Impactful Springer Nature brands in niche areas and strong relationships with the world's top scientific societies

SPRINGER NATURE.................................2
OUR AUDIENCE & REACH .......................3
ADVERTISING SOLUTIONS &
PARTNERING OPPORTUNITIES................6
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SCIENTIFIC DISCIPLINES.......................16
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SPRINGER NATURE

QUALITY CONTENT

Springer Nature is a leading publisher of scientific, scholarly, professional and educational content. For more than a century, our brands have set the scientific agenda. We’ve published ground-breaking work on many fundamental achievements, including the splitting of the atom, the structure of DNA, and the discovery of the hole in the ozone layer, as well as the latest advances in stem-cell research and the results of the ENCODE project. Our dominance in the scientific publishing market comes from a company-wide philosophy to uphold the highest level of quality for our readers, authors and commercial partners.

SPRINGER RESEARCH

Springer Research is a leading global scientific, technical and medical portfolio, providing researchers with quality content through innovative information, products and services. Springer Research’s catalogue features over 2,900 journals and 250,000 books, and one of the strongest STM and HSS eBook collections and archives, as well as a comprehensive range of hybrid and open access journals.

NATURE RESEARCH

Nature Research is a portfolio of high-quality products and services across the sciences, including Nature, the world’s leading multidisciplinary science journal. Nature Research also publishes Nature-branded clinical reviews subscription journals, alongside open-access journals, and a range of Nature Partner Journals published in partnership with institutions and societies.

WHY PARTNER WITH US?

Content Marketing
Our renowned writers and editors will curate value-driven content, based on your objectives.

Communication Platforms
We design targeted engagement campaigns with channels and metrics that most matter to you.

Quality Audience
We deliver your call-to-action to millions of influential scientists around the globe.

Sustainable Impact
Based on tangible performance outcomes, we recommend future go-to-market plans.

WORLD-RENOWED EDITORIAL CONTENT

More Nobel laureates published with us than any other scientific publisher

MOST HIGHLY CITED JOURNALS

15 journals rank #1 in one or more subject category**

12 titles AMONG THE TOP 20 SCIENCE JOURNALS by 5 year Impact factor**

11 titles by Article Influence Score**

5 titles by Immediacy Index**

SPRINGER NATURE

QUALITY CONTENT

Our family of trusted scientific brands receive 131 MILLION* page views each month reaching an audience of over 40 MILLION*.^
Media Kit 2018  |  Clinical & Biomedical Science  |  3

OUR AUDIENCE & REACH

LINK.SPRINGER.COM
A GROWING AND GLOBAL AUDIENCE

THE AVERAGE VISIT IS
3 MINUTES AND 49 SECONDS*

61.6 MILLION
MONTHLY PAGE VIEWS & GROWING*

10.7 MILLION
UNIQUE USERS PER MONTH*

Table of Contents ealert
(ETOC) subscribers**

Active springer.com
registrants***

1,672,837

472,778

Geographic Reach:*

39% AMERICAS
31% ASIA/ROW
29% UK/EUROPE

FOR INFORMATION ABOUT THE NATURE RESEARCH AUDIENCE REACH, ASK YOUR SALES REP FOR OUR LIFE & PHYSICAL SCIENCES 2018 MEDIA KIT.

PARTNERSHIPS.NATURE.COM/INFO

For Webtrek 2017 | ** Hybris 2017 | ***Publisher Data 2017
**OUR AUDIENCE & REACH**

**SPRINGER NATURE AUDIENCE**
*INFLUENTIAL WITH PROVEN PURCHASING POWERS*

$86.7K
average annual budget per reader for research products/equipment

87% of our readers **AGREE** that it’s important to keep aware of product and technology developments

83% Contacted/visited a company website for more information

83% of our readers are **DIRECTLY INVOLVED** in purchasing decisions

**LEARNING ABOUT PRODUCT DEVELOPMENT AND TECHNOLOGY**

<table>
<thead>
<tr>
<th>Method</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webcasts</td>
<td>10%</td>
</tr>
<tr>
<td>Social networks</td>
<td>22%</td>
</tr>
<tr>
<td>Print advertisements</td>
<td>22%</td>
</tr>
<tr>
<td>Protocols</td>
<td>33%</td>
</tr>
<tr>
<td>Newsletters</td>
<td>39%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>42%</td>
</tr>
<tr>
<td>Email</td>
<td>44%</td>
</tr>
<tr>
<td>Online advertisements</td>
<td>49%</td>
</tr>
<tr>
<td>Conferences</td>
<td>63%</td>
</tr>
<tr>
<td>Articles</td>
<td>68%</td>
</tr>
</tbody>
</table>

