

**biopharmadealmakers**

MEDIA KIT 2022

ADVANCING  
**DISCOVERY**



## ABOUT US

Biopharma Dealmakers is the premier publication for life scientists, biotech and pharmaceutical professionals, and investors looking for timely information on dealmaking and industry trends. For companies looking to showcase their innovations and expertise, we provide a range of strategic communication opportunities to reach your potential partners and investors.

Biopharma Dealmakers is published by **Springer Nature**, a leading publisher of scientific, medical, professional, and educational content.

Across our brands, we publish **3000+** journals and magazines – including ***Nature***, the #1 multidisciplinary science journal\*.

## FEATURED IN

Biopharma Dealmakers is featured quarterly in the journal editions of *Nature Biotechnology* and *Nature Reviews Drug Discovery*.



#2 Journal in  
BIOTECHNOLOGY &  
APPLIED MICROBIOLOGY\*



#1 journal in  
BIOTECHNOLOGY &  
APPLIED MICROBIOLOGY\*



# AUDIENCE & REACH



## AUDIENCE & REACH



### NATURE BIOTECHNOLOGY

**533,682**  
monthly page views\*

**253,843**  
monthly users\*

**324,514**  
monthly sessions\*



### NATURE REVIEWS DRUG DISCOVERY

**410,994**  
monthly page views\*

**233,036**  
monthly users\*

**278,155**  
monthly sessions\*



### BIOPHARMA DEALMAKERS

**15,453**  
monthly page views\*

**10,096**  
monthly users\*

**11,172**  
monthly sessions\*



## KEY AUDIENCE

### BIOTECHNOLOGY



**103** journals



**22.3** MILLION  
monthly page views\*\*

### CANCER BIOLOGY



**62** journals



**21.9** MILLION  
monthly page views\*\*

### DRUG DEVELOPMENT



**73** journals



**13.3** MILLION  
monthly page views\*\*

### INFECTIOUS DISEASES



**37** journals



**11.1** MILLION  
monthly page views\*\*

### IMMUNOLOGY



**43** journals



**13.2** MILLION  
monthly page views\*\*

### ONCOLOGY



**108** journals



**13.3** MILLION  
monthly page views\*\*



# PROFILES

Work with us to develop your profile article, to position your organization as an innovator in the biopharma industry, whilst discussing your novel technology platform or pipeline, and strategic business development goals.

**Your article is created with expertise from our editorial team, with the full services of our writers, editors, and designers.**

**Your profile will be featured on:**

- Our website on nature.com
- Quarterly digital issues
- Distributed within journal editions of *Nature Biotechnology*, *Nature Reviews*, *Drug Discovery*
- In our print publications distributed at key partnering conferences



ADVERTISEMENT FEATURE

## BIOPHARMA THOUGHT LEADERS

### PARTNERING: A KEY PILLAR BOLSTERING PFIZER'S INNOVATION PIPELINE

Pfizer's Centers for Therapeutic Innovation and other partnership initiatives champion emerging science and help stakeholders realize the potential of their innovations.

Successful drug development requires a rich and collaborative ecosystem involving many counterparts. It requires sharing information on everything from target selection to manufacturing platform technology, which drives researchers in biopharma, academia, start-ups, and biotech companies to collaborate. This joint vision keeps the landscape competitive as innovators seek precious opportunities to differentiate their offerings to prospective partners.

Pfizer, a leading company in the partnering space, offers a customized, two-pronged approach. One team focuses on partnering defined clinical assets. Another seeks cutting-edge, pre-clinical science and breakthrough technologies from academia, public-private partnerships and biotech. For the latter, identifying the most promising nascent external opportunities, matching them with the optimal collaboration vehicle to meet the diverse interests of potential partners, and translating these into robust drug development programs are among the key challenges.

Uwe Schoenbeck, Pfizer's Chief Scientific Officer for Emerging Science and Innovation (ES&I), said "Partnering is key for us, around 40% of our portfolio has been either externally sourced or critically enabled through partnerships. Securing clinical stage assets is critical for the short to mid-term, but it is arguably just as important for an innovative biopharma to access cutting-edge science, breakthrough technologies and early-stage top quality assets to support our long-term success and leadership. We seek collaborations with academic medical centers and their investigators, and biotech companies in which both parties bring complementary capabilities to achieve something neither of us could do alone."

