- ELECTROPHORESIS: 30%
- PCR OR RT-PCR: 36%
- NUCLEIC ACID ISOLATION/PURIFICATION: 28%
- ANTIBODY-BASED TECHNIQUES: 31%
- CELL OR TISSUE CULTURE: 32%
- MICROSCOPY: 37%

*All data on pages 4-5 from Reader Survey 2017*
HIGHLY QUALIFIED AND ENGAGED

**Academic Qualifications**

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postgraduate- Dual doctorate degree (MD-PhD)</td>
<td>10%</td>
</tr>
<tr>
<td>Postgraduate- Doctorate degree (PhD/DPhil/MD)</td>
<td>56%</td>
</tr>
<tr>
<td>Postgraduate- Master’s degree (MA/MS/MSc)</td>
<td>19%</td>
</tr>
<tr>
<td>Undergraduate- Bachelor’s degree (BSc/BA/BS)</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

85% of readers hold **postgraduate** qualifications.

**Top 10 Places of Work**

<table>
<thead>
<tr>
<th>Place</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>49%</td>
</tr>
<tr>
<td>Research Institute</td>
<td>16%</td>
</tr>
<tr>
<td>Hospital</td>
<td>8%</td>
</tr>
<tr>
<td>Medical School</td>
<td>5%</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>4%</td>
</tr>
<tr>
<td>Government Institute or Agency</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>3%</td>
</tr>
<tr>
<td>Engineering/Manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>Private practice</td>
<td>2%</td>
</tr>
<tr>
<td>Consulting</td>
<td>1%</td>
</tr>
</tbody>
</table>

88% of readers are **highly qualified and engaged**.

**Key Job Titles**

- Early-career Scientist/Students: 43%
- VP of Research/Principal Investigator/Lab Director: 15%
- Healthcare Professional/Clinicians: 3%
- Head of Academic Dept./Faculty Professor: 18%
- CEO/Investor/Business Consultant/Sales: 2%
- Consultant/Fellow/Attending Physician: 8%
- Other: 6%

**Areas of Interest**

- Agricultural & Biological Sciences: 15%
- Biomedical Sciences: 37%
- Chemistry: 4%
- Clinical Medicine: 16%
- Earth & Environmental Sciences: 4%
- Materials Science: 3%
- Engineering: 4%
- Social Sciences: 3%
- Psychology: 3%
- Other: 6%
ADVERTISING SOLUTIONS & PARTNERING OPPORTUNITIES

AWARENESS

Build awareness strategically with banner and print advertising solutions

New market-leading online behavioral targeting and reporting technology ensures your digital ad reaches your desired audience. Optimize viewability through the latest ad display functionality including sticky ads, lazy loading, and dynamic refresh. Amplify awareness in print advertising via bonus distribution at key conferences or by using high-impact inserts and outserts. Gain invaluable feedback via free market research in selected issues.

LEAD GENERATION

Generate quality leads with email advertising and custom webcasts

Nature Research’s expansive lists have been built up over time with leading researchers engaged with our communications. Leverage our established trust with a third party email and table of contents ealerts optimizing the open rates of your message. Webcasts can instantly reach a global audience with real-time feedback. Gain valuable leads to follow up with and enhance rapport with your audience.

Looking to recruit?
We also offer recruitment advertising.
**EDUCATION**

*Drive education through events and conferences*

Educate your audience by directing the narrative, and establishing your authority in a particular area. Conferences deliver a social space to promote the scholarly discourse. Collaborate with Nature Research sales, marketing, and editorial teams to create a memorable event that is engaging, productive and serves to set the agenda in your chosen field of research.

**THOUGHT LEADERSHIP**

*Demonstrate thought leadership with Native Advertising*

Be an active participant in the community debate on a topic while building a network of key influencers with **custom articles on Nature.com**. Our high editorial standards ensure your article will meet the expectations of our sophisticated audience. Clear calls to action direct readers to your brand to learn more and continue the discussion.

