AUDIENCE SEGMENTATION

LIFE SCIENCES SEGMENTS

Animal Research/Experimental Organisms	Drug Development	Microbiome
Antibodies	Epigenetics	Microscopy
Biochemistry	Flow Cytometry	Molecular Biology
Biomarkers	Gene Expression	Neuroscience
Biotechnology	Genetic Engineering	Optogenetics
Cancer Biology	Genetics	PCR-based Techniques
Cell Biology	Genomics	Plant Sciences
Cell Culture	High-throughput Cell Screening	Preclinical Research
Chemical Biology	Human Health	Sequencing
Chemical Diagnostics	Immunology	Stem Cell Biology
Developmental Biology	Microbiology	Tissue Culture

CLINICAL SCIENCES SEGMENTS

Allergy	General Practice/Family Medicine	Ophthalmology
Alzheimer's Disease	Genetics and Genomics	Orthopaedics
Anesthesiology	Geriatrics	Osteoporosis
Applied Immunology	Health Administration	Otorhinolaryngology
Biomedical Research	Hematology	Ovarian Cancer
Bipolar Disorder	Hematology/Oncology	Parkinson's Disease
Breast Cancer	Hepatology	Pathology
Cardiology	HIV	Pediatrics
Clinical Genetics	Infectious Diseases	Pharmacology
Clinical Techniques	Intensive Care Medicine	Pneumology/Respiratory
Colorectal Cancer	Lung Cancer	Psychiatry
COPD/Asthma	Quantum Physics	Psychology (Clinical)
COVID-19	Motor Neuron Disease	Public Health
Dentistry	Multiple Myeloma	Radiology
Depression	Multiple Sclerosis	Rheumatoid Arthritis
Dermatology	Nephrology	Rheumatology
Diabetes	Neurology	Schizophrenia
Emergency Medicine	Nursing	Surgery
Endocrinology	Nutrition	Surgical Orthopedics
Epilepsy	Obstetrics and Gynecology	Toxicology
Gastroenterology	Oncology	Urology

AUDIENCE SEGMENTATION

PHYSICAL SCIENCES SEGMENTS

Analytical Chemistry	Energy Materials	Nanotechnology
Applied and Technical Physics	Energy, general	Nature Conservation
Astronomy, Observations and Techniques	Engineering, other	Nuclear and Particle Physics
Astrophysics	Environment, general	Nutrition
Biomedical Engineering and Bioengineering	Environmental Health	Optics and Photonics
Catalysis	Environmental Management	Organic Chemistry
Ceramics, Glass, Composites, Natural Materials	Food Science	Physical Chemistry
Chemical Engineering	Geography	Physical Geography
Chemical Synthesis	Geology	Physics, general
Chemistry	Human Computer Interaction	Polar Sciences
Chromatography	Industrial and Production Engineering	Security & Cryptology
Civil Engineering	Information Systems and Applications	Software Engineering/Programming and Operating Systems
Climate	Inorganic Chemistry	Spectroscopy
Computer Imaging, Vision, Pattern Recognition and Graphics	Mass Spectrometry	Statistics, general
Computer Systems Organization and Communication Networks	Materials Science	Theoretical and Applied Mechanics
Control, Robotics, Mechatronics	Mathematical and Computational Engineering	Theory & Mathematics of Computing
Database Management & Information Retrieval	Mechanical Engineering	Urban Studies
Earth Sciences	Metallic Materials	Water, general
Electrical Engineering		