

SPRINGER NATURE

partnerships.nature.com

MEDIA KIT 2025

Impactful Solutions to Fuel Scientific Progress



Marketing solutions purpose-built to resonate with scientific and healthcare communities

Springer Nature is a leading research, educational and professional publisher dedicated to advancing discovery by supporting the development of new ideas and championing open science. With over 150 years of experience in science communications, Springer Nature has a longstanding reputation as an eminent voice in science, and our expertise in engaging the STEM community is unparalleled.

Whether your goal is to **enhance your strategy, build a world-class team, elevate your brand, or showcase your societal impact**, our suite of marketing, content and recruitment solutions can help you build lasting connections with your target communities.

3000+^{}**
journals



392^{}**
Nobel Laureates published



#1 Multidisciplinary journal*

Usage: **1,253,174** Altmetric mentions in 2023

304,441^{}**
mentions in patents

563,133^{}**
mentions in the news

27,129^{}**
mentions in policy documents



Check out Nature's 2025 Calendar for marketing and sponsorship opportunities.

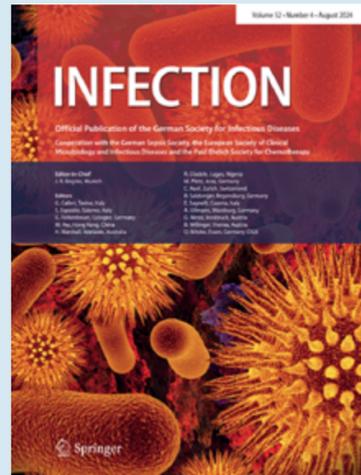


Translated into 7 local language editions

The oldest continuously published US magazine since 1845



#1 journal in Computer science, interdisciplinary applications*



Over 1,000 clinical medicine journals across 50+ clinical areas*

*2022 Journal Citation Reports® Science Edition (Clarivate Analytics, 2023) | **Altmetric

All of our solutions can be customised and tailored to suit your unique strategic needs

Engage a global community of researchers and healthcare professionals with our flexible business models. We'll take the time to understand your mission and core values, and work with you to build the right solutions and strategies.



nature awards
inspiring women
in science

IN PARTNERSHIP WITH THE
ESTÉE
LAUDER
COMPANIES

We reach over **44 million users*** every month across our network of trusted brands. From pioneering scientists to dedicated health professionals, agenda-setting policy makers and curious minds — reach the right contacts at each phase of your innovation.



*Google Analytics July 2023-June 2024; unique users across nature.com, link.springer.com, biomedcentral.com, springeropen.com combined with active users from scientificamerican.com.

Audience & Reach

nature portfolio

11.8 MILLION
monthly users*



18.6 MILLION
monthly users*



6.9 MILLION
monthly users*



77K
monthly users*

SCIENTIFIC
AMERICAN

4.3 MILLION
monthly users*

Life
Sciences



67.8 MILLION
monthly page views[†]

Physical
Sciences



43.6 MILLION
monthly page views[†]

Healthcare



64.4 MILLION
monthly page views[†]



742K

Third party email
subscribers**



2.4 MILLION

Ealerts
subscribers**



4.4 MILLION

Facebook
followers***



1.3 MILLION

LinkedIn
followers***



353K

Youtube
subscribers***

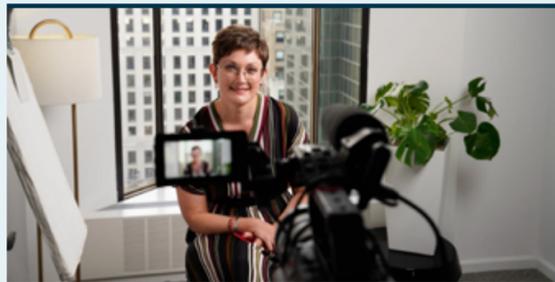


666K

Instagram
followers***

Products & Solutions

What is your objective?



I want to reach scientific researchers to promote my organisation and/or our products.



I want to reach healthcare professionals to promote my organisation and/or our products.



I want to recruit talented researchers and support their professional development.



I want to position my organisation as a thought leader.