**ACTION TAKEN AFTER SEEING A PRODUCT ADVERTISED**

57% Discussed/recommended purchased a new product/tech

**TOP 10 PRODUCTS USED**

- **DNA OR RNA SEQUENCING** 26%
- **MOLECULAR BIOLOGY LAB EQUIPMENT** 31%
- **MOLECULAR BIOLOGY KITS/REAGENTS** 32%
- **MICROSCOPY** 37%
- **PROTEIN DETECTION OR ANALYSIS** 25%
- **NUCLEIC ACID ISOLATION/PURIFICATION** 28%
- **PCR OR RT-PCR** 36%
- **DENTAL SEQUENCING** 26%
- **MOLECULAR BIOLOGY LAB EQUIPMENT** 31%

**HOW SPRINGER NATURE JOURNALS ARE READ**

- 29% Online
- 66% Print
- 5% Both

*All data on pages 4-5 from Reader Survey 2017*
### HIGHLY QUALIFIED AND ENGAGED

#### TOP 10

<table>
<thead>
<tr>
<th>Academic Qualification</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>49%</td>
</tr>
<tr>
<td>Research Institute</td>
<td>16%</td>
</tr>
<tr>
<td>Hospital</td>
<td>8%</td>
</tr>
<tr>
<td>Medical School</td>
<td>5%</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>4%</td>
</tr>
<tr>
<td>Government Institute or Agency</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>3%</td>
</tr>
<tr>
<td>Engineering/Manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>Private practice</td>
<td>2%</td>
</tr>
<tr>
<td>Consulting</td>
<td>1%</td>
</tr>
</tbody>
</table>

- **Postgraduate- Dual doctorate degree (MD-PhD):** 10%
- **Postgraduate- Doctorate degree (PhD/DPhil/MD):** 56%
- **Postgraduate- Master’s degree (MA/MS/MSc):** 19%
- **Undergraduate- Bachelor’s degree (BSc/BA/BS):** 10%
- **Other:** 5%

#### PLACES OF WORK

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>49%</td>
</tr>
<tr>
<td>Research Institute</td>
<td>16%</td>
</tr>
<tr>
<td>Hospital</td>
<td>8%</td>
</tr>
<tr>
<td>Medical School</td>
<td>5%</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>4%</td>
</tr>
<tr>
<td>Government Institute or Agency</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>3%</td>
</tr>
<tr>
<td>Engineering/Manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>Private practice</td>
<td>2%</td>
</tr>
<tr>
<td>Consulting</td>
<td>1%</td>
</tr>
</tbody>
</table>

85% of readers hold postgraduate qualifications.

#### AREAS OF INTEREST

- **Biomedical Sciences:** 37%
- **Clinical Medicine:** 16%
- **Chemistry:** 4%
- **Agricultural & Biological Sciences:** 15%
- **Earth & Environmental Sciences:** 4%
- **Materials Science:** 3%
- **Engineering:** 4%
- **Physics:** 4%
- **Social Sciences:** 3%
- **Psychology:** 3%
- **Other:** 6%

#### KEY JOB TITLES

- **Early-career Scientist/Students:** 43%
- **VP of Research/Principal Investigator/Lab Director:** 15%
- **Healthcare Professional/Clinicians:** 3%
- **Head of Academic Dept/Faculty Professor:** 18%
- **CEO/Investor/Business Consultant/Sales:** 2%
- **Consultant/Fellow/Attending Physician:** 8%
ADVERTISING SOLUTIONS & PARTNERING OPPORTUNITIES

AWARENESS

Build awareness strategically with banner and print advertising solutions

New market-leading online behavioral targeting and reporting technology ensures your digital ad reaches your desired audience. Optimize viewability through the latest ad display functionality including sticky ads, lazy loading, and dynamic refresh. Amplify awareness in print advertising via bonus distribution at key conferences or by using high-impact inserts and outserts. Gain invaluable feedback via free market research in selected issues.

LEAD GENERATION

Generate quality leads with email advertising and custom webcasts

Nature Research’s expansive lists have been built up over time with leading researchers engaged with our communications. Leverage our established trust with a third party email and table of contents ealerts optimizing the open rates of your message. Webcasts can instantly reach a global audience with real-time feedback. Gain valuable leads to follow up with and enhance rapport with your audience.

