AUDIENCE & REACH

» About Us
» British Dental Journal Audience
» Our Publications
ABOUT US

At Springer Nature, we publish six dentistry journals on behalf of the British Dental Association (BDA). The BDA is a professional association and trade union for dentists in the United Kingdom, with a mission to advance the science, arts and ethics of dentistry; and improve the nation’s oral health.

Our six journals, known as the British Dental Journal (BDJ) Portfolio, reach nearly 17,000 BDA members* every fortnight. Our publications provide you with unrivalled reach to the UK dental market, with dental professionals accessing our content and services throughout their entire professional careers.

The BDJ Portfolio journals:

Supporting dental professionals at all levels including:

- DENTISTS/SPECIALISTS
- DENTAL STUDENTS
- NURSES/TECHNICIANS
- HYGIENISTS
- PRACTICE MANAGERS
BRITISH DENTAL JOURNAL AUDIENCE

Five reasons to advertise with the British Dental Journal

- **16,931** circulation to BDA Members 100% home delivered to dentists*
- **75%** of readers are dentists/specialists**
- **60,460** readers per issue^*
- **86%** of readers consider the product information ***very/quite useful
- **69%** of readers take an action after viewing a product information ad**

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## OUR PUBLICATIONS

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>PRINT &amp; ONLINE</th>
<th>PRINT &amp; ONLINE</th>
<th>PRINT &amp; ONLINE</th>
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<tr>
<td>Flagship journal of BDA</td>
<td>&gt; Dental industry news</td>
<td>&gt; News and views</td>
<td>Primary research on dental and oral health</td>
<td>Best available evidence on the latest developments in oral health</td>
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<tr>
<td>&gt; Original research</td>
<td>&gt; Editorials on hot topics</td>
<td>&gt; Editorials</td>
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<td>&gt; Features</td>
<td>&gt; Educational reviews</td>
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<td>&gt; Product news</td>
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</table>

| **TARGET AUDIENCE** | | | | | | |
| 100% home delivered to: | 100% home delivered to: | Delivered to: | Delivered to: | | |
| > BDA members | > Exclusively to BDA members | > BDA student members (includes undergrads) | > BDA members | Practice managers | |
| > International institutional subscribers | | | > Medical and dental clinicians | Nurses | |
| | | | > Decision-makers | Hygienists | |
| | | | | Technicians | |

| **MARKET POSITION** | | | | | | |
| | | | > The only publication targeting dental students | > Open Access | Inbound into BDJ | |

*Free publication includes economic CPD alternatives
JOURNALS

- British Dental Journal
- BDJ In Practice
- BDJ Student
- BDJ Team
- BDJ Open
- Evidence-Based Dentistry
- 2021 Calendar
The flagship journal of the British Dental Association (BDA)
The British Dental Journal (BDJ) is delivered 24 times a year to all BDA members and international institutional subscribers. The BDJ reaches the vast majority of the dental professional market in the UK.

Editorial Content

> Original research
> Clinical reviews
> Features
> Letters
> Product news

Print Audience Breakdown

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<tr>
<th>Region</th>
<th>Percentage</th>
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<td>East of England</td>
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<td>London/Greater London</td>
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<td>Scotland</td>
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<td>South East</td>
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</tr>
<tr>
<td>Wales</td>
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<tr>
<td>West Midlands</td>
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<tr>
<td>Yorkshire and the Humber</td>
<td>8%</td>
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Print Reach

- 24 issues a year
- 16,931 print circulation
- 100% home delivered
- 60,460 readership

