Connecting leading candidates to the world's finest science jobs and events
<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Promote your organization</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience &amp; reach</td>
<td>Branded content</td>
<td>Audience &amp; reach</td>
</tr>
<tr>
<td>Job listing packages</td>
<td>Branded content options</td>
<td>Multichannel marketing</td>
</tr>
<tr>
<td>Multichannel marketing</td>
<td>Podcasts</td>
<td>Banners</td>
</tr>
<tr>
<td>Banners</td>
<td>Profiles</td>
<td>Emails</td>
</tr>
<tr>
<td>Emails</td>
<td>Editorial features</td>
<td>Print</td>
</tr>
<tr>
<td>Print</td>
<td>Sponsorship opportunities</td>
<td>Career events</td>
</tr>
<tr>
<td>2020 calendar</td>
<td>About us</td>
<td>2020 Events Guide</td>
</tr>
</tbody>
</table>

**CONTACT US**
UK/ROW: +44 (0)20 7843 4961
US: +1 212 726 9270
contact@naturecareers.com
Recruitment

/Audience & reach
/Job listing packages
/Multichannel marketing
  /Banners
  /Emails
  /Print
**Audience & reach**

Our site is the global career resource, jobs board and events directory for scientists. It is brought to you by Springer Nature, a leading publisher of scientific, scholarly, professional and educational content.

---

**Monthly website traffic**

- Page views: 710,250
- Users: 117,595
- Sessions: 208,135
- On-site searches: 70,880

**Jobs posted**

- Yearly total: 19,819
- Monthly applications: 10,258
- Average applications per job: 6
- Average applications per user: 2.64

**Global audience**

- Page views by region:
  - Americas: 30%
  - UK/Europe: 41%
  - Asia/ROW: 29%

Regional careers sites in:
- India
- Canada
- California

**Social media engagement**

- Facebook: 65,000+
- Twitter: 24,000+
- Instagram: 4,300+
- LinkedIn: 3,100+

---

*Google Analytics, November 2018-October 2019 | **Publisher Data, November 2018-October 2019*
Audience & reach

850,564
Total yearly unique searches

Top searches by job titles

- Postdoc: 36%
- Professor: 20%
- PhD: 17%
- Leader/Investigator: 3%
- Lecturer/Faculty/Tenure: 2%
- Technician/Lab Assistant/Lab Manager: 2%
- Chair/Head/Director: 1%

Top searches by research areas

- Chemistry: 9%
- Neuroscience: 8%
- Physical Sciences: 6%
- Cancer: 5%
- Immunology: 5%
- Bioinformatics: 4%
- Microbiology: 4%
- Genetic/Genomic: 4%
- Pharma: 3%
- Environment: 3%

Male 52%  Female 48%

Newsletter registrants
200,000

Our content is accessed by:

2000+ hospitals/healthcare centers and medical research facilities
91% of the top R&D spending pharma companies

*SAP Hybris, November 2019 | **EU R&D Scoreboard 2016, Publisher Data 2018
*Google Analytics, November 2018-October 2019
Job listing packages

Branded Job
- Job posting
- Job matching
- Logo in search
- Logo in description

Your logo will feature both on the job post and next to the position in search results. Job Matching displays your listing across relevant content across nature.com, reaching a potential audience of 10 million monthly users.

Enhanced Job
- Job posting
- Job matching
- Logo in search
- Logo in description
- Featured
- Highlight
- Spotlight

As Branded plus stand out within the search results by placing a Featured label next to your posting and highlighting it with a coloured box. The Spotlight option means your position will appear at the top of related searches for 60 days, ensuring it is seen first by candidates.

Premium Job
- Job posting
- Job matching
- Logo in search
- Logo in description
- Featured
- Highlight
- Spotlight
- Job of the week

As Enhanced plus Job of the Week places your post prominently on the naturecareers.com homepage to increase the number of jobseekers who will see your vacancy.

*Google Analytics, January-June 2019
Multichannel marketing

Over 38 million* scientists, healthcare professionals, and students visit our network each month. Banner advertising provides a dynamic way to boost your message to science professionals seeking career opportunities.

