

# *BioPharma* *Dealmakers*

The world's leading publication and professional network that connects life science companies to partners and investors.

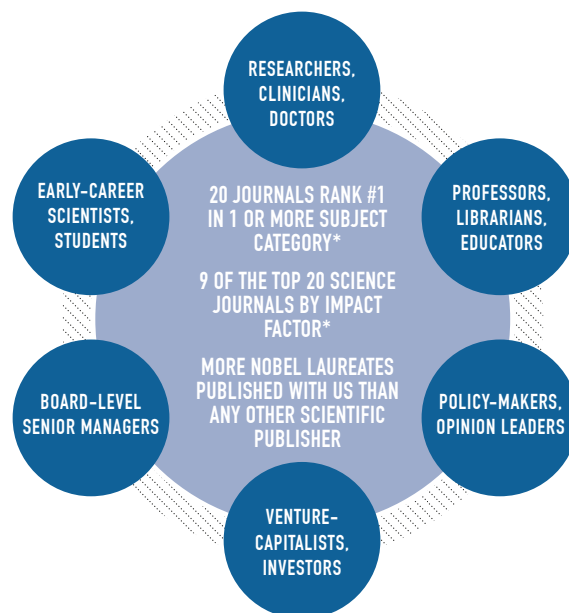
[nature.com/biopharmadealmakers](http://nature.com/biopharmadealmakers)

SPRINGER NATURE.....	2
PARTNERING SOLUTIONS.....	3
OUR AUDIENCE.....	5
EDITORIAL CALENDARS.....	6
PROFILE DETAILS.....	7

## 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

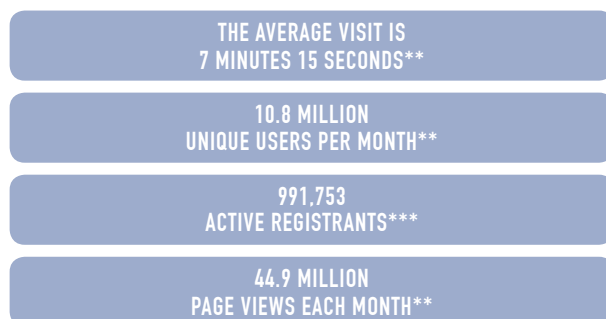
## NATURE RESEARCH IMPACTFUL BRANDS

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 much more.



### Geographic Reach:\*\* A truly global audience

41%

AMERICAS

29%

UK/  
EUROPE

26%

ASIA/  
PACIFIC

4%

RoW



BioPharma Dealmakers is an online platform, print publication, and webcast format specifically designed to appeal to industry scientists, partnering and licensing executives, and the investment community. Get started now at [nature.com/biopharmadealmakers](http://nature.com/biopharmadealmakers)

## PRINT

Published quarterly inside *Nature Biotechnology* and *Nature Reviews Drug Discovery*, BioPharma Dealmakers provides your company with the associated benefits of being profiled in Nature-branded publications. Enjoy enduring visibility with a high-profile audience, and the expert support of our editorial team.



### PRINT PROFILE FEATURES

- » Custom profile
- » Distributed with high-impact journals:
  - *Nature Biotechnology*
  - *Nature Reviews Drug Discovery*
- » Access to world-renowned editors

### PRINT PROFILE BENEFITS

- » Enduring visibility
- » Quality association
- » Exposure to biotech industry
- » Exposure to drug discovery industry
- » Expert editorial and design support



## DIGITAL

The *BioPharma Dealmakers* website is the premier partnering destination for life sciences companies and the investment community. Your digital profile amplifies the momentous impact created by your printed feature, and unlocks powerful networking tools and industry insights through a range of membership benefits.

### DIGITAL PROFILE FEATURES

- » Custom profile
- » Industry intelligence
- » Engagement tools
- » Profile enhancements
- » Visibility perks
- » Account insights

### DIGITAL PROFILE BENEFITS

- » Rapid access to information
- » Stay ahead of the competition
- » Connect with investors
- » Increase effectiveness
- » Enhance prominence
- » Strengthen your profile with supplemental media

## WEBCAST

A *BioPharma Dealmakers* webcast compliments your digital and print presence with a powerful multimedia solution that enables your audience to interact with key people within your organization.