Advertising and Promotions

Showcase your brand to researchers in academia and industry worldwide. Save the time and cost spent advertising on multiple platforms with our precise targeting technology, reach the right audiences during all stages of the purchasing cycle.



Learn more about our targeting capabilities.



Life Sciences audience

67.8 MILLION
monthly page views*

550+
journals

Geographic Reach*	
Americas	34%
UK/Europe	20%
Asia/RoW	46%



Physical Sciences audience

43.6 MILLION
monthly page views*

900+
journals

Geographic Reach*	
Americas	28%
UK/Europe	22%
Asia/RoW	50%



View a sample of our scientific audiences.

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

Your goals

Build awareness of your brand



Create engaging stories about your research and achievements



Convert prospects into leads



Our solutions

Journal advertising



Podcast advertising



Ealerts advertising



Digital advertising



Branded content



Branded content videos



Emails



Webcasts



Enhance your strategy with real-time insights on emerging research areas with our research intelligence solutions. Gain a thorough understanding of your target market with comprehensive reports that provide relevant and trustworthy insights.

- **Discover** research trends and funding opportunities
- **Identify** key opinion leaders
- **Explore** networks of potential collaborators and prospective customers



Learn more

Clinical and HCP Marketing

Unlock our vast clinical network with our medical marketing and content solutions for healthcare and pharma marketers.



Our healthcare audience

64.4 MILLION
monthly page views*

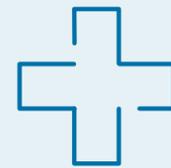
1000+
journals

50+
clinical areas

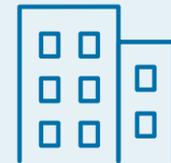
1.1+ million
e-alert subscribers

Geographic Reach*

Americas	33%
UK/Europe	26%
Asia/RoW	41%



32% of our clinical audience
work in hospitals, clinical
practices, and medical schools



2000+ health and hospital
facilities subscribe to our journals



Learn more about our HCP audience targeting capabilities and view a sample of our clinical audience segments.

Marketing solutions optimized for the busy HCP schedules

HCPs and physicians are faced with a constant influx of information in an increasingly competitive pharmaceutical market. Our custom content solutions along with our **advertising & promotions solutions**, are designed for the unique demands of marketing to HCPs.

Work with our custom media team to turn your message into quick and engaging stories that replicate the look and feel of our own news and editorial articles and hosted alongside our trusted clinical content. Our marketing team will promote the content to your target audience of HCPs and biomedical researchers via a multi-channel campaign across Springer Nature's entire journal portfolio.

Clinical Custom Content comes in a variety of formats to support every stage of your bench to bedside path, from translational research to drug, device and diagnostics development.



Branded

Up to 500 words

Raise awareness of an approved branded drug or medical device by name.



Unbranded

Up to 1,000 words

Demonstrate your thought leadership in a therapeutic area without naming any specific drug or device.



Digest

Up to 500 words

Turn your already 'published' technical articles and digest them in shorter format for our readers.

(branded or unbranded)



Client supplied

Up to 1,500 words

Submit your own article to be reviewed by our custom media team.
(branded or unbranded)

Recruitment

Attract the best and brightest talent and showcase your organisation to potential candidates.



naturecareers

Our jobseeker audience at naturecareers.com

250K

monthly job views*

16K

monthly job applications*

32K

registered jobseekers*

83K

monthly job alerts sent*

Geographic Reach*

Americas **49%**

UK/Europe **31%**

Asia/RoW **20%**



15 average applications per vacancy



2000+ health and hospital facilities subscribe to our journals



Recruit talent

Post your jobs on Nature Careers



Our global career resource and jobs board for scientists.

Post unlimited jobs



Our subscription packages help to save time, cut costs, and simplify the hiring process, while building your employer brand throughout the year.



Showcase your organisation

Employer branded content



Tell the story of your people, your research, and your state-of-the-art facilities.

Highlight your mission and achievements with an Employer Hub



Promote current vacancies, your workplace culture, and list your latest projects.



Thought leadership

Position your organisation as a thought leader and aligned with Nature



Sponsor highly-visible, editorially independent content, including journal supplements, podcasts, webinars, and surveys. Demonstrate your commitment to your chosen field to potential candidates.