Targeting options

- **Geographic location**
  - By continent, country, province, zip code

- **Keywords**
  - By research discipline and topics

- **Journal websites**
  - 3,000+ titles available

- **Contextual targeting**
  - Optimized audience segmentation based on keyword selection

- **User behavior**
  - By user’s habits and interests

*Google Analytics, January-June 2019.
Banners

Formats

Leaderboard
728x90 pixels

Placement: Top of the page.
Available on: naturecareers.com, nature.com, BMC, SpringerLink

MPU
300x250 pixels

Placement: Mid page - target specific page or articles.
Available on: naturecareers.com, BMC, SpringerLink

Skyscraper
160x600 pixels

Placement: Right hand side of page - remains longer in user’s view as they scroll down.
Available on: BMC, SpringerLink

Adaptive billboard
970x250 pixels (desktop), 728x90 pixels (tablet), 300x50 pixels (mobile)
Placement: Immediately below the search bar - an adaptive banner that adjusts to the screen size.
Emails

Nature Careers newsletter
Position your vacancies alongside the latest news and views from our careers editors.

Sent weekly
Sponsored leaderboard
Job listings for immediate recruitment

200,000*
Newsletter registrants

Journal alerts
Table of contents alerts for the latest journals issues sent to subscribers.

700,000+**
Total Springer Nature journals alert subscribers

461,871**
Nature journal alert subscribers

Third party emails
Send a dedicated email to our marketing list - demographic segmentation available.

230,000+**
Third party email registrants
Print

Boost your message to a wide audience of thought leaders and influencers with print advertisements in key publications, including Nature, Nature Research & Reviews, academic journals and Scientific American.

Nature print audience

- **53,724** monthly print circulation*
- **416,115** readership**

Global Reach*
- Americas 44%
- UK/Europe 26%
- Asia/RoW 30%

<table>
<thead>
<tr>
<th>Researcher place of work***</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>61%</td>
</tr>
<tr>
<td>Research Institution</td>
<td>22%</td>
</tr>
<tr>
<td>Industry/Corporation</td>
<td>9%</td>
</tr>
<tr>
<td>Government</td>
<td>5%</td>
</tr>
<tr>
<td>Hospital</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job titles***</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-career Scientist/Students</td>
<td>61%</td>
</tr>
<tr>
<td>Head of Academic Dept./Faculty/Professor</td>
<td>22%</td>
</tr>
<tr>
<td>VP of Research/Principal Investigator/Lab Director</td>
<td>9%</td>
</tr>
<tr>
<td>Consultant/Fellow/Attending Physician</td>
<td>5%</td>
</tr>
<tr>
<td>Healthcare Professional/Clinicians</td>
<td>3%</td>
</tr>
<tr>
<td>CEO/Investor/Business Consultant/Sales</td>
<td>2%</td>
</tr>
</tbody>
</table>
Promote your organization

/ Branded content
  / Branded content options
/ Podcasts
/ Profiles
/ Editorial features
/ Sponsorship opportunities
Branded content

Position your organization as a leading influencer in your industry with a custom editorial printed within the pages of Nature. Turn your message into immersive stories that our readers will read, respect, and share.

RIGHT AUDIENCE

/ Reach 10.1 million unique users a month*
/ Target your specific 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

Nature print audience

53,724 monthly print circulation**
416,115 readership***

Our branded content editorials receive very high engagement

3m 44s* average time on page

*BPA June | **BPA June 2019, Reader Survey 2017
Branded content options

Branded content is purpose-built by the Nature Research Custom Media team, who are experts in communicating with our audiences. Our team integrates your messages into articles and story formats that best fit your message.

Promote your team, your commitment to talent, and work environment through the eyes of a key member of your staff with an engaging interview or profile.

Position your organization as a thought leader in a scientific field by showcasing your products or big infrastructure investments, and increase awareness of your industry.

Showcase your organization’s research output with insightful research summaries and smart trend or opinion articles, complete with infographics and embedded video.

See example  
See example  
See example
Podcast

Our podcasts connect you to a captive audience of high-caliber scientists, whether you’re promoting a specific program, event or initiative, or raising your profile as an employer of choice. Your podcasts will be promoted on nature.com via banners, newsletters and organic social media.

Our current library of podcasts has received:

- 65,000+ listens*
- 900+ average listeners per episode*

Engaged users in 100 countries+ worldwide*

Sponsored editorial episodes

Sponsor our careers podcast, Working Scientist, featuring interviews and advice from experts in the field. Your message can be placed either at the start or end of an episode.

Working Scientist podcast episodes receive

- 1,916 Average iTunes listens**
- 2,355 Average nature.com plays***

Upcoming Working Scientist Series^

<table>
<thead>
<tr>
<th>Nature Issue</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 13, 20, 27</td>
<td>March 5</td>
</tr>
<tr>
<td>April 23, 30</td>
<td>May 14, 21, 28</td>
</tr>
<tr>
<td>September 17, 24</td>
<td>October 1, 8, 15</td>
</tr>
<tr>
<td>November 12, 19, 26</td>
<td>December 3, 10, 17</td>
</tr>
</tbody>
</table>

^Subject to change

Custom podcasts series

Work with us to create a custom podcast series of up to 6 episodes, and no longer than 10 minutes each.