*"The webcast was a valuable experience and it helped to raise awareness about our company. We were very happy with the number of attendees and questions from viewers during the webcast."* - Mary Marolla, PR Manager, OncoSec Medical

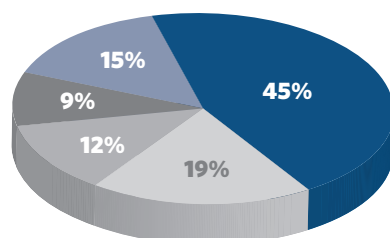
### WEBCAST BENEFITS

- » Generate a highly-targeted and qualified leads list
- » Participate in genuine discussions with your target audience
- » Maximize your visibility with branding on all marketing
- » Raise your company's profile to key opinion leaders
- » Position your company as a key player in its field to potential partners, customers and investors
- » Previous webcast topics have included:
  - Overcoming the patent cliff: new strategies to extend a drug's market exclusivity
  - Advances in cancer immunotherapy
  - Innovations in regenerative medicine & curative biologics
  - Developing next-generation antibody technologies
  - Combating antibiotic resistance

- » Webcast registrants average over 600 per event\*

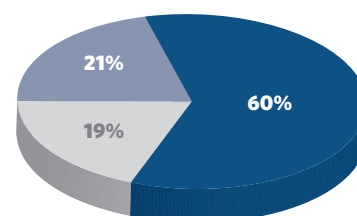
### WEBCAST AUDIENCE\*

Registrant Industry



- Academia/Hospitals/Non-profits/Government
- Pharma Companies
- Biotech Companies
- Investors/Venture Capital/Family Offices
- Service Providers/Other (e.g. media, consultancy, legal)

Registrant Location



- Americas
- UK/Europe
- Asia/RoW

» Visit [nature.com/webcasts](http://nature.com/webcasts)

## EXPLORE OUR AUDIENCE

Make successful connections with senior-level executives, business development leaders, potential clients and research professionals by creating an account with *BioPharma Dealmakers*. All issues of *BioPharma Dealmakers* will appear in *Nature Biotechnology* and *Nature Reviews Drug Discovery*, in print and freely accessible online. Issues of *BioPharma Dealmakers* are also distributed at key partnering and investor events.

### nature biotechnology

[nature.com/nbt](http://nature.com/nbt)

#2 journal in Biotechnology and Applied Microbiology,\* *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.

#### HIGH IMPACT\*

**#2** JOURNAL IN  
BIOTECHNOLOGY AND  
APPLIED MICROBIOLOGY

Impact Factor:.....**43.113**  
5-Year Impact Factor:.....**41.388**  
Immediacy Index:.....**8.947**  
Eigenfactor Score:.....**0.15771**  
Article Influence Score:.....**20.953**

#### GLOBAL AUDIENCE\*\*

	Americas	UK/Europe	Asia/RoW
Print	60%	39%	1%



**PRINT**  
10,483 print circulation  
55,288 print readership

### nature REVIEWS DRUG DISCOVERY

[nature.com/nrdd](http://nature.com/nrdd)

#1 journal in Pharmacology and Pharmacy,\* *Nature Reviews Drug Discovery* informs researchers of the science and business within the pharmaceutical and drug research industries.

#### HIGH IMPACT\*

**#1** JOURNAL IN  
PHARMACOLOGY  
AND PHARMACY

Impact Factor:.....**47.12**  
5-Year Impact Factor:.....**43.016**  
Immediacy Index:.....**8.475**  
Eigenfactor Score:.....**0.06294**  
Article Influence Score:.....**16.363**

#### GLOBAL AUDIENCE\*\*

	Americas	UK/Europe	Asia/RoW
Print	53%	46%	1%



**PRINT**  
7,437 print circulation  
33,424 print readership

#### COMBINED READER PROFILE - PRINT

##### JOB TITLES\*\*\*

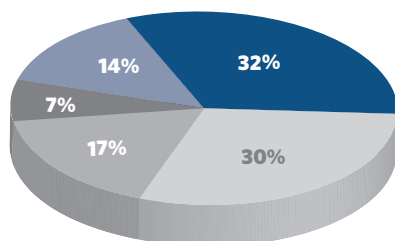
Senior Business Executives  
▪ Research Directors/VPs of Research  
▪ Presidents/Directors/CEOs  
▪ Sales/Marketing Professionals  
▪ Business Developmental Directors/Managers  
▪ Business Consultants  
▪ Financial Analysts  
▪ Press Officers/PR Executives/Journalists  
▪ Product Managers  
Scientist  
Senior Scientist

##### INDUSTRY CATEGORIES\*\*\*

University/Research Institute  
Biotech/Pharma  
Hospital/Medical School  
Government Institute/Agency  
Consultancy

#### COMBINED READER PROFILE - ONLINE

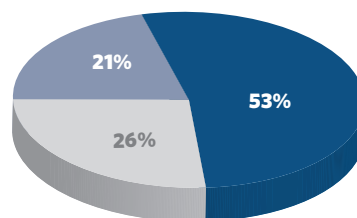
##### Members by Industry\*\*



- Academia/Hospitals/Non-profits/Government
- Biotech Companies
- Pharma Companies
- Investors/Venture Capital/Family Offices
- Service Providers/Other (e.g. media, consultancy, legal)

AVERAGE E-MAGAZINE VIEWS\*\*  
20,000+

##### Members by Location\*\*



- Americas
- UK/Europe
- Asia/RoW

AVERAGE SITE VIEWS PER MONTH\*\*  
2,500+

## 2017 CALENDARS

Editorial features focus on the partnering landscape, burgeoning therapeutic areas and geographical regions of interest.

