MEDIA KIT 2023
Marketing, recruitment, and event services for the scientific and medical communities
We’re a leading research, educational and professional publisher dedicated to **advancing discovery** by supporting the development of new ideas and championing open science.

Operating in **over 45 countries** with **9,000 staff**, Springer Nature is committed to upholding the highest quality of service for the scientific community, and our commercial partners all over the world.

**UNRIVALLED REACH**
Our network of trusted brands is visited by a combined **43 MILLION** monthly users*.

**WORLD-RENUowned EDITORIAL CONTENT**
We have published research by over 640 Nobel Laureates – more than any other scientific publisher.

**MOST HIGHLY CITED JOURNALS**

- **47 journals** rank #1 in one or more disciplines*
- **150 journals** rank #5 or higher in one or more disciplines*

*Google Analytics, July 2021–June 2022, combined unique users of nature.com, link.springer.com, biomedcentral.com, and scientificamerican.com

**2020 Journal Citation Reports® Science Edition (Clarivate Analytics, 2021)**
Whether you’re looking to market your products and achievements, amplify your organization’s impact across industries, recruit talent, or build your team’s expertise, we can help you find the right solutions and audiences.

REACH a targeted, engaged audience with our expert marketing team

WORK with expert science editors to communicate your research

ALIGN your organization with the leading scientific publisher

RECRUIT the best and brightest talent, and showcase your company
Reach a global community of scientists, healthcare professionals, and science-engaged consumers through our trusted brands that cover the full range of scientific and medical disciplines.

We publish the world’s most influential journals that are home to the most important discoveries of our generation.

Translated into 10 local language editions

#1 interdisciplinary weekly science journal*

#2 journal in Critical Care Medicine*

#1 journal in Emergency Medicine*

*2021 Journal Citation Reports® Science Edition (Clarivate Analytics, 2022)
Every year we publish 3000+ journals 400K articles

Every month our network of trusted brands receive 131 MILLION pageviews* from scientists, healthcare professionals, and science-enthusiasts around the world.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Monthly Pageviews*</th>
<th>Monthly Users*</th>
</tr>
</thead>
<tbody>
<tr>
<td>nature portfolio</td>
<td>43.3 MILLION</td>
<td>12.7 MILLION</td>
</tr>
<tr>
<td>Springer</td>
<td>60.1 MILLION</td>
<td>16.1 MILLION</td>
</tr>
<tr>
<td>BMC</td>
<td>19.4 MILLION</td>
<td>8.4 MILLION</td>
</tr>
<tr>
<td>Scientific American</td>
<td>8.1 MILLION</td>
<td>5.8 MILLION</td>
</tr>
</tbody>
</table>

*Google Analytics, 2021–2022

Contact Us 📞
LIFE SCIENCES

- 43.2 MILLION average monthly page views*
- 4 minutes 9 seconds average time spent on site*
- 550+ journals
- GEOGRAPHIC REACH*
  - Americas 34%
  - UK/Europe 28%
  - Asia/RoW 38%

PHYSICAL SCIENCES

- 34.2 MILLION average monthly page views*
- 5 minutes 7 seconds average time spent on site*
- 900+ journals
- GEOGRAPHIC REACH*
  - Americas 27%
  - UK/Europe 28%
  - Asia/RoW 45%

HEALTHCARE

- 32.5 MILLION average monthly page views*
- 3 minutes 15 seconds average time spent on site*
- 1020+ journals
- GEOGRAPHIC REACH*
  - Americas 32%
  - UK/Europe 29%
  - Asia/RoW 39%

- 625K third party email subscribers**
- 2.6 MILLION ealert subscribers*
- 4.4 MILLION Facebook fans***
- 6.6 MILLION Twitter followers***
- 308K Youtube subscribers***
- 446K LinkedIn followers***

Whether your goal is to drive awareness, gather interest, or generate 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, job vacancies, or event? Run DIGITAL, JOURNAL, and EALERT ADVERTISING</td>
<td>IMPRESSIONS</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 &amp; CUSTOM CONTENT</td>
<td>SCROLL DEPTH</td>
</tr>
<tr>
<td>EVALUATION</td>
<td>Ready to convert prospects into leads? Choose our WEBCASTS and EMAIL MARKETING</td>
<td>CLICKS</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.
ADVERTISING

Whether your objective is to drive awareness, gather interest, or generate leads—we can help you find the right marketing mix and set KPIs.

**DIGITAL ADVERTISING**
Reach your target audience using our three complementary targeting approaches across our network of trusted brands.

**AUDIENCE SPECIALITY**
Our audiences are segmented by online behavior—target users consuming content in your field.

**ARTICLES BY KEYWORDS**
Target articles with relevant keywords. We can also create a keyword profile for your audience.

**SPECIFIC JOURNALS**
Target journals from our 3000+ titles portfolio.

Geographical targeting is available for all three options.

**JOURNAL ADVERTISING**
Create a lasting impression with ads published in our journals alongside editorial features.

- Bonus Distribution at key conferences
- Inserts and Outserts available
- **Digital Edition Advertising**: some of our titles are delivered digitally to select subscribers as PDF replicas of the print editions, that can reach subscribers wherever they are.

**Email Marketing**
Send a dedicated email to publicize your brand, announce an upcoming event, or promote a white paper to a targeted and influential audience—directly into their inbox.

**Ealerts**
Take advantage of this cost-effective email marketing opportunity to reach active and engaged users signed up for table of contents alerts of their favorite journals.

