

SPRINGER NATURE

Media Kit 2020

Connect with the world's most influential science and healthcare audiences



AUDIENCE & REACH

Access an unrivalled network of trusted scientific brands

Our journals and services are trusted from the **bench** to the **bedside**

nature
research

SPRINGER NATURE

BMC

**SCIENTIFIC
AMERICAN**



Drug discovery/Pre-clinical

Clinical Trials & Regulations

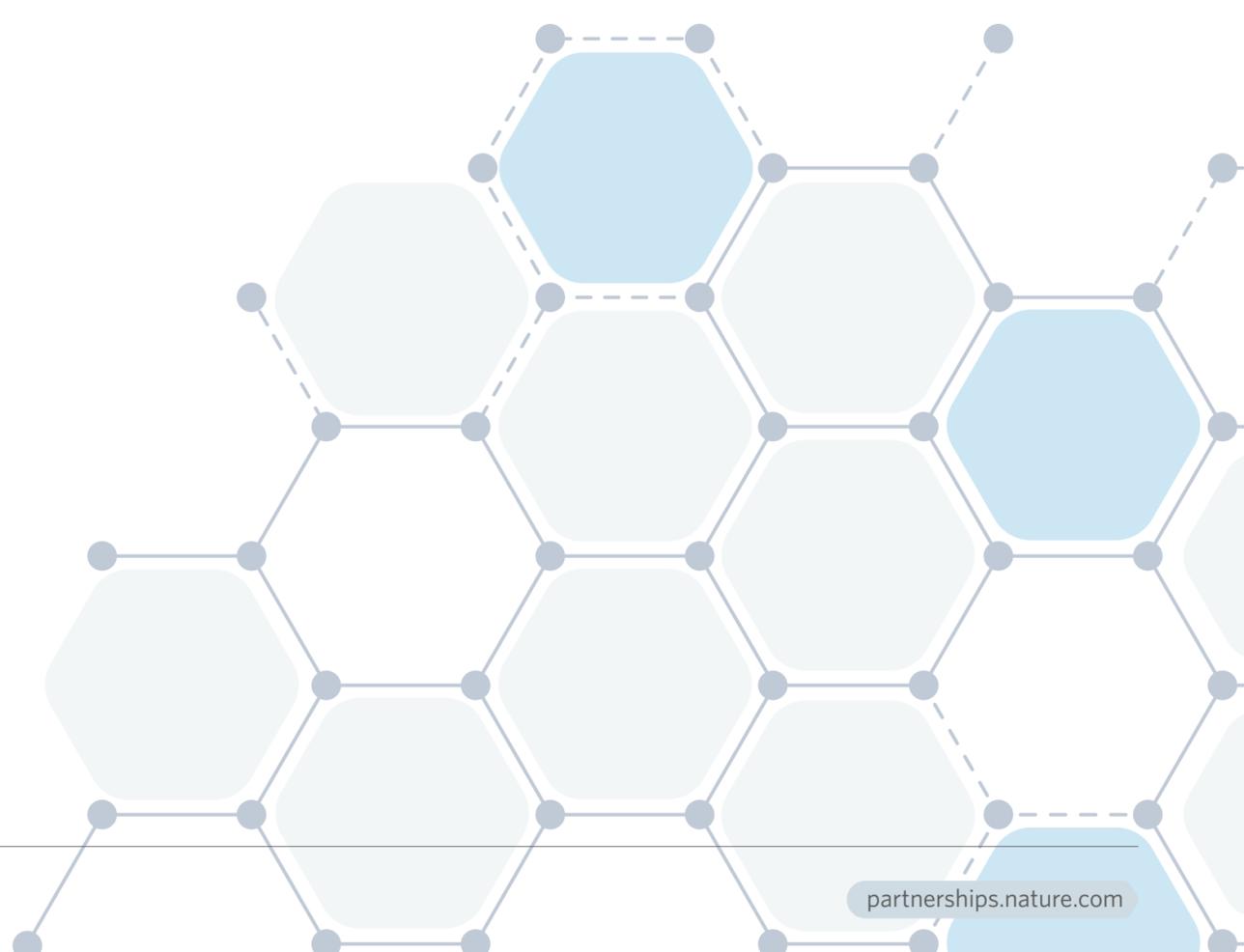
Post launch

20% of our audience works in the healthcare industry

OUR PORTFOLIO*

 **3,000+** JOURNALS  **7 MILLION+** ARTICLES

 Our journals rank **#1 in 37 Categories**



AUDIENCE & REACH

OUR MONTHLY DIGITAL REACH*

 **133 MILLION**
page views

