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
- **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**

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*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 precise 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 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.”

“With an open door policy, Pfizer implemented a number of unique partnering vehicles, such as the Centers for Therapeutic Innovation (CTI).” Uwe Schoenbeck, Chief Scientific Officer, Pfizer’s Centers for Therapeutic Innovation (CTI)

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 academia and biotech. ES&I seeks:

- External innovative technologies and early-stage opportunities that may yield near-term pipeline impact.
- Early-stage partnerships and biotech collaborations: From target hypothesis through drug development to clinical validation.

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

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*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

Q&A

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
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.*
# EDITORIAL CALENDAR 2022

## Print & Digital

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<td>Precision Medicine</td>
<td>BIO-Europe Spring (TBC)</td>
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<tr>
<td>Collection</td>
<td>Molecular diagnostics &amp; Next Generation Sequencing</td>
<td>American Association for Cancer Research (AACR) annual meeting (TBC, USA)</td>
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<tr>
<td>MARCH – full issue</td>
<td>Oncology</td>
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<td>Biopharma deals/Industry insights</td>
<td>American Association for Cancer Research (AACR) annual meeting (TBC, USA)</td>
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<td>Bio-Trinity (TBC, London, UK)</td>
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<td>APRIL – online</td>
<td>AI drug discovery (including AI spotlight)</td>
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<td>JUNE – full issue</td>
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<td>Society for Neuroscience annual meeting (TBC, USA)</td>
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<td>Immuno-oncology</td>
<td>BioPharm America (TBC, USA)</td>
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<th>Topic summary</th>
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<td><strong>WEEK 1</strong></td>
<td>Issue content</td>
<td>Our latest editorial and advertorial content showcased from the print editions.</td>
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<td><strong>WEEK 2</strong></td>
<td>'Business of Science' digest Nature collection</td>
<td>A collection of the previous month's articles from the Springer Nature portfolio related to pharmaceuticals, biotech, business, companies, investment and licensing.</td>
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<tr>
<td><strong>WEEK 3</strong></td>
<td>Deals round up</td>
<td>A comprehensive round-up of the major biopharma deals of the previous month, categorized by parameters such as value, or company.</td>
</tr>
<tr>
<td><strong>WEEK 4</strong></td>
<td>Biotech funding review</td>
<td>A review of the latest and major financing rounds including details of any significant series A/B and any IPOs tied to current trends.</td>
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Our website: [partnerships.nature.com/contact-us](http://partnerships.nature.com/contact-us)

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