CONTACT US
BRANDED CONTENT & CLINICAL CUSTOM CONTENT

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.

Both Branded Content and Clinical Custom Content offer marketing packages ensuring discovery of your content by the right audience.
CUSTOM MULTIMEDIA

Promote your organization’s accomplishments with custom videos and multimedia content. Work with expert science editors to tell the story of your research and its impact in innovative formats, and build brand awareness.

Our Emmy award nominated custom media team will work with you to adapt your message into an engaging video or animation.

Videos
Interview
Look behind the scenes at research-based organizations, highlighting recent achievements and innovations.

Documentary
Discuss important advances and issues, and align partners’ brands with progress and solutions.

Explainer Animations
Translate complex science into shareable stories that educate the broader scientific or professional audiences.

✔️ Available as Mixed Media Animation or 2D Animation
✔️ Voiceover
✔️ Music
✔️ English subtitles

Videos and animations are promoted with paid social media campaigns, with ads that upload the video file directly to each platform to ensure maximum engagement with your target audience.

Web Design & Content Curation
Raise awareness of your scientific discoveries and their impact with a well-designed website. Index your research in an easily shared format.

CONTACT US
Both custom and editorial webcasts are supported from point-of-sale to post-event with a team of experts, including promotion to your target audience.

**CUSTOM WEBCASTS**
Share your research and products in a real-time webinar and speak directly to your community.

You have the full control and flexibility to decide on the topic and preferred panelists. We provide an experienced moderator to drive discussions during the broadcast.

**EDITORIAL WEBCASTS**
Align your brand with a specific subject or theme, positioning your organization as a thought leader.

Editorially independent webcasts offer sponsorship opportunities for your brand. Nature Portfolio editorial teams carry sole responsibility for the content and facilitate discussions during the broadcast.

**Real-time reporting of registrations**

<table>
<thead>
<tr>
<th>Registrations</th>
<th>Registration Page Visits</th>
<th>Registration Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>609</td>
<td>3863</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Auditorium Visitors</th>
<th>Attended Live</th>
<th>Registrations to Attended Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>363</td>
<td>252</td>
<td>41%</td>
</tr>
</tbody>
</table>

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

**4 ways to repurpose your custom webcast**

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.

**Check out our tips for getting the most out of your webinar**
SPONSORSHIP

Reinforce your commitment to a technological advance or therapeutic area, by sponsoring specially commissioned editorially independent content, with prominent acknowledgement of your support.

**COLLECTIONS**
Create a collection of articles and editorials on your chosen topic. Content can have a journalistic style or it can include existing peer reviewed research articles.

**POSTERS**
Peer-reviewed poster on a topic to outline scientific advancements in a visually-appealing format.

**AWARDS & EVENTS**
Demonstrate your long term commitment to a field with annual awards and events series. Check out our collaboration with Estée Lauder honoring Inspiring Women in Science every year.

**ANIMATIONS & VIDEOS**
Nature editors work with experienced filmmakers, animators, and reporters to produce our award winning animations and videos that explore the hottest research areas and key scientists.

All sponsored products are supported with a comprehensive marketing plan targeting your desired audience for increased engagement, reach, and awareness of the content.
Align your organization as an agenda-setter for future research by bringing together key researchers, industry leaders & policy-maker.

**PARTNERSHIP**

Co-branded event, programmed in collaboration with our editors.
- Virtual or in-person events
- Half day to 1-day in length

Working with a dedicated team, editors help construct the agenda, secure speakers & create content.
- Opportunities for custom content, supplements & digital products to communicate outcomes
- Audience cultivation to include key researchers, industry leaders & scientific stakeholders

**CUSTOM EVENTS**

Host a custom event specifically aimed at promoting your organization's accomplishments by leveraging Springer Nature resources and audiences.
- Virtual or in-person
- Up to a half-day in length
- Event management and targeted marketing included

*Subject to availability

**OUR MARKETING TEAM IS AT HAND TO:**

- Produce a dynamic, dedicated website which houses all key event information.
- Deploy a multichannel promotion campaign to a targeted Springer Nature audience.
- Provide marketing kits for co-promotion opportunities in your own network, including flyers, social media graphics, and banners.
Attract the best and brightest talents, and showcase your organization to potential recruits.

**RECRUIT TALENT**
Post your jobs on Nature Careers
Our global career resource, jobs board and events directory for scientists is visited by over 183,000 jobseekers every month.

- 579,839 monthly page views*
- 11 average applications per job listing**
- 182K+ Newsletter subscribers***

**Promote your jobs across our networks**
- Reach the right candidates using contextual targeting and audience segmentation.
- Ealerts and print advertising options are also available

**SHOWCASE YOUR ORGANIZATION**
Enhance your branded Employer Profile page
Stand out against the competition by highlighting your company’s mission and achievements with an Enhanced Employer Profile, where you can also promote current vacancies and list your latest projects.

**Align Your Organization with high-quality content.**
- Place your ad in a career guide published in Nature, alongside content crafted by our editorial team.

  *Nature*  
  53,400 journal subscriptions†

- Sponsor our Working Scientist podcast
- Create your own custom podcast series

Looking to develop your research team's skills and expertise? We also provide a comprehensive suite of training, editing resources, and pre-print solutions. All developed to our high-standards of content, delivery and service.

---

*Google Analytics, October 2021–September 2022 | **Publisher Data, 1 July 2019 – 30 June 2020 | ***SAP Hybris, October 2022 | †Publisher Data, January–August 2022
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