

Clinical & Biomedical Sciences

Impactful **Springer Nature** brands in niche areas and strong relationships with the world's top scientific societies

BONE HEALTH
CARDIOLOGY
CELLULAR BIOLOGY
CHEMISTRY
DENTISTRY
ENDOCRINOLOGY
EPIDEMIOLOGY
GASTROENTEROLOGY
GENETICS
IMMUNOLOGY, MICROBIOLOGY
LIFE SCIENCES
MEDICINE
NEPHROLOGY, UROLOGY
NEUROLOGY, NEUROSCIENCE
OBESITY, NUTRITION & DIABETES
ONCOLOGY, CANCER RESEARCH
OPHTHALMOLOGY
PATHOLOGY, PATHOBIOLOGY
PEDIATRICS, NEONATOLOGY
PHARMACOLOGY
PLANT SCIENCES
PSYCHIATRY
RHEUMATOLOGY
SURGERY

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WELCOME TO ADVERTISING

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.

WORLD-RENOWNED EDITORIAL CONTENT

- » Most highly-cited journals
- » Broad range of disciplines covered
- » Editors are among the foremost minds in science

BEST-IN-CLASS COMMERCIAL SERVICES

- » Diverse and effective advertising solutions
- » Highly-trained and experienced teams focused on your success
- » Unrivalled targeted access to readers across our global network



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, which are 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, including mega-journal *Scientific Reports*.

NATURE.COM DISTINGUISHED AUDIENCE

Nature.com is your connection to the global scientific community.

Millions of highly-qualified science professionals utilize nature.com for breaking news, the latest discoveries in their field, expert opinions, career opportunities, product applications, research protocols, networking, and so much more.

THE AVERAGE VISIT IS
7 MINUTES 15 SECONDS**

10.8 MILLION
UNIQUE USERS PER MONTH**

991,753
ACTIVE REGISTRANTS***

44.9 MILLION
PAGE VIEWS EACH MONTH**

Geographic Reach:**
A truly global audience

41%

AMERICAS

29%

UK/
EUROPE

26%

ASIA/
PACIFIC

4%

RoW

NATURE.COM/ADVERTISING VALUABLE RESOURCES

Springer Nature has information portals dedicated to advertising solutions and topics accessible whenever you have a question or need inspiration.

» nature.com/advertising

All of our advertising products, information, specs, guidelines and audience breakdowns can be found there. We also publish thought leadership pieces on our blog to keep you up to date and informed about the latest news and trends in marketing.

To be one of the first to know about exclusive advertising offers from **Springer Nature**, visit nature.com/advertising and subscribe to our advertising alerts.

Partner with **Springer Nature** and benefit from our global network of resources. Our experienced commercial teams will work with you one-on-one to create a customized solution that will exceed your expectations and not your budget.

PRINT ADVERTISING

Advertising in one of our high-impact journals provides your brand with enduring visibility by placing your message in a tangible and lasting medium.



STANDARD PRINT

» BRAND ASSOCIATION | BRAND AWARENESS | CONTENT ASSOCIATION | ENDURING VISIBILITY

Give your audience time to absorb your message as they read influential content in a leading scientific journal, and flip the page to arrive at your print advertisement.

INSERTS & OUTSETS

» BRAND ASSOCIATION | BRAND AWARENESS | TACTILE EXPERIENCE | ENDURING VISIBILITY

Win the attention of your audience by giving your ad prime placement with a branded insert or outset.

FREE AD ENHANCEMENTS

Readex Research

» AUDIENCE FEEDBACK | IMPROVE CREATIVITY | HONE MESSAGE | INCREASED EXPOSURE

Advertise in a Readex Research issue and you'll receive free audience feedback that will help you improve future ads.

Bonus Distribution

» INCREASED REACH | HIGH VISIBILITY | BRAND ASSOCIATION | INCREASED EXPOSURE

Advertise in an issue that will be distributed at a conference and benefit from free additional exposure to your target audience.

BANNER ADVERTISING

Springer Nature offers state-of-the-art targeting options for each of our standard and high-impact ad units.

Users are **4x more likely** to click and visit the advertiser site after watching rich media ads versus standard banners, and **9x more likely** if the banner has video.*

Try expanding banners with video, interactive banners and baseboard banners.

DIGITAL AD UNITS

» **LEAD GENERATION | BRAND ASSOCIATION | BRAND AWARENESS | CONTENT ASSOCIATION**

The advanced audience targeting and comprehensive reporting metrics available for all of our banner ad types make **Springer Nature** an industry leader in digital advertising.

Advanced targeting

Springer Nature offers advertisers industry-leading targeting methods that ensure your message reaches the right people at the right time. You can select one targeting option or layer multiple together for the most advanced capability available. Deliver your message to the right audience by targeting user behavior, journals and keywords.

Time-based metrics

Exposure to banner ads produces more than a click. **Springer Nature** offers comprehensive performance reports that include time-based metrics: exposure time per visitor (seconds), total exposure time (hours), multi-view heat maps. The inclusion of time-based metrics on our performance reports provides a more holistic view of a banner's overall performance. Start seeing the whole picture and understand the full impact of your campaign!

EMAIL MARKETING

Email marketing is a powerful and cost-effective tool that can be utilized to achieve various campaign objectives. Whether you're building your sales pipeline, showcasing a product, educating your audience or highlighting special offers, email marketing delivers your message directly into the inbox of the scientific community.

JOURNAL ALERTS

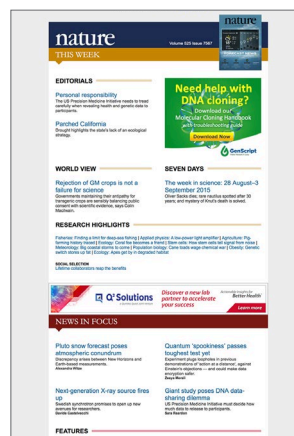
» **LEAD GENERATION | CONTENT STEWARDSHIP | CONTENT ASSOCIATION | BRAND AWARENESS**

Associate your company with high-impact journals when your message is displayed alongside the research, advancements and opportunities that make these alerts a popular medium.

High engagement rates | Thousands of subscribers



Third-Party Email



Journal Alert

THIRD-PARTY EMAILS

» **LEAD GENERATION | IMMEDIATE ACCESS | BRAND ASSOCIATION | BRAND ACCESS**

Gain rapid access to an eagerly awaiting audience by leveraging a targeted list of **Springer Nature's** influential readership.

99% delivery rate | Optional design services available**

CONTENT MARKETING

Advertorial content is the ideal way to convey your complex ideas by immersing them in high-quality editorial content. In this way, your message becomes an integral part of our journals.