Position your brand alongside editorial or commercially driven content with **sponsorship and custom content solutions**. Leverage our respected and authoritative editorial reputation and engaged audience. Reinforce your commitment to a technological advance, awareness of a disease, therapeutic area or scientific field, further building your reputation and market exposure.
First published in 1869, *Nature* is the world’s leading multidisciplinary science journal. Nature publishes the finest peer-reviewed research that drives ground-breaking discovery, and is read by thought-leaders and decision-makers around the world. The quality and prestige associated with *Nature* is unsurpassed.

### JOURNAL METRICS*

- **Total Cites**: 671,254
- **#1 Journal in Multidisciplinary Sciences**
- **Impact Factor**: 40.137
- **5-Year Impact Factor**: 43.769
- **Immediacy Index**: 9.129
- **Eigenfactor Score**: 1.43399
- **Article Influence Score**: 22.976

### REACH

**PRINT**
- 53,270 print circulation
- 412,598 readership

**ONLINE***
- 8.6 million monthly page views
- 2.9 million monthly unique users

**EMAIL†**
- 528,229 alert subscribers

### GLOBAL AUDIENCE

<table>
<thead>
<tr>
<th>Edition</th>
<th>Americas</th>
<th>UK/Europe</th>
<th>Asia/RoW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td>52%</td>
<td>35%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Online</strong>*</td>
<td>38%</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>

### AREAS OF FOCUS

- **AGRICULTURAL & BIOLOGICAL SCIENCES**: 17%
  - Biology: 60%
  - Plant Sciences: 27%
  - Evolutionary Biology: 21%
  - Ecology: 19%
  - Agriculture, Dairy & Animal Science: 12%
- **CLINICAL MEDICINE**: 12%
  - Oncology/Cancer Research: 22%
  - Medicine, General & Internal: 14%
  - Infectious Diseases: 10%
- **CHEMISTRY**: 4%
  - Organic Chemistry: 33%
  - Medicinal Chemistry: 31%
  - Analytical Chemistry: 29%
- **BIOMEDICINE**: 44%
  - Cell Biology/Cell Research: 47%
  - Biochemistry & Molecular Biology: 46%
  - Medicine, Research & Experimental: 28%
  - Immunology & Allergy: 27%
  - Biomedicine: 24%
  - Neurosciences: 20%
  - Genetics & Heredity: 19%
  - Biochemical Research Methods: 17%
  - Biotechnology & Applied Microbiology: 12%
  - Microbiology: 12%
- **PHYSICS**: 4%
  - Condensed Matter Physics: 33%
  - Astronomy & Astrophysics: 28%
  - Optics: 27%
- **EARTH & ENVIRONMENTAL SCIENCES**: 4%
  - Environmental Sciences: 53%
  - Geochemistry & Geophysics: 19%
  - Oceanography: 18%
- **ENGINEERING**: 3%
  - Biomedical Engineering: 32%
  - Electrical & Electronic Engineering: 25%
  - Mechanical Engineering: 20%
- **MATERIALS SCIENCE**: 3%
  - Characterization & Testing: 47%
  - Coatings & Films: 32%
  - Biomaterials: 30%
- **PSYCHOLOGY**: 3%
- **SOCIAL SCIENCES**: 2%

### TOP 10 PRODUCTS OR TECHNOLOGIES USED‡

- Microscopy: 46%
- PCR or RT-PCR: 45%
- Cell or tissue culture: 41%
- Molecular biology kits/reagents: 40%
- Molecular biology laboratory equipment: 39%
- Antibody-based techniques: 39%
- Electrophoresis: 38%
- Nucleic acid isolation or purification: 35%
- DNA or RNA sequencing: 33%
- Protein detection or analysis: 32%

### RESEARCHER PLACE OF WORK‡

- University/College: 61%
- Research Institution: 22%
- Industry/Corporation: 9%
- Government: 5%
- Hospital: 3%

### JOB TITLES‡

- Early-career Scientist/Students: 48%
- Head of Academic Dept/Faculty/Professor: 18%
- VP of Research/Principal Investigator/Lab Director: 17%
- Consultant/Fellow/Attending Physician: 6%
- Healthcare Professional/Clinicians: 2%
- CEO/Investor/Business Consultant/Sales: 2%
### TECHNOLOGY FEATURE / READEX RESEARCH / BONUS DISTRIBUTION / PRODUCT FOCUS

