



Unlock the power of a vast healthcare network

Publisher's Guidelines for Clinical Custom Content

natureresearch
custom media

 **Springer**
Custom Media

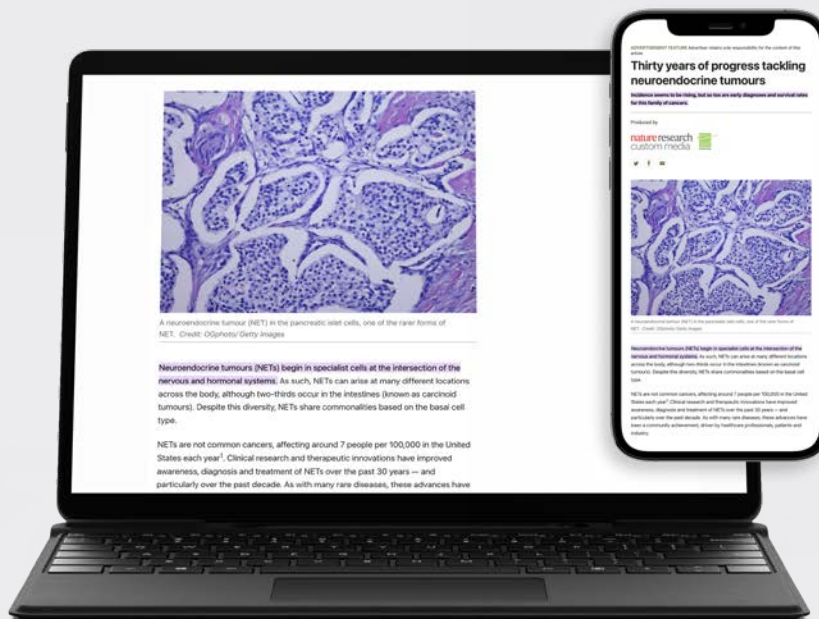
Are you seeking meaningful engagement with healthcare professionals?

Leverage the expansive reach and esteemed reputation of Springer Nature, which includes flagship titles such as Nature and Scientific American. Our platform extends beyond these renowned titles to include over 1,000 clinical journals, achieving an impressive monthly reach of over 50 million page views. This ensures your message is delivered with precision and impact.



What sets us apart is our ability to craft tailored digital content marketing campaigns that truly resonate with healthcare professionals. These campaigns provide a unique opportunity for organizations to authentically connect with healthcare audiences, effectively promoting their advancements and solutions.

Join us in engaging the global healthcare community precisely at the point when they seek knowledge in your field.



1,000+clinical science
journals**1.765,900+**

clinical science articles*

45,000+clinical science articles
published in last 3
months***51.4M**average monthly
clinical page views****51%**work in hospitals, clinical
practices and medical schools**74%**of our HCP audience write 25+
prescriptions every week

Target your marketing

Clinical keywords
for your choosing60+ pre-built
medical specialtiesCustom built
audience

Example of targeting

85k articles about
breast cancer136k articles
about neurology22k articles about
Alzheimer's disease350k articles
about oncology

Equals reaching millions of healthcare professionals (HCPs)

Achieve your objectives

Clinical Custom Content can support many different objectives. Speak to your account manager to see how we can help you achieve your goals.



Branded



New product launch

Introduce specialists and other clinicians to the benefits, common side effects, and clinical results associated with a new drug or device.



Extended clinical results

Update HCPs about long-term follow-up data for an established drug or device.



Use cases

Distil current treatment guidelines around a particular product.

Unbranded



Expert perspectives

Interview a thought leader in a given field, or summarize the perspectives delivered in a conference presentation.



Disease awareness

Discuss the epidemiology, clinical features and key diagnostic aspects of a rare disease or disease subtype.



Target pathway explainer

Unpack the disease mechanisms of a condition, including common or upcoming drug targets.

Branded or Unbranded



Research digest

Summarize an important paper that relates to a drug or device (branded) or other aspect of biomedical research (unbranded).



Conference report

Provide a science-driven summary of discussions from a clinical conference.

Overview of product types

Clinical Custom Content is written for audiences working in healthcare and adjacent industries, such as translational research or drug, device and diagnostics development.