To the right are a couple of our current content marketing products, but **Springer Nature** will also work with you to create a customized content marketing piece.

INSIDE VIEW

» BRAND ALIGNMENT | BRAND AWARENESS | CONTENT ASSOCIATION | ENDURING VISIBILITY

Highlight corporate talent and emphasize your company's mission to the audiences of *Nature*, *Nature Methods*, *Nature Biotechnology*, *Nature Reviews Drug Discovery* or *Lab Animal*.

APPLICATION NOTES

» BRAND ALIGNMENT | BRAND AWARENESS | CONTENT ASSOCIATION | ENDURING VISIBILITY

Showcase your methods and products to the audience of *Nature Methods* across print and online with measurable impact.

DEVELOP A HOLISTIC CAMPAIGN

Developing a successful marketing campaign requires careful consideration of the elements in your marketing mix. Print and digital advertising represent a large and important part of the ideal marketing mix. Display advertising works best when a targeted audience segment is frequently shown a tailored message. This approach builds positive sentiment toward your product, brand or offer, and eventually leads people to recommend or buy from you.

You can achieve your advertising goals with print ads, digital ads, or with a combination of both. When developing your campaign strategy, consider that some people prefer to consume content online, while others are the easiest to reach in print. Both segments of your target audience contain important decision-makers that you want to reach. Increase the influence of your promotion by leveraging digital and print display ads for a more holistic campaign.

Springer Nature will work with you to find the ideal combination of advertising solutions to maximize your return and stay within budget. Our portfolio options are unmatched, our audience of decision-makers is unrivaled, and our ability to segment them into your target audience makes **Springer Nature** the publishing partner best equipped to meet your needs and exceed your expectations.

Contact your Account Manager and let's work together to integrate print and digital advertising into your marketing mix.

SPONSORSHIPS

Support advancements in science and build credibility with our highly effective and customizable sponsored solutions.

NATURE OUTLOOK

- » HIGH VISIBILITY | BRAND ASSOCIATION | BRAND AWARENESS | CONTENT STEWARDSHIP

Sponsor a *Nature Outlook* on a topic of scientific, clinical or societal interest and communicate your thought leadership in a white paper within the pages of *Nature Outlook*.

NATURE.COM WEBCASTS

- » LEAD GENERATION | DIRECT ACCESS | BRAND AWARENESS | CONTENT STEWARDSHIP

Engage directly with our global audience to create a dialogue with decision-makers and align your brand with **Springer Nature**.

NATURE VIDEO

- » LEAD GENERATION | HIGH VISIBILITY | ENGAGEMENT | BRAND AWARENESS

Work with our experienced creative team to produce high-quality videos and turn your scientific discoveries into visually engaging content.

NATUREJOBS

- » RECRUITMENT SOLUTIONS | SCIENCE PROFESSIONALS | BRAND AWARENESS | GLOBAL REACH

Promote your job openings with *Naturejobs* and gain access to our global careers platform and the ability to target the **Springer Nature** portfolio in print and online.

NATUREJOBS CAREER EXPO

- » LEAD GENERATION | ENGAGEMENT | BRAND AWARENESS | DIRECT ACCESS

Meet your audience face-to-face by participating in professional events designed around recruiting, networking and career development.

NATURE EVENTS DIRECTORY

- » HIGH VISIBILITY | ENGAGEMENT | LEAD GENERATION | BRAND AWARENESS

Submit your event to the central reference guide for scientific conferences, workshops, courses, meetings and symposia worldwide.

NATURECONFERENCES

- » ESTABLISH LEADERSHIP | PROMOTE RESEARCH | DEMONSTRATE IMPACT | FORGE COLLABORATIONS

Sponsor your own *Natureconference* or run a custom event on a key discipline vital to your institution as a means to network, create thinktanks and increase collaboration.

NATURE INDEX

- » ATTRACT COLLABORATORS | PROMOTE RESEARCH | MONITOR COMPETITORS | ANALYZE TRENDS

Highlight your research achievements, identify collaboration trends and attract institutions and commercial organizations to collaborate with.

CUSTOM PUBLISHING

- » ENHANCE REPUTATION | HIGHLIGHT EXCELLENCE | DEMONSTRATE IMPACT | ESTABLISH LEADERSHIP

Nature writers and editors can custom curate science communication tools utilizing online, print and multimedia channels.

RESEARCHER SERVICES

- » ATTRACT FUNDS | MAXIMIZE OUTPUT | ATTRACT RESEARCHERS | SUPPORT RESEARCH

Support your researchers with scientific writing and publishing training from *Nature Masterclasses*, and expert editing from *Nature Research Editing Service*.

RECRUITMENT AND EVENT ADVERTISING

Partnering with *Naturejobs* amplifies your recruitment efforts with proven ways to increase the effectiveness of your campaign.

INSTITUTIONAL PARTNERSHIPS

Partnerships with Nature Research help research institutions achieve global impact by supporting the needs of their researchers and promoting their research excellence to the scientific community.

Interested in learning more about these solutions? Contact your Account Manager for rates and more information (details on back cover), and visit us at [nature.com/advertising](https://www.nature.com/advertising)

Genetics in Medicine

nature.com/gim

Publishing innovative, clinically relevant papers in contemporary genetic medicine.

TOPICS:

Genomics, chromosome abnormalities, metabolic diseases, single gene disorders, genetic aspects of common complex diseases and critical ethical, legal and social implications of genomic medicine.



Official journal of the American College of Medical Genetics and Genomics

JOURNAL METRICS

HIGH IMPACT★

#13 JOURNAL IN GENETICS & HEREDITY

Impact Factor:.....**7.710**
Total Cites:.....**6,267**
5-Year Impact Factor:.....**6.511**
Immediacy Index:.....**2.347**
Eigenfactor Score:.....**0.02555**
Article Influence Score:.....**2.855**

REACH



PRINT**
1,887 print circulation
10,414 readership



ONLINE***
141,831 monthly page views
60,017 monthly unique users



EMAIL****
8,411 alert subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/Row
Print**	92%	8%	0%
Online***	55%	23%	22%

READER PROFILE†

Decision-makers - 78% of readers state they are directly involved in purchasing decisions

JOB TITLE

Scientist
Senior Scientist
Clinician
• Consultant/Fellow/Attending Physician
• Clinical Scientist
• Medical Student
• Medical Director
• Genetic Counselor
• Resident/Registrar
Senior Business Manager

TOP 10 PRODUCTS OR TECHNOLOGIES USED

PCR or RT-PCR	Molecular Biology Laboratory Equipment
DNA or RNA Sequencing	Molecular Biology Kits/Reagents
Electrophoresis	Antibody-Based Techniques
Cell or Tissue Culture	Nucleic Acid Isolation or Purification
Gene Expression Analysis	DNA Cloning

TOP 5 AREAS OF FOCUS

Genetics and Genomics	Cancer Research
Molecular Biology	Bioinformatics and Computational Biology
Cell Biology and Developmental Biology	

RESEARCHER PLACE OF WORK

University/College
Research Institution
Industry/Corporation
Hospital
Government

CLINICIAN PLACE OF WORK

Hospital
Private Practice
Research Facility/Laboratory
Government Funded Practice

MODERN PATHOLOGY

nature.com/modpathol

Publishing innovative clinical and translational research in the pathology of human disease.