 **76 MILLION**
sessions

 **230,000+**
third party email
subscribers

 **700,000+**
alerts subscribers

OUR AUDIENCE IS HIGHLY QUALIFIED AND INFLUENTIAL**

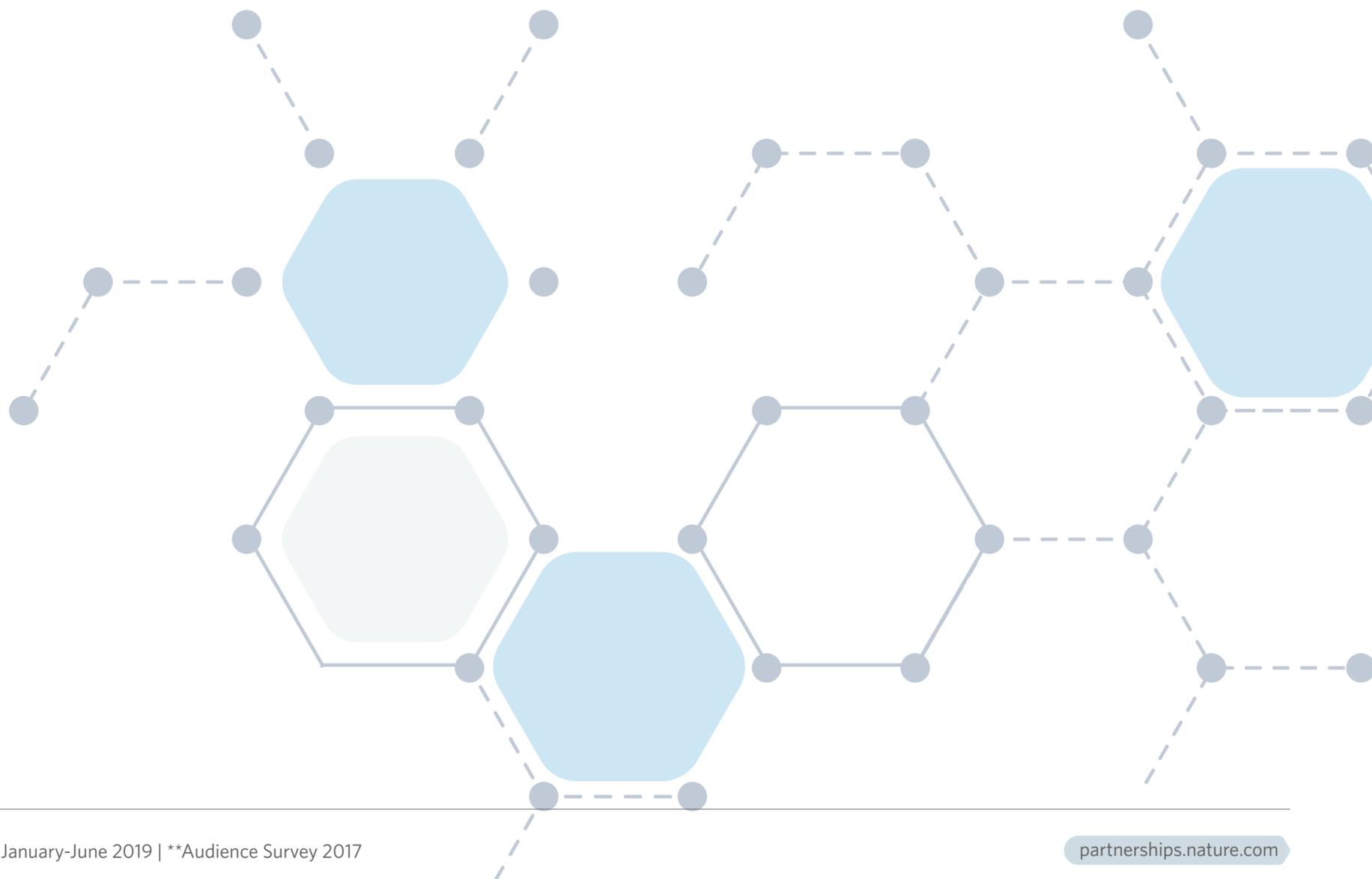
 **85%**
hold postgraduate
qualifications

 **\$86.7 MILLION**
average annual budget for
research products/equipment

OUR AUDIENCE IS ENGAGED

 **2 MINUTES 1 SECOND***
average time on page

 **954,000+**
Facebook follows*





KEY SUBJECTS

Reach scientists across all research and clinical disciplines

Our portfolio covers the full range of research disciplines across life, physical and clinical sciences. Below is a small selection of our subject areas.

