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

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*

*Google Analytics, January-June 2019 | **Audience Survey 2017
KEY SUBJECTS

Reach scientists across all research and clinical disciplines
Out 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

CANCER RESEARCH
Oncology • Radiology • Genetics & Heredity • Pathology
79 journals

monthly page views: 1,424,980
third party email subscribers: 34,700

CARDIOLOGY
Imaging • Radiology • Diabetes • Circulation Research
87 journals

monthly page views: 870,763
third party email subscribers: 20,500

CHEMISTRY
Cell/Molecular Biology • Polymer Science • Geochemistry • Spectroscopy
407 journals

monthly page views: 6,395,347
third party email subscribers: 46,800

GENETICS
Heredity • Applied Microbiology • Biotechnology • Agriculture
153 journals

monthly page views: 3,950,211
third party email subscribers: 40,500

INFECTIOUS DISEASES
Clinical Microbiology • HIV/AIDS • Malaria • Infection
55 journals

monthly page views: 1,831,551
third party email subscribers: 11,800

IMAGING/RADIOLOGY
Nuclear Medicine • Cardiac & Cardiovascular Systems • Orthopedics • Surgery
75 journals

monthly page views: 827,136
third party email subscribers: 5,000

NEUROSCIENCE
Neurology • Psychopharmacology • Neurodegeneration • Neuropathology
121 journals

monthly page views: 3,492,903
third party email subscribers: 25,000

PHYSICS
Materials Science • Nanotechnology • Nuclear • Fluids & Plasmas
331 journals

monthly page views: 3,491,211
third party email subscribers: 35,000

SURGERY
Obesity Surgery • Surgical Oncology • Neurosurgery • Orthopedics
72 journals

monthly page views: 757,971
third party email subscribers: 7,000

*Google Analytics, January-June 2019 | **SAP Hybris, August 2019
EACH CUSTOMER'S JOURNEY IS UNIQUE

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

YOUR CUSTOMER'S BUYING JOURNEY

- **BRAND AWARENESS**
  - Impressions • Time in view • Reach • Page views

- **INTENT**
  - Scroll depth • Time on site • Social reactions • Shares

- **EVALUATION**
  - Clicks • Registration • Qualified leads

KEY METRICS OF SUCCESS

MARKETING SOLUTIONS

- Print Advertising
- Alert Advertising
- Banners
- Branded Content
- Custom Advertorial
- Email Marketing
- Webcasts

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.
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*:  

<table>
<thead>
<tr>
<th>Metric</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-View Time</td>
<td>Over 3x longer than industry average</td>
</tr>
<tr>
<td>In-View Time &gt; 30 Sec %</td>
<td>Over 4x higher than industry average</td>
</tr>
<tr>
<td>Universal Interaction %</td>
<td>Almost 2% higher than industry average</td>
</tr>
<tr>
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</tbody>
</table>

* Dynamic Contextual Advertising Campaign averages against MOAT All Buy Types Display Desktop Benchmarks Global October 2017- December 2017
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

3m 44s*
average time on page

True value for you and your audience

WHAT COMPANIES WANT TO TALK ABOUT

WHAT AUDIENCES WANT TO HEAR

CONTENT-CENTRIC

AUDIENCE-CENTRIC

Create content then find an audience for it

Identify an audience then create content for them

NO AUDIENCE

MAXIMUM AUDIENCE

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

See an example of a branded content piece

*Google Analytics, January-June 2019
BRANDED CONTENT

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.

Drive more traffic to your branded content through these additional channels

- PRINT DISTRIBUTION
- THIRD PARTY EMAIL
- BANNERS
- ALERTS
- REPRINTS

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

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

ALERT ADVERTING
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.

230,000+
third party email subscribers*
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.

*SAP Hybris, October 2019
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.

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VISIT OUR DEDICATED WEBSITE FOR ADVERTISING CLIENTS:
PARTNERSHIPS.NATURE.COM