Clinical Custom Content comes in three varieties, which differ in distribution, promotion and length. Which options to choose will depend on your specific needs and goals.

	Writing/ production	Length	Multimedia enhancements	Promotions	Lead time
Client Supplied We can help amplify your existing content	You write	Up to 1,500 words	Can be included	3-month increments/ scalable content banner/ impressions/ e-alerts	48 hours
Co-produced Digest We take your technical, published article and distill its value in a shorter more accessible form	We write	Up to 500 words	Can be included	4 weeks, 50k content banner impressions & social media	8-12 weeks
Co-produced Custom Content We report clinical results (branded) or tell your story (unbranded)	We write	Up to 500 words (branded) Up to 1,000 words (unbranded)	Can be included	4 weeks, 50k content banner impressions & LinkedIn	12-16 weeks

Branded Clinical Custom Content

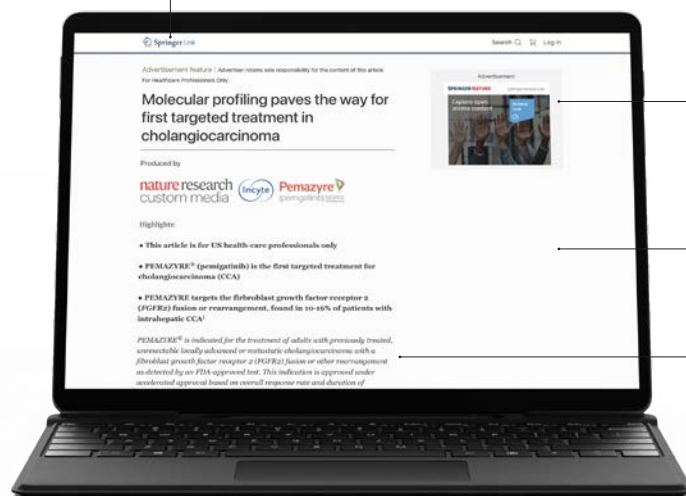
These articles are for specific marketing messages about approved drugs and devices, tightly targeted to audiences of HCPs, with promotional campaigns that are geographically limited.

The balanced content gives HCPs information that is relevant to their patients and practice, in a format tailored to their needs, in an authoritative voice and tone. Branded articles will cite results from relevant, peer-reviewed, published clinical trials for medicines and devices that have been approved by regulatory authorities.

Branded clinical content abides by the requirements laid out by the world's largest regulatory bodies, including content* gating and labelling for HCPs, and inclusion of Prescribing Information, Brief Summary and/or Summary of Product Characteristics.



Considerations



✓ Distribution options limited to SpringerLink (a Switzerland-registered website)

✓ Marketing channels limited to targeted banners ads, email and LinkedIn (optional)

✓ Stricter labelling, gating and tightly targeted promotion will, by necessity, limit page views compared with Unbranded articles

✓ Neutral editorial tone. Content is not embellished (no quotes) and is fair and balanced

✓ Can only discuss approved drugs or devices; no off-label use, or discussion of candidates in clinical trials

*While branded articles are highly targeted to specific audiences and permissible geographies, it is not currently possible to geo-restrict access to the article. Content gating is on a self-certification basis.

Unbranded Clinical Custom Content

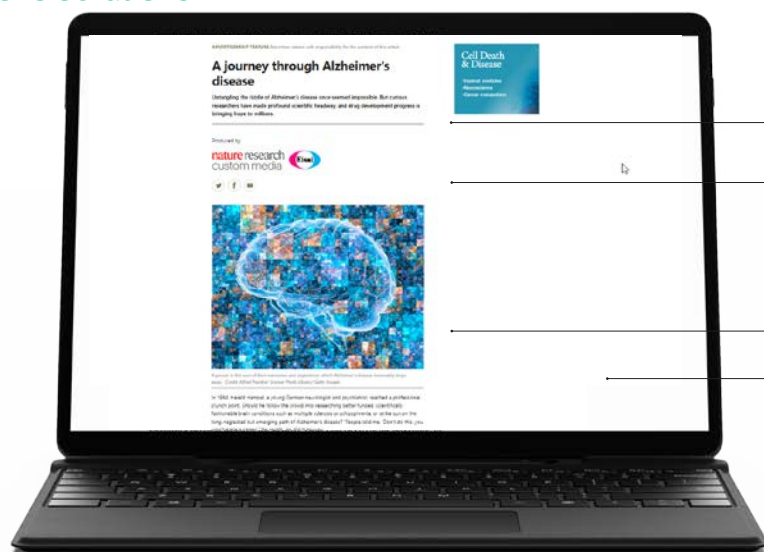
These articles primarily raise awareness and demonstrate thought leadership and research in a disease area. They often provide foundational knowledge of a disease and its mechanisms for a clinical group who might later encounter an approved drug or device.