Looking to develop your research team's skills and expertise?

We also provide a **comprehensive suite of professional training, editing, and data services**. All developed to our high-standards of content, delivery and service.



Learn more

Client-supported Programs

Position your organisation as a thought-leader and build visibility among our global audience of researchers, opinion leaders, and policy-makers by partnering with us on content and events on a scientific topic you want to be recognized for.

Gain the immediate trust of your target community by leveraging Nature Portfolio's reputation for rigorous editorial standards.

Choose a scientific topic meaningful to you, and we will help you find the best channels to reach your target community. All of our solutions can be mixed, matched and customised to suit your unique strategic goals.



Editorial & multimedia content

Demonstrate your ownership of a chosen scientific topic by sponsoring editorially independent content in engaging formats that highlight the latest developments and discoveries in your field.



Awards & grants

Make a highly visible contribution to the advancement of knowledge in your chosen scientific field, and identify rising talents by sponsoring awards and grants programmes. Establish yourself as an organisation that shapes the direction of research in your field.



Conferences

Engage your target scientific community by sponsoring a conference. Connect face to face with leading researchers, academics, and industry professionals, and foster valuable relationships and collaborations.

nature 2025 Calendar

	ISSUE DATE	DISPLAY DEADLINES		CONFERENCE DISTRIBUTION* AND FEATURES	CLASSIFIED						NATURE INDEX REPORTS			
		AD CLOSE	MATERIALS DEADLINE†		AD CLOSE		CLASSIFIED FEATURES				TOPIC	WRITTEN BY NRCM*	CLIENT SUPPLIED TEXT DUE	DISPLAY ADVERT DEADLINE
					US	UK†	TOPIC	WRITTEN BY NRCM*	CLIENT SUPPLIED TEXT DUE	DISPLAY ADVERT DEADLINE				
January	2-Jan	12-Dec	16-Dec		19-Dec	20-Dec								
	9-Jan	17-Dec	19-Dec		2-Jan	3-Jan								
	16-Jan	24-Dec	3-Jan		9-Jan	10-Jan								
	23-Jan	8-Jan	10-Jan	Tech Feature: Technologies to Watch 2025	16-Jan	17-Jan								
	30-Jan	15-Jan	17-Jan		23-Jan	24-Jan								
February	6-Feb	22-Jan	24-Jan	Tech Feature: Microbes in Space	30-Jan	31-Jan								
	13-Feb	29-Jan	31-Jan		6-Feb	7-Feb								
	20-Feb	5-Feb	7-Feb	Tech Feature: Why is it so hard to rewrite a genome?	13-Feb	14-Feb								
	27-Feb	12-Feb	14-Feb		20-Feb	21-Feb								
March	6-Mar	19-Feb	21-Feb		27-Feb	28-Feb								
	13-Mar	26-Feb	28-Feb		6-Mar	7-Mar	Career Guide: Texas	25-Nov	3-Jan	28-Feb				
	20-Mar	5-Mar	7-Mar		13-Mar	14-Mar					Index: Energy	27-Nov	10-Jan	7-Mar
	27-Mar	12-Mar	14-Mar		20-Mar	21-Mar								
April	3-Apr	19-Mar	21-Mar		27-Mar	28-Mar								
	10-Apr	26-Mar	28-Mar	Tech Feature: Spatial proteomics	3-Apr	4-Apr								
	17-Apr	2-Apr	4-Apr		10-Apr	11-Apr	Spotlight: Spain	27-Jan	5-Feb	4-Apr				
	24-Apr	7-Apr	9-Apr	AACR 2024 (American Association for Cancer Research)	15-Apr	16-Apr					Index: Cancer	2-Dec	7-Feb	4-Apr
May	1-May	14-Apr	16-Apr		24-Apr	25-Apr								
	8-May	22-Apr	24-Apr		30-Apr	1-May								
	15-May	29-Apr	1-May	Tech Feature: Organoids	8-May	9-May								
	22-May	7-May	9-May		15-May	16-May								
	29-May	13-May	15-May	ASCO 2025 (American Society of Clinical Oncology)	21-May	22-May	Spotlight: Singapore	27-Jan	14-Mar	9-May				
June	5-Jun	20-May	22-May		29-May	30-May								
	12-Jun	28-May	30-May	Tech Feature: Cryo-EM	5-Jun	6-Jun								
	19-Jun	4-Jun	6-Jun		12-Jun	13-Jun	Spotlight: Mexico	5-Mar	25-Apr	6-Jun				
	26-Jun	11-Jun	13-Jun		19-Jun	20-Jun					Index: Corporates in Science (Science Inc)	12-Mar	2-May	13-Jun

*Bonus distribution info will be added in once the 2025 exhibit schedules are confirmed.