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Special Feature</th>
<th>Bonus Distribution</th>
<th>Ad Close</th>
<th>Materials Deadline</th>
<th>Product Focus Deadline</th>
</tr>
</thead>
</table>

**CAKELENDAR 2018**

- **Technology Feature** – associate with emerging lab trends
- **Readex Research** - receive free audience feedback
- **Bonus Distribution** - free additional distribution at conferences
- **Product Focus** - inform readers about your relevant products

Bonus distribution is subject to change
Nature Methods provides practical and cutting-edge information on methodological developments, new techniques and crucial tools for scientists working in the fast-paced world of life science research.*

**TOPICS:**
Techniques useful for various aspects of molecular and cellular biology (cell culture, antibody-based techniques, PCR, RNA interference, recombinant DNA, cell signaling studies), and fluorescent and nonfluorescent imaging. Nature Methods also publishes high-profile papers describing genetics and genomics methods (related to sequencing, microarrays, analysis, and manipulation of gene expression), as well as proteomics techniques (including mass spectrometry, protein expression and separation techniques, NMR, and structural genomics approaches).

**JOURNAL METRICS **
- **Total Cites:** 45,957
- **#1 Journal in Biochemical Research Methods**
- **Impact Factor:** 25.062
- **5-Year Impact Factor:** 36.723
- **Immediacy Index:** 4.672
- **Eigenfactor Score:** 0.21837
- **Article Influence Score:** 20.027

**REACH**
- **PRINT **
  - 56,724 print circulation
  - 255,799 readership
- **ONLINE***
  - 689,427 monthly page views
  - 230,917 monthly unique users
- **EMAIL†**
  - 146,237 alert subscribers

**GLOBAL AUDIENCE**
- **Print**
  - Americas 52%
  - UK/Europe 48%
  - Asia/RoW 0%
- **Online***
  - Americas 44%
  - UK/Europe 31%
  - Asia/RoW 25%

**TOP 5 AREAS OF FOCUS‡**
- Biology 66%
- Plant Sciences 24%
- Evolutionary Biology 18%
- Mathematical & Computational Biology 13%
- Agriculture, Dairy & Animal Science 12%

**TOP 10 PRODUCTS OR TECHNOLOGIES USED‡**
- PCR or RT-PCR 69%
- Molecular biology kits/reagents 64%
- Molecular biology laboratory equipment 64%
- Electrophoresis 63%
- Microscopy 60%
- DNA or RNA sequencing 57%
- DNA cloning 54%
- Gene expression analysis 49%
- Protein detection or analysis 45%

**JOB TITLES‡**
- Early-career Scientist/Students 54%
- VP of Research/Principal Investigator/Lab Director 21%
- Head of Academic Department/Faculty/Professor 21%
- CEO/Investor/Business Consultant/Sales 2%

**RESEARCHER PLACE OF WORK‡**
- University/College 58%
- Research Institution 25%
- Industry/Corporation 8%
- Government 7%
- Hospital 1%
# CALENDAR 2018

**TECHNOLOGY FEATURE / READEX RESEARCH / BONUS DISTRIBUTION / PRODUCT FOCUS**

- **Technology Feature** - associate with emerging lab trends
- **Readex Research** - receive free audience feedback
- **Bonus Distribution** - free additional distribution at conferences
- **Product Focus** - inform readers about your relevant products

