

# BMC

Open-access research that covers a broad range of disciplines, and reaches influencers and decision makers.

**LIFE & BIOMEDICAL SCIENCES**

- BIOTECHNOLOGY & APPLIED MICROBIOLOGY
- CELL BIOLOGY
- GENETICS & HEREDITY
- MICROBIOLOGY
- NEUROSCIENCES

**HEALTH & MEDICINE**

- CRITICAL CARE/EMERGENCY MEDICINE
- HEALTH CARE SCIENCES & SERVICES/HEALTH POLICY & SERVICES
- INFECTIOUS DISEASES AND TROPICAL MEDICINE/VIROLOGY
- NUTRITION & DIETETICS
- ONCOLOGY

**PHYSICS, CHEMISTRY & ENGINEERING**

- CHEMISTRY
- ENERGY
- ENGINEERING
- MATERIALS SCIENCE
- PHYSICS

<b>SPRINGER NATURE</b> .....	<b>2</b>
<b>BMC AUDIENCE &amp; REACH</b> .....	<b>3</b>
<b>ADVERTISING SOLUTIONS</b> .....	<b>4</b>
<b>DYNAMIC CONTEXTUAL ADVERTISING</b> .....	<b>6</b>
<b>JOURNALS &amp; DISCIPLINES</b> .....	<b>8</b>

## 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.

Our family of trusted scientific brands receive **131 MILLION\*** page views each month  
reaching an audience of over **40 MILLION\*.**^



natureasia.com



SCIENTIFIC  
AMERICAN



### WORLD-RENOWNED EDITORIAL CONTENT



More Nobel laureates  
published with us  
than any other  
scientific publisher

### MOST HIGHLY CITED JOURNALS



15 journals rank **#1** in one or more subject category\*\*

12 titles **AMONG THE** by 5 year Impact factor\*\*  
11 titles **TOP 20 SCIENCE** by Article Influence Score\*\*  
5 titles **JOURNALS** by Immediacy Index\*\*

## OPEN ACCESS AT SPRINGER NATURE

Springer Nature is proud to offer a wide range of open access, peer-reviewed research titles across our various portfolios, including BMC, Nature Research and SpringerOpen. By combining editorial excellence and technological innovation, our open access journals make the highest-quality research more visible and shareable for any audience. Since open access titles publish content that scientists reference regularly in order to stay up-to-date on incremental scientific research results coming out in their fields, these titles are visited by researchers of all experience levels who work around the world.

### BMC

BMC is a pioneer of open access publishing, with an evolving portfolio of high quality peer-reviewed journals that include both broad interest titles and specialist journals. BMC is committed to championing the benefits of open research and the continual innovation to better support the needs of the research communities.

### SPRINGEROPEN

SpringerOpen is a portfolio of over 200 peer-reviewed, fully open access journals covering all areas of science, technology, and medicine.

### NATURE RESEARCH

Nature Research publishes a variety of research and reviews subscription journals, alongside leading open access journals, ranging from the multidisciplinary journals *Nature Communications* and *Scientific Reports* to the highly specialized titles in the Nature Partner Journals (npj) series.