BIOTECHNOLOGY

Drug Discovery ▪ Genomics ▪ Microbiology ▪ Bioinformatics

75 journals

monthly page views*
2,204,240

third party email subscribers**
51,000

CARDIOLOGY

Imaging ▪ Radiology ▪ Diabetes ▪ Circulation Research

87 journals

monthly page views*
870,763

third party email subscribers**
20,500

GENETICS

Heredity ▪ Applied Microbiology ▪ Biotechnology ▪ Agriculture

153 journals

monthly page views*
3,950,211

third party email subscribers**
40,500

IMAGING/RADIOLOGY

Nuclear Medicine ▪ Cardiac & Cardiovascular Systems ▪ Orthopedics ▪ Surgery

75 journals

monthly page views*
827,136

third party email subscribers**
5,000

PHYSICS

Materials Science ▪ Nanotechnology ▪ Nuclear ▪ Fluids & Plasmas

331 journals

monthly page views*
3,491,211

third party email subscribers**
35,000

CANCER RESEARCH

Oncology ▪ Radiology ▪ Genetics & Heredity ▪ Pathology

79 journals

monthly page views*
1,424,980

third party email subscribers**
34,700

CHEMISTRY

Cell/Molecular Biology ▪ Polymer Science ▪ Geochemistry ▪ Spectroscopy

407 journals

monthly page views*
6,395,347

third party email subscribers**
46,800

INFECTIOUS DISEASES

Clinical Microbiology ▪ HIV/AIDS ▪ Malaria ▪ Infection

55 journals

monthly page views*
1,831,551

third party email subscribers**
11,800

NEUROSCIENCE

Neurology ▪ Psychopharmacology ▪ Neurodegeneration ▪ Neuropathology

121 journals

monthly page views*
3,492,903

third party email subscribers**
25,000

SURGERY

Obesity Surgery ▪ Surgical Oncology ▪ Neurosurgery ▪ Orthopedics

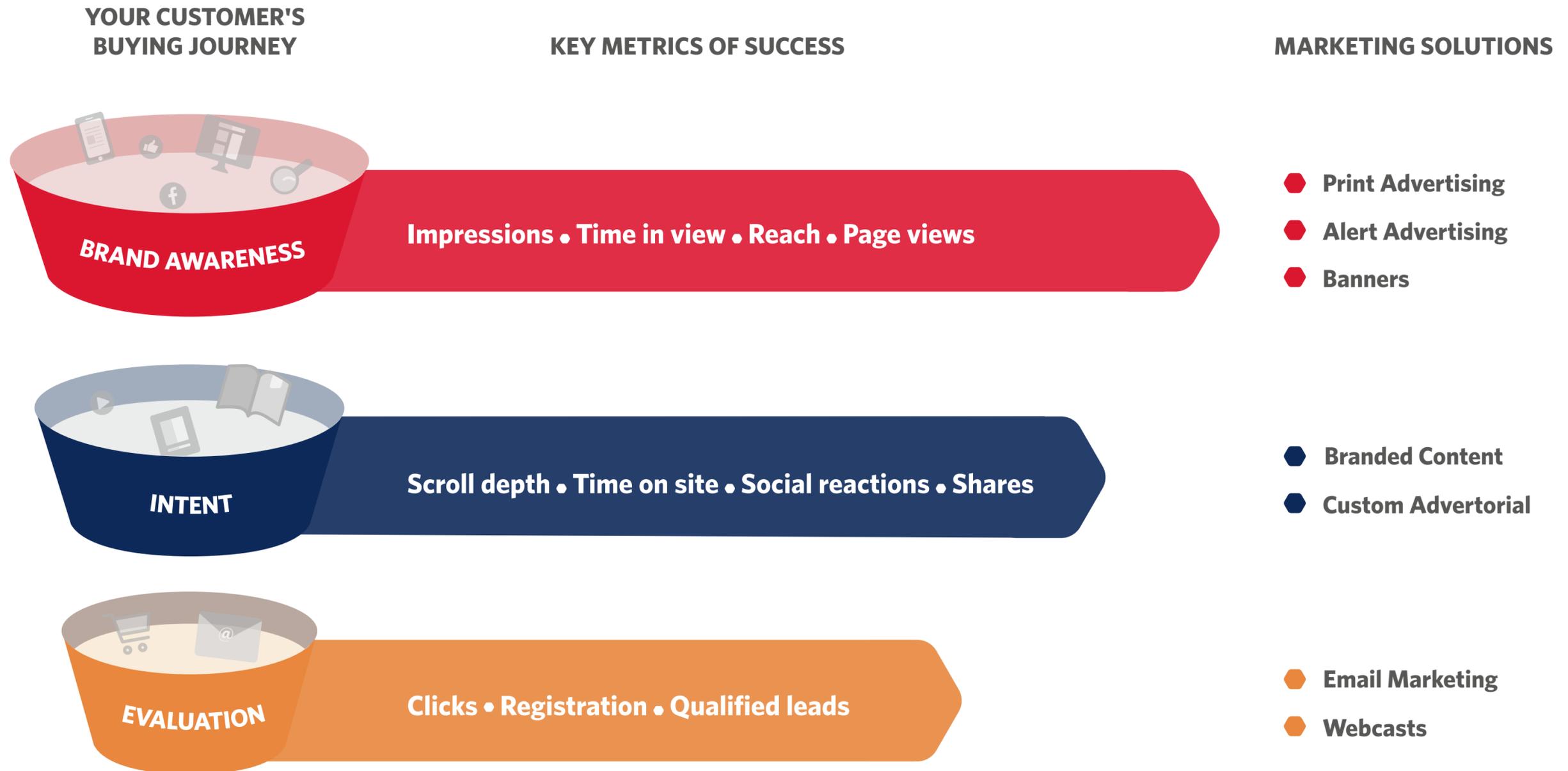
72 journals

monthly page views*
757,971

third party email subscribers**
7,000

EACH CUSTOMER'S JOURNEY IS UNIQUE