Options:

Aligned and released with editorial episodes

Each editorial episode of Working scientist will kick off with an announcement about your custom episode.

Stand-alone

Episodes will be released independently. The first episode can be released at the end of a Working Scientist episode to promote the series.
Profiles

Whether you want to position your organization as an employer of choice, or highlight your institution’s research achievements, our enhanced profiles will make you stand out from the competition.

Employer profile

Make it easy for jobseeker scientists to discover how great you are as an employer, and how you beat the competition, by enhancing your branded Employer Profile page on naturecareers.com. Use your profile to promote current vacancies, list latest projects and celebrate achievements past and present.

Packages include:

- Rotating branded homepage button on Nature Careers
- Your logo within the naturecareers.com newsletter sent to 200,000* subscribers
- Ability to embed audio and video

See example

Nature Index institutional profile

Showcase your organization’s research output to detail what you have to offer as an employer. The Nature Index is a database of author affiliation information collated from research articles published in an independently selected group of high-quality science journals. Institutional Profiles provide an insight into your research output by subject area, collaboration and affiliation, and enable users to view your institution’s research metrics by individual departments, schools and across global sites.

Enhanced profile with research highlights – our editors will enrich your profile page with customized copy, imagery and branding, and update the page monthly with a short summary of one of your top papers. Your articles will be promoted on Nature Index’s Facebook page as well as selected partner websites.

See example
Editorial Features

Align your organization with high-quality content crafted by our editorial team by placing your ads in our Career Guide. Highlight your company’s mission and achievements, and promote vacancies, courses, and events alongside independently written editorials that cover advancements and career opportunities in your related field. Work with us to tell your story across multiple platforms including print, digital, social media and live events.

Career Guides focus on a wide range of topics, including:
- Research sectors
- Career paths
- Scientific disciplines
- Geographic regions

See example

Career Guides are published in Nature throughout the year as well as online at nature.com.

Nature print audience

| 53,724 | monthly print circulation* |

| 416,115 | Readership |

Upcoming Career Guides

<table>
<thead>
<tr>
<th>Nature Issue</th>
<th>Topic</th>
<th>Booking Deadline</th>
<th>Advertising Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Jun</td>
<td>BioPharma</td>
<td>20-Mar</td>
<td>29-May</td>
</tr>
<tr>
<td>8-Oct</td>
<td>Faculty</td>
<td>24-Jul</td>
<td>2-Oct</td>
</tr>
<tr>
<td>15-Oct</td>
<td>Graduate</td>
<td>31-Jul</td>
<td>9-Oct</td>
</tr>
<tr>
<td>22-Oct</td>
<td>Neuroscience</td>
<td>7-Aug</td>
<td>16-Oct</td>
</tr>
<tr>
<td>3-Dec</td>
<td>Cell Biology</td>
<td>18-Sep</td>
<td>27-Nov</td>
</tr>
</tbody>
</table>

*BPA June | **BPA June 2019, Reader Survey 2017
Sponsorship opportunities

Surveys
Sponsoring our surveys is a great opportunity to showcase your organization at key events, and allows your brand to be positioned alongside Nature Research as part of a project that provides unique insight for the scientific community.

Salary and Satisfaction Survey
Our survey measures levels of job satisfaction among scientists in academia, industry and other sectors, and examines the impact of common issues facing scientists such as work-life balance, discrimination and harassment, workplace stress and anxiety.

Graduate Survey
This survey has gathered regular data since 2011, which will allow key research areas to be benchmarked with the analysis of the 2020 results. It aims to explore all aspects of recent graduates’ lives and career aspirations.

Scientist at Work photo competition
Sponsor our annual #ScientistAtWork photo competition, moderated by an independent panel of Nature editors and art staff. Align your organization alongside compelling stories of scientist around the world, and be part of a unique and exciting interaction with our readers. Your support will be acknowledged within the pages of Nature, where winning entries are published, as well as on blog and social media posts.