#### NATURE COMMUNICATIONS



**ONLINE\*\*\***

4,258,174 monthly page views  
1,121,962 monthly unique users



**EMAIL†**

51,330 alert subscribers

#### SCIENTIFIC REPORTS



**ONLINE\*\*\***

122,698 monthly page views  
1,817,239 monthly unique users



**EMAIL†**

96,055 alert subscribers

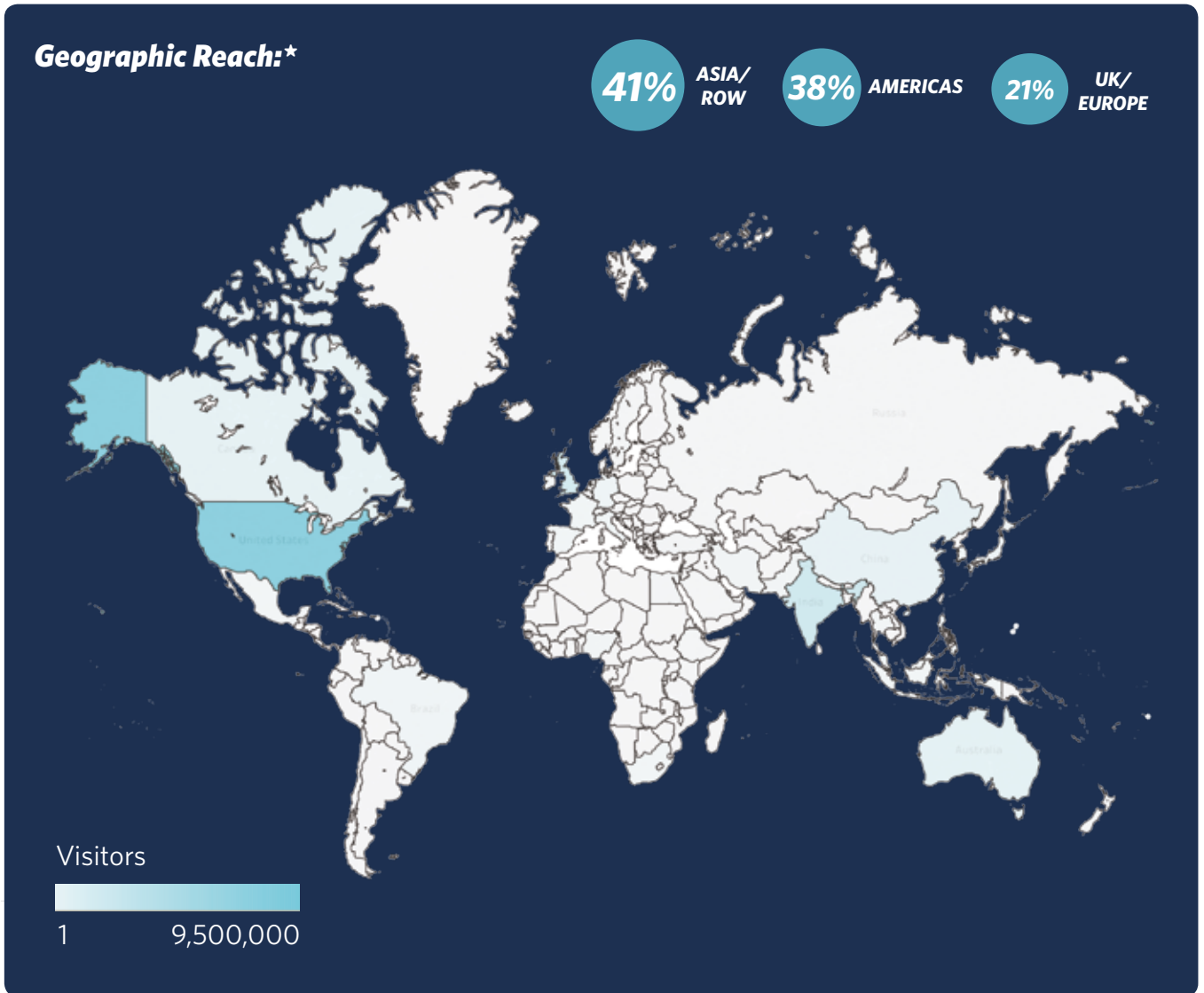
**BIOMEDCENTRAL.COM**  
AUDIENCE & REACH

9.4 MILLION  
PAGE VIEWS PER MONTH \*

4.9 MILLION  
UNIQUE USERS PER MONTH \*

Registered Users \*\*  
over 1.1 million

Direct Email Subscribers \*\*  
44,174



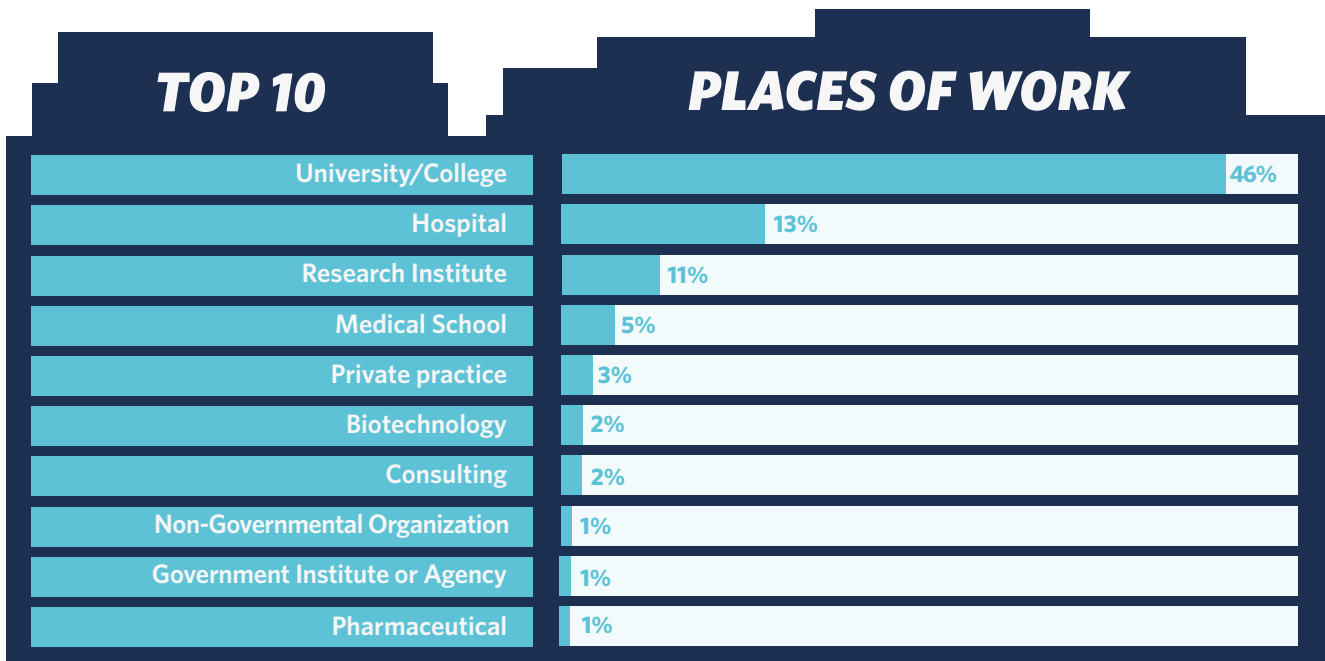
**\$77.7K**

average annual budget per reader for research products/equipment \*\*\*

**82%**

of our readers are **DIRECTLY INVOLVED** in purchasing decisions \*\*\*

## BIOMEDCENTRAL.COM AUDIENCE & REACH



### KEY JOB TITLES



Early-career Scientist/  
Students **36%**



VP of Research/Principal  
Investigator/Lab Director **9%**



**73%**

of readers hold  
**POSTGRADUATE**  
qualifications



Head of Academic Dept/  
Faculty Professor **21%**



CEO/Investor/Business  
Consultant/Sales **2%**



Consultant/Fellow/  
Attending Physician **13%**



Healthcare Professional/  
Clinicians **7%**



# WHAT ARE YOUR OBJECTIVES?



## **AWARENESS & OPTIMIZED TARGETING**

### *BANNER ADVERTISING*

BMC provides unparalleled dynamic contextual targeting, native advertising, and audience segmentation alongside peer-reviewed full-text articles across the entire BMC portfolio as well as open access journals across Springer Nature.

**To learn more about dynamic contextual advertising solutions from Springer Nature, see pages 6-7.**



## **LEAD GENERATION & EDUCATION**

### *THIRD PARTY EMAIL*

Directly target your audience by sending a bespoke email to a focused segment.

### *WEBCAST*

Our customizable webinar program offers an interactive forum to communicate your message directly to a live audience in your topic area of interest, and provide a platform to launch an impactful multichannel marketing campaign.