<table>
<thead>
<tr>
<th>Issue</th>
<th>Technology Feature</th>
<th>Product Focus</th>
<th>Bonus Distribution</th>
<th>Ad Close</th>
<th>Materials Deadline</th>
<th>Product Focus Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Chemical biology</td>
<td></td>
<td></td>
<td>12-Dec</td>
<td>14-Dec</td>
<td>16-Nov</td>
</tr>
<tr>
<td>Feb</td>
<td>Genomics, Readex Research</td>
<td>DNA/RNA Analysis</td>
<td></td>
<td>8-Jan</td>
<td>10-Jan</td>
<td>12-Dec</td>
</tr>
<tr>
<td>Mar</td>
<td>Microfluidics</td>
<td>Mass Spectrometry</td>
<td>255th ACS National Meeting &amp; Exposition (ACS Spring) Analytica</td>
<td>7-Feb</td>
<td>9-Feb</td>
<td>11-Jan</td>
</tr>
<tr>
<td>May</td>
<td>PCR</td>
<td>Protein Analysis</td>
<td>BIO International European Society for Human Genetics (ESHG)</td>
<td>17-Apr</td>
<td>19-Apr</td>
<td>21-Mar</td>
</tr>
<tr>
<td>Jun</td>
<td>Stem cells</td>
<td>Microbiology</td>
<td></td>
<td>17-May</td>
<td>21-May</td>
<td>23-Apr</td>
</tr>
<tr>
<td>Jul</td>
<td>Model organisms</td>
<td>Proteomics</td>
<td></td>
<td>19-Jun</td>
<td>21-Jun</td>
<td>23-May</td>
</tr>
<tr>
<td>Aug</td>
<td>Cell biology</td>
<td>PCR</td>
<td>256th ACS National Meeting &amp; Exposition (ACS Fall)</td>
<td>18-Jul</td>
<td>20-Jul</td>
<td>22-Jun</td>
</tr>
<tr>
<td>Sep</td>
<td>Proteins, Readex Research</td>
<td>Antibodies</td>
<td></td>
<td>20-Aug</td>
<td>22-Aug</td>
<td>24-Jul</td>
</tr>
<tr>
<td>Oct</td>
<td>Genetics</td>
<td>Genomics</td>
<td>American Society of Human Genetics (ASHG)</td>
<td>18-Sep</td>
<td>20-Sep</td>
<td>22-Aug</td>
</tr>
<tr>
<td>Nov</td>
<td>Neuroscience</td>
<td>Neuroscience</td>
<td>Society for Neuroscience (SFN)</td>
<td>17-Oct</td>
<td>19-Oct</td>
<td>21-Sep</td>
</tr>
</tbody>
</table>

Bonus distribution is subject to change
Nature Biotechnology publishes new concepts in technology/methodology of relevance to the biological, biomedical, agricultural and environmental sciences as well as covers the commercial, political, ethical, legal, and societal aspects of this research.

**TOPICS:**

Analytical biotechnology, applied immunology and vaccines, bioinformatics, bioprocessing, biopharmaceuticals, biosensors and fuel cells, computational biology, chromatography and mass spectrometry, diagnostics, DNA technologies, electrophoresis, enzymes and enzyme engineering, high-throughput screening, intellectual property and legal affairs, molecular engineering, materials science, nucleic acid chemistry, protein engineering, sequencing, statistical tools and software.

**JOURNAL METRICS **

- Total Cites: 53,992
- #2 Journal in Biotechnology & Applied Microbiology
- Impact Factor: 41.667
- 5-Year Impact Factor: 46.223
- Immediacy Index: 7.542
- Eigenfactor Score: 0.16993
- Article Influence Score: 23.881

**REACH**

- **PRINT**
  - 10,295 print circulation
  - 89,951 readership*
- **ONLINE***
  - 802,314 monthly page views
  - 309,275 monthly unique users
- **EMAIL †**
  - 142,137 alert subscribers

**GLOBAL AUDIENCE**

- Americas: 59%
- UK/Europe: 39%
- Asia/RoW: 2%

**RESEARCHER PLACE OF WORK ‡**

- University/College: 45%
- Industry/Corporation: 30%
- Research Institution: 19%
- Government: 3%
- Hospital: 2%

**TOP 5 AREAS OF FOCUS ‡**

- Biotechnology & Applied Microbiology: 100%
- Biochemistry & Molecular Biology: 74%
- Cell Biology/Cell Research: 59%
- Biochemical Research Methods: 41%
- Biomedicine: 41%

**TOP 10 PRODUCTS OR TECHNOLOGIES USED ‡**

- PCR or RT-PCR: 82%
- Cell or tissue culture: 78%
- Molecular biology kits/reagents: 77%
- Antibody-based techniques: 77%
- Electrophoresis: 77%
- Molecular biology laboratory equipment: 77%
- Microscopy: 72%
- Protein detection or analysis: 71%
- Nucleic acid isolation or purification: 68%
- Protein isolation or purification: 62%

