ABOUT US

Biopharma Dealmakers is the premier publication for life scientists, biotech and pharmaceutical professionals, and investors looking for timely information on dealmaking and industry trends. For companies looking to showcase their innovations and expertise, we provide a range of strategic communication opportunities to reach your potential partners and investors.

Biopharma Dealmakers is published by Springer Nature, 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*.

FEATURED IN
Biopharma Dealmakers is featured quarterly in the journal editions of Nature Biotechnology and Nature Reviews Drug Discovery.

#2 Journal in BIOTECHNOLOGY & APPLIED MICROBIOLOGY*

#1 journal in BIOTECHNOLOGY & APPLIED MICROBIOLOGY*

*2021 Journal Citation Reports® Science Edition (Clarivate Analytics, 2022)
**AUDIENCE & REACH**

**NATURE BIOTECHNOLOGY**
- 552,751 monthly page views*
- 229,065 monthly users*
- 322,113 monthly sessions*

**NATURE REVIEWS DRUG DISCOVERY**
- 327,327 monthly page views*
- 161,001 monthly users*
- 204,114 monthly sessions*

**BIOPHARMA DEALMAKERS**
- 23,492 monthly page views*
- 15,415 monthly users*
- 17,295 monthly sessions*

**KEY AUDIENCE**

**BIOTECHNOLOGY**
- 94 journals
- 22.8 MILLION monthly page views**

**CANCER BIOLOGY**
- 60 journals
- 24.3 MILLION monthly page views**

**DRUG DEVELOPMENT**
- 96 journals
- 15.9 MILLION monthly page views**

**INFECTIOUS DISEASES**
- 37 journals
- 12.4 MILLION monthly page views**

**IMMUNOLOGY**
- 43 journals
- 14.9 MILLION monthly page views**

**ONCOLOGY**
- 108 journals
- 14.5 MILLION monthly page views**

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*Google Analytics, October 2021-September 2022 | **Permutive, July-September 2022
Work with us to develop your profile article, to position your organization as an innovator in the biopharma industry, whilst discussing your novel technology platform or pipeline, and strategic business development goals. Your article is created with expertise from our editorial team, with the full services of our writers, editors, and designers.

Your profile will be featured on:
- Our website on nature.com
- Quarterly digital issues
- Distributed within journal editions of *Nature Biotechnology, Nature Reviews, Drug Discovery*
- In our print publications distributed at key partnering conferences

**PROFILES**

**ADVERTISMENT FEATURE**

**BIOPHARMA THOUGHT LEADERS**

**PARTNERING: A KEY PILLAR BOLSTERING PFIZER’S INNOVATION PIPELINE**

Pfizer’s Centers for Therapeutic Innovation and other partnership initiatives champion emerging science and help stakeholders realize the potential of their innovations.

Successful drug development requires a rich and collaborative ecosystem involving many counterparts. It requires sharing information on everything from target selection to manufacturing platform technology, which drives researchers in biopharma, academia, start-ups, and biotech companies to collaborate. This joint union keeps the landscape competitive as innovators seek precious opportunities to differentiate their offerings to prospective partners.

Pfizer, a leading company in the partnering space, offers a customized, two-pronged approach. One team focuses on partnering defined clinical assets. Another seeks cutting-edge, pre-clinical science and breakthrough technologies from academia, public-private partnerships and biotech. For the latter, identifying the most promising, revenue external opportunities, matching them with the optimal collaboration vehicle to meet the diverse interests of potential partners, and translating these into robust drug development programs are among the key challenges.

Uwe Schoenbeck, Pfizer’s Chief Scientific Officer for Emerging Science and Innovation (ES&I), said “Partnering is key for us, around 40% of our portfolio has been either externally sourced or critically enabled through partnerships. Securing clinical-stage assets is critical for the short term, but it is arguably just as important for an innovative biopharma to access cutting-edge science, breakthrough technologies, and early-stage top-quality assets to support our long-term success and leadership. We seek collaborations with both existing and their investigators, and biotech companies in which both parties bring complementary capabilities to achieve something neither of us could do alone.”

“CTI scientists engage from project conception to exit, ensuring transparent decision-making and appropriate engagement of Pfizer enterprise resources, expertise and capabilities. “We have a portfolio of around 30 CTI projects at any given time,” said Schoenbeck. “Pfizer has now advanced six CTI programs into the clinic, soon to be seven, of which three are in phase 2 clinical trials.” The CTI model is based out of four labs in New York, Boston, San Francisco and San Diego. Joe Dal Porto, Vice President and Head of CTI California, said “Through an open door policy, these labs engage PIs in the industrial drug development process with an experienced company like Pfizer is a significant attraction to many investigators.”

Each CTI project is led by a Pfizer scientific champion who uses internal research capabilities to address early translational challenges. CTI scientists engage from project conception to exit, ensuring transparent decision-making and appropriate engagement of Pfizer enterprise resources, expertise and capabilities. “We have a portfolio of around 30 CTI projects at any given time,” said Schoenbeck. “Pfizer has now advanced six CTI programs into the clinic, soon to be seven, of which three are in phase 2 clinical trials.” The CTI model is based out of four labs in New York, Boston, San Francisco and San Diego. Joe Dal Porto, Vice President and Head of CTI California, said “Through an open door policy, these labs engage PIs in the industrial drug development process with an experienced company like Pfizer is a significant attraction to many investigators.”