"To achieve this goal, Pfizer implemented a number of unique partnering vehicles, such as the Centers for Therapeutic Innovation (CTI)," added Schoenbeck, connecting internal resources and capabilities with academic discoveries to deliver a novel, transformative pipeline. CTI helps academic investigators navigate early translational challenges, providing hands-on support from



**Pfizer's early-stage partnering model allows it to stay competitive in a rapidly evolving ecosystem, and to place strategic bets in emerging areas**

Uwe Schoenbeck,  
Senior Vice President and  
Chief Scientific Officer

Emerging Science &  
Innovation (ES&I)

Pfizer

the complementary expertise of the PI and Pfizer researchers throughout the length of the project. Engaging PIs in the industrial drug development process with an experienced company like Pfizer is a significant attraction to many investigators."

Each CTI project is led by a Pfizer scientific champion who uses internal research capabilities to address early translational challenges. CTI scientists engage from project conception to exit, ensuring transparent decision-making

and appropriate engagement of Pfizer enterprise resources, expertise and capabilities. "We have a portfolio of around 30 CTI projects at any given time," said Schoenbeck. "Pfizer has now advanced six CTI programs into the clinic, soon to be seven, of which three are in phase 2 clinical trials."

The CTI model is based out of four labs in New York, Boston, San Francisco and San Diego. Joe Dal Porto, Vice President and Head of CTI California, said "Through an open door policy, these labs

#### Emerging Science & Innovation: an external-facing partnering engine

Pfizer's Emerging Science and Innovation (ES&I) team is the dedicated partnering organization within Pfizer's Worldwide R&D and Medical (WRDM) organization, tasked with sourcing and advancing cutting-edge science in collaboration with academics and biotech. ES&I seeks:

- External innovative technologies and early-stage opportunities that may yield near-term pipeline impact. These are sourced by *Emeraina Science Leads (ESLs)* working in partnership with Business



View an example on  
**nature.com**

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The screenshot shows a webpage from 'biopharmadealmakers' on the 'nature' website. The page features a search bar, a login button, and a navigation menu. The main content area displays an article titled 'IgY antibodies—sustainable and efficacious therapeutics for human and animal health'. The article is produced by 'nature research custom media' and 'IGY LIFE SCIENCES'. It includes a brief description of the company's pipeline and a link to the 'PDF version'.



 View an example on **nature.com**



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You choose the subject matter and presenters, while we take care of everything else, including: project management, promotion, and providing an experienced moderator.

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- Making a name in cancer immunotherapy
- Advances in precision medicine and genomic sequencing
- Innovating for ophthalmic diseases

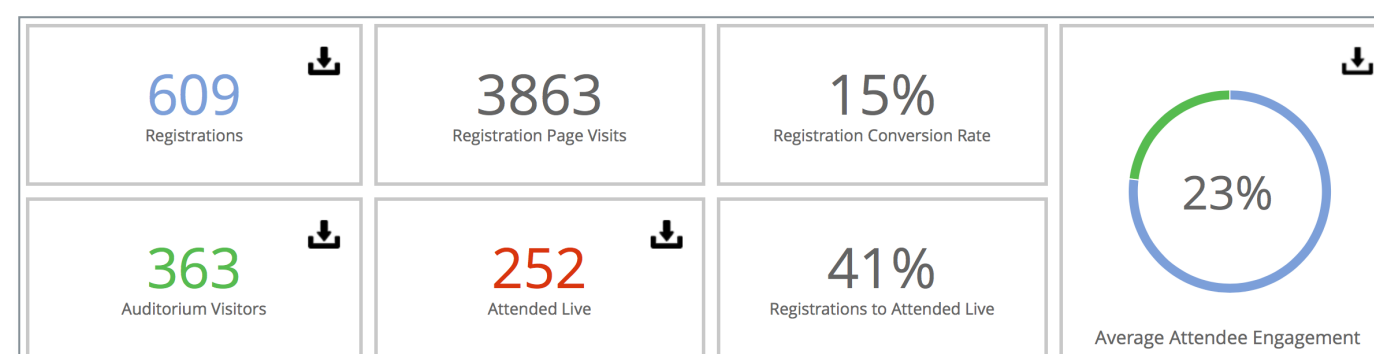


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Example report

## GDPR-compliant lead generation



**Data collected** on registrants' job functions, organization, and country



Up to **5 custom questions** can be added to your webcast registration page

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Display your banners on articles with matching keywords-from subject areas to company names.