Other sponsorship options:

- Podcasts → More information
- Career Guides → More information
- Nature Index Special Reports

<table>
<thead>
<tr>
<th>Nature issue</th>
<th>Topic</th>
<th>Booking deadline</th>
<th>Advertising deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>23-Apr</td>
<td>Cancer</td>
<td>3-Feb</td>
<td>1-Apr</td>
</tr>
<tr>
<td>30-Apr</td>
<td>Annual Tables</td>
<td>10-Feb</td>
<td>9-Apr</td>
</tr>
<tr>
<td>28-May</td>
<td>South Korea</td>
<td>9-Mar</td>
<td>7-May</td>
</tr>
<tr>
<td>29-Oct</td>
<td>Canada</td>
<td>10-Aug</td>
<td>9-Oct</td>
</tr>
<tr>
<td>26-Nov</td>
<td>Germany</td>
<td>7-Sep</td>
<td>6-Nov</td>
</tr>
<tr>
<td>10-Dec</td>
<td>Artificial Intelligence</td>
<td>21-Sep</td>
<td>20-Nov</td>
</tr>
</tbody>
</table>

*Subject to change
Events

/Audience & reach
/Multichannel marketing
  /Banners
  /Emails
  /Print
/Career events
  /Careers Live attendees
/2020 Events Guide
Audience & reach

Events listings on naturecareers.com
We now host our global events directory for scientists on the lookout for conferences, seminars and job fairs.

Click here to see our events directory

Monthly website traffic*

- Page views: 57,836
- Users: 31,737
- Sessions: 34,282

Events by type***

- Conference: 72%
- Course: 22%
- Symposium: 6%

Global audience*

- Page views by region*
  - Americas: 25%
  - UK/Europe: 37%
  - Asia/ROW: 38%

Events by subject area**

- Life Science: 43%
- Engineering: 17%
- Biomedicine: 14%
- Health Science: 14%
- Environmental Science: 4%
- Physics: 1%
- Other: 4%
Multichannel marketing

Promote your events to our global audience of influential scientists with print and online advertising across our network of trusted scientific brands.

// Banners
Over 38 million* scientists, healthcare professionals, and students visit our network each month.

Springer Nature monthly website traffic*

133 MILLION
page views

76 MILLION
sessions

2 MINUTES 1 SECOND
average time on page

Banner options

// Emails

Journal alerts
Table of contents alerts for the latest journal issues sent to subscribers.

700,000+**
Total Springer Nature journals alert subscribers

461,871**
Nature journal alert subscribers

Third party emails
Send a dedicated email to our marketing list - demographic segmentation available.

230,000+**
Third party email registrants

*Google Analytics, January-June 2019 (This figure is a combined total of users of nature.com, link.springer.com, scientificamerican.com, and biomedcentral.com.)
**SAP Hybris, August 2019 | ***BPA June 2019 | ^BPA June 2019, Reader Survey 2017
Multichannel marketing

Print

Boost your message to a wide audience of thought leaders and influencers with print advertisements in key publications, including Nature, Nature Research & Reviews, academic journals and Scientific American.

Nature print audience

53,724

monthly print circulation*

416,115

readership

Print options
Career events

We host the largest career fair and conference focused exclusively on the scientific world. Careers Live promotes global career opportunities in science, be it in industrial research, research organizations or academia.

We’ve been hosting successful international career fairs since 2006, and up to 1,500 jobseekers attend our events.

Careers Live 2020 | London

It's an ideal opportunity for you to:

- Meet jobseekers face-to-face
- Promote your organization, its activities and its culture
- Network with delegates of your choice
- Learn what will attract fresh talent to your organization

Sponsorship opportunities

- Exhibition stand
- Feature in Nature
- Event website
- Event signage
- naturecareers.com website
- Sponsored workshops
- Sponsored networking
- CV Clinic

Exhibitor feedback from our 2019 event
### Careers Live attendees*

<table>
<thead>
<tr>
<th>Current role/postion</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergrad</td>
<td>9%</td>
</tr>
<tr>
<td>Masters student</td>
<td>15%</td>
</tr>
<tr>
<td>PhD student</td>
<td>36%</td>
</tr>
<tr>
<td>Postdoc/research fellow</td>
<td>19%</td>
</tr>
<tr>
<td>Research scientist</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preferred area of work</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Academia</td>
<td>32%</td>
</tr>
<tr>
<td>Charity/NGO</td>
<td>8%</td>
</tr>
<tr>
<td>Government/public sector</td>
<td>9%</td>
</tr>
<tr>
<td>Industry</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Area of interest**