## **THOUGHT LEADERSHIP**

### *SPONSORSHIP & CUSTOM CONTENT*

#### **SPECIAL ISSUES/THEMATIC SERIES • SUPPLEMENTS • REPRINTS**

Position your brand alongside editorial or commercially driven content that reinforce your commitment to a therapeutic area or scientific field. Leverage our respected and authoritative editorial reputation and engaged audience.

## PERFORMANCE MARKETING SOLUTIONS WITH OPEN ACCESS RESEARCH KEYWORD MARKETING OPTIMIZED FOR SCIENTIFIC TERMINOLOGY

Dynamic Contextual Advertising displays your campaign alongside specific articles based on any keyword selection of your choice covering the entire BMC portfolio as well as Open Access journals across Springer Nature including Nature Communications, and Scientific Reports totaling over 500 journals. This highly-targeted performance marketing solution offers:

- Complete flexibility of your budget
- Optimized audiences for your campaigns
- The opportunity to select keywords specific to your audience, product, or technology
- Continually adjust keywords throughout your campaign based on performance
- Your advertisement running against highly targeted, peer reviewed, open access content
- Enhanced reporting functionality, including time-based metrics, interaction rates and multi-view heat maps

**Each targeting setup is unique, tailored to your needs and continually optimized to maximize your return on investment.**

### BENEFITS



### OPTIMIZE YOUR AUDIENCE





### ATTENTION ANALYTICS

Exposure to banner ads produces more than a click. Springer Nature offers comprehensive performance reports providing a more holistic view of a banner’s overall performance. They include:



**Time-based metrics:** exposure time per visitor (seconds) and total exposure time (hours)



**Multi-view heat maps**

### OUR BANNER ADS CONSISTENTLY BEAT INDUSTRY BENCHMARKS FOR ENGAGEMENT\*:



**In-View Time**

The length of time an ad has been active and In-View.

**Over 3x longer than industry average**

**In-View Time > 30 Sec %**

% of impressions where the ad was In-View for at least 30 seconds

**Over 4x higher than industry average**



**Universal Interaction %**

% of impressions where a user entered the frame of the ad and remained active for at least .5 seconds.

**Almost 2% higher than industry average**

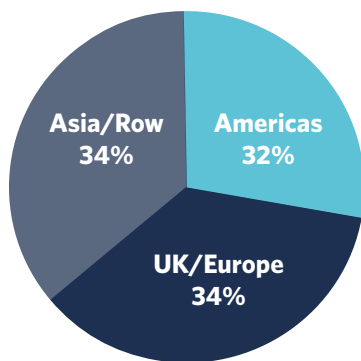
**Universal Interaction Time**

Average length of time the user interacted with the ad.

**Almost 2x longer than industry average**

\* Dynamic Contextual Advertising Campaign averages against MOAT All Buy Types Display Desktop Benchmarks Global October 2017- December 2017. BioMed PubGrade Tile's creative performance from 10-1-2017 to 12-20-2017. Includes the 300 x 250 and 160 x 600 sizes.

## OUR LIFE & BIOMEDICAL SCIENCES AUDIENCE\*



- 79% Are directly involved in purchasing decisions
- 75% Contacted/visited a company website for more information after seeing a product advertised
- \$64.3k Average annual budget for research products/equipment

### Top place of work

Hospital	55%
University/College	18%
Medical School	5%
University	5%
Private practice	5%

### Top products used

PCR or RT-PCR	49%
Molecular biology laboratory equipment	41%
Microscopy	40%
Molecular biology kits/reagents	40%
DNA or RNA sequencing	38%

### Top channels for learning about product development and tech

Articles	68%
Conferences	61%
Email	43%
Online Advertisements	39%
Newsletters	37%

## LIFE & BIOMEDICAL SCIENCES PORTFOLIO

### KEY JOURNALS FROM BMC & SPRINGER OPEN

BIOTECHNOLOGY & APPLIED MICROBIOLOGY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
BioMedical Engineering OnLine	17,672	28,448	30,897
Biotechnology for Biofuels	21,243	59,253	73,748
BMC Biotechnology	19,089	31,205	46,892
Journal of Nanobiotechnology	10,706	20,507	29,129
Microbial Cell Factories	24,337	50,288	80,314