Unbranded articles build an association between our partner and a developing area of biomedical research, whether drug or device development; new pathways, targets or biomarkers; common diagnostic challenges; or other aspects of translational research. These pieces are written in a journalistic style.

Unbranded articles are less restricted in terms of distribution and marketing, being able to run on Nature Portfolio journal pages as well as our social channels, but are still targeted to an audience of HCPs.



Considerations



- ✓ Cannot mention specific drugs, devices or clinical diagnostics. Can discuss drug classes in a broad, objective sense, if appropriate
- ✓ Cannot include clinical trial data relevant to specific drugs or devices
- ✓ Can be either thought-leadership features or a Q&A format
- ✓ Native ad slots to promote content available on nature.com, including specialist Nature journals
- ✓ Can enjoy global promotion

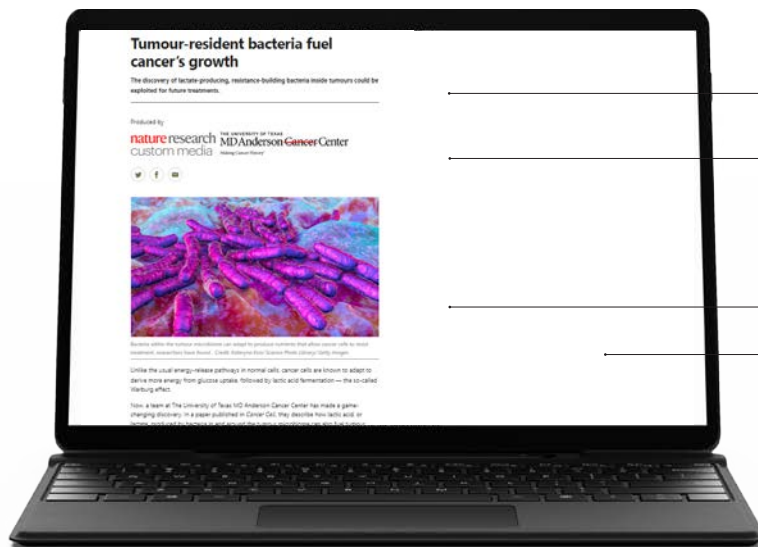
Clinical Digests

With a Digest, we aim to turn a long, technical piece of content into an easily readable summary article. The source material can be a research or clinical trial peer-reviewed paper, a white paper, a technical manual or ebook -- as long as it is already published.



The content which is written in Nature's tone of voice increases the likelihood of HCPs clicking through to the full research paper, increasing the visibility and impact of your research.

Considerations



- ✓ A Digest is always a concise 500-words
- ✓ Branded Digest will be hosted on Springerlink
- ✓ We can only Digest a clinical trial paper for an approved drug
- ✓ Unbranded Digests can include quotes from one of the source paper's authors

Product Specifications

Our co-produced Clinical Custom Content articles are offered at set lengths. They include images (including multimedia inserts if requested), and will be supported by references from the published literature. All Clinical Custom Content can include a reference pack, for Medical-Legal Review, if requested.