**JOB TITLES ‡**

- Early-career Scientist/Students: 51%
- VP of Research/Principal Investigator/ Lab Director: 28%
- Head of Academic Department/ Faculty/Professor: 10%
- CEO/Investor/Business Consultant/ Sales: 5%
- Healthcare Professional/Clinicians: 1%
- Consultant/Fellow/Attending Physician: 2%

See the editorial calendar for key dates & topics.
Nature Reviews Drug Discovery informs researchers of the science and business within the pharmaceutical and drug research industries.*

**TOPICS:**
Bioinformatics and chemoinformatics, biomarkers, biopharmaceuticals, biotechnology, business development, clinical trials, disease biology, drug delivery, high-throughput screening, licensing, market analysis, medicinal chemistry, ‘omics’ technologies, patent law, pharmacoeconomics, novel therapeutic approaches, pharmacogenetics, pharmacology, rational drug design, regulatory issues, target identification and validation, translational research, toxicology and vaccines.

**JOURNAL METRICS:**
- Total Cites: 28,750
- #1 Journal in Pharmacology & Pharmacy
- Impact Factor: 57.000
- 5-Year Impact Factor: 49.643
- Immediacy Index: 8.474
- Eigenfactor Score: 0.06082
- Article Influence Score: 18.602

**REACH**
- PRINT**
  - 7,287 print circulation
  - 46,277 readership
- ONLINE***
  - 428,587 monthly page views
  - 170,110 monthly unique users
- EMAIL†
  - 97,011 alert subscribers

**GLOBAL AUDIENCE**
- Americas: 54% UK/Europe: 44% Asia/RoW: 2%
- Online***: 40% UK/Europe: 31% Asia/RoW: 29%

**91% of readers state they are directly involved in purchasing decisions ‡**

**$110.9K average annual budget for research products/equipment ‡**

**TOP 10 PRODUCTS OR TECHNOLOGIES USED ‡**
- Cell or tissue culture 62%
- Molecular biology kits/reagents 52%
- Antibody-based techniques 59%
- Electrophoresis 50%
- PCR or RT-PCR 55%
- Protein detection or analysis 49%
- Molecular biology laboratory equipment 54%
- Gene expression analysis 39%
- Microscopy 54%
- Flow cytometry or cell sorting 38%

**TOP 5 AREAS OF FOCUS ‡**
- Pharmacology & Pharmacy 100%
- Cell Biology/Cell Research 52%
- Biochemistry & Molecular Biology 51%
- Medicine, Research & Experimental 43%
- Biomedicine 36%

**JOB TITLES ‡**
- Early-career Scientist/Students 37%
- VP of Research/Principal Investigator/ Lab Director 31%
- Head of Academic Department/ Faculty/Professor 23%
- CEO/Investor/Business Consultant/ Sales 3%
- Healthcare Professional/Clinicians 1%
- Consultant/Fellow/Attending Physician 1%

**RESEARCHER PLACE OF WORK ‡**
- University/College 57%
- Industry/Corporation 23%
- Research Institution 15%
- Government 3%
- Hospital 1%

See the editorial calendar for key dates & topics
## JOURNAL AUDIENCE & CALENDARS

### READEX RESEARCH / BONUS DISTRIBUTION

- Readex Research – receive free audience feedback
- Bonus Distribution - free additional distribution at conferences

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Features / Bonus Distribution</th>
<th>Ad Close</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td></td>
<td>20-Dec</td>
<td>22-Dec</td>
</tr>
<tr>
<td>Feb</td>
<td></td>
<td>17-Jan</td>
<td>19-Jan</td>
</tr>
<tr>
<td>Mar</td>
<td>Analytica</td>
<td>22-Feb</td>
<td>26-Feb</td>
</tr>
<tr>
<td>Apr</td>
<td>BIO International</td>
<td>27-Mar</td>
<td>29-Mar</td>
</tr>
<tr>
<td>May</td>
<td>The MedTech Conference (AdvaMed)</td>
<td>24-Apr</td>
<td>26-Apr</td>
</tr>
<tr>
<td>Jun</td>
<td>Readex</td>
<td>24-May</td>
<td>29-May</td>
</tr>
<tr>
<td>Jul</td>
<td>Readex</td>
<td>26-Jun</td>
<td>28-Jun</td>
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<td>Aug</td>
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<td>25-Jul</td>
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<td>Sep</td>
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<td>Oct</td>
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<td>25-Sep</td>
<td>27-Sep</td>
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<td>Nov</td>
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<td>24-Oct</td>
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<tr>
<td>Dec</td>
<td></td>
<td>26-Nov</td>
<td>28-Nov</td>
</tr>
</tbody>
</table>

Bonus distribution is subject to change.