TOPICS:

All aspects of diagnostic human pathology, contemporary issues pertinent to diagnostic accuracy, reviews, illustrative cases, Academy news and clinical medicine directly related to pathology practice.



Published on behalf of the United States and Canadian Academy of Pathology

JOURNAL METRICS

HIGH IMPACT*

#5 JOURNAL IN PATHOLOGY

Impact Factor:.....	5.485
Total Cites:.....	11,971
5-Year Impact Factor:.....	5.842
Immediacy Index:.....	1.396
Eigenfactor Score:.....	0.02629
Article Influence Score:.....	1.933

REACH



PRINT**
4,165 print circulation
18,868 readership



ONLINE***
272,633 monthly page views
103,364 monthly unique users



EMAIL****
46,325 alert subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/Row
Print**	81%	19%	0%
Online***	48%	23%	29%

READER PROFILE†

Decision-makers - 79% of readers state they are directly involved in purchasing decisions

JOB TITLE

Clinician
• Consultant/Fellow/Attending Physician
• Resident/Registrar
• Medical Director
• Medical Student
• Clinical Scientist
• Veterinarian
Scientist
Senior Scientist

TOP 10 PRODUCTS OR TECHNOLOGIES USED

PCR or RT-PCR	DNA or RNA Sequencing
Microscopy	Electrophoresis
Cell or Tissue Culture	Gene Expression Analysis
Antibody-Based Techniques	Molecular Biology Laboratory Equipment
Molecular Biology Kits/Reagents	Nucleic Acid Isolation or Purification

TOP 5 AREAS OF FOCUS

Pathology	Other Clinical Medicine
Oncology	Infectious Diseases
Hematology	

RESEARCHER PLACE OF WORK

University/College
Research Institution
Industry/Corporation
Hospital
Government

CLINICIAN PLACE OF WORK

Hospital
Private Practice
Research Facility/Laboratory
Government Funded Practice

Eye

nature.com/eye

Publishing the latest clinical and laboratory-based research in all aspects of the field of visual science.

TOPICS:

External eye disease, oculo-plastic surgery, orbital and lacrimal disease, ocular surface and corneal disorders, pediatric ophthalmology and strabismus, glaucoma, medical and surgical retina, neuro-ophthalmology, cataract and refractive surgery, ocular oncology and ophthalmic pathology.



Published on behalf of The Royal College of Ophthalmologists

JOURNAL METRICS

HIGH IMPACT★

#19 JOURNAL IN OPHTHALMOLOGY

Impact Factor:..... **2.213**
Total Cites:..... **6,530**
5-Year Impact Factor:..... **2.317**
Immediacy Index:..... **0.340**
Eigenfactor Score:..... **0.01191**
Article Influence Score:..... **0.759**

REACH



PRINT**
3,631 print circulation
12,277 readership



ONLINE***
175,829 monthly page views
92,403 monthly unique users



EMAIL****
27,211 alert subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/RoW
Print**	3%	86%	11%
Online***	44%	25%	31%

READER PROFILE†

Decision-makers - 81% of readers state they are directly involved in purchasing decisions

JOB TITLE

Clinician
• Consultant/Fellow/Attending Physician
• Resident/Registrar
• Medical Student
• Medical Director
Scientist
Senior Scientist

TOP 10 PRODUCTS OR TECHNOLOGIES USED

Cell or Tissue Culture	Molecular Biology Laboratory Equipment
Microscopy	Protein Detection or Analysis
PCR or RT-PCR	In vivo Imaging
Antibody-Based Techniques	Molecular Biology Kits/Reagents
Electrophoresis	DNA or RNA Sequencing

TOP 5 AREAS OF FOCUS

Ophthalmology	Neurology
Pediatrics	Epidemiology
Other Clinical Medicine	

RESEARCHER PLACE OF WORK

University/College
Research Institution
Industry/Corporation
Hospital
Government

CLINICIAN PLACE OF WORK

Hospital
Private Practice
Research Facility/Laboratory
Government Funded Practice

Journal of The American Society for MASS SPECTROMETRY

link.springer.com/journal/13361

TOPICS:

Chemical kinetics, chemical properties, chemistry, environmental science, geology, ion spectroscopy, ionization, mass spectrometry, physics, thermodynamic properties.

The *Journal of the American Society for Mass Spectrometry* is devoted mainly to the publication of research papers covering all aspects of mass spectrometry. These fields include chemistry, physics, geology, and environmental science as well as the biological, health, and life sciences. The journal is intended to be comprehensive, and its aim is to publish papers on both fundamentals and applications of mass spectrometry. Fundamental subjects include, but are not restricted to, instrumentation principles, design, and demonstration, structures and chemical properties of gas-phase ions, studies of thermodynamic properties, ion spectroscopy, chemical kinetics, mechanisms of ionization, theory of ion fragmentation, cluster ions, potential energy surfaces, and modeling.



Official journal of The American Society for Mass Spectrometry

JOURNAL METRICS

HIGH IMPACT*

#8 JOURNAL IN SPECTROSCOPY

Impact Factor:..... **3.031**
Total Cites:..... **9,396**
5-Year Impact Factor:..... **3.119**
Immediacy Index:..... **0.783**
Eigenfactor Score:..... **0.01515**
Article Influence Score:..... **0.864**

REACH



PRINT**
7,909 print circulation



ONLINE^
31,471 monthly page views
10,791 monthly unique users



EMAIL**
15,625 alert subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/Row
Print**	100%	0%	0%
Online^	36%	31%	33%

Clinical Orthopaedics and Related Research®

A Publication of The Association of Bone and Joint Surgeons®

clinorthop.org

Devoted to disseminating new and important orthopaedic knowledge, *Clinical Orthopaedics and Related Research®* is a leading peer-reviewed orthopaedic journal and a publication of The Association of Bone and Joint Surgeons®. CORR® brings readers the latest clinical and basic research and informed opinions that shape today's orthopaedic practice, thereby providing an opportunity to practice evidence-based medicine. With contributions from leading clinicians and researchers around the world, we aim to be the premier journal providing an international perspective advancing knowledge of the musculoskeletal system.

