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.

*2020 Journal Citation Reports® Science Edition (Clarivate Analytics, 2021)
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**
- 108 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**

**Oncoology**
- 108 journals
- 13.3 MILLION monthly page views**

*Google Analytics, October 2020-September 2021 | **Permutive, July-September 2021
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

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 union keeps the landscape competitive as innovators seek precious opportunities to differentiate their offerings to prospective partners.

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, Pfizer Emerging Science & Innovation (ES&I)

Pfizer’s Centers for Therapeutic Innovation and other partnership initiatives champion emerging science and help stakeholders realize the potential of their innovations. Pfizer’s early-stage partnering model allows it to stay competitive in a rapidly evolving ecosystem.

“...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 medium-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 opportunities to differentiate their offerings to prospective partners.

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

• External innovative technologies and early-stage opportunities that may yield near-term pipeline impact. These are reviewed by Pfizer’s Emerging Science & Innovation (ES&I) working in partnership with Business Development.

View an example on nature.com
Enhance the reach of your profile article with a highly targeted multichannel marketing to drive further engagement across our social media channels and related content. We will work with you to build your campaign, develop advertisements, and social media posts.

Ensure your branded content reaches the right audience with our targeted marketing package.

*Native ads only available on nature.com
WEBCASTS

Share your research and products in a real-time webinar and talk directly to your target audience. Generate actionable leads by downloading the webinar registrants list.

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

Previous webcast topics have included:

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

Real-time reporting of registrations

- 609 Registrations
- 3863 Registration Page Visits
- 15% Registration Conversion Rate

- 363 Auditorium Visitors
- 252 Attended Live
- 41% Registrations to Attended Live

Average Attendee Engagement: 23%

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

Create branded content based on questions asked during your webcast’s live Q&A session to address what your audience wants to hear more about.

" 4 ways to repurpose your custom webcast "

CONTACT US
DIGITAL ADVERTISING

Precisely target your banner ads using our three complementary targeting approaches.

Geographical targeting is available for all three options:

**TARGET BY AUDIENCE SPECIALITY**

Our readers are grouped into audiences based on their online behavior – so you can target users consuming content in your field.

**TARGET ARTICLES BY KEYWORDS**

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

Send us a website or whitepaper and we will create a keyword profile for your unique industry and field of work.

**TARGET SPECIFIC JOURNALS**

Target a journal or group of journals from our portfolio of 3000+ journals.

Examples of targeting by audience, keywords, and journals:

- **Immunology**
- **NK cells, Novartis, immuno-oncology**
- **Nature Reviews Immunology, Nature Cancer**

Combine with **print** and **e-alert** ads to promote your message across multiple touchpoints.
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.

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

*NATURE BIOTECHNOLOGY*

- **9.2K** journal subscriptions*
- **737K** print
- **8.5K** digital

*NATURE REVIEWS DRUG DISCOVERY*

- **6.6K** journal subscriptions*
- **763K** print
- **5.8K** digital

*Publisher Data, January-August 2021.*
## BIOPHARMA DEALMAKERS – EDITORIAL CALENDAR 2022 PRINT AND DIGITAL

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BIOPHARMA DEALMAKERS – EDITORIAL CALENDAR 2022 WEBSITE

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<td>WEEK 3</td>
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<td>A comprehensive round-up of the major biopharma deals of the previous month,</td>
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<td>significant series A/B and any IPOs tied to current trends.</td>
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For more information on our marketing solutions, please contact your Account Manager or get in touch via:

Our website: partnerships.nature.com/contact-us

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