Monthly Web Reach

- 341,549 page views
- 184,264 users
- 230,473 sessions

Email Reach

- 17,138 alert subscribers

Online Audience Breakdown

- UK/Europe: 32%
- Americas: 32%
- Asia/ROW: 36%

Ask us about regional targeting for print inserts

**BDJ AUDIENCE**

<table>
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<tr>
<th>PRODUCTS PURCHASED*</th>
<th>Percentage</th>
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<tr>
<td>Workwear (including PPE)</td>
<td>89%</td>
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<tr>
<td>Practice materials (including bonding, impressions materials, etc.)</td>
<td>86%</td>
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<tr>
<td>Equipment (including handpieces, drills, etc.)</td>
<td>74%</td>
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<tr>
<td>Oral health products</td>
<td>70%</td>
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<tr>
<td>Computer hardware and/or software</td>
<td>53%</td>
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<tr>
<td>Affiliated dental services (e.g. Dental printing, waste management, etc.)</td>
<td>53%</td>
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<table>
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<tr>
<th>SERVICES READERS PERFORM*</th>
<th>Percentage</th>
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<tr>
<td>Crowns</td>
<td>94%</td>
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<tr>
<td>Bridges</td>
<td>92%</td>
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<tr>
<td>Endodontics</td>
<td>90%</td>
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<tr>
<td>Periodontics</td>
<td>84%</td>
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<tr>
<td>Implants</td>
<td>47%</td>
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</table>

**WHAT READERS SAY ABOUT BDJ**:^ |

“Not only does it educate me with the articles, it provides me with information on new products, what’s news in dentistry and opinions on others.”

“Excellent in keeping up with CPD.”

“Has been more useful than ever with the COVID-19 pandemic as a way of distilling out the noise to give clearer instruction & reflection on events.”

69% of readers state they have taken action after seeing an advertisement or article in the BDJ

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*BDJ Publications and Services Survey 2020 | *Signet AdProbe*™ report for BDJ, July 2020
BDJ In Practice

Keeping dentists up-to-date and well informed

*BDJ In Practice* covers business issues and practice management advice as well as focusing on practical elements of personal and team development. Taking a broader remit and a lighter tone, *BDJ In Practice* provides essential reading for well-informed dentists and dental teams.

**Editorial Content**
- Dental industry news
- Editorials on political hot topics
- BDA membership updates
- Financial/economic data
- Practical practice advice
- Dentist-to-dentist referral

**WHAT READERS SAY ABOUT BDJ IN PRACTICE***:

“Practical day to day advice for treatments and equipment.”

“I am a principle dentist and find it very useful to point to and reinforce non clinical issues that are important to know for the demanding task of running a practice.”

“Useful to see what products are out there. It is a window on what my other colleagues are doing.”

**PRINT REACH**
- 12 issues a year
- 16,938 print circulation
- 100% home delivered
- 49,644 readership

**MONTHLY WEB REACH**
- 6,066 page views
- 2,735 users
- 2,511 sessions

**EMAIL REACH***
- 1,637 alert subscribers

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*Audit Bureau of Circulation (ABC), January-December 2019 | **Google Analytics, January-June 2020 | ***SAP Hybris, August 2020 | ^Audit Bureau of Circulation (ABC), January-December 2019, BDJ Publications and Services Survey 2020*
BDJ Student

BDA’s official magazine for their dental student members

BDJ Student offers invaluable information and advice for tomorrow’s dentists and aims to prepare readers for their future working lives. A lively and accessible magazine, the content includes:

Editorial content

> BDA student updates
> News and views
> Opinions
> Editorials and features
> Educational reviews
> Training
> Forums
> Career development advice

Establish your brand early with future dentists including:

> Dentistry students
> Undergraduates: year 1-5
> First year post graduates

Print Reach*:
3 issues a year
5,601 print circulation
100% home delivered

Monthly Web Reach**:
3,676 page views
1,440 users
1,238 sessions

Online Audience Breakdown
UK/Europe: 67%
Americas: 13%
Asia/RoW: 20%

Email Reach***:
2,147 alert subscribers

*Publisher Data, January-June 2020 | **Google Analytics, January-June 2020 | ***SAP Hybris, August 2020
BDJ Team

A free online publication for the whole dental team

*BDJ Team* supports dental care professionals (DCPs) in their working lives through inspirational stories, news and reviews, advice articles, dental product information, and relevant clinical research. *BDJ Team* also provides verifiable continuing professional development (CPD) as required for General Dental Council (GDC) registration, as well as economic CPD alternatives to courses and conferences.