TOPICS:

Bone, evidence-based medicine, musculoskeletal system, orthopaedics, surgery.



The Association of Bone and Joint Surgeons®
Disseminating Orthopaedic Knowledge

A Publication of The Association of
Bone and Joint Surgeons

JOURNAL METRICS

HIGH IMPACT★

#6 JOURNAL IN
ORTHOPEDICS

Impact Factor:..... **3.127**
Total Cites:..... **33,080**
5-Year Impact Factor:..... **3.477**
Immediacy Index:..... **0.782**
Eigenfactor Score:..... **0.04097**
Article Influence Score:..... **1.260**

REACH



PRINT**
1,650 print circulation



ONLINE^
60,736 monthly page views
27,308 monthly unique users



EMAIL**
17,221 alert subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/Row
Print**	63%	13%	24%
Online^	45%	19%	36%



link.springer.com/journal/464

Surgical Endoscopy represents the surgical aspects of interventional endoscopy, ultrasound, and other techniques in the fields of gastroenterology, obstetrics, gynecology, and urology, as well as gastroenterologic, thoracic, traumatic, orthopedic, and pediatric surgery. It is a worldwide forum for the description and discussion of various aspects of interventional endoscopy and ultrasound as integral elements of surgical practice. Interventional endoscopy and ultrasound have permitted decisive advances in surgery. The journal serves the international surgical community for the transfer of information relating to practice, theory, and research in the various medical and surgical disciplines.

TOPICS:

Gastroenterology, gynecology, interventional endoscopy, obstetrics, pediatrics, surgery, ultrasounds, urology.



Official Journal of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) and European Association for Endoscopic Surgery (EAES)

JOURNAL METRICS

HIGH IMPACT★

#17 JOURNAL IN SURGERY

Impact Factor:..... **3.540**
 Total Cites:..... **18,031**
 5-Year Impact Factor:..... **3.499**
 Immediacy Index:..... **0.750**
 Eigenfactor Score:..... **0.04185**
 Article Influence Score:..... **1.061**

REACH



PRINT**
 6,200 print circulation



ONLINE^
 41,192 monthly page views
 30,971 monthly unique users



EMAIL**
 11,913 alert subscribers

GLOBAL AUDIENCE

	Americas	UK/Europe	Asia/Row
Print**	59%	29%	12%
Online^	36%	26%	38%

Genetics in Medicine

Issue	Bonus Distribution	Ad Close	Materials Deadline
Jan		2-Dec	6-Dec
Feb		4-Jan	6-Jan
Mar	Annual Clinical Genetics Meeting - ACMG	2-Feb	6-Feb
Apr		6-Mar	8-Mar
May	European Human Genetics Conference - ESHG	4-Apr	6-Apr
Jun		4-May	8-May
Jul		6-Jun	8-Jun
Aug		5-Jul	7-Jul
Sep		4-Aug	8-Aug
Oct		5-Sep	7-Sep
Nov		4-Oct	6-Oct
Dec		2-Nov	6-Nov

MODERN PATHOLOGY

Issue	Bonus Distribution	Ad Close	Materials Deadline
Jan		30-Nov	2-Dec
Feb	United States and Canadian Academy of Pathology - USCAP	22-Dec	4-Jan
Mar		31-Jan	2-Feb
Apr		2-Mar	6-Mar
May		31-Mar	4-Apr
Jun		2-May	4-May
Jul		2-Jun	6-Jun
Aug		29-Jun	5-Jul
Sep		2-Aug	4-Aug
Oct		31-Aug	5-Sep
Nov		29-Sep	4-Oct
Dec		30-Oct	2-Nov

Eye

Issue	Bonus Distribution	Ad Close	Materials Deadline
Jan		1-Dec	7-Dec
Feb		5-Jan	11-Jan
Mar		3-Feb	9-Feb
Apr		9-Mar	15-Mar
May	Royal College of Ophthalmologists Annual Congress - RCO	4-Apr	10-Apr
Jun		4-May	10-May
Jul		9-Jun	15-Jun
Aug		7-Jul	13-Jul
Sep		8-Aug	14-Aug
Oct		7-Sep	13-Sep
Nov		4-Oct	10-Oct
Dec		10-Nov	16-Nov

Visit nature.com/advertising to contact your Account Manager for advertising rates, and sign up to be notified when new advertising opportunities become available

Journal of The American Society for
MASS SPECTROMETRY

Issue	Ad/Materials Deadline
Jan	14-Nov
Feb	15-Dec
Mar	13-Jan
Apr	10-Feb
May	15-Mar
Jun	12-Apr
Jul	15-May
Aug	14-Jun
Sep	14-Jul
Oct	15-Aug
Nov	14-Sep
Dec	16-Oct

Clinical Orthopaedics
and Related Research®
A Publication of The Association of Bone and Joint Surgeons®

Issue	Bonus Distribution	Ad/Materials Deadline
Jan		14-Nov
Feb	American Academy of Orthopaedic Surgeons – AAOS	15-Dec
Mar		13-Jan
Apr		10-Feb
May	European Federation of National Associations of Orthopaedics and Traumatology – EFORT	15-Mar
Jun		12-Apr
Jul		15-May
Aug		14-Jun
Sep	American College of Surgeons – ACS	14-Jul
Oct	American College of Rheumatology – ACR	15-Aug
Nov		14-Sep
Dec		16-Oct



Issue	Bonus Distribution	Ad/Materials Deadline
Jan		14-Nov
Feb		15-Dec
Mar		13-Jan
Apr		10-Feb
May		15-Mar
Jun		12-Apr
Jul		15-May
Aug		14-Jun
Sep		14-Jul
Oct	American College of Surgeons – ACS	15-Aug
Nov		14-Sep
Dec		16-Oct

Visit nature.com/advertising to contact your Account Manager for advertising rates, and sign up to be notified when new advertising opportunities become available

SCIENTIFIC DISCIPLINES

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 for you to identify your audience. You can look up key metrics in the A-Z listing at the end of this Media Kit, and ask your Account Manager for more details.