### BIOPHARMA DEALMAKERS 2017 EDITORIAL CALENDAR

Issue	Editorial Themes	Conference Distribution	Booking Deadline
<b>Mar</b>	Oncology Metabolic Diseases Inflammation/Dermatology	BIO-Europe Spring American Society of Clinical Oncology - ASCO Biotechnica 2017	Dec 23 (2016)
<b>Jun</b>	Academic & Industry Partnering Industry Insight (Deal Making Guide Series) Infectious Diseases/Vaccines Rare Orphan/Genetic Diseases	BIO International Convention	Mar 31
<b>Sep</b>	Women's Health Drug Delivery Technologies Immuno-Oncology and Antibody Technologies	BioPharm America BIO-Europe	Jul 3
<b>Nov</b>	CNS Diseases Regenerative Medicine (Curative Biologics, Gene and Cell Therapies) Industry Insight (Deal Making Guide Series)	BIO-Europe Society for Neuroscience - SfN Biotech Showcase BIO CEO & Investor Conference	Aug 31

**Ask us about Medtech Dealmakers**

### MEDTECH DEALMAKERS 2017 EDITORIAL CALENDAR

Issue	Editorial Themes	Conference Distribution	Booking Deadline
<b>May</b>  Additional distribution with <i>Nature Medicine</i>	Next-Generation Diagnostics (Companion & Molecular Diagnostics) Personalized Medicine Medtech Deals Overview	AdvaMed 2017 - The MedTech Conference Labvolution 2017	Feb 27

## PRINT AND DIGITAL PROFILE DETAILS

Whether you're new to networking or ready to lead the discussion, *BioPharma Dealmakers* has a solution that's right for you.

Print profiles are written by an experienced journalist with guidance from the profiled organization. In this way, the profile is developed with you and for you in order to provide maximum support of your business development goals and ambitions. Profile content can include descriptions of pipelines or technology platforms, as well as interviews with company executives or academic researchers. Potential partnering opportunities are highlighted, and other key facts about your organization and the opportunities you wish to present to prospective partners, customers, and investors are included.

### BIOPHARMA DEALMAKERS MEMBERSHIP DETAILS

MEMBERSHIP LEVELS	NETWORKER	PARTNER	LEADER
ENGAGEMENT TOOLS	BRAND BUILDING ENTRY LEVEL	ENGAGE & GENERATE BEST VALUE	SUPERIOR VISIBILITY BUSINESS PRO
Comment on Content	✓	✓	✓
Direct Messaging	✓	✓	✓
Follower, Following Features	✓	✓	✓
Send Panel Invitations			✓
Send Profile Invitations	✓	✓	✓
Participate in Video Panels	✓	✓	✓
Share via Social Media	✓	✓	✓
Up-vote Content	✓	✓	✓
<b>Profile Enhancements</b>			
Editorial Support (Print)	✓	✓	✓
Publish a Presentation		✓	✓
Publish an Intro Video		✓	✓
Publish Posts		✓	✓
Publish Video Panels			✓
Publish Videos			✓
Video Panel Recording			✓
<b>Visibility Perks</b>			
Featured in Latest Content			✓
Featured in Associated Directory	✓	✓	✓
Featured in Weekly Digest			✓
Published in Journals (Print)	✓	✓	✓
<b>Account Insights</b>			
Content Analytics		✓	✓
Profile Analytics		✓	✓

**Request a quote for your print profiles and online membership. Ask about email enhancements and webcast rates.**

## Contact us

[nature.com/biopharmadealmakers](https://nature.com/biopharmadealmakers)

### **Claire Thompson**

Head of Business Development  
+44 (0)7880 032018  
c.thompson@nature.com

### **EUROPE**

#### **Samia BurrIDGE Ph.D.**

Business Development Manager  
+44 (0)7753 302513  
s.burridge@nature.com

### **USA**

#### **Veronica Zacatenco**

Business Development Executive  
+1 212 451 8573  
veronica.zacatenco@us.nature.com

#### **Carmen Ramirez**

Account Executive  
+1 212 451 8472  
carmen.ramirez@us.nature.com

### **Jack Laschever**

Director of Global Advertising & Sponsorship  
+1 212 451 8715  
jack.laschever@macmillan.com

### **Gerard Preston**

Director, Global Integrated Advertising  
+44 207 843 4965  
g.preston@nature.com

**Start a dialogue with the partnering and investment community today by activating your *BioPharma Dealmakers* membership account.**

Contact your Account Manager to receive our Life & Physical Sciences, Clinical Sciences and BioMed Central media kits.



**SPRINGER NATURE**