## CALENDAR 2018

### READEX RESEARCH / BONUS DISTRIBUTION

<table>
<thead>
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<td>8-Dec</td>
<td>12-Dec</td>
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<tr>
<td>Feb</td>
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<td>15-Jan</td>
<td>17-Jan</td>
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<td>255th ACS National Meeting &amp; Exposition (ACS Spring)</td>
<td>12-Feb</td>
<td>14-Feb</td>
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<td>May</td>
<td></td>
<td>11-Apr</td>
<td>13-Apr</td>
</tr>
<tr>
<td>Jun</td>
<td>BIO International</td>
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Bonus distribution is subject to change.
Lab Animal is a monthly research journal publishing peer-reviewed articles on methods and technology for improved disease models and enhanced welfare. The journal also publishes timely and authoritative columns and perspectives on all aspects of lab animal science and animal models of disease.

**TOPICS:**
Animal models, behavioral paradigms, bioinformatics, biology, disease, disease progression, gnotobiotics, microbiome analysis, phenotyping assays/procedures, pre-clinical research, transgenics.

---

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Lab Animal is the only journal in the animal research field with a circulation verified by the Business Publications Audit (BPA).

**REACH**

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10,000 print circulation
12 issues per year

**ONLINE***
10,147 monthly page views
3,529 monthly unique users

**EMAIL†**
1,509 alert subscribers
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**GLOBAL AUDIENCE**

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57% of readers state they are directly involved in purchasing decisions ‡

**PLACE OF WORK‡**

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- College/University 29%
- Medical School 9%
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- Consultant 3%
- Toxicologist 1%
- Facility Designer: Engineer, Architect 1%

See the editorial calendar for key dates & topics

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- Specialized Diets 24%
- Antibodies 22%
- Assay Kits 21%
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Europe’s leading publication for scientists, facility managers and technicians in the Laboratory Animal Science sector in the research industry.

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Asia’s publication of choice for technologists and scientists at leading research establishments, contract research organizations, and educational institutions studying laboratory animal science.
### LabAnimal CALENDAR 2018

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- Readex Research – receive free audience feedback
- Bonus Distribution - free additional distribution at conferences
- Buyers’ Guide – product guide of choice for animal researchers

#### JOURNAL CALENDAR

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Bonus distribution is subject to change.

#### LAB ANIMAL PRODUCT SHOWCASE CALENDAR

**PROMOTE NEW PRODUCTS AND SERVICES FOR FREE**

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Springer Nature has an impactful portfolio of journals and strong relationships with the world’s top scientific societies that collectively span a broad spectrum of disciplines. This global audience, paired with state-of-the-art advertising technology, makes our vast reach unrivaled, and gives you unprecedented advertising opportunities. We have grouped our journals by subject area to make it easier to identify your audience. You can find key metrics in the A-Z listing at the end of this media kit. Ask your Account Manager for more details.

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ASTRONOMY
- Nature Astronomy

BEHAVIORAL SCIENCES
- Nature Human Behaviour

BIOMEDICAL SCIENCES
- Communications Biology
- Lab Animal
- Nature Biomedical Engineering
- Nature Medicine
- Nature Reviews Cancer
- Nature Reviews Disease Primers
- Nature Reviews Drug Discovery

ADDITIONAL JOURNALS:
- Lab Investigation, Modern Pathology

BIOPHARMA
- Nature Biotechnology
- Nature Chemical Biology
- Nature Medicine
- Nature Reviews Drug Discovery

ADDITIONAL JOURNALS:
- Laboratory Investigation, Modern Pathology

CELLULAR BIOLOGY
- Nature Cell Biology
- Nature Medicine
- Nature Reviews Molecular Cell Biology
- Nature Structural & Molecular Biology