<table>
<thead>
<tr>
<th>Area of interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Molecular cell biology</td>
<td>34%</td>
</tr>
<tr>
<td>Biomedicine</td>
<td>32%</td>
</tr>
<tr>
<td>Drug discovery</td>
<td>27%</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>27%</td>
</tr>
<tr>
<td>Cancer</td>
<td>27%</td>
</tr>
<tr>
<td>Genetics</td>
<td>26%</td>
</tr>
<tr>
<td>Biochemistry</td>
<td>26%</td>
</tr>
<tr>
<td>Neuroscience</td>
<td>22%</td>
</tr>
<tr>
<td>Immunology</td>
<td>20%</td>
</tr>
<tr>
<td>Pharmacology</td>
<td>18%</td>
</tr>
<tr>
<td>Microbiology</td>
<td>16%</td>
</tr>
<tr>
<td>Bioengineering</td>
<td>14%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>7%</td>
</tr>
<tr>
<td>Materials</td>
<td>6%</td>
</tr>
<tr>
<td>Climate change</td>
<td>5%</td>
</tr>
<tr>
<td>Nanotechnology</td>
<td>4%</td>
</tr>
<tr>
<td>Physics</td>
<td>3%</td>
</tr>
</tbody>
</table>

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**GET IN TOUCH**

For more information about Careers Live, please contact

Jen Adams, Event Sales Executive / 📞 +44 20 3426 3203 / 📧 jennifer.adams@springernature.com

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*Career Careers Live 2019 London Post Event Survey | **Percentage total is greater than 100% as delegates were allowed to select multiple subject areas
**2020 Events Guide**

Promote your event to scientists all over the world with this handy directory of upcoming scientific conferences.

**Featured in the December 24/31 issue of Nature**

**Bonus distribution**
The 2020 Events Guide also benefits from substantial distribution from the Springer Nature booths at a number of major conferences.

**More information on the 2020 Events Guide**

**Sponsorship**
Stand out from the crowd with prominent placements of your events and messaging by sponsoring the 2020 Events Guide.

**Sponsors receive:**

- Custom Advertorial: work with our Custom Media team to create an engaging profile or interview based feature about your events, published within our guide.

- Your logo will be featured

- Your advertorial and logo will also be featured online on nature.com

- Leaderboard banners (728x90 px) throughout nature.com alongside engaging editorials on conferences and seminars.
## Editorial calendar
Upcoming events, editorials and other advertising opportunities at a glance

<table>
<thead>
<tr>
<th>Month</th>
<th>Nature issue</th>
<th>Features</th>
<th>Booking deadline</th>
<th>Advertising deadline</th>
<th>Bonus distribution</th>
<th>Ad close deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2-Jan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>19-Dec</td>
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<td></td>
<td>9-Jan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>02-Jan</td>
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<td></td>
<td>16-Jan</td>
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<td></td>
<td></td>
<td>09-Jan</td>
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<td></td>
<td>23-Jan</td>
<td></td>
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<td></td>
<td></td>
<td>16-Jan</td>
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<td></td>
<td>30-Jan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23-Jan</td>
</tr>
<tr>
<td>February</td>
<td>6-Feb</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30-Jan</td>
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<tr>
<td></td>
<td>13-Feb</td>
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<td></td>
<td></td>
<td></td>
<td>06-Feb</td>
</tr>
<tr>
<td></td>
<td>20-Feb</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13-Feb</td>
</tr>
<tr>
<td></td>
<td>27-Feb</td>
<td></td>
<td></td>
<td></td>
<td>American Physical Society (APS)</td>
<td>20-Feb</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Deutsche Physikalische Gesellschaft e. V. (DPG Spring)</td>
<td>21-Feb</td>
</tr>
<tr>
<td>March</td>
<td>3-Mar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>27-Feb</td>
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<tr>
<td></td>
<td>12-Mar</td>
<td></td>
<td></td>
<td></td>
<td>Society for Toxiology (SOT)</td>
<td>05-Mar</td>
</tr>
<tr>
<td></td>
<td>19-Mar</td>
<td></td>
<td></td>
<td></td>
<td>259th ACS National Meeting &amp; Exposition (ACS Spring)</td>
<td>12-Mar</td>
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<tr>
<td></td>
<td>26-Mar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13-Mar</td>
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<tr>
<td></td>
<td>2-Apr</td>
<td></td>
<td></td>
<td></td>
<td>European Geosciences Union (EGU)</td>
<td>26-Mar</td>
</tr>
<tr>
<td></td>
<td>9-Apr</td>
<td></td>
<td></td>
<td></td>
<td>Materials Research Society-Spring (MRS)</td>
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## Editorial calendar
Upcoming events, editorials and other advertising opportunities at a glance

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