MEDIA KIT 2021

Connect with the world’s most influential science and healthcare audiences
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.

*2019 Journal Citation Reports® Science Edition (Clarivate Analytics, 2020)
### 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*

### Additional Metrics

- **300K+** third party email subscribers**
- **5 Million+** e-alert subscribers**

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### 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*

### Additional Metrics

- **4.3 Million** Facebook fans***
- **4 Million+** Twitter followers***

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*Permutive, July-September 2020 | **SAP Hybris, September 2020 | ***Combined Facebook fans and Twitter followers of the following accounts: Nature Research, Nature Research Custom Media, Scientific American, BMC, Springer Nature
**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**

- Genomics
- Optogenetics
- Materials Science
- Microscopy
- Analytical Chemistry
- Drug Development
- Cell Biology
- Biomarkers
- Materials Science
- Applied and Technical Physics
- Chemical Diagnostics
- Stem Cell Biology
- Nanotechnology
- Physical Chemistry
- Energy Materials
- Preclinical Research
- Gene Expression
- Chemical Engineering
- Organic Chemistry
- Genetic Engineering
- Antibodies

*Permutive, July-September 2020*
KEY AUDIENCES

CARDIOLOGY
- 72 journals
- 2.9 MILLION monthly page views*

ENDOCRINIOLOGY
- 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

Biomedical Research
- Toxicology
- Hematology
- Infectious Diseases
- Genetics and Genomics
- Otorhinolaryngology
- Genetics and Genomics
- Radiology
- Pediatric Hematology/Oncology
- Motor Neuron Disease
- Depression
- Bipolar Disorder
- Schizophrenia
- Alzheimer’s Disease
- Epilepsy
- Diabetes
- Pediatrics
- Psychiatry
- Bipolar Disorder
- Schizophrenia
- Alzheimer’s Disease
- Epilepsy

*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.

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

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.

Examples of targeting by audience, keyword, and journal:

- **Immunology**
  - NF-κB, 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**

**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.

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.

For further exposure, messaging can be adapted for our consumer audiences. View [nature.com](http://nature.com) article > Adapted for [Scientific American](http://www.scientificamerican.com)
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

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**: 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.

- **PROMOTION OF THE WEBCAST TO YOUR TARGETED AUDIENCE**: Real-time reporting of registrations

- **AN EXPERIENCED MODERATOR TO DRIVE DISCUSSION DURING BROADCAST**: GDPR-compliant lead generation

**Real-time reporting of registrations**

- 609 Registrations
- 3863 Registration Page Visits
- 15% Registration Conversion Rate
- 363 Auditorium Visitors
- 252 Attended Live
- 41% Registrations to Attended Live
- Average Attendee Engagement: 23%

**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*

*SAP Hybris, September 2020
For more information on our marketing solutions, please contact your Account Manager or get in touch via:

Our website: partnerships.nature.com/contact-us

Email: advertising@springernature.com

Or telephone:
(US): +1 (212) 726-9334
(EU): +44 (0) 20 7843 4960