Integrate your brand’s immersive story on nature.com
Branded content from Nature Research

Nature Research’s branded content turns your messages into immersive stories that nature.com readers will read, respect, and share.

Branded content is purpose-built by the Nature Research custom media team, with your full approval. It lives on nature.com, in a format that our audience is comfortable with; ensuring consistency, quality, and trust.

Whether in industry or academia, Nature Research will work with you to create content that positions your organization as a leader in a given field.

*If traditional advertisements prompt an action, branded content prompts a discussion—and it places your organization at the heart of it.*

Your audiences are bombarded with marketing messages every day, from the countless emails in their inboxes, to social media feeds filled with advertising.

To stand out from the crowd, your marketing needs to focus on providing true value. The shift needs to be made from talking about what you want to talk about, to providing valuable information and insight to an audience.

*This is where Nature Research can help. Our team integrates your messages into articles and story formats that Nature Research readers expect and enjoy, prominently featuring your organization as a trusted partner.*

**NEW!**

**FEATURE TALENT**

**SHOWCASE VISION & INNOVATIONS**

**SHARE RESEARCH ACHIEVEMENTS**

**Why should you be using branded content?**

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**CONTENT-CENTRIC**

Create content then find an audience for it

**AUDIENCE-CENTRIC**

Identify an audience then create content for them

NO AUDIENCE

MAXIMUM AUDIENCE

True value for you and your audience

**WHAT COMPANIES WANT TO TALK ABOUT**

**WHAT AUDIENCES WANT TO HEAR**
Communicate your message on a channel your audiences trust

RIGHT AUDIENCE
• Reach **8.5 million** unique users a month
• Target your specialized audience by behavior

RIGHT MESSAGE
• We create content our audience trusts built from over **150 years** of experience
• We understand their needs and interests

RIGHT TIME
• Your audience already uses *Nature* while they are working
• Users are already seeking **in-depth information** on the latest research and technology

Why work with Nature Research to create your branded content?

TRUST
Your audiences trust *Nature Research*
Reduce the time and investment of awareness campaigns by utilizing a platform that bestows immediate authority. *Nature Research* is home to some of the most prestigious titles in science.

INTELLIGENCE
We have the platforms and tools to target your audience
You’ll save time and money trying to identify your target audiences’ on multiple platforms. Investment in digital technology has enabled us to gain a thorough understanding of our audiences’ consumption patterns and online behavior.

INTEGRITY
*Nature Research* is a world leader
Gain immediate peace of mind, knowing that your content will adhere to the same exacting standards as *Nature Research* editorial. Our team of *Nature Research* editors and communication specialists have unrivaled experience in creating and promoting award-winning content for the scientific community.
Creating a narrative that drives engagement with your story

As experts in communicating with our audiences, the Nature Research Custom Media team can help you create a narrative that drives maximum engagement with your branded content.

Our content creation puts your needs and how our audiences consume scientific research at the heart of its production.

ENGAGING CONTENT COVERS 3 KEY CATEGORIES

PEOPLE

Promote your team, your commitment to talent, or your thought leadership with an insightful interview or profile of a key member of your organization.

PLACES

Reinforce your long-term commitment to a field or topic by showcasing your big infrastructure investments. Work with us to promote your cutting-edge manufacturing facilities, state-of-the-art laboratories, or your new campus.

IDEAS

Demonstrate your organization’s thought leadership with insightful research summaries and smart trend or opinion articles, complete with infographics and positions for embedded video.
What will my branded content look like on nature.com?

Your content will be hosted on nature.com and will be designed to replicate the look and feel of Nature’s news and editorial articles. These pages have been optimized for all devices and have been designed to deliver content to our end users in easily digestible formats.

Your content features:

- Clearly labeled branding and association
- Exclusive banner advert placements
- Links to your own website and any related content you have on nature.com
How will my branded content be discovered?

**NATIVE ADVERTISING**

Our new native advertising placements will be used to promote your branded content on the homepage and current issue page of Nature Research’s journals.

These advertising units have been carefully designed to highlight relevant partner content to our end users, without impacting on the user experience of nature.com.

**MAXIMUM DISCOVERABILITY**

By combining these new placements with our existing behavioral targeting technology we can ensure your messaging is highlighted to the right people, at the moment they are looking for relevant scientific content.

We will also work with you to utilize a range of additional marketing channels from across Springer Nature to ensure you achieve your objectives.
How do you measure the success of branded content?

Branded content sits at the top of the marketing funnel. Its main purpose is to increase awareness of your organization and position you as a thought leader within your community.

For branded content, success is measured by the quality of views, not the quantity of clicks, so the metrics we choose to report give insight into readers and how they engaged with your content.

Focus on the metrics that happen after the click:

- How long did people read it for?
- Have they shared it?
- Are people talking about your organization?

NEW!

For branded content, success is measured by the quality of views, not the quantity of clicks, so the metrics we choose to report give insight into readers and how they engaged with your content.

- Get exclusive access to Nature Research’s social media community by targeting audiences that have actively engaged with social posts or videos related to your content.
- Save time and improve return on advertising spend by allowing our team to create and optimize campaigns using data from across Nature Research’s social networks.

PAID SOCIAL MEDIA PROMOTION

Continue the conversation with Nature Research’s social media community with exclusive benefits that only Nature Research Custom Media can deliver.

Branded content is designed to be talked about and to be shared. Social media is the perfect platform to tell your story to the science community and give your campaign immediate authority by aligning with Nature Research.

MARKETING STRATEGIES

UPPER FUNNEL

BRANDED CONTENT
(REACH & ENGAGEMENT)

PAGEVIEWS
TIME ON SITE
SCROLL DEPTH
SOCIAL SHARES

MARKETING STRATEGIES

UPPER FUNNEL

BRANDED CONTENT
(REACH & ENGAGEMENT)

LOWER FUNNEL

PERFORMANCE MARKETING
(LEADS & CONVERSION)

CLICKS
LEADS
CONVERSION
RATES

MARKETING STRATEGIES

UPPER FUNNEL

BRANDED CONTENT
(REACH & ENGAGEMENT)

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Nature Research Custom Media has helped its partners create and distribute quality, science-focused content for years. We have a proven track record and some of the most important audiences in science.

If you would like to learn more about our existing partnerships and how we can help support your marketing strategies, contact one of our account managers today.

Email: 

advertising@springernature.com

PARTNERSHIPS.NATURE.COM