BONE HEALTH

Bone Research

Supported by the West China School of Stomatology, Sichuan University, and the International Chinese Musculoskeletal Research Society



CARDIOLOGY

Hypertension Research

Published on behalf of the Japanese Society of Hypertension



Journal of Human Hypertension

Journal of Nuclear Cardiology

Official publication of the American Society of Nuclear Cardiology



Nature Reviews Cardiology

Impact Factor 10.533 | #5 in Cardiac & Cardiovascular Systems*

Pediatric Cardiology

CELLULAR BIOLOGY

Cell Death & Differentiation

Published on behalf of the Associazione Differenziamento e Morte Cellulare



Cell Death & Disease

Published on behalf of the Associazione Differenziamento e Morte Cellulare



Cell Death & Discovery

Published on behalf of the Associazione Differenziamento e Morte Cellulare



CELLULAR BIOLOGY (CONTINUED)

Cell Discovery

Published in association with the Shanghai Institutes for Biological Sciences, Chinese Academy of Sciences



Cell Research

Impact Factor 14.812 | #9 in Cell Biology*

Published in association with the Shanghai Institutes for Biological Sciences, Chinese Academy of Sciences



Clinical & Translational Immunology

Published on behalf of the Australasian Society of Immunology



Experimental & Molecular Medicine

Published in association with the Korean Society of Biochemistry & Molecular Biology



Immunology & Cell Biology

Published on behalf of the Australasian Society of Immunology



npj Systems Biology and Applications

Published in partnership with The Systems Biology Institute



RESEARCH JOURNALS:

Nature Cell Biology, Nature Medicine, Nature Reviews Molecular Cell Biology, Nature Structural & Molecular Cell Biology

CHEMISTRY

Journal of the American Society for Mass Spectrometry

Impact Factor 3.031 | #8 in Spectroscopy*

Official journal of The American Society for Mass Spectrometry



RESEARCH JOURNALS:

Nature Chemical Biology, Nature Chemistry, Nature Reviews Chemistry

DENTISTRY

BDJ (British Dental Journal)

Official Journal of the British Dental Association



BDJ In Practice

Official Journal of the British Dental Association



BDJ Open

Official Journal of the British Dental Association



BDJ Student

Official Journal of the British Dental Association



BDJ Team

Official Journal of the British Dental Association



Evidence-Based Dentistry

Official Journal of the British Dental Association



International Journal of Oral Science

Published in association with the West China School of Stomatology, Sichuan University



ENDOCRINOLOGY

Nature Reviews Endocrinology

Impact Factor 15.432 | #3 in Endocrinology & Metabolism*

EPIDEMIOLOGY

Journal of Exposure Science & Environmental Epidemiology

Official journal of the International Society of Exposure Science



GASTROENTEROLOGY

American Journal of Gastroenterology

Impact Factor 10.383 | #6 in Gastroenterology & Hepatology*

Published on behalf of the American College of Gastroenterology



Clinical and Translational Gastroenterology

Published on behalf of the American College of Gastroenterology



Dysphagia

Published on behalf of The Japanese Society of Dysphagia Rehabilitation, The European Society for Swallowing Disorders, and The Dysphagia Research Society



Nature Reviews Gastroenterology & Hepatology

Impact Factor 14.435 | #3 in Gastroenterology & Hepatology*

GENETICS

Cancer Gene Therapy

European Journal of Human Genetics

Published on behalf of the European Society of Human Genetics



Gene Therapy

Genes and Immunity

Genetics in Medicine

Official journal of the American College of Medical Genetics and Genomics



Heredity

Official journal of the Genetics Society



Human Genome Variation

Official journal of the Japan Society of Human Genetics



GENETICS (CONTINUED)

Journal of Human Genetics

Official journal of the Japan Society of Human Genetics



npj Genomic Medicine

Published in partnership with the Center of Excellence in Genomic Medicine Research, King Abdulaziz University



npj Molecular Phenomics

Published in partnership with Fudan University



RESEARCH JOURNALS:

Nature Genetics, Nature Reviews Genetics

IMMUNOLOGY, MICROBIOLOGY

Cellular & Molecular Immunology

Published in association with the Chinese Society of Immunology and the University of Science and Technology of China



Clinical & Translational Immunology

Published on behalf of the Australasian Society of Immunology



Emerging Microbes & Infections

Published in association with Emerging Microbes and Infections



Immunology & Cell Biology

Published on behalf of the Australasian Society of Immunology



Mucosal Immunology

Published on behalf of the Society for Mucosal Immunology



IMMUNOLOGY, MICROBIOLOGY (CONTINUED)

npj Biofilms and Microbiomes

Published in partnership with Nanyang Technological University, Singapore and SCELSE



npj Vaccines

Published in partnership with the Sealy Center for Vaccine Development at the University of Texas Medical Branch at Galveston



The ISME Journal

Impact Factor 9.328 | #4 in Ecology*

Published on behalf of the International Society for Microbial Ecology (ISME)



The Journal of Antibiotics

Official journal of the Japan Antibiotics Research Association (JARA), affiliated with the Society for Actinomycetes Japan (SAJ)



RESEARCH JOURNALS:

Nature Immunology, Nature Medicine, Nature Microbiology, Nature Reviews Immunology, Nature Reviews Microbiology

LIFE SCIENCES

Molecular Imaging and Biology

Published on behalf of the World Molecular Imaging Society and the European Society for Molecular Imaging



npj Microgravity

Published in collaboration with the Biodesign Institute at Arizona State University, and with the support of NASA



npj Regenerative Medicine

Published in a partnership with Australian Regenerative Medicine Institute (ARMI) at Monash University



Signal Transduction and Targeted Therapy

Sponsored by West China Hospital, Sichuan University



State Key Laboratory of Biotherapy, West China Hospital, Sichuan University

RESEARCH JOURNALS:

Nature Ecology & Evolution

MEDICINE

Annals of Surgical Oncology

Published on behalf of the Society of Surgical Oncology.
An Official Journal of American Society of Breast Surgeons.



Canadian Journal of Anesthesia/ Journal canadien d'anesthésie

Published on behalf of the Canadian Anesthesiologists' Society



Cardiovascular, Interventional Radiology

Published on behalf of the Cardiovascular and
Interventional Radiological Society of Europe



Clinical Orthopedics and Related Research

Impact Factor 3.127 | #6 in Orthopedics*

Published on behalf of The Association of Bone and Joint Surgeons



Journal of General Internal Medicine

Impact Factor 3.494 | #12 in Health Care Sciences & Services*

Official journal of the Society of
General Internal Medicine



Journal of Nuclear Cardiology

Published on behalf of the American
Society of Nuclear Cardiology



npj Aging and Mechanisms of Disease

Published in a partnership with the
Japan Society of Anti-Aging Medicine



npj Primary Care Respiratory Medicine

Published in partnership with Primary Care
Respiratory Society UK (PCRS-UK) and the
International Primary Care Respiratory
Group (IPCRG)



MEDICINE (CONTINUED)

Surgical Endoscopy

Official Journal of the Society of American
Gastrointestinal and Endoscopic Surgeons
(SAGES) and European Association for
Endoscopic Surgery (EAES)