ADDITIONAL JOURNALS:
- Cell Death & Differentiation, Cell Death & Disease, Cell Death Discovery, Cell Discovery, Cell Research, Experimental & Molecular Medicine, npj Systems Biology and Applications

CHEMISTRY
- Communications Chemistry
- Nature Catalysis
- Nature Chemical Biology
- Nature Chemistry
- Nature Reviews Chemistry

ADDITIONAL JOURNALS:
- Biological Trace Element Research, Journal of The American Society for Mass Spectrometry

EARTH SCIENCES
- Nature Climate Change
- Nature Geoscience

ADDITIONAL JOURNALS:
- npj Climate and Atmospheric Science

ENERGY
- Nature Energy

ELECTRONICS
- Nature Electronics

ADDITIONAL JOURNALS:
- npj Flexible Electronics

ENGINEERING
- Nature Biomedical Engineering

ENVIRONMENTAL SCIENCES
- Nature Ecology & Evolution
- Nature Sustainability

ADDITIONAL JOURNALS:
- npj Clean Water

GENETICS
- Nature Genetics
- Nature Reviews Genetics

ADDITIONAL JOURNALS:
SCIENTIFIC DISCIPLINES

IMMUNOLOGY, MICROBIOLOGY
- Nature Immunology
- Nature Medicine
- Nature Microbiology
- Nature Reviews Immunology
- Nature Reviews Microbiology

ADDITIONAL JOURNALS:
Cancer Immunology, Immunotherapy, Cellular & Molecular Immunology, Emerging Microbes & Infections, Journal of Clinical Immunology, Microbial Ecology, Microsystems & Nanoengineering, Mucosal Immunology, npj Biofilms and Microbiomes, npj Vaccines, The ISME Journal, The Journal of Antibiotics

LIFE SCIENCES
- Nature Ecology & Evolution

ADDITIONAL JOURNALS:
Annals of Biomedical Engineering, npj Microgravity, npj Regenerative Medicine, Signal Transduction & Targeted Therapy

MATERIALS SCIENCE
- Nature Materials
- Nature Nanotechnology
- Nature Reviews Materials
- NPG Asia Materials

ADDITIONAL JOURNALS:

MEDICINE
- Nature Medicine

ADDITIONAL JOURNALS:
Annals of Surgical Oncology, Canadian Journal of Anesthesia/Journal canadien d’anesthésie, Cardiovascular, Interventional Radiology, Journal of General Internal Medicine, Journal of Nuclear Cardiology, npj Aging & Mechanisms of Disease, npj Digital Medicine, npj Primary Care Respiratory Medicine, Surgical Endoscopy

METHODS, PROTOCOLS
- Nature Methods
- Nature Protocols

MULTIDISCIPLINARY
- Nature
- Nature Communications
- Scientific Reports
- Scientific Data

NEUROLOGY, NEUROSCIENCE
- Nature Medicine
- Nature Neuroscience
- Nature Reviews Neuroscience

ADDITIONAL JOURNALS:

ONCOLOGY, CANCER RESEARCH
- Nature Medicine
- Nature Reviews Cancer

ADDITIONAL JOURNALS:
Blood Cancer Journal, Bone Marrow Transplantation, Breast Cancer Research and Treatment, British Journal of Cancer, Leukemia, Cancer Gene Therapy, Cancer Immunology, Immunotherapy, Journal of Cancer Survivorship, Journal of Gastrointestinal Cancer, Medical Oncology, Nature Reviews Clinical Oncology, npj Breast Cancer, npj Precision Oncology, Oncogene, Oncogenesis, Prostate Cancer and Prostatic Diseases, Supportive Care in Cancer

PHARMACOLOGY
- Nature Reviews Drug Discovery

ADDITIONAL JOURNALS:

PHYSICS
- Communications Physics
- Nature Photonics
- Nature Physics
- Nature Reviews Physics

ADDITIONAL JOURNALS:

PLANT SCIENCES
- Nature Plants

ADDITIONAL JOURNALS:
Horticulture Research

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# A-Z Listings

## LIFE & PHYSICAL SCIENCES

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