



# MEDIA KIT 2021

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

ADVANCING  
**DISCOVERY**

CLICK TO NAVIGATE

## **AUDIENCE & REACH**

OUR PORTFOLIO

DIGITAL REACH

RESEARCH AUDIENCES

HEALTHCARE AUDIENCES

## **MARKETING SOLUTIONS**

ACHIEVING YOUR OBJECTIVES

### **BRAND AWARENESS**

DIGITAL ADVERTISING

### **THOUGHT LEADERSHIP**

BRANDED CONTENT

### **LEAD GENERATION**

WEBCASTS

E-ALERT ADVERTISING  
& EMAIL MARKETING

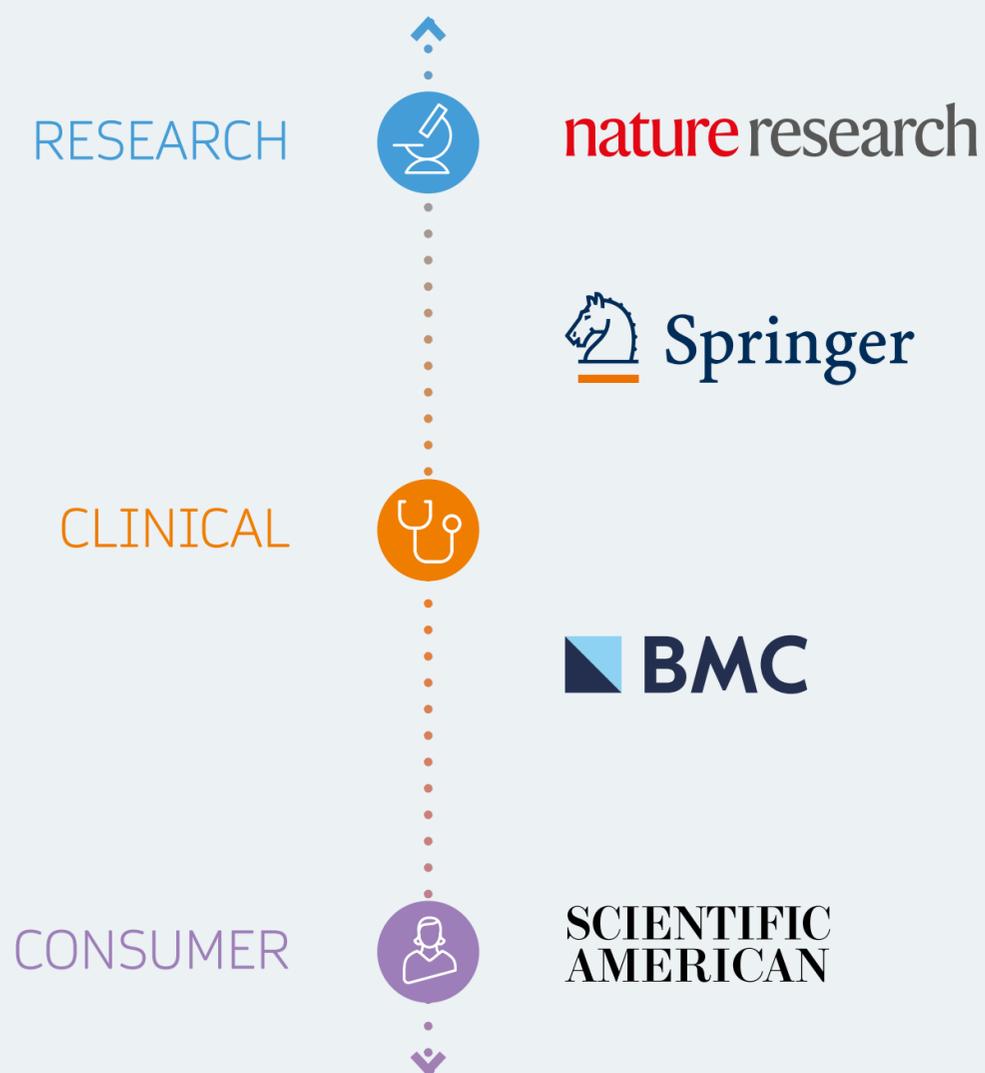
**Springer Nature** is a leading publisher of scientific, medical, professional, and educational content.

Across our brands, we publish **3000+** journals and magazines – including *Nature*, the #1 multidisciplinary science journal\*.

With our advertising and content solutions, you can reach **millions** of researchers, clinicians, and other professionals in print and online.



Our brands cover the full range of research and healthcare disciplines – work with us to reach your specialized audience.