Work with us to design a campaign tailored to reach your customers at any point.



AFTER THE CAMPAIGN

We can help you find the right marketing mix for campaigns of all sizes and budgets. Talk to us at any stage from early brainstorming to launch.



CAMPAIGN ANALYSIS

- REPORTS & REVIEW
- MARKET RESEARCH

BANNERS

Journal Targeting

Take advantage of our extensive portfolio covering all areas of scientific research for a run-of-site targeting for the widest reach.

Optimized Targeting

We provide unparalleled contextual targeting and audience segmentation across our entire web portfolio.

Enhance your banner campaigns with keywords optimized for science on nature.com. Dynamic Contextual Advertising displays your campaign alongside specific articles based on any keyword selection. Simply supply our team of experts with a website or whitepaper and we will create your unique keyword profile for your unique audience.

Why Dynamic Contextual Advertising?



SAVE TIME

Our team can work with you to identify and manage your keywords



SAVE MONEY

Ensure every impression is seen by relevant audiences



IMPROVE TARGETING

Select niche keywords including competing products and services



INCREASE CTRs

Contextual campaigns deliver 2X higher CTR than standard banners*



BETTER INSIGHTS

Identify the top institutions that saw your message

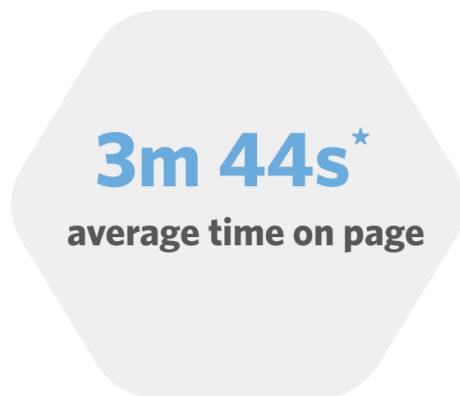
Our dynamic contextual banner campaigns consistently beat industry benchmarks for*:

In-View Time	Over 3x longer than industry average
In-View Time > 30 Sec %	Over 4x higher than industry average
Universal Interaction %	Almost 2% higher than industry average
Universal Interaction Time	Almost 2x longer than industry average