**CONTACT US**

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Ensure your branded content reaches the right audience with our targeted marketing package.

*Native ads only available on nature.com*
WEBCASTS

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 choose the subject matter and presenters, while we take care of everything else, including: project management, promotion, and providing an experienced moderator.

Previous webcast topics have included:
- Making a name in cancer immunotherapy
- Advances in precision medicine and genomic sequencing
- Innovating for ophthalmic diseases

Real-time reporting of registrations

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<tr>
<th>Registrations</th>
<th>Registration Page Visits</th>
<th>Registration Conversion Rate</th>
<th>Average Attendee Engagement</th>
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<tbody>
<tr>
<td>609</td>
<td>3863</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>363 Auditorium Visitors</td>
<td>252 Attended Live</td>
<td>41% Registrations to Attended Live</td>
<td></td>
</tr>
</tbody>
</table>

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.

4 ways to repurpose your custom webcast
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 KEYWORDS**

Display your banners on articles with matching keywords—from subject areas to company names.

Send us a website or whitepaper and we will create a keyword profile for your unique industry and field of work.

**TARGET SPECIFIC JOURNALS**

Target a journal or group of journals from our portfolio of 3000+ journals.

Examples of targeting by audience, keywords, and journals:

- **Immunology**
- **NK cells, Novartis, immuno-oncology**
- **Nature Reviews Immunology, Nature Cancer**

Combine with **print** and **e-alert** ads to promote your message across multiple touchpoints.
Biopharma Dealmakers is published quarterly in print, and is included in both the print and the digital PDF editions of Nature Biotechnology and Nature Reviews Drug Discovery. Your journal ad as well as your profile would benefit from being featured within the pages and promoted on the digital edition emails of these high impact Nature-branded publications.

Each issue is also distributed at key partnering and investor events.
## EDITORIAL CALENDAR 2023

### Print & Digital

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<tr>
<th>Issue date 2022</th>
<th>Editorial themes</th>
<th>Conference distribution (TBC)</th>
<th>Participation deadline</th>
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</table>
| **FEBRUARY – online Collection** | Precision Medicine - Molecular diagnostics & next generation sequencing | BIO-Europe Spring (TBC)  
American Association for Cancer Research (AACR) annual meeting (TBC, USA)  
Bio-Trinity (TBC, London, UK) | 15th November 2022 |
| **MARCH – full issue** | Oncology | BIO-Europe Spring (TBC)  
American Association for Cancer Research (AACR) annual meeting (TBC, USA)  
Bio-Trinity (TBC, London, UK) | 1st December 2022 |
| **APRIL – online Collection** | AI drug discovery (including AI spotlight) | Bio International Convention (TBC, Boston, USA) | 23rd January 2023 |
| **MAY – online Collection** | Infectious diseases and vaccines | Bio International Convention (TBC, Boston, USA) | 16th February 2023 |
| **JUNE – full issue** | Biopharma deals/Industry insights  
Protein degradation  
CNS | Bio International Convention (TBC, Boston, USA) | 6th March 2023 |
| **JULY – online Collection** | Antibody technologies | BioPharm America (TBC, USA)  
Bio-Europe (TBC, November)  
Society for Neuroscience annual meeting (TBC, USA) | 20th April 2023 |
**EDITORIAL CALENDAR 2023**

### Print & Digital

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| SEPTEMBER – full issue | Immuno-oncology  
Deals industry (TBC)?? | BioPharm America (TBC, USA)  
Bio-Europe (TBC, November)  
Society for Neuroscience annual meeting (TBC, USA) | 22nd June 2023 |
| OCTOBER – online Collection | Regen Med (cell & gene therapies) | JP Morgan/Biotech Showcase (2022 San Francisco, USA) | 21st July 2023 |
| NOVEMBER – online Collection | RNA technologies/Nucleic-acid based drugs | JP Morgan/Biotech Showcase (2022 San Francisco, USA) | 22nd August 2023 |
| DECEMBER – full issue | Ageing  
Dug delivery  
Deals round up of 2023 | JP Morgan/Biotech Showcase (2022 San Francisco, USA) | 4th September 2023 |

### Biopharma Dealmakers – Editorial calendar 2023 website

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<th>Monthly 2021</th>
<th>Topics</th>
<th>Topic summary</th>
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<tr>
<td>WEEK 1</td>
<td>Issue content</td>
<td>Our latest editorial and advertorial content showcased from the print editions.</td>
</tr>
<tr>
<td>WEEK 2</td>
<td>‘Business of Science’ digest Nature collection</td>
<td>A collection of the previous month’s articles from the Springer Nature portfolio related to pharmaceuticals, biotech, business, companies, investment and licensing.</td>
</tr>
<tr>
<td>WEEK 3</td>
<td>Deals round up</td>
<td>A comprehensive round-up of the major biopharma deals of the previous month, categorized by parameters such as value, or company.</td>
</tr>
<tr>
<td>WEEK 4</td>
<td>Biotech funding review</td>
<td>A review of the latest and major financing rounds including details of any significant series A/B and any IPOs tied to current trends.</td>
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