MEDIA KIT 2022
Marketing, recruitment, and event services for the scientific and medical communities
We’re a leading research, educational and professional publisher dedicated to **advancing discovery** by supporting the development of new ideas and championing open science.

Operating in **over 50 countries** with **13,000 staff**, Springer Nature is committed to upholding the highest quality of service for the scientific community, and our commercial partners all over the world.

**UNRIVALLED REACH**
Our network of trusted brands is visited by a combine **60+ MILLION** monthly users*.

**WORLD-RENOURED EDITORIAL CONTENT**
We have published research by over **640 Nobel Laureates** – more than any other scientific publisher.

**MOST HIGHLY CITED JOURNALS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Journals</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>35</td>
</tr>
<tr>
<td>#5 or higher</td>
<td>130</td>
</tr>
</tbody>
</table>

*Google Analytics, July 2020-June 2021, combined unique users of nature.com, link.springer.com, biomedcentral.com, and scientificamerican.com
**SAP Hybris, July 2021 | “2019 Journal Citation Reports® Science Edition (Clarivate Analytics, 2020)
Whether you’re looking to market your products and achievements, amplify your organization’s impact across industries, recruit talent, or build your team’s expertise, we can help you find the right solutions and audiences.

**REACH** a targeted, engaged audience with our expert marketing team

**WORK** with expert science editors to communicate your research

**ALIGN** your organization with the leading scientific publisher

**RECRUIT** the best and brightest talent, and showcase your company
Reach a global community of scientists, healthcare professionals, and science-engaged consumers through our trusted brands that cover the full range of scientific and medical disciplines.

We publish the world’s most influential journals that are home to the most important discoveries of our generation.

Translated into 14 local language editions

#1 interdisciplinary weekly science journal*

#2 journal in Critical Care Medicine*

#3 journal in Emergency Medicine*

*2020 Journal Citation Reports® Science Edition (Clarivate Analytics, 2021)
Every year we publish

- **3000+** journals
- **1.5M** authors
- **80,000** open access articles

Every month our network of trusted brands receive **151 MILLION** pageviews* from scientists, healthcare professionals, and science-enthusiasts around the world.

<table>
<thead>
<tr>
<th>Network</th>
<th>Monthly Pageviews*</th>
<th>Monthly Users*</th>
</tr>
</thead>
<tbody>
<tr>
<td>nature portfolio</td>
<td><strong>46.4 MILLION</strong></td>
<td><strong>12.4 MILLION</strong></td>
</tr>
<tr>
<td>Springer</td>
<td><strong>83.1 MILLION</strong></td>
<td><strong>20 MILLION</strong></td>
</tr>
<tr>
<td>BMC</td>
<td><strong>7 MILLION</strong></td>
<td><strong>19 MILLION</strong></td>
</tr>
<tr>
<td>SCIENTIFIC AMERICAN</td>
<td><strong>14.1 MILLION</strong></td>
<td><strong>9.8 MILLION</strong></td>
</tr>
</tbody>
</table>

*Google Analytics, July 2020–June 2021* | **SAP Hybris, July 2021**
AUDIENCE & REACH

LIFE SCIENCES
- 45.4 MILLION average monthly page views*
- 3 minutes 8 seconds average time spent on site*
- 440+ journals
- GEOGRAPHIC REACH* Americas 36% UK/Europe 28% Asia/RoW 36%

PHYSICAL SCIENCES
- 34.7 MILLION average monthly page views*
- 3 minutes 26 seconds average time spent on site*
- 830+ journals
- GEOGRAPHIC REACH* Americas 26% UK/Europe 39% Asia/RoW 35%

HEALTHCARE
- 54.4 MILLION average monthly page views*
- 2 minutes 46 seconds average time spent on site*
- 820+ journals
- GEOGRAPHIC REACH* Americas 34% UK/Europe 32% Asia/RoW 34%

429K third party email subscribers**
2.5 MILLION e-alert subscribers*
4.5 MILLION Facebook fans***
269K Youtube subscribers***
4.3 MILLION Twitter followers***
4.3 MILLION LinkedIn followers***

### WHAT DO YOU WANT TO ACHIEVE?

Whether your goal is to drive awareness, gather interest, or generate leads – we can help you find the right marketing mix and set KPIs.