**Editorial content**
- Interviews
- Core CPD topics recommended by the GDC
- Clinical research
- Advice
- Letters
- News and reviews

**Read by:**
- Practice managers
- Nurses
- Hygienists
- Technicians

**MONTHLY WEB REACH**
- 37,695 page views
- 26,111 users
- 28,916 sessions

**Online Audience Breakdown**
- UK/Europe: 43%
- Americas: 29%
- Asia/RoW: 28%

**EMAIL REACH**
- 4,383 alert subscribers
BDJ Open

Peer reviewed open access research on dental and oral health

*BDJ Open* publishes technically sound, scientifically valid dental and oral health primary research.

**Research topics include:**

- Dental materials science
- Public health
- Restorative dentistry
- Periodontology
- Endodontology
- Oral surgery
- Paediatric dentistry
- Management of dental disease
- Prosthodontics
- Orthodontics
- Oral biology
- Prosthodontics
- Orthodontics
- Oral biology

**Read by:**

- Oral health researchers
- Medical and dental clinicians
- Decision-makers

**MONTHLY WEB REACH**

- 5,604 page views
- 3,382 users
- 3,287 sessions

**ONLINE AUDIENCE BREAKDOWN**

- UK/Europe: 24%
- Americas: 33%
- Asia/RoW: 43%

**EMAIL REACH**

- 3,933 alert subscribers

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*Google Analytics, January-June 2020 | "SAP Hybris, August 2020"
A central resource for the latest and best evidence-based approach in oral health care

Evidence-Based Dentistry (EBD) filters out all cutting edge evidence from a wide range of sources condensed into digestible summaries, drawing attention to the current methods and findings.

**PRINT REACH**
4 issues a year
17,505 print circulation
51,356 readership
100% home delivered

**MONTHLY WEB REACH**
18,228 page views
9,791 users
11,134 sessions

**EMAIL REACH**
14,848 alert subscribers

*Publisher Data, January-June 2020 | **Google Analytics, January-June 2020 | ***SAP Hybris, August 2020 | ^Audit Bureau of Circulation (ABC), January-December 2019, BDJ Publications and Services Survey 2020
# BDJ PORTFOLIO PUBLICATION CALENDAR 2021

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>ISSUE DATE</th>
<th>DELIVERY DATE</th>
<th>SPECIAL FEATURES</th>
<th>CONFERENCE BONUS DISTRIBUTION</th>
<th>PR CLOSE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
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<tr>
<td>BDJ</td>
<td>8-Jan</td>
<td>12-Jan</td>
<td></td>
<td></td>
<td>10-Dec</td>
<td>17-Dec</td>
<td>21-Dec</td>
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<tr>
<td>BDJ in Practice</td>
<td>January</td>
<td>12-Jan</td>
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<td>04-Dec</td>
<td>11-Dec</td>
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<td>22-Jan</td>
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<td>14-Dec</td>
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<td>23-Dec</td>
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<td>25-Jan</td>
<td>01-Feb</td>
<td>03-Feb</td>
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<td>28-Jan</td>
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<td>26-Feb</td>
<td>02-Mar</td>
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<td>08-Feb</td>
<td>15-Feb</td>
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<td>01-Mar</td>
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*Surveys conducted independently by Signet Research, Inc.
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</tbody>
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*Surveys conducted independently by Signet Research, Inc.*
MARKETING SOLUTIONS

➤ Achieving Your Objectives
➤ Digital Advertising
➤ Print Advertising
➤ Branded Content
➤ Application Note
➤ Inside View
➤ Webcasts
➤ Email Marketing & E-alerts Advertising
ACHIEVING YOUR OBJECTIVES

Whether your objective is top, middle, or bottom of the marketing funnel – focused on driving awareness, engagement, or leads – we can help you find the right marketing mix and set KPIs.

