

Where powerful research speaks for itself

Sponsored content puts cutting edge science — and your brand — on display

An abstract illustration featuring a central blue, cone-shaped figure with a small blue circle on top, standing on a thin black stem. The background is a vibrant orange-red gradient with several large, organic, blue and white shapes. Some of these shapes have small blue circles with red halos, resembling eyes or sensors. The overall style is modern and artistic, with a focus on geometric and organic forms.

The power of leadership through genre-defining content

The background features a complex network of thin, overlapping lines in shades of orange, yellow, and purple, set against a dark background. On the left side, there is a circular graphic element composed of several colored segments (orange, pink, purple) arranged in a semi-circle.

Building and maintaining a reputation for excellence doesn't depend on being loud.

Often the most respected thought leaders are quietly influential, motivated by a passion for knowledge and the pursuit of discovery over the need for attention.

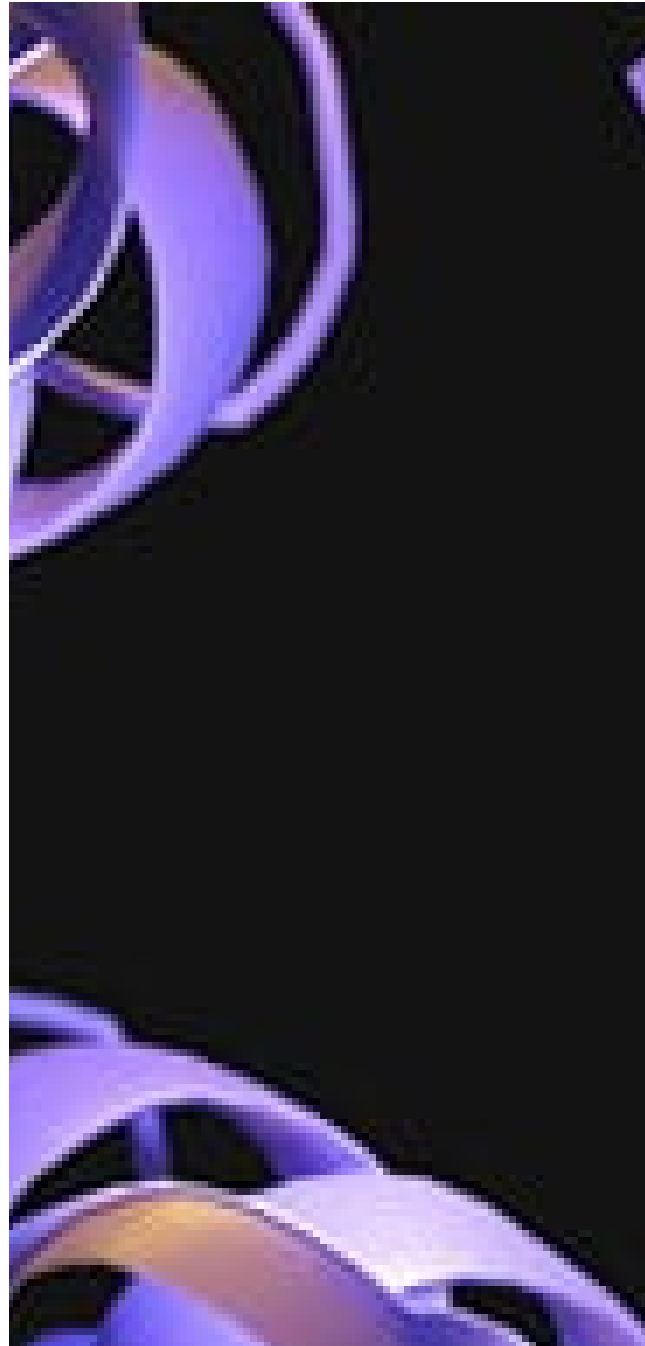
For researchers, scientists and a science-minded public, no amount of high-gloss can substitute for high-quality work and the earned respect of peers and reputable institutions. Being aligned with research that's highly relevant — in fields of study that can span the spectrum of scientific inquiry — confers credibility among an audience that is not easily impressed.

Sponsored tailored scientific content created in partnership with Springer Nature comprises a distinctive global showcase. It demonstrates with quiet authority a commitment to scientific excellence, and a sincere dedication to supporting ongoing innovation and advancements in science.

The value of sponsorship

Sponsored content packages range in topic and format but share a consistent objective: to afford science professionals ready access to a comprehensive portfolio of content for a cutting-edge area of study. The Nature Research brand imbues each project with respect and prestige, delivering formidable science with peerless editorial expertise.

Potential sponsors can focus on specific fields of science and distinct audiences through our targeted marketing campaign, tailored to fit any organizational priority. Position your brand at the forefront of a current topic that drives conversation and engages an audience of researchers and consumers.