Design Requirements

- Article will be clearly labelled as an 'Advertisement Feature', as will any pointers to the content
- Clear inclusion of the name and logo of the partner organization (maximum of three partner logos online)
- No author byline

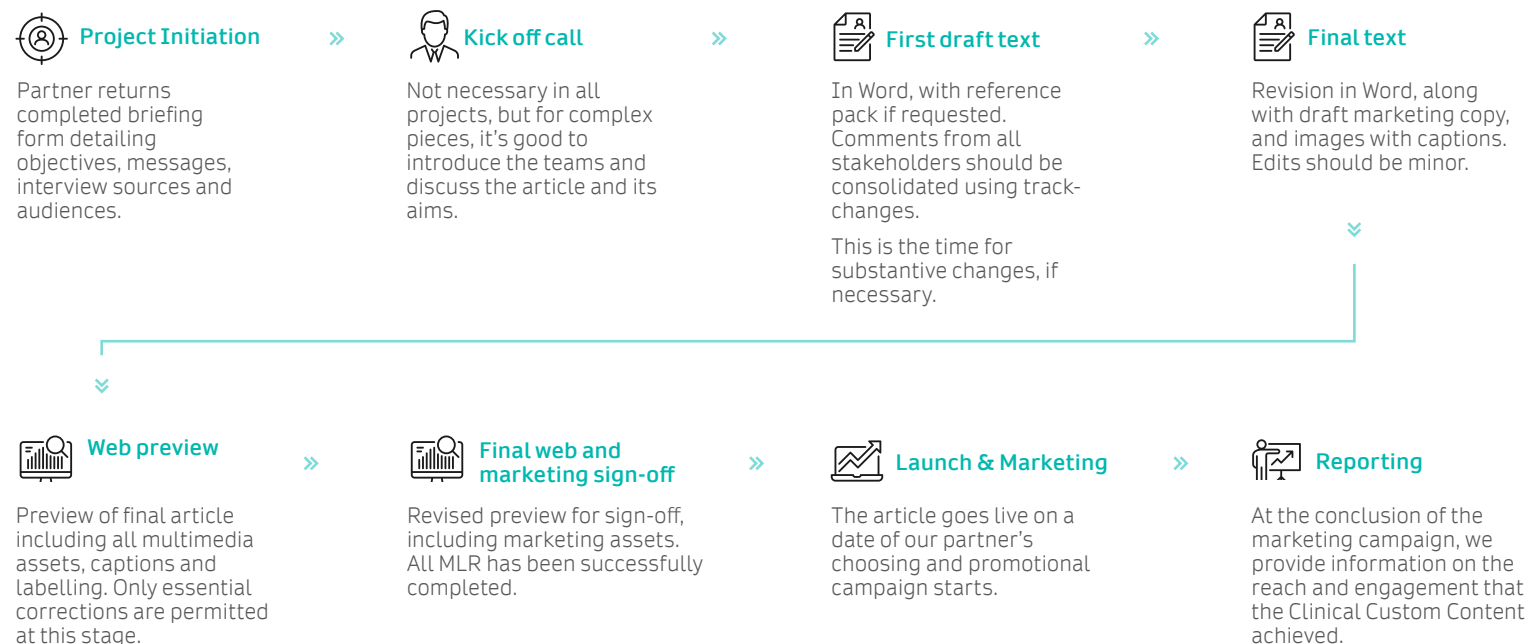
	Branded	Unbranded	Digests
Label	For healthcare professionals	No	If required
Style	Short news piece with 3 bulleted highlights	Feature or Q&A	Short, readable summary
Body copy	500 words	1,000 words	500 words
Images/video embeds	Up to 3	Up to 4	One
Interviews	No	A feature can include up to 3 interviewees	If an Unbranded digest, one interview with an author
Links	Includes, at a minimum, Prescribing information/Brief Summary/SmPC at end	Brief call-to-action with URL for onward journey	Link to original paper/content
Reference data from clinical trials	Yes	No	Only with a Branded digest
Has to be gated?	Yes	No	Yes if it's a Branded digest
Platform	SpringerLink	SpringerLink or Nature	SpringerLink or Nature

Workflow

Creating Branded Clinical Custom Content takes around 16 weeks, whereas for Unbranded Clinical Custom Content it's 12 weeks, depending on interviewee availability and intensity of MLR. Client Supplied content can be published within 48 hours. The maximum length of any project is 25 weeks*.



Content creation is a collaborative process, where the partner reviews and approves the article at several stages. At the start of a project, the publishing manager, who serves as the point-of-contact for a partner, will supply a detailed timeline. We advise that senior partner stakeholders who will sign off on the project are made aware of the process and provide input at the appropriate stage.








*Failure by partners to adhere to this workflow and its limitations could result in penalties, as detailed in the T&Cs.