RESEARCH



**43.8 MILLION**  
monthly page views\*



**21.5 MILLION**  
monthly sessions\*

GEOGRAPHIC REACH\*



Americas **35%**  
UK/Europe **26%**  
Asia/RoW **39%**



**61%** of the visitors view  
2 articles or more per session\*

HEALTHCARE



**45.7 MILLION**  
monthly page views\*



**19.2 MILLION**  
monthly sessions\*

GEOGRAPHIC REACH\*



Americas **35%**  
UK/Europe **27%**  
Asia/RoW **38%**



**61%** of the visitors view  
2 articles or more per session\*



**300K+**  
third party email subscribers\*\*



**5 MILLION+**  
e-alert subscribers\*\*



**4.3 MILLION**  
Facebook fans\*\*\*



**4 MILLION+**  
Twitter followers\*\*\*



KEY AUDIENCES



**CANCER BIOLOGY**

**66**  
journals

**20 MILLION**  
monthly page views\*

**GENETICS**

**165**  
journals

**21.4 MILLION**  
monthly page views\*

**IMMUNOLOGY**

**46**  
journals

**11.4 MILLION**  
monthly page views\*

**MOLECULAR BIOLOGY**

**37**  
journals

**17.9 MILLION**  
monthly page views\*

**NEUROSCIENCE**

**95**  
journals

**16.1 MILLION**  
monthly page views\*

SOME OF OUR OTHER AUDIENCES



\*Permutive, July-September 2020

KEY AUDIENCES



**CARDIOLOGY**

**72**  
journals

**2.9 MILLION**  
monthly page views\*

**ENDOCRINOLOGY**

**39**  
journals

**3.7 MILLION**  
monthly page views\*

**NEUROLOGY**

**88**  
journals

**9.7 MILLION**  
monthly page views\*

**ONCOLOGY**

**106**  
journals

**11.5 MILLION**  
monthly page views\*

**PNEUMOLOGY/RESPIRATORY**

**25**  
journals

**1.4 MILLION**  
monthly page views\*

SOME OF OUR OTHER AUDIENCES



\*Permutive, July-September 2020

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.



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

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

## 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 behavior – 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, keyword, and journal:



Immunology

NF- $\kappa$ B, synaptic plasticity

*Nature Immunology,  
Nature Review Microbiology*



Oncology

Breast cancer

*Breast Cancer Research,  
Current Breast Cancer Reports*



Watch a video about **targeting by audience speciality**



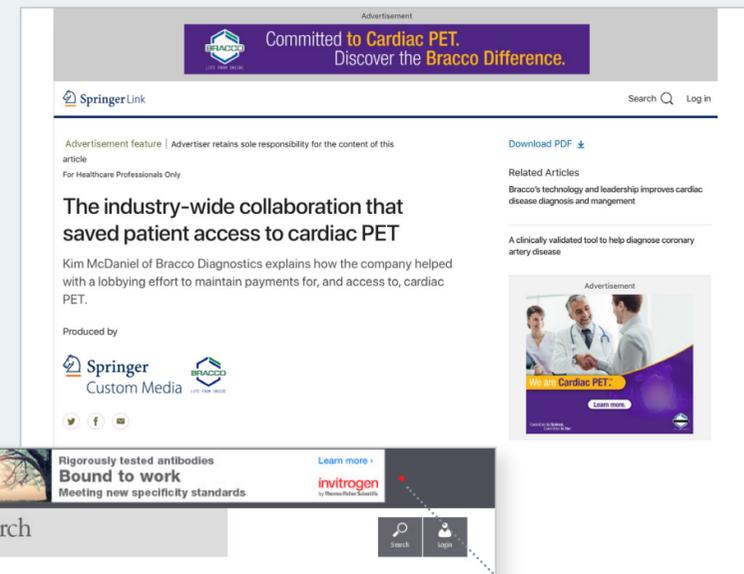
Combine with **print** and **e-alert ads** to promote your message across multiple touchpoints.

Drive awareness of your commitment to a field, a research breakthrough, a disease, or an approved medicinal drug with an article **hosted on our 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.



View the articles on [nature.com](https://www.nature.com) and [link.springer.com](https://link.springer.com)