<table>
<thead>
<tr>
<th>YOUR OBJECTIVES</th>
<th>OUR SOLUTIONS</th>
<th>HOW DO YOU MEASURE SUCCESS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>Looking to increase awareness of your brand, product, or event? Run DIGITAL, PRINT, and E-ALERT ADVERTISING</td>
<td>IMPRESSIONS, TIME IN VIEW, REACH, PAGEVIEWS</td>
</tr>
<tr>
<td>INTEREST</td>
<td>Want to engage an audience with your solution and position your brand as a thought leader? Create BRANDED CONTENT</td>
<td>SCROLL DEPTH, TIME ON SITE, SOCIAL REACTIONS &amp; SHARES</td>
</tr>
<tr>
<td>EVALUATION</td>
<td>Ready to convert prospects into leads? Choose our WEBCASTS, EMAIL MARKETING and COVER TIP ONS/BOUND OUTSERTS</td>
<td>CLICKS, REGISTRATIONS, QUALIFIED LEADS</td>
</tr>
</tbody>
</table>

Dedicated teams across Project Management, Editorial and Marketing work together to support your campaign throughout the planning, real time optimizing, and post campaign periods.
DIGITAL ADVERTISING

Precisely target your banner ads using our three complementary targeting approaches. Geographical targeting is available for all three options.

**TARGET BY AUDIENCE SPECIALITY**
Our readers are grouped into audiences based on their online behaviour – so you can target users consuming content in your field.

**TARGET ARTICLES BY KEYWORD**
Display your banners on articles with matching keywords – from specific gene IDs to product names. Send us a website or whitepaper and we will create a keyword profile for your unique audience.

**TARGET SPECIFIC JOURNALS**
Target a journal or group of journals from our 3000+ journals.

Examples of targeting by audience, keywords, and journals:
- Dentistry
- Bone density, Oral surgery
- British Dental Journal, BDJ In Practice
Dentistry audience across Springer Nature

As a leading global publisher, Springer Nature publishes over 3000 medical, scientific and professional journals – so our dental audience extends beyond the BDJ Portfolio. By advertising across Springer Nature, you can target a much larger dentistry audience, comprising of:

- **37 Journals**
- **978k Monthly Pageviews**
- **345K Monthly Sessions**

**GEOGRAPHIC REACH**

- **UK/Europe**: 28%
- **Americas**: 30%
- **Asia/ROW**: 42%

*Google Analytics, January-June 2020

**Skyscraper banners** are also available for the wider Springer Nature dentistry audience.
DIGITAL ADVERTISING

Rich Media Banners
Increase viewer engagement and response.

Adaptive Billboard
Ensure high impact messaging with an eye catching banner that runs immediately below the search bar, and adjusts to the screen size whether you’re viewing on a desktop, tablet, or phone.

Video Banner
An ideal option for quickly explaining product features and benefits. Video can be combined with expanding panels.

Expandable Banner
Add extra space to any banners running on standard ad positions to better promote your brand and message.

Specs and other info ➤
PRINT ADVERTISING

In addition to traditional print advertisements, BDJ and BDJ In Practice also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal.

We’re going green in 2021 – our journals are now delivered in paper envelopes. Ask us about branding opportunities for the envelopes.
PRINT ADVERTISING

Free Reader Feedback Survey
Advertise in select BDJ and BDJ In Practice issues to receive a free ad study report. Get feedback on your ad’s exposure and our reader’s impression towards your ad and brand. We can help you get concise and valuable feedback on your messaging and benchmark against your competitors in an insightful report.

Make comparisons with other ads and companies using measurement scores and effectiveness rates
Find new ways to better communicate with your audience
Maximise the return of investment with your media buy

Reader Feedback Survey Calendar

<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Issue Date</th>
<th>Studies:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BDJ</td>
<td>26-February</td>
<td>Ad Impact</td>
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<tr>
<td>BDJ in Practice</td>
<td>June</td>
<td>Ad Appeal</td>
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<tr>
<td>BDJ</td>
<td>23-July</td>
<td>Ad Study</td>
</tr>
<tr>
<td>BDJ</td>
<td>22-October</td>
<td>Ad Probe</td>
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BRANDED CONTENT

Engaging Formats
Drive awareness of your commitment to dentistry or highlight a research breakthrough with an article hosted on the BDJ website alongside our own news and research content, prominently featuring your organization as a trusted partner.

