

ONCOLOGY AUDIENCE

ADVANCING
DISCOVERY



Decision Makers

78% are directly involved in purchasing decisions



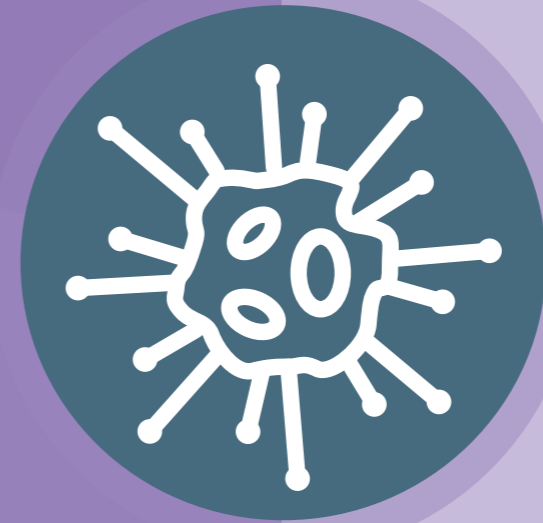
Engaged Consumers

73% read articles to learn about product & technology developments



Responsive to Marketing

86% contacted or visited a company website after seeing a product advertised



Top Journals

1. Nature Reviews Clinical Oncology
2. Nature Reviews Cancer
3. Leukemia

Target the right audience at partnerships.nature.com