ARTICLE TYPE

LOGO — LINKS TO YOUR SITE

SOCIAL SHARING

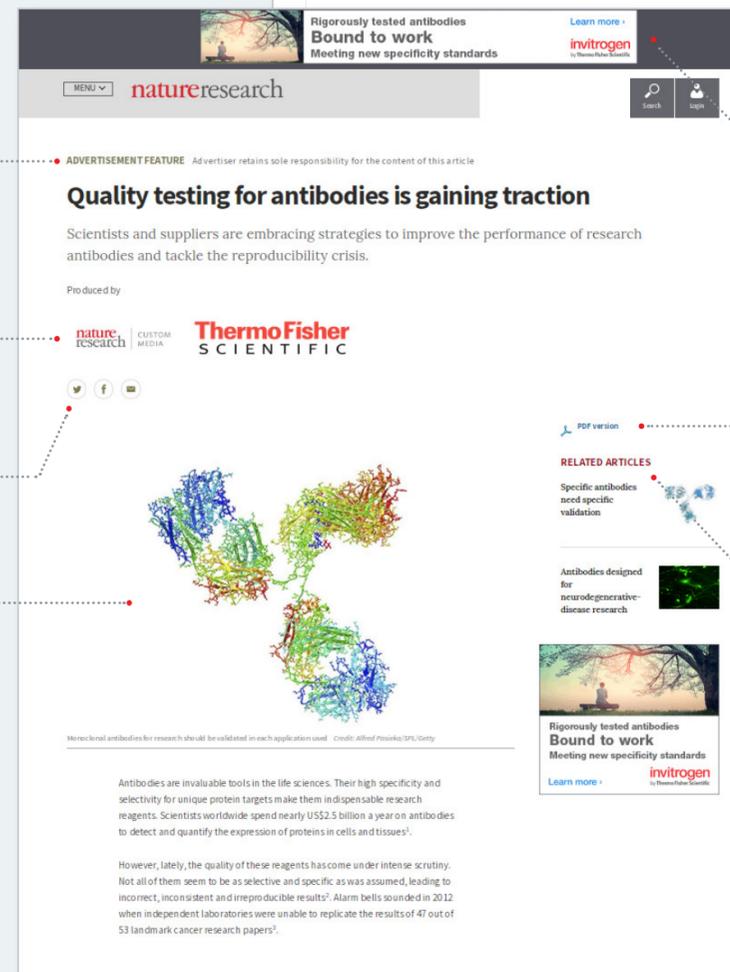
INLINE VIDEOS & IMAGES

SPONSOR'S LEADERBOARD

DOWNLOAD LINK - PDF

RELATED ARTICLES

SPONSOR'S MPU



For further exposure, messaging can be adapted for our consumer audiences.

View [nature.com](#) article > Adapted for **Scientific American**

## Engaging Formats



### PEOPLE

Interview or profile of a key member of your organization.

[VIEW EXAMPLE](#)



### PLACES

Editorial showcasing your big infrastructure investments.

[VIEW EXAMPLE](#)



### IDEAS

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

[VIEW EXAMPLE](#)



### DRUGS & DEVICES

Valuable information to HCPs on an approved drug or medical device.

[VIEW EXAMPLE](#)

**NEW**



**Targeted marketing activities ensure your branded content reaches your desired audience.**



NATIVE ADS\*



BANNER ADS



SOCIAL POSTS

\*Native ads only available on nature.com

Share your research and products in a real-time webinar and talk directly to your target audience. Generate actionable leads by downloading the webinar registrants list.

You decide the subject matter and presenters, while we take care of everything else, including:



**PROJECT  
MANAGEMENT**

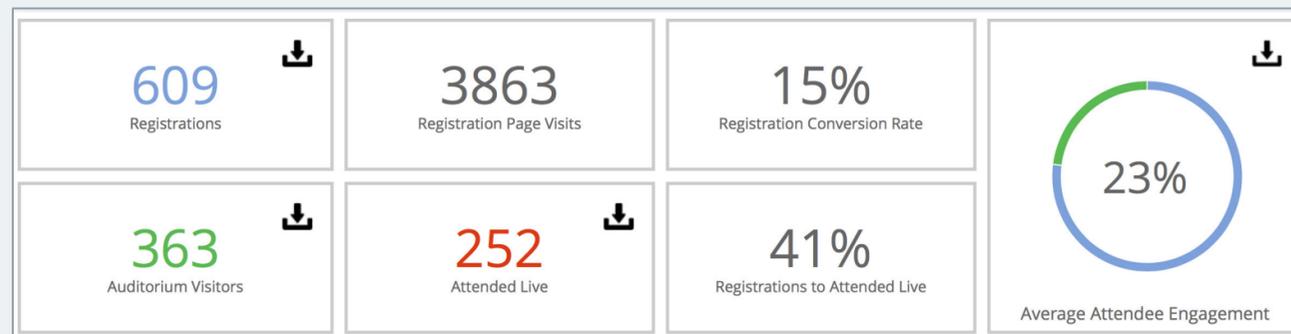


**PROMOTION OF  
THE WEBCAST TO  
YOUR TARGETED  
AUDIENCE**



**AN EXPERIENCED  
MODERATOR TO DRIVE  
DISCUSSION DURING  
BROADCAST**

### Real-time reporting of registrations



Example report

### GDPR-compliant lead generation



**Data collected** on registrants' job functions, organization, and country



Up to **5 custom questions** can be added to your webcast registration page



**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

Email your target audience to generate leads for your event, product, or white paper.



### TARGET RECIPIENTS BY:

- **Field of research**
- **Geographic location**
- **Place of work**
- **Job title**
- **Journal subscriptions**



**300K+**

third party email subscribers\*

## E-Alert Advertising

Researchers and clinicians register for e-alerts to keep up with their favorite journals. Advertise in these e-alerts to target your message to an engaged audience in your field.



**5 MILLION+**

e-alert subscribers\*

# CONTACT US

For more information on our marketing solutions,  
please contact your Account Manager or get in touch via:

Our website: [partnerships.nature.com/contact-us](https://partnerships.nature.com/contact-us)



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