Our award winning custom media team will work with you to adapt your message into an engaging article that our marketing team will promote to your target audience.

PEOPLE
Interview or profile of a key member of your organization.

PLACES
Editorial showcasing your big infrastructure investments.

IDEAS
Research summaries and trend/opinion articles, complete with infographics and embedded video.

Targeted marketing activities ensure your branded content reaches your desired audience.
APPLICATION NOTE

Highlight the features and benefits of your new products and communicate innovative applications to dental professionals in a technical essay format.

We publish a maximum of two application notes per issue, making this a highly visible channel for reaching the BDJ audience.

- Distributed in print within the pages of the BDJ
- Available in print and online
- Available online indefinitely
- 100 free copies of reprints provided
- Listed in BDJ e-alert

See the Application Note article online
Showcase your company’s most interesting and accomplished personalities to the BDJ audience in an engaging interview format, written by an independent feature writer handpicked by the BDJ editorial team.

Format:
> Double-page spread including a full page of advertising space beside the feature
> Available in print and online
> 100 free copies of reprints provided
WEBCASTS

Promote your research, products, and services in a real-time webinar format. Talk directly to your target audience and generate actionable leads by downloading the webinar registrants list.

**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
- In-depth reporting on broadcast and on-demand engagement
- Access to leads list of registrants

**Self-service**
Run your webcast on our platform with this convenient and affordable option. You’ll be responsible for all parts of the webcast.

Check out some recent webcasts

Create branded content based on questions asked during your webcast’s live Q&A session to address what your audience wants to hear more about.
EMAIL MARKETING AND E-ALERT ADVERTISING

Leverage our established trust with email marketing for brand awareness and lead generation.

**Third party email**
Send a solus email to our targeted dentistry audience to generate leads for your event, product, or white paper.

- **10,000+ third party email subscribers**

**E-alert advertising**
Readers of the BDJ Portfolio journals sign up for e-alerts to keep up to date with the latest issues. Advertising positions in these e-alerts allow you to target your message to an active and engaged audience, alongside the content that interests them.

- **BDJ 17,300+ alerts subscribers**
- **BDJ Team 3,600+ alerts subscribers**
- **Evidence-Based Dentistry 15,600+ alerts subscribers**
ADDITIONAL ADVERTISING OPPORTUNITIES

➢ BDA Events
➢ Dental Recruitment & Classifieds
BDA EVENTS

BDA seminars are amongst the most highly respected and well attended events in UK dentistry. Covering everything from clinical to business topics, they regularly attract in excess of 100 delegates. Events are run every year across the UK, ranging from 20-person training courses to our ‘Clinical Expert’ seminars which can attract over 400 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions. This is especially powerful as the delegates are engaged and inspired by the topic.

Contact:
Susan Graves
Exhibition Sales and Sponsorship
Executive, BDA
Susan.Graves@bda.org
020 7563 4175

Further information:
bda.org/events
DENTAL RECRUITMENT & CLASSIFIEDS

The British Dental Journal boasts the largest share of the UK dental recruitment and classified markets with print advertising as well as online advertising on BDJ Jobs and BDJ Marketplace.

**BDJ Jobs**

- 24,178 average monthly users*
- 286,589 average monthly page views*
- 2,732,403 number of jobs alerts sent**
- 988,326 number of jobs views**
- 16,886 number of registered job seekers***
- 79% of BDJ audience read the recruitment classified section^*

**BDJ Marketplace**

- 5,199 average monthly users*
- 14,238 average monthly page views*
- 2,236 listings in a year†
- 86% of practices purchased practice materials^*
- 74% purchased equipment in the last 12 months^*
- 90% of BDJ readers plan on attending 1 or more training courses in the next two years^*
- 42% of BDJ audience read the education & training classified section in print^*

CONTACT US

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Visit our dedicated website for advertising clients:
partnerships.nature.com