RESEARCH JOURNALS:

Nature Medicine

NEPHROLOGY, UROLOGY

International Journal of Impotence Research

Nature Reviews Nephrology

Impact Factor 9.463 | #2 in Urology & Nephrology*

Nature Reviews Urology

Impact Factor 5.957 | #7 in Urology & Nephrology*

NEUROLOGY, NEUROSCIENCE

Journal of Neuro-Oncology

Published on behalf of the American Association of Neurological
Surgeons (AANS) and the Congress of Neurological Surgeons (CNS)

Molecular Psychiatry

Impact Factor 13.314 | #4 in Psychiatry*

Nature Reviews Neurology

Impact Factor 18.418 | #2 in Clinical Neurology*

Neurocritical Care

Official Journal of the Neurocritical Care Society



Neuropsychopharmacology

Official journal of the American College
of Neuropsychopharmacology



npj Parkinson's Disease

Published in partnership with
the Parkinson's Disease Foundation



npj Science of Learning

Published in partnership with
The University of Queensland



NEUROLOGY, NEUROSCIENCE (CONTINUED)

Spinal Cord

Published on behalf of the International
Spinal Cord Society



Spinal Cord Series and Cases

Official journal of the International Spinal
Cord Society & the Deutsche Medizinische
Gesellschaft für Paraplegie



Translational Psychiatry

RESEARCH JOURNALS:

Nature Medicine, Nature Neuroscience, Nature Reviews Neuroscience

OBESITY, NUTRITION & DIABETES

European Journal of Clinical Nutrition

International Journal of Obesity

Impact Factor 5.337 | #6 in Nutrition & Dietetics*

npj Science of Food

Published in partnership with Beijing
Technology and Business University



Nutrition & Diabetes

Obesity Surgery

Published on behalf of the International Federation
for the Surgery of Obesity and Metabolic Disorders.



ONCOLOGY, CANCER RESEARCH

Blood Cancer Journal

Bone Marrow Transplantation

Impact Factor 3.636 | #10 in Transplantation*

Official journal of the EBMT Society



British Journal of Cancer

Published on behalf of Cancer Research UK



ONCOLOGY, CANCER RESEARCH (CONTINUED)

Cancer Gene Therapy

Leukemia

Impact Factor 12.104 | #1 in Hematology*

Nature Reviews Clinical Oncology

Impact Factor 18.786 | #7 in Oncology*

npj Breast Cancer

Published in partnership with the Breast
Cancer Research Foundation



npj Precision Oncology

Published in partnership with The Hormel
Institute, University of Minnesota



Oncogenesis

Oncogene

Prostate Cancer and Prostatic Diseases

RESEARCH JOURNALS:

Nature Medicine, Nature Reviews Cancer

OPHTHALMOLOGY

Eye

Published on behalf of The Royal
College of Ophthalmologists



PATHOLOGY, PATHOBIOLOGY

Laboratory Investigation

Published on behalf of the United States
and Canadian Academy of Pathology



Modern Pathology

Impact Factor 5.485 | #5 in Pathology*

Published on behalf of the United States
and Canadian Academy of Pathology



PEDIATRICS, NEONATOLOGY

Journal of Perinatology

Official journal of the Section on Neonatal-Perinatal Medicine, American Academy of Pediatrics. Official publication of the National Perinatal Association of the United States.



Pediatric Cardiology

Pediatric Research

Published on behalf of the International Pediatric Research Foundation – Official publication of the American Pediatric Society, the Society for Pediatric Research and the European Society for Paediatric Research



PHARMACOLOGY

Acta Pharmacologica Sinica

Published in association with the Shanghai Institute of Materia Medica at the Chinese Academy of Sciences



Neuropsychopharmacology

Official journal of the American College of Neuropsychopharmacology



Pharmaceutical Research

American Association of Pharmaceutical Scientists (AAPS)



The Pharmacogenomics Journal

RESEARCH JOURNALS:

Nature Reviews Drug Discovery

PLANT SCIENCES

Horticulture Research

Published in association with the Nanjing University



RESEARCH JOURNALS:

Nature Plants

PSYCHIATRY

Academic Psychiatry

Published on behalf of the American Association of Chairs of Departments of Psychiatry, American Association of Directors of Psychiatric Residency Training, Association for Academic Psychiatry, and Association of Directors of Medical Student Education in Psychiatry

American Association of Chairs of Departments of Psychiatry



Association for Academic Psychiatry

Molecular Psychiatry

Impact Factor 13.314 | #4 in Psychiatry

PSYCHIATRY (CONTINUED)

Neuropsychopharmacology

Official journal of the American College of Neuropsychopharmacology



npj Schizophrenia

Published in partnership with Schizophrenia International Research Society



Schizophrenia International Research Society

Translational Psychiatry

RHEUMATOLOGY

Nature Reviews Rheumatology

Impact Factor 10.531 | #2 in Rheumatology*

SURGERY

Aesthetic Plastic Surgery

Published on behalf of the International Society of Aesthetic Plastic Surgery and European Association of Societies of Aesthetic Plastic Surgery (EASAPS)



Annals of Surgical Oncology

Official journal of the Society of Surgical Oncology



Clinical Orthopedics and Related Research

Impact Factor 3.127 | #6 in Orthopedics*

Published on behalf of The Association of Bone and Joint Surgeons



Hernia

Published on behalf of the European Hernia Society (EHS) and American Hernia Society (AHS)



International Journal of Oral Science

Published in association with the West China School of Stomatology, Sichuan University



Obesity Surgery

Published on behalf of the International Federation for the Surgery of Obesity and Metabolic Disorders.



Surgical Endoscopy

Official Journal of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) & European Association for Endoscopic Surgery (EAES)



World Journal of Surgery

Published on behalf of the International Society of Surgery / Société Internationale de Chirurgie