Promotion & Marketing

Clinical Custom Content is targeted to HCPs and, for Unbranded content, biomedical researchers working in adjacent industries, such as drug development. SNCM takes great care to specifically target the right audiences in the appropriate geographies, whether that is on our sites, by email, or on social media.

All online Clinical Custom Content articles have a companion promotional campaign to ensure our partners receive the results they expect. To remain compliant with regulatory guidance, Branded, and Unbranded articles have slightly different promotional approaches.



Channels	Branded	Unbranded, Springer	Unbranded, Nature
 Contextual Banners	On Springer, BMC, Nature	On Springer, BMC, Nature	On Springer, BMC, Nature
 Social	LinkedIn (Springer Custom)	LinkedIn (Springer Custom)	LinkedIn (Nature Custom)
 Email	Medlist + Extra Email (only if client cannot do social)	1 Medlist	1 Medlist
 Native Ads	—	—	Nature Portfolio only
 Campaign Length	4 Weeks	4 Weeks	4 Weeks

Geography

Owing to regulatory constraints, we can only promote Branded Clinical Custom Content in certain regions. The drug or device in the content must be approved in each country targeted. Content will always be in English.

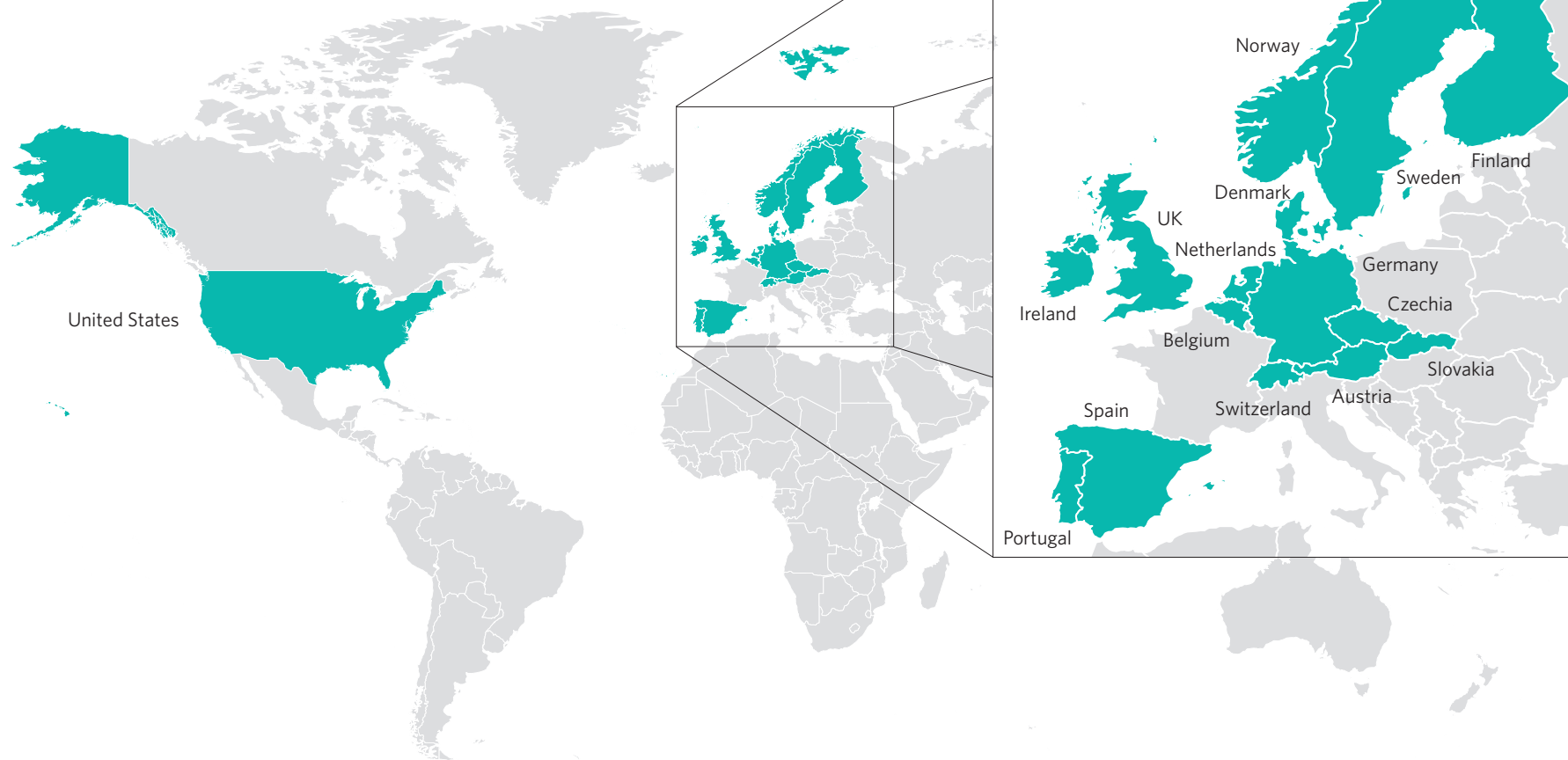


Available:

- | | | | |
|-----------|---------------|------------|-----------------|
| • Austria | • Germany | • Portugal | • Switzerland |
| • Belgium | • Ireland | • Slovakia | • UK |
| • Czechia | • Netherlands | • Spain | • United States |
| • Denmark | • Norway | • Sweden | |
| • Finland | | | |

Not available:

- France
- Italy



Social Media

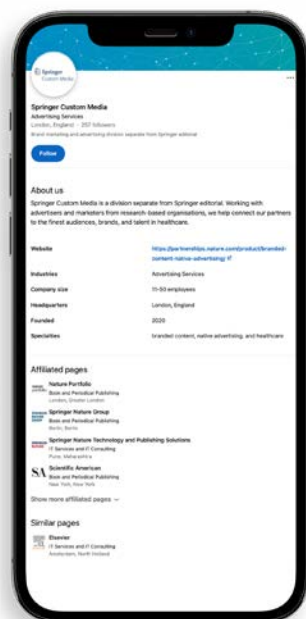
Where appropriate, we will promote content through LinkedIn, which permits targeting by geography and job title and allows comments to be disabled. Social media promotion is strongly recommended but not required. For Branded articles, an additional email promotion can be substituted for LinkedIn.