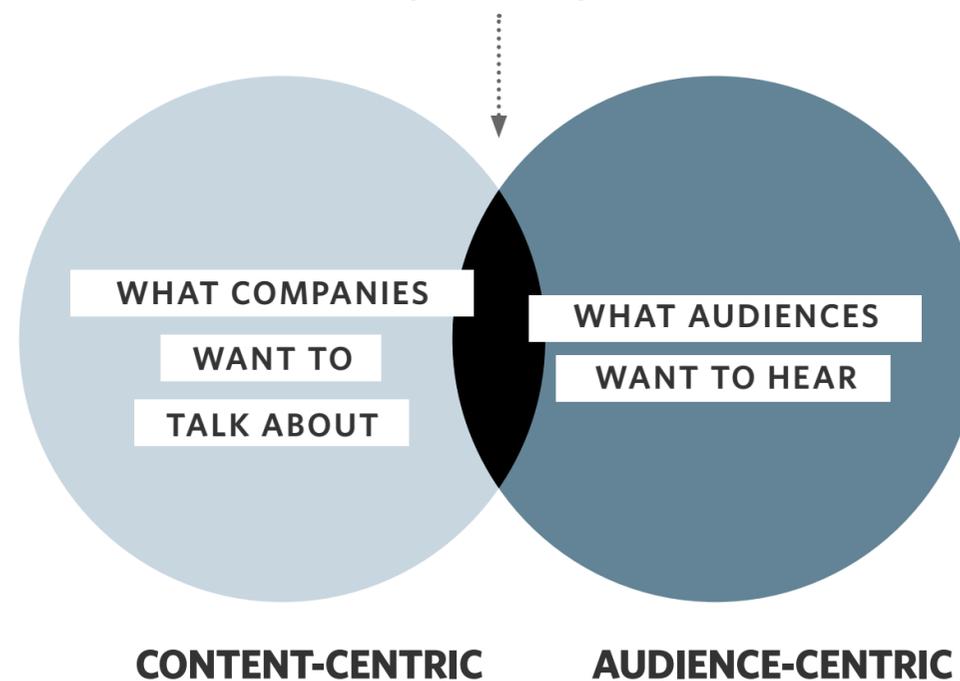
BRANDED CONTENT

Position your organization as a leading influencer in your industry with a custom editorial. Turn your message into immersive stories that our readers will read, respect, and share. Branded content is purpose-built by the Nature Research Custom Media team, who are experts in communicating with our audiences. Stand out from the crowd with marketing that provides true value and insight to an audience.

OUR BRANDED CONTENT EDITORIALS RECEIVE VERY HIGH ENGAGEMENT



True value for you and your audience



[See an example of a branded content piece](#)



RIGHT AUDIENCE

- Reach **10.1 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

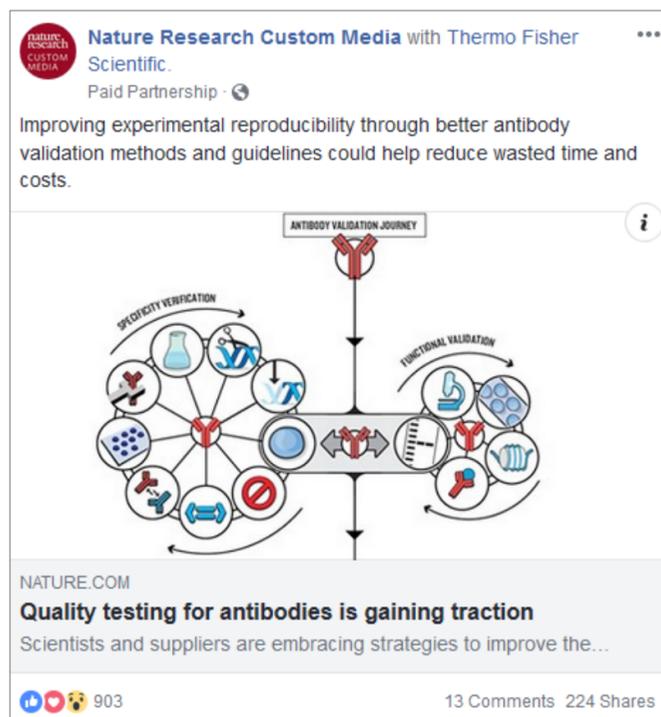
BRANDED CONTENT

On average, native ad units perform **8x** better than standard display banners served on nature.com.

How will my branded content be discovered?