Looking to recruit?
We also offer recruitment advertising.
Educate your audience by directing the narrative, and establishing your authority in a particular area. Conferences deliver a social space to promote the scholarly discourse. Collaborate with Nature Research sales, marketing, and editorial teams to create a memorable event that is engaging, productive and serves to set the agenda in your chosen field of research.

Be an active participant in the community debate on a topic while building a network of key influencers with custom articles on nature.com. Our high editorial standards ensure your article will meet the expectations of our sophisticated audience. Clear calls to action direct readers to your brand to learn more and continue the discussion.

Position your brand alongside editorial or commercially driven content with sponsorship and custom content solutions. Leverage our respected and authoritative editorial reputation and engaged audience. Reinforce your commitment to a technological advance, awareness of a disease, therapeutic area or scientific field, further building your reputation and market exposure.
### Genetics in Medicine

*nature.com/gim*

Publishing innovative, clinically relevant papers in contemporary genetic medicine.

### TOPICS:

Genomics, chromosome abnormalities, metabolic diseases, single gene disorders, genetic aspects of common complex diseases and critical ethical, legal and social implications of genomic medicine.

### JOURNAL METRICS*

- **Total Cites**: 7,416
- **#10 Journal in Genetics & Heredity**
- **Impact Factor**: 8.229
- **5-Year Impact Factor**: 7.437
- **Immediacy Index**: 1.967
- **Eigenfactor Score**: 0.02771
- **Article Influence Score**: 3.196

### PRINT**

- 1,846 print circulation
- 19,937 readership

### ONLINE***

- 154,820 monthly page views
- 69,345 monthly unique users

### EMAIL†

- 9,256 alert subscribers

### REACH

- **PRINT**
  - **Print**
    - Americas: 92%
    - UK/Europe: 8%
    - Asia/Rest of World: 0%
  - **Online**
    - Americas: 54%
    - UK/Europe: 24%
    - Asia/Rest of World: 22%

### GLOBAL AUDIENCE

- **82%** of readers state they are directly involved in purchasing decisions
- **$91.8K** average annual budget for research products/equipment

### TOP 5 AREAS OF FOCUS ‡

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genetics &amp; Heredity</td>
<td>100%</td>
</tr>
<tr>
<td>Biochemistry &amp; Molecular Biology</td>
<td>56%</td>
</tr>
<tr>
<td>Cell Biology/Cell Research</td>
<td>54%</td>
</tr>
<tr>
<td>Medicine, Research &amp; Experimental</td>
<td>41%</td>
</tr>
<tr>
<td>Biomedicine</td>
<td>37%</td>
</tr>
</tbody>
</table>

### TOP 10 PRODUCTS OR TECHNOLOGIES USED ‡

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCR or RT-PCR</td>
<td>67%</td>
</tr>
<tr>
<td>DNA or RNA sequencing</td>
<td>66%</td>
</tr>
<tr>
<td>Molecular biology kits/reagents</td>
<td>63%</td>
</tr>
<tr>
<td>Molecular biology lab equipment</td>
<td>62%</td>
</tr>
<tr>
<td>Electrophoresis</td>
<td>61%</td>
</tr>
<tr>
<td>Nucleic acid isolation or purification</td>
<td>60%</td>
</tr>
<tr>
<td>Cell or tissue culture</td>
<td>58%</td>
</tr>
<tr>
<td>Gene expression analysis</td>
<td>57%</td>
</tr>
<tr>
<td>DNA cloning</td>
<td>47%</td>
</tr>
<tr>
<td>Antibody-based techniques</td>
<td>47%</td>
</tr>
</tbody>
</table>

### JOB TITLES ‡

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-career Scientist/Students</td>
<td>56%</td>
</tr>
<tr>
<td>VP of Research/Principal Investigator/ Lab Director</td>
<td>18%</td>
</tr>
<tr>
<td>Head of Academic Department/ Faculty/Professor</td>
<td>14%</td>
</tr>
<tr>
<td>Healthcare Professional/Clinicians</td>
<td>3%</td>
</tr>
<tr>
<td>CEO/Investor/Business Consultant/ Sales</td>
<td>2%</td>
</tr>
<tr>
<td>Consultant/Fellow/Attending Physician</td>
<td>2%</td>
</tr>
</tbody>
</table>

### RESEARCHER PLACE OF WORK ‡

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>52%</td>
</tr>
<tr>
<td>Research Institution</td>
<td>27%</td>
</tr>
<tr>
<td>Industry/Corporation</td>
<td>8%</td>
</tr>
<tr>
<td>Hospital</td>
<td>7%</td>
</tr>
<tr>
<td>Government</td>
<td>4%</td>
</tr>
</tbody>
</table>

### CLINICIAN PLACE OF WORK ‡

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>57%</td>
</tr>
<tr>
<td>University/College</td>
<td>29%</td>
</tr>
<tr>
<td>Clinical Practice</td>
<td>7%</td>
</tr>
<tr>
<td>Research Institution</td>
<td>7%</td>
</tr>
</tbody>
</table>
# Modern Pathology

**nature.com/modpathol**

Publishing innovative clinical and translational research in the pathology of human disease.