A-Z LISTING

CLINICAL & BIOMEDICAL SCIENCES							
PUBLICATION	IMPACT*		PRINT**		ONLINE***		
	INDUSTRY RANK	CATEGORY	CIRCULATION	READERSHIP	ALERT SUBSCRIBERS [^]	MONTHLY PAGES VIEWS	MONTHLY UNIQUE USERS
<i>Acta Pharmacologica Sinica</i>	53/163	Chemistry, Multidisciplinary	528	3,095	5,266	78,848	30,490
<i>Academic Psychiatry</i>	67	Education & Educational Research	1,006	Online Only	733	7,729	6,643
<i>Aesthetic Plastic Surgery</i>	131	Surgery	3,000	Online Only	6,548	19,000	12,000
<i>American Journal of Gastroenterology</i>	6/79	Gastroenterology & Hepatology	13,120	97,014	12,437	277,474	110,308
<i>Annals of Biomedical Engineering</i>	16/76	Engineering/Biomedical	Online Only	Online Only	10,096	45,981	17,167
<i>Annals of Surgical Oncology</i>	16/199	Surgery	558	558	3,561	92,350	41,649
<i>BDJ (British Dental Journal)</i>	65/91	Dentistry, Oral Surgery & Medicine	18,456	54,261	20,066	397,940	172,613
<i>BDJ In Practice</i>	n/a	n/a	18,050	41,154	Replicated online as a digital version		
<i>BDJ Open</i>	New	New	Online Only	Online Only	510	3,033	1,708
<i>BDJ Student</i>	n/a	n/a	4,678	4,678	Replicated online as a digital version		
<i>BDJ Team</i>	n/a	n/a	Online Only	Online Only	1,843	40,514	22,801
<i>Blood Cancer Journal</i>	48/213	Oncology	Online Only	Online Only	8,390	35,768	14,330
<i>Bone Marrow Transplantation</i>	10/25	Transplantation	145	1,245	43,151	163,285	60,349
<i>Bone Research</i>	12/21	Cell & Tissue Engineering	Online Only	Online Only	1,560	15,578	7,479
<i>British Journal of Cancer</i>	28/213	Oncology	198	1,653	51,866	299,036	112,505
<i>Canadian Journal of Anesthesia/Journal canadien d'anesthésie</i>	13/31	Anesthesiology	2,000	2,000	1,711	28,964	24,755
<i>Cardiovascular, Interventional Radiology</i>	51/124	Radiology, Nuclear Medicine & Medical Imaging	1,918	1,918	3,812	249,237†	95,295
<i>Cancer Gene Therapy</i>	59/161	Biotechnology & Applied Microbiology	396	3,430	66,409	33,204	15,550
<i>Cell Death Differentiation</i>	23/289	Biochemistry & Molecular Biology	66	481	62,717	175,573	65,914
<i>Cell Death & Disease</i>	38/187	Cell Biology	Online Only	Online Only	13,426	160,196	56,926
<i>Cell Death Discovery</i>	New	New	Online Only	Online Only	1,347	20,286	8,439
<i>Cell Discovery</i>	New	New	Online Only	Online Only	1,891	21,811	8,692
<i>Cell Research</i>	9/187	Cell Biology	650	3,810	32,148	199,754	70,838
<i>Cellular & Molecular Immunology</i>	31/150	Immunology	442	3,200	15,010	43,499	17,238
<i>Clinical and Translational Gastroenterology</i>	24/79	Gastroenterology & Hepatology	Online Only	Online Only	6,249	21,184	7,440
<i>Clinical & Translational Immunology</i>	New	New	Online Only	Online Only	5,656	16,860	8,794
<i>Clinical Orthopedics and Related Research</i>	6/74	Orthopedics	1,650	1,650	17,221	60,736	27,308
<i>Dysphagia</i>	15	Otorhinolaryngology	163	163	4,118	-	-
<i>Emerging Microbes & Infections</i>	27/123	Microbiology	Online Only	Online Only	4,910	23,234	10,449
<i>European Journal of Clinical Nutrition</i>	31/80	Nutrition & Dietetics	116	1,345	32,706	169,553	78,226
<i>European Journal of Human Genetics</i>	30/166	Genetics & Heredity	725	4,405	50,974	139,466	56,249
<i>Evidence-Based Dentistry</i>	n/a	n/a	18,706	54,511	17,340	37,003	20,411
<i>Experimental & Molecular Medicine</i>	14/124	Medicine, Research & Experimental	Online Only	Online Only	3,815	45,669	17,617
<i>Eye</i>	19/56	Ophthalmology	3,631	12,277	27,211	175,829	92,403
<i>Gene Therapy</i>	39/124	Medicine, Research & Experimental	60	326	64,191	79,431	35,442
<i>Genes and Immunity</i>	86/166	Genetics & Heredity	70	420	64,446	26,349	12,122
<i>Genetics in Medicine</i>	13/166	Genetics & Heredity	1,887	10,414	8,411	141,831	60,017
<i>Heredity</i>	12/46	Evolutionary Biology	145	1,478	48,721	101,879	40,658
<i>Hernia</i>	67/200	Surgery	445	445	4,566	184,757†	63,728
<i>Horticulture Research</i>	New	New	Online Only	Online Only	2,141	21,566	9,924
<i>Human Genome Variation</i>	New	New	Online Only	Online Only	2,966	10,216	5,341
<i>Hypertension Research</i>	19/63	Peripheral Vascular Disease	4,413	17,349	7,563	42,576	18,078
<i>Immunology & Cell Biology</i>	35/151	Immunology	111	766	30,825	106,391	48,078
<i>International Journal of Impotence Research</i>	51/77	Urology & Nephrology	79	514	32,035	49,919	29,393
<i>International Journal of Obesity</i>	6/80	Nutrition & Dietetics	109	574	45,054	215,122	93,947
<i>International Journal of Oral Science</i>	15/91	Dentistry, Oral Surgery & Medicine	Online Only	Online Only	2,573	19,960	7,115
<i>Journal of Human Genetics</i>	84/166	Genetics & Heredity	200	1,458	15,409	58,451	25,772
<i>Journal of Exposure Science and Environmental Epidemiology</i>	22/90	Toxicology	37	236	24,944	29,740	11,806
<i>Journal of General Internal Medicine</i>	12/88	Health Care Sciences & Services	3,700	3,700	6,871	95,438	40,259
<i>Journal of Human Hypertension</i>	30/63	Peripheral Vascular Disease	40	167	29,410	53,067	26,814
<i>Journal of Neuro-Oncology</i>	72/193	Clinical Neurology	42	Online Only	2,347	-	-