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Immunology

NK cells, Novartis, immuno-oncology

Nature Reviews Immunology, Nature Cancer



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# JOURNAL ADVERTISING

Biopharma Dealmakers is published quarterly in print, and is included in both the print and the digital PDF editions of *Nature Biotechnology* and *Nature Reviews Drug Discovery*. Your journal ad as well as your profile would benefit from being featured within the pages of these high impact Nature-branded publications.



## NATURE BIOTECHNOLOGY

**9.2K**  
JOURNAL  
SUBSCRIPTIONS\*

**737K** print  
**8.5K** digital



## NATURE REVIEWS DRUG DISCOVERY

**6.6K**  
JOURNAL  
SUBSCRIPTIONS\*

**763K** print  
**5.8K** digital



Each issue is also  
distributed at  
key partnering and  
investor events.



\*Publisher Data, January-August 2021.





# EDITORIAL CALENDAR 2022

## Print & Digital

Issue date 2022	Editorial themes	Conference distribution (TBC)	Participation deadline
<b>FEBRUARY – online Collection</b>	Precision Medicine	BIO-Europe Spring (TBC)	26 <sup>th</sup> November 2021
	Molecular diagnostics & Next Generation Sequencing	American Association for Cancer Research (AACR) annual meeting (TBC, USA)	
		Bio-Trinity (TBC, London, UK)	
<b>MARCH – full issue</b>	Oncology	BIO-Europe Spring (TBC)	15 <sup>th</sup> December 2021
	Biopharma deals/Industry insights	American Association for Cancer Research (AACR) annual meeting (TBC, USA)	
		Bio-Trinity (TBC, London, UK)	
<b>APRIL – online Collection</b>	AI drug discovery (including AI spotlight)	Bio International Convention (TBC, USA)	4 <sup>th</sup> February 2022
<b>MAY – online Collection</b>	Infectious diseases and vaccines	Bio International Convention (TBC, USA)	3 <sup>rd</sup> March 2022
<b>JUNE – full issue</b>	Biopharma deals/Industry insights	Bio International Convention (TBC, USA)	18 <sup>th</sup> March 2022
	Cardio/metabolic		
<b>JULY – online Collection</b>	CNS	BioPharm America (TBC, USA)	4 <sup>th</sup> May 2022
		Bio-Europe (TBC, November)	
		Society for Neuroscience annual meeting (TBC, USA)	
<b>SEPTEMBER – full issue</b>	Immuno-oncology	BioPharm America (TBC, USA)	22 <sup>nd</sup> June 2022
	Antibody technologies	Bio-Europe (TBC, November)	
	Deals industry (TBC)	Society for Neuroscience annual meeting (TBC, USA)	



# EDITORIAL CALENDAR 2022

## Print & Digital

Issue date 2022	Editorial themes	Conference distribution (TBC)	Participation deadline
OCTOBER – online Collection	Regen Med (cell & gene therapies)	JP Morgan/Biotech Showcase (2022 San Francisco, USA)	5 <sup>th</sup> August 2022
NOVEMBER – online Collection	Microbiome	JP Morgan/Biotech Showcase (2022 San Francisco, USA)	6 <sup>th</sup> September 2022
DECEMBER – full issue	Autoimmune diseases including inflammation-based-diseases and allergies	JP Morgan/Biotech Showcase (2022 San Francisco, USA)	19 <sup>th</sup> September 2022
	Animal health (TBC)		
	Deals round up of 2022		

## Website

Monthly 2021	Topics	Topic summary
WEEK 1	Issue content	Our latest editorial and advertorial content showcased from the print editions.
WEEK 2	'Business of Science' digest Nature collection	A collection of the previous month's articles from the Springer Nature portfolio related to pharmaceuticals, biotech, business, companies, investment and licensing.
WEEK 3	Deals round up	A comprehensive round-up of the major biopharma deals of the previous month, categorized by parameters such as value, or company.
WEEK 4	Biotech funding review	A review of the latest and major financing rounds including details of any significant series A/B and any IPOs tied to current trends.

## CONTACT US



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Our website: [partnerships.nature.com/contact-us](https://partnerships.nature.com/contact-us)



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