<table>
<thead>
<tr>
<th>YOUR OBJECTIVES</th>
<th>OUR SOLUTIONS</th>
<th>HOW DO YOU MEASURE SUCCESS?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AWARENESS</strong></td>
<td>Looking to increase awareness of your brand, product, job vacancies, or event? Run DIGITAL, PRINT, and E-ALERT ADVERTISING</td>
<td>IMPRESSIONS TIME IN VIEW REACH PAGEVIEWS</td>
</tr>
<tr>
<td><strong>INTEREST</strong></td>
<td>Want to engage an audience with your solution and position your brand as a thought leader? Create BRANDED &amp; CUSTOM CONTENT</td>
<td>SCROLL DEPTH TIME ON SITE SOCIAL REACTIONS &amp; SHARES</td>
</tr>
<tr>
<td><strong>EVALUATION</strong></td>
<td>Ready to convert prospects into leads? Choose our WEBCASTS and EMAIL MARKETING</td>
<td>CLICKS REGISTRATIONS QUALIFIED LEADS</td>
</tr>
</tbody>
</table>

Dedicated teams across Project Management, Editorial, Production and Marketing work together to support your campaign throughout the planning, real time optimizing, and post campaign periods.
Whether your objective is to drive awareness, gather interest, or generate leads—we can help you find the right marketing mix and set KPIs.

**DIGITAL ADVERTISING**
Reach your target audience using our three complementary targeting approaches.

**AUDIENCE SPECIALITY**
Our audiences are segmented by online behavior—target users consuming content in your field.

**ARTICLES BY KEYWORDS**
Target articles with relevant keywords. We can also create a keyword profile for your audience.

**SPECIFIC JOURNALS**
Target journals from our 3000+ titles portfolio.

Geographical targeting is available for all three options.

**Banners**
Precisely target your banner ads using our powerful targeting approaches across our network of trusted brands.

**Email Marketing**
Send a dedicated email to publicize your brand, announce an upcoming event, or promote a white paper to a targeted and influential audience—directly into their inbox.

**Ealerts**
Take advantage of this cost-effective email marketing opportunity to reach active and engaged users signed up for table of contents alerts of their favorite journals.

**JOURNAL ADVERTISING**
Create a lasting impression with ads published in our journals alongside editorial features.

- Bonus Distribution at key conferences
- Inserts and Outserts available

**Digital Edition Advertising**
Some of our journals are now delivered digitally to select subscribers as PDF replicas that can reach subscribers wherever they are.
Drive awareness of your commitment to a field, a research breakthrough, a disease, or an approved medicinal drug with an article hosted on our website alongside our own news and research content, prominently featuring your organization as a trusted partner.

Both Branded Content and Clinical Custom Content offer marketing packages ensuring discovery of your content by the right audience.
Both custom and editorial webcasts are supported from point-of-sale to post-event with a team of experts, including promotion to your target audience.

CUSTOM WEBCASTS
Share your research and products in a real-time webinar and speak directly to your community.

You have the full control and flexibility to decide on the topic and preferred panelists. We provide an experienced moderator to drive discussions during the broadcast.

Editorial webcasts offer sponsorship opportunities for your brand. Nature Portfolio editorial teams carry sole responsibility for the content and facilitate discussions during the broadcast.

Real-time reporting of registrations

<table>
<thead>
<tr>
<th>Registrations</th>
<th>Registration Page Views</th>
<th>Registration Conversion Rate</th>
<th>Average Attendee Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>609</td>
<td>3863</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>363 Auditorium Visitors</td>
<td>252 Attended Live</td>
<td>41% Registrations to Attended Live</td>
<td></td>
</tr>
</tbody>
</table>

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.
CUSTOM MULTIMEDIA

Promote your organization's accomplishments with custom multimedia content. Work with expert science editors to tell the story of your research and its impact in innovative formats, and build brand awareness.

Our Emmy award nominated custom media team will work with you to adapt your message into an engaging video or animation.

ANIMATIONS
Scientific discoveries are brought to life with this innovative format. Complex concepts are made easier to understand with engaging illustrations and graphics.

VIDEOS
Tell your organization's story in a lively medium that stands out. Showcase concise product demos as well as longer informative interviews.