Springer Nature Custom Media content mustn't be confused with Springer Nature editorial content. When partners create their own social media posts, they should not tag the editorial channels for Springer Nature journals.

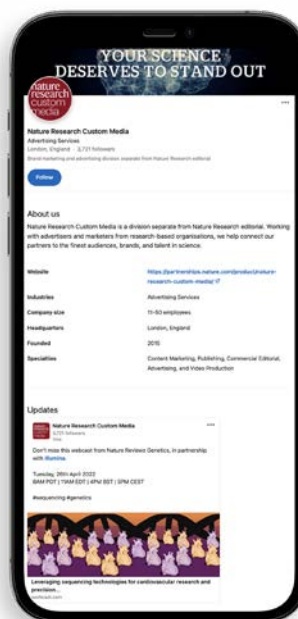


The correct LinkedIn channels to tag are:

Branded or Unbranded



Unbranded only



Additional Services

We offer valuable paid-for additions to enhance Clinical Custom Content.

Figures

Our editors and designers can optimize figures for clarity and readability, for both print and online. SNCM will redraw a partner-supplied figure to give it the SNCM look and feel, to accompany an article, for an additional fee.

Redrawn figures are created from a single partner-supplied figure. SNCM will not produce original figures nor merge multiple supplied figures unless negotiated separately. Partners are responsible for clearing publication copyright.

In rare circumstances, supplied scientific or data figures may be suitable to include in Clinical Custom Content without redrawing. If that is the case, partners may submit the graphic for evaluation by SNCM editors, whose decision is final.

Size: 1/4 page for 500 word articles; up to 1/2 page for longer articles

Words: (captions and labels) up to 125

Quantity: One (1) per article, which will be counted towards the total number of images allowed

Supplied file format: .AI or .EPS

Font size: No less than 6 points



Certain types of graphics are unsuitable and will not be accepted either for inclusion or redrawing. These include organization charts, corporate strategy diagrams, cartoons, mascots, additional logos, and figures with low informational value.

Questions?

Please contact your account manager.

An abridged version of these guidelines can be found at:

partnerships.nature.com/guidelines-for-clinical-custom-content



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