†Ad booking due by 14:00 UK time. *Nature Research Custom Media team

nature 2025 Calendar

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		AD CLOSE	MATERIALS DEADLINE [†]		AD CLOSE		CLASSIFIED FEATURES				TOPIC	WRITTEN BY NRCM [*]	CLIENT SUPPLIED TEXT DUE	DISPLAY ADVERT DEADLINE
					US	UK ⁺	TOPIC	WRITTEN BY NRCM [*]	CLIENT SUPPLIED TEXT DUE	DISPLAY ADVERT DEADLINE				
July	3-Jul	18-Jun	20-Jun	Tech Feature: 25 years of the UCSC Genome Browser	26-Jun	27-Jun								
	10-Jul	25-Jun	27-Jun		3-Jul	4-Jul								
	17-Jul	2-Jul	4-Jul		10-Jul	11-Jul								
	24-Jul	9-Jul	11-Jul		17-Jul	18-Jul								
	31-Jul	16-Jul	18-Jul		24-Jul	25-Jul								
August	7-Aug	23-Jul	25-Jul		31-Jul	1-Aug								
	14-Aug	30-Jul	1-Aug		7-Aug	8-Aug								
	21-Aug	6-Aug	8-Aug		14-Aug	15-Aug	Spotlight: Climate Change	27-May	24-Jun	12-Aug				
	28-Aug	12-Aug	14-Aug		20-Aug	21-Aug								
September	4-Sep	19-Aug	21-Aug		28-Aug	29-Aug								
	11-Sep	27-Aug	29-Aug		4-Sep	5-Sep								
	18-Sep	3-Sep	5-Sep		11-Sep	12-Sep								
	25-Sep	10-Sep	12-Sep		18-Sep	19-Sep								
October	2-Oct	17-Sep	19-Sep		25-Sep	26-Sep					Index: Research Hospitals	7-Jul	4-Aug	24-Sep
	9-Oct	24-Sep	26-Sep		2-Oct	3-Oct								
	16-Oct	1-Oct	3-Oct		9-Oct	10-Oct	Career Guide: Canada	18-Jul	25-Aug	3-Oct				
	23-Oct	8-Oct	10-Oct		16-Oct	17-Oct								
	30-Oct	15-Oct	17-Oct		23-Oct	24-Oct								
November	6-Nov	22-Oct	24-Oct		30-Oct	31-Oct								
	13-Nov	29-Oct	31-Oct	NEUROSCIENCE 2025 (SOCIETY FOR NEUROSCIENCE) Tech Feature: Neuroscience	6-Nov	7-Nov					Index: Ageing	TBD	TBD	TBD
	20-Nov	5-Nov	7-Nov		13-Nov	14-Nov	Career Guide: California	15-Aug	19-Sep	3-Nov				
	27-Nov	12-Nov	14-Nov		20-Nov	21-Nov								
December	4-Dec	19-Nov	21-Nov		27-Nov	28-Nov	Career Guide: Germany	29-Aug	3-Oct	14-Nov				
	11-Dec	26-Nov	28-Nov		4-Dec	5-Dec					Index: Young Universities	TBD	TBD	TBD
	18-Dec	3-Dec	5-Dec		11-Dec	12-Dec								

[^]Bonus distribution info will be added in once the 2025 exhibit schedules are confirmed.

[†]Ad booking due by 14:00 UK time. ^{*}Nature Research Custom Media team

Springer Nature partners with many of the world's top institutions to provide services and solutions that advance discovery. Our customers include:



Eat Well, Live Well.



ESTÉE LAUDER



Contact Us

For more information on our marketing solutions,
please contact your Account Manager or get in touch via:

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