

## Free Market Research with Signet Research

Receive valuable feedback on your print advertisement directly from readers with our complimentary market research in select issues throughout the year.

By placing an ad in one of our Advertiser Analysis issues, you will receive a free ad study conducted by Signet Research—an independent research company. Signet Research will ask a sample of readers to respond to questions regarding specific ads that appear in the study issue. The study is conducted via email and aims to hear from 100+ respondents. As a participating advertiser in the study issue, you'll receive a complete results report approximately 8 weeks after the publication's issue date.

Signet's advertising studies deliver feedback on exposure of your ad as well as readers' impression of your ad and brand.

- ➔ Know that your ad was noticed and acted upon
- ➔ Evaluate impact of creative
- ➔ Measure brand recognition in the market
- ➔ Assess how readers interpret and respond to your messaging
- ➔ Compare your ads to your competitors' ads

### SIGNET RESEARCH 2020 CALENDAR

Journal Title	Issue Date
BDJ	February 28
Nature Methods	March
Lab Animal	April
Nature	April 23
BDJ in Practice	June
BDJ	July 24
Lab Animal	September
Nature Methods	September
Nature	September 10
Nature	October 22
BDJ	October 23



Contact your account manager today  
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