WEB DESIGN & CONTENT CURATION
Raise awareness of your scientific discoveries and its impact with a well-designed website. Index your research in an easily shared format.
Reinforce your commitment to a technological advance or therapeutic area, by sponsoring specially commissioned editorially independent content, with prominent acknowledgement of your support.

**COLLECTIONS**
Create a collection of articles and editorials on your chosen topic. Content can have a journalistic style or it can include existing peer reviewed research articles.

**POSTERS**
Peer-reviewed poster on a topic to outline scientific advancements in a visually-appealing format.

**AWARDS & EVENTS**
Demonstrate your long term commitment to a field with annual awards and events series. Check out our collaboration with Estée Lauder honoring Inspiring Women in Science every year.

**ANIMATIONS & VIDEOS**
Nature editors work with experienced filmmakers, animators, and reporters to produce our award winning animations and videos that explore the hottest research areas and key scientists.

All sponsored products are supported with a comprehensive marketing plan targeting your desired audience for increased engagement, reach, and awareness of the content.
Align your organization as an agenda-setter for future research by bringing together key researchers, industry leaders & policy-maker.

**SPONSORSHIP**
Curated entirely by Nature Portfolio editors
- Virtual or in-person global events on timely topics for an audience of 500 – 1000
- 1- to 2-days in length

The Nature Portfolio editors and events team take care of all aspects of the agenda including:
- Securing world renown speakers
- Defining topics of discussion
- Creating an innovative virtual conference program.

**PARTNERSHIP**
Co-branded event, programmed in collaboration with our editors.
- Virtual or in-person events
- Half day to 1-day in length

Working with a dedicated team, editors help construct the agenda, secure speakers & create content.
- Opportunities for custom content, supplements & digital products to communicate outcomes
- Audience cultivation to include key researchers, industry leaders & scientific stakeholders

**CUSTOM EVENTS**
Host a custom event specifically aimed at promoting your organization’s accomplishments by leveraging Springer Nature resources and audiences.
- Virtual or in-person
- Up to a half-day in length
- Event management and targeted marketing included

*Subject to availability

**OUR MARKETING TEAM IS AT HAND TO:**
- Produce a dynamic, dedicated website which houses all key event information.
- Deploy a multichannel promotion campaign to a targeted Springer Nature audience.
- Provide marketing kits for co-promotion opportunities in your own network, including flyers, social media graphics, and banners.
JOBS & RECRUITMENT

Attract the best and brightest talents, and showcase your organization to potential recruits.

**RECRUIT TALENT**  
Post your jobs on Nature Careers  
Our global career resource, jobs board and events directory for scientists is visited by over 138,000 jobseekers every month.

- 624,289 monthly page views
- 11 average applications per job listing
- 175K+ Newsletter subscribers

**SHOWCASE YOUR ORGANIZATION**  
Enhance your branded Employer Profile page  
Stand out against the competition by highlighting your company’s mission and achievements with an Enhanced Employer Profile, where you can also promote current vacancies and list your latest projects.

**Promote your jobs across our networks**  
- Reach the right candidates using contextual targeting and audience segmentation.
- Ealerts and print advertising options are also available

**Align Your Organization with high-quality content.**  
- Place your ad in a career guide published in *Nature*, alongside content crafted by our editorial team.

*Nature*  
53,100 journal subscriptions†

- Sponsor our Working Scientist podcast
- Create your own custom podcast series

Looking to develop your research team's skills and expertise? We also provide research solutions such as training, editing and pre-print solutions. All developed to our high-standards of content, delivery and service.

*Google Analytics, 1 July 2019 – 30 June 2020 | **Publisher Data, 1 July 2019 – 30 June 2020 | **SAP Hybris, October 2020 | Publisher Data, January-August 2021
For more information on our marketing solutions, please contact your Account Manager or get in touch via:

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

Email: advertising@springernature.com

Or telephone:
(US): +1 (212) 726–9334
(EU): +44 (0) 20 7843 4960

Springer Nature was formed through the merger of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media.

Our brands are some of the most trusted and respected in their fields, with Springer founded by Julius Springer in 1842, Macmillan founded in 1843, and Nature first published in 1869.