CELL BIOLOGY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
BMC Cell Biology	8,391	12,600	16,080
BMC Molecular Biology	6,995	10,993	14,312
Cell Communication & Signaling	7,829	11,372	19,447
Skeletal Muscle	4,251	10,453	10,523
Stem Cell Research & Therapy	16,788	36,874	42,935

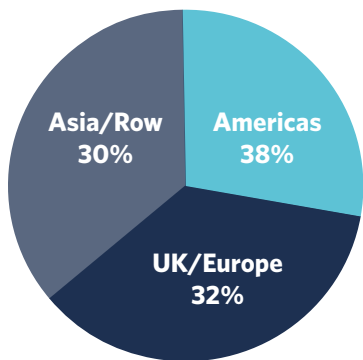
GENETICS & HEREDITY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
BMC Genetics	16,999	28,364	31,738
BMC Genomics	90,424	209,842	302,314
Genome Biology	86,418	205,212	246,583
Genome Medicine	27,319	45,994	68,444
Orphanet Journal of Rare Diseases	44,380	67,216	77,536

MICROBIOLOGY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Annals of Clinical Microbiology and Antimicrobials	8,391	19,110	16,248
BMC Microbiology	33,640	100,049	83,092
Malaria Journal	49,796	104,216	110,032
Microbiome	21,496	43,195	57,584
Parasites & Vectors	38,775	79,795	93,868

NEUROSCIENCES	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Acta Neuropathologica Communications	7,233	21,215	18,353
Behavioral and Brain Functions	8,159	14,150	13,301
BMC Neuroscience	33,331	48,414	51,943
Journal of Neuroinflammation	18,984	42,402	50,259
Molecular Neurodegeneration	10,650	22,513	33,506



OUR HEALTH & MEDICINE AUDIENCE\*



- 86% Are directly involved in purchasing decisions
- 84% Contacted/visited a company website for more information after seeing a product advertised
- \$82k Average annual budget for research products/equipment

Top place of work	
Hospital	27%
University/College	27%
Medical School	9%
University	7%
Private practice	7%

Patients and prescriptions in a typical week

Consultant/Fellow/Attending Physician	
Patient numbers	62
Number of prescriptions	48
Clinical Scientist	
Patient numbers	74
Number of prescriptions	82

Healthcare Professional	
Patient numbers	30
Number of prescriptions	10
Clinician - Other	
Patient numbers	25
Number of prescriptions	6

Top channels for learning about product development and tech	
Articles	67%
Conferences	61%
Email	35%
Online Advertisements	33%
Newsletters	32%

HEALTH & MEDICINE PORTFOLIO

KEY JOURNALS FROM BMC & SPRINGER OPEN

CRITICAL CARE/EMERGENCY MEDICINE	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Annals of Intensive Care	10,102	20,549	31,402
BMC Anesthesiology	11,014	19,580	21,047
Critical Care	115,350	202,209	272,681
Scandinavian Journal of Trauma, Resuscitation and Emergency Medicine	16,501	24,653	28,876
World Journal of Emergency Surgery	15,694	23,453	29,465

INFECTIOUS DISEASES AND TROPICAL MEDICINE/VIROLOGY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Annals of Clinical Microbiology and Antimicrobials	8,391	19,110	16,248
Antimicrobial Resistance & Infection Control	11,667	21,832	27,276
BMC Infectious Diseases	65,455	118,416	122,407
Retrovirology	10,116	19,686	19,784
Virology Journal	24,134	41,181	50,007

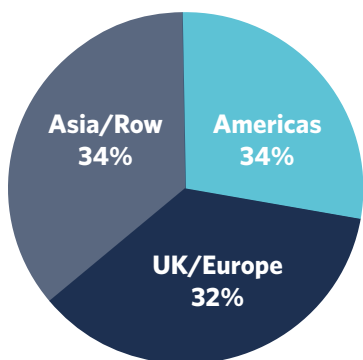
HEALTH CARE SCIENCES & SERVICES/HEALTH POLICY AND SERVICES	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Health and Quality of Life Outcomes	31,149	50,610	64,487
Health Research Policy and	15,308	24,554	31,823
Human Resources for Health	22,801	36,698	42,767
Implementation Science	40,101	79,507	127,038
Population Health Metrics	8,061	10,986	12,965