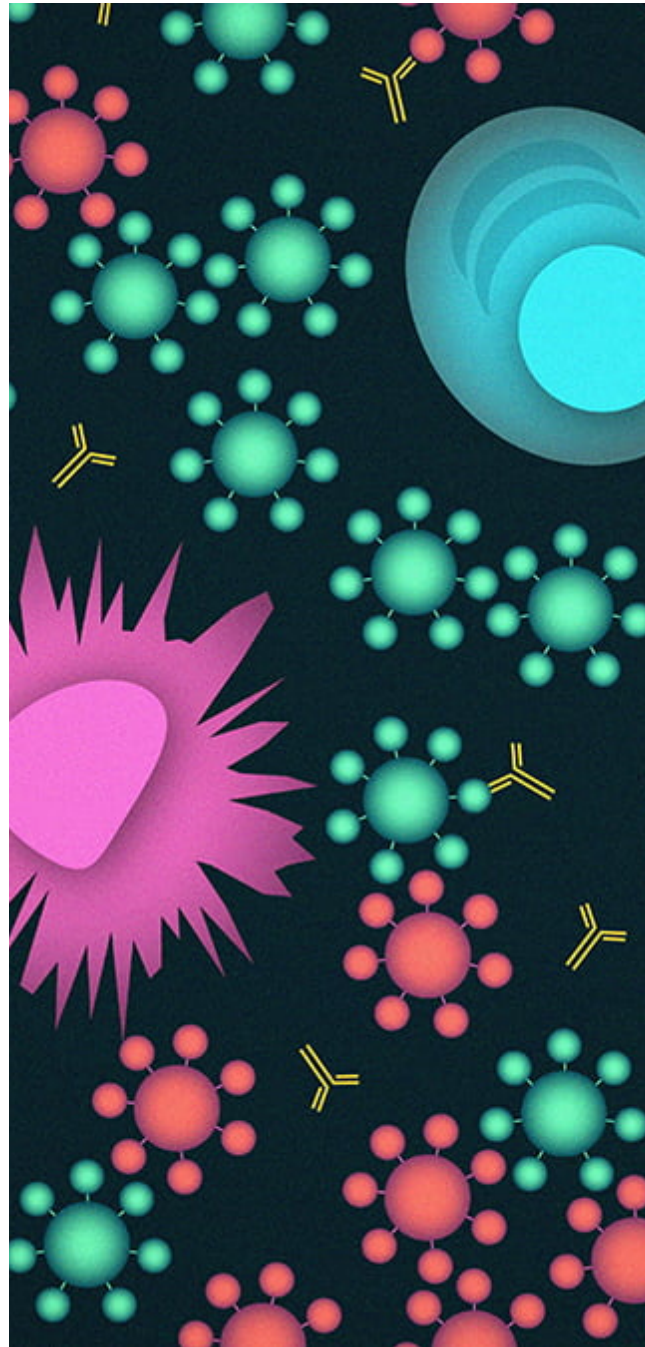
The scope of value includes:

- A clear message to the research community of your active involvement in a field of interest
- A platform that reaches an international audience eager to discuss and debate modern scientific topics
- The ability to collaborate with award-winning editorial and design experts to create dynamic content across multiple disciplines
- Tailored project packaging that is flexible to any organizational mission
- Alignment with the trusted and influential Nature brand
- A comprehensive marketing strategy, largely centered on digital activities, that supports the delivery of your content to the most meaningful audiences.

Partnering with Springer Nature on sponsored content is a collaborative project. Springer Nature editors are plugged into the most recent research developments and are deft at matching organizations with content that suits their values and intentions. Similarly, organizations with a clear vision of the scientific or technological topic they want to claim can bring those ideas to the table.

The highest priority for any partnership is a project that confers value and stature while upholding the highest scientific and editorial standards. Working with Springer Nature means access to a full team of professionals experienced in articulating the significance of scientific innovation. That includes editors; writers; web designers; photographers; social media specialists; marketers; and a project manager who manages deadlines, ensures delivery and facilitates open communication.

These collaborative efforts can target fields of research in numerous ways.



Sponsored content includes:

- *Nature Outlook*: investigates a range of influential science, clinical and societal topics and what the latest research in those areas is showing. An outlook can be built around a technological innovation, disease or particularly discussed scientific field of the moment
- *Nature Milestones*: highlights crucial discoveries that have shaped various scientific fields, bringing a key breakthrough in a specific field to a larger audience. Features an interactive timeline, historical commentaries, key papers and recently published papers
- *Innovations In*: gathers current scientific and technological topics with the intention of connecting it to the practical implications for readers' lives

Thank you for reading

Contact us for further information:

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