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A-Z LISTING

CLINICAL & BIOMEDICAL SCIENCES							
PUBLICATION	IMPACT*		PRINT**		ONLINE***		
	INDUSTRY RANK	CATEGORY	CIRCULATION	READERSHIP	ALERT SUBSCRIBERS ^	MONTHLY PAGES VIEWS	MONTHLY UNIQUE USERS
<i>Journal of Nuclear Cardiology</i>	27/124	Radiology, Nuclear Medicine & Medical Imaging	2,744	2,744	4,256	6,490	4,771
<i>Journal of Perinatology</i>	33/80	Obstetrics & Gynecology	3,177	24,547	25,390	114,812	47,594
<i>Journal of the American Society for Mass Spectrometry</i>	8/43	Spectroscopy	7,909	7,909	15,625	31,471	10,791
<i>Laboratory Investigation</i>	12/79	Pathology	546	5,863	56,027	89,459	40,246
<i>Leukemia</i>	1/70	Hematology	105	619	39,410	265,257	92,310
<i>Modern Pathology</i>	5/79	Pathology	4,165	18,868	46,325	272,633	103,364
<i>Molecular Imaging and Biology</i>	38/124	Radiology	1,200	1,200	3,647	6,500	5,000
<i>Molecular Psychiatry</i>	4/142	Psychiatry	61	654	58,949	197,951	75,129
<i>Mucosal Immunology</i>	23/151	Immunology	732	3,381	17,815	73,723	26,161
<i>Nature Reviews Cardiology</i>	5/124	Cardiac & Cardiovascular Systems	393	2,668	53,292	91,788	42,660
<i>Nature Reviews Clinical Oncology</i>	7/213	Oncology	578	5,212	61,527	128,795	57,299
<i>Nature Reviews Endocrinology</i>	3/133	Endocrinology & Metabolism	461	3,728	35,464	124,231	55,640
<i>Nature Reviews Gastroenterology and Hepatology</i>	3/79	Gastroenterology & Hepatology	403	3,041	57,803	111,437	53,003
<i>Nature Reviews Nephrology</i>	2/77	Urology & Nephrology	394	2,266	41,628	105,173	48,354
<i>Nature Reviews Neurology</i>	2/193	Clinical Neurology	654	5,147	54,508	126,722	61,498
<i>Nature Reviews Rheumatology</i>	2/32	Rheumatology	887	4,965	41,667	119,605	51,994
<i>Nature Reviews Urology</i>	7/77	Urology & Nephrology	280	2,098	40,965	54,917	29,806
<i>Neurocritical Care</i>	17/33	Critical Care Medicine	1,600	Online Only	3,145	10,000	2,000
<i>Neuropsychopharmacology</i>	11/255	Pharmacology & Pharmacy	309	2,808	64,038	212,468	90,972
<i>npj Aging and Mechanisms of Disease</i>	New	New	Online Only	Online Only	1,907	6,320	3,092
<i>npj Biofilms and Microbiomes</i>	New	New	Online Only	Online Only	1,909	9,439	3,852
<i>npj Breast Cancer</i>	New	New	Online Only	Online Only	1,518	6,416	3,041
<i>npj Genomic Medicine</i>	New	New	Online Only	Online Only	1,403	9,590	3,600
<i>npj Microgravity</i>	New	New	Online Only	Online Only	1,398	5,454	2,276
<i>npj Molecular Phenomics - NEW</i>	New	New	Online Only	Online Only	935	379	184
<i>npj Parkinson's Disease</i>	New	New	Online Only	Online Only	1,551	5,959	2,739
<i>npj Precision Oncology</i>	New	New	Online Only	Online Only	911	648	555
<i>npj Primary Care Respiratory Medicine</i>	11/20	Primary Health Care	Online Only	Online Only	1,167	11,806	5,680
<i>npj Regenerative Medicine</i>	-	-	Online Only	Online Only	1,414	2,150	868
<i>npj Schizophrenia</i>	New	New	Online Only	Online Only	1,777	10,875	5,586
<i>npj Science of Food - NEW</i>	Launching soon	Launching soon	Online Only	Online Only	1,113	Launching soon	Launching soon
<i>npj Science of Learning</i>	New	New	Online Only	Online Only	1,701	2,641	1,208
<i>npj Systems Biology and Applications</i>	New	New	Online Only	Online Only	1,664	10,087	2,794
<i>npj Vaccines</i>	New	New	Online Only	Online Only	1,384	1,333	575
<i>Nutrition & Diabetes</i>	33/80	Nutrition & Dietetics	Online Only	Online Only	9,487	28,102	13,408
<i>Obesity Surgery</i>	23/200	Surgery	5,000	5,000	7,444	32,800	18,000
<i>Oncogene</i>	12/166	Genetics & Heredity	70	574	57,921	537,070	177,227
<i>Oncogenesis</i>	35/213	Oncology	Online Only	Online Only	7,859	29,944	11,775
<i>Pediatric Cardiology</i>	64/120	Pediatrics	200	200	3,265	161,294	137,766
<i>Pediatric Research</i>	17/120	Pediatrics	2,663	11,145	7,124	219,950	110,573
<i>Pharmaceutical Research</i>	51/163	Chemistry, Multidisciplinary	255	255	18,677	90,402	35,077
<i>Prostate Cancer and Prostatic Diseases</i>	12/77	Urology & Nephrology	55	450	40,945	26,778	13,984
<i>Signal Transduction and Targeted Therapy</i>	New	New	Online Only	Online Only	1,006	3,911	1,778
<i>Spinal Cord</i>	29/65	Rehabilitation	728	2,661	44,953	91,698	43,262
<i>Spinal Cord Series and Cases</i>	-	-	Online Only	Online Only	518	2,294	1,068
<i>Surgical Endoscopy</i>	17/200	Surgery	6,200	6,200	11,913	41,192	30,971
<i>The ISME Journal</i>	4/150	Ecology	263	1,270	20,217	190,844	59,881
<i>The Journal of Antibiotics</i>	75/161	Biotechnology & Applied Microbiology	362	3,747	9,449	52,167	17,872
<i>The Pharmacogenomics Journal</i>	46/166	Genetics & Heredity	41	341	64,671	35,480	15,410
<i>Translational Psychiatry</i>	16/142	Psychiatry	Online Only	Online Only	5,388	76,193	34,313
<i>World Journal of Surgery</i>	53/200	Surgery	370	370	5,339	522,137	-

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BEST PRACTICES CHECKLIST:

9 ELEMENTS OF SUCCESSFUL ADVERTISING CREATIVES

Designing an ad creative that resonates with your audience segment is essential to having an effective campaign. Start tailoring your marketing message by following the best practices below, and increase the likelihood of relating to your target audience and fulfilling campaign objectives.

ENGAGING FORMAT

Enhance your audiences' experiences with formats like rich media banner ads as well as print inserts and outserts.

LAYOUT

Design ad creatives made specifically for the ad position you've purchased.

BRANDING

Ensure that the brand you're advertising is clearly and consistently visible.

MESSAGING

Develop a succinct, custom message for your targeted audience segment.

UTILITY

Offer your target audience content that will help them achieve their goals.

CALL-TO-ACTION

Make your call-to-action unique to the next step. Instead of "Click here" use "Sign Up."

PERSUASIVE ELEMENTS

Try to include: reciprocity, commitment, consistency, social proof, liking, authority, and scarcity.

IMAGERY

Use beautiful, eye-catching visuals in your creative.

COMPETITIVE POSITIONING

Use market research resources like, Readex Research, to improve your ads.

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