NUTRITION & DIETETICS	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
BMC Nutrition	6,454	12,404	13,049
International Journal of	50,252	83,436	122,660
Journal of the International Society of Sports Nutrition	51,592	98,239	88,312
Nutrition & Metabolism	33,478	48,449	46,219
Nutrition Journal	53,445	81,409	87,638

ONCOLOGY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
BMC Cancer	72,779	133,268	148,842
Breast Cancer Research	42,437	74,183	75,768
Journal of Hematology & Oncology	24,351	45,096	52,196
Molecular Cancer	21,882	44,900	60,867
Radiation Oncology	26,533	47,853	42,598

# PHYSICS, CHEMISTRY, AND ENGINEERING

## OUR PHYSICS, CHEMISTRY, AND ENGINEERING AUDIENCE\*



- 80% Are directly involved in purchasing decisions
- 76% Contacted/visited a company website for more information after seeing a product advertised
- \$63.5k Average annual budget for research products/equipment

Top channels for learning about product development and tech	
Articles	60%
Conferences	53%
Online advertisements	42%
Word of mouth	41%
Newsletters	35%

Top products used	
Microscopy	20%
Spectroscopy	15%
Spectroscopy	15%
PCR or RT-PCR	14%
Cell or tissue culture	14%

Top place of work	
University/College	52%
Research Institute	14%
Engineering/Manufacturing	8%
Non-Governmental Organization (NGO)	4%
Hospital	3%

## PHYSICAL SCIENCES PORTFOLIO

### KEY JOURNALS FROM BMC & SPRINGER OPEN

CHEMISTRY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Bioresources and Bioprocessing	3,003	5,199	7,156
Chemistry Central Journal	8,405	16,732	16,837
International Journal of Food Contamination	2,133	3,536	5,388
Journal of Analytical Science and Technology	9,927	16,402	4,209
Journal of Cheminformatics	6,216	16,704	17,174

MATERIALS SCIENCE	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
BioMaterials Research	2,028	3,802	3,957
Heritage Science	3,031	6,314	5,809
Microbial Informatics and Experimentation	1,263	1,929	3,452
Nano Convergence	1,838	11,078	4,883
Nanoscale Research Letters	22,373	41,392	82,503

ENERGY	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Protection and Control of Modern Power Systems	582	1,971	1,094
Renewables: Wind, Water & Solar	863	1,396	1,010

ENGINEERING	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Energy, Sustainability & Society	3,599	6,349	7,745
EURASIP Journal on Advances	4,700	8,208	11,028
EURASIP Journal on Image and Video Processing	2,848	5,795	5,051
EURASIP Journal on Wireless	6,560	13,035	13,301
Fire Science Reviews	2,266	2,989	2,441

PHYSICS	MONTHLY UNIQUE USERS**	MONTHLY PAGE VIEWS**	PDF DOWNLOADS**
Applied Network Science	744	1,536	1,515
BMC Biophysics	1,228	2,126	2,020
Computational Astrophysics and Cosmology	582	793	589
EPJ Quantum Technology	624	1,382	1,431
Journal of the European Optical Society-Rapid Publications	421	1,214	758

**Contact us**  
**[partnerships.nature.com/info](https://partnerships.nature.com/info)**

**Alex Palmer**

Head of Business Development -  
Open Research Group  
+44 207 418 5595  
[alex.palmer@springernature.com](mailto:alex.palmer@springernature.com)

**Jack Laschever**

Director of Global Advertising & Sponsorship  
+1 212 451 8715  
[jack.laschever@springernature.com](mailto:jack.laschever@springernature.com)

**Gerard Preston**

Director, Global Integrated Advertising  
+44 207 843 4965  
[g.preston@nature.com](mailto:g.preston@nature.com)

Contact your Account Manager to receive our Life & Physical Sciences, Clinical & Biomedical Sciences and *BioPharma Dealmakers* media kits.



**SPRINGER NATURE**