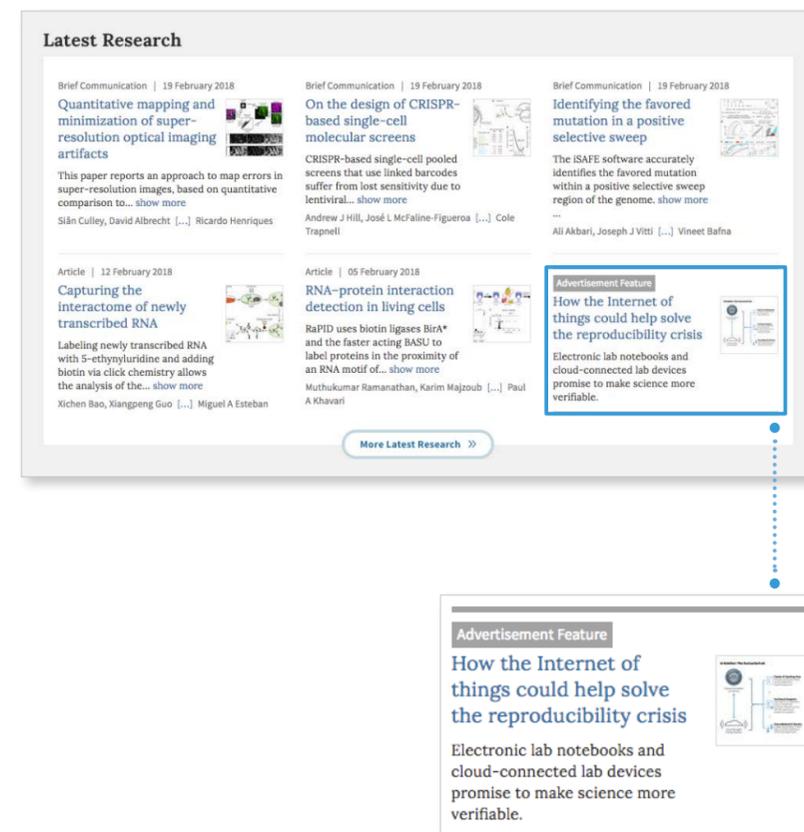
Sample social post

Social media provides the perfect platform for the science community to talk about and share your story.



Sample native ad unit

Our native advertising placements promote your branded content seamlessly on the homepage and current issue page of Nature Research's journals.



*Native ad slot is only available to content created by the Nature Research Custom Media team.

Drive more traffic to your branded content through these additional channels



PRINT DISTRIBUTION



THIRD PARTY EMAIL



BANNERS



ALERTS



REPRINTS



LEAD GENERATION

Email Marketing

Springer Nature's expansive contact lists have been built up over time with leading researchers engaged with our communications. Leverage our established trust with email marketing for brand awareness and lead generation.

THIRD PARTY EMAIL

Deliver your exclusive message directly to a select group of the Springer Nature audience. Target recipients based on their registration data: field of research, place of work, geographic location, job title and journal alert subscriptions.



230,000+
third party email subscribers*

ALERT ADVERTISING

Springer Nature readers sign up for table of content alerts to keep up to date with the latest issue of their favorite journals. Advertising positions in these alerts allow you to target your message to an active and engaged audience in your relevant field, alongside the content that interests them.



700,000+
alerts subscribers*

Webcasts

Promote your research, products, and services in a real-time webinar format. Build on your branded content engagement by talking directly to your target audience to generate actionable leads.

FULL-SERVICE

Focus on developing your content and recruiting presenters, while we take care of everything else, including:

- Project management of the broadcast
- Promotion of the webcast to a highly targeted segment of our audience
- Experienced moderator to drive discussions during broadcast and Live Q&A

SELF-SERVICE

Run your webcast on our platform with this convenient and affordable option. You will be responsible for all parts of the webcast.

CAMPAIGN ANALYSIS

Reports & Review

Consult with us to analyze your campaign results, and let us recommend next steps based on engagement metrics and ROI.

How do you measure success?

AWARENESS

Impressions ▪ Time in view ▪ Reach ▪ Page views

ENGAGEMENT

Scroll depth ▪ Time on site ▪ Social reactions ▪ Shares

LEADS

Clicks ▪ Registrations ▪ Qualified leads



Ask about our banner performance reports that include time-based metrics and multi-view heat maps.

Market Research

Advertiser Performance Analysis

Participate in an advertising perception survey conducted by leading experts in the field.

- Find out if your ad grabs readers' attention
- How are your headlines and illustrations being received?
- How much interest is generated in the product?
- Get verbatim comments/feedback from your potential customers
- Additional studies on awareness of your brand/products

Talk to us to place your ad in specific print issues to automatically be included in an advertiser performance study. These surveys can also be tailored to study digital ads.

For more information on advertising opportunities, contact Account Manager or our Sales Operations Team.

advertising@springernature.com

(US): +1 (212) 726-9334

(EU): +44 (0) 20 7843 4960

VISIT OUR DEDICATED WEBSITE FOR ADVERTISING CLIENTS:

[PARTNERSHIPS.NATURE.COM](https://partnerships.nature.com)