## Journal Metrics*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cites</td>
<td>13,061</td>
</tr>
<tr>
<td>#4 Journal in Pathology</td>
<td></td>
</tr>
<tr>
<td>Impact Factor</td>
<td>5.728</td>
</tr>
<tr>
<td>5-Year Impact Factor</td>
<td>6.155</td>
</tr>
<tr>
<td>Immediacy Index</td>
<td>1.258</td>
</tr>
<tr>
<td>Eigenfactor Score</td>
<td>0.02499</td>
</tr>
<tr>
<td>Article Influence Score</td>
<td>1.990</td>
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</tbody>
</table>

## Reach

<table>
<thead>
<tr>
<th>Source</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT**</td>
<td>3,420 print circulation 35,315 readership</td>
</tr>
<tr>
<td>ONLINE***</td>
<td>277,402 monthly page views 109,301 monthly unique users</td>
</tr>
<tr>
<td>EMAIL†</td>
<td>44,161 alert subscribers</td>
</tr>
</tbody>
</table>

## Global Audience

<table>
<thead>
<tr>
<th>Region</th>
<th>Print**</th>
<th>UK/Europe</th>
<th>Asia/RoW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>79%</td>
<td>21%</td>
<td>0%</td>
</tr>
<tr>
<td>Online***</td>
<td>49%</td>
<td>23%</td>
<td>28%</td>
</tr>
</tbody>
</table>

## TOP 10 Products or Technologies Used‡

<table>
<thead>
<tr>
<th>Technology</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microscopy</td>
<td>88%</td>
</tr>
<tr>
<td>Antibody-based techniques</td>
<td>85%</td>
</tr>
<tr>
<td>PCR or RT-PCR</td>
<td>74%</td>
</tr>
<tr>
<td>Molecular biology kits/reagents</td>
<td>70%</td>
</tr>
<tr>
<td>Cell or tissue culture</td>
<td>67%</td>
</tr>
<tr>
<td>Molecular biology laboratory equipment</td>
<td>67%</td>
</tr>
<tr>
<td>Protein detection or analysis</td>
<td>62%</td>
</tr>
<tr>
<td>Nucleic acid isolation or purification</td>
<td>60%</td>
</tr>
<tr>
<td>Electrophoresis</td>
<td>59%</td>
</tr>
<tr>
<td>Gene expression analysis</td>
<td>59%</td>
</tr>
</tbody>
</table>

## TOP 5 Areas of Focus‡

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pathology</td>
<td>100%</td>
</tr>
<tr>
<td>Cell Biology/ Cell Research</td>
<td>51%</td>
</tr>
<tr>
<td>Medicine, Research &amp; Experimental</td>
<td>48%</td>
</tr>
<tr>
<td>Biomedicine</td>
<td>41%</td>
</tr>
<tr>
<td>Biochemistry &amp; Molecular Biology</td>
<td>35%</td>
</tr>
<tr>
<td>Immunology &amp; Allergy</td>
<td>26%</td>
</tr>
</tbody>
</table>

## Job Titles‡

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-career Scientist/Students</td>
<td>35%</td>
</tr>
<tr>
<td>Head of Academic Department/Faculty/Professor</td>
<td>21%</td>
</tr>
<tr>
<td>VP of Research/Principal Investigator/Lab Director</td>
<td>19%</td>
</tr>
<tr>
<td>Consultant/Fellow/Attending Physician</td>
<td>19%</td>
</tr>
<tr>
<td>Healthcare Professional/Clinicians</td>
<td>3%</td>
</tr>
<tr>
<td>CEO/Investor/Business Consultant/Sales</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Researcher Place of Work‡

<table>
<thead>
<tr>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>60%</td>
</tr>
<tr>
<td>Research Institution</td>
<td>25%</td>
</tr>
<tr>
<td>Hospital</td>
<td>9%</td>
</tr>
<tr>
<td>Industry/Corporation</td>
<td>4%</td>
</tr>
<tr>
<td>Government</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Clinician Place of Work‡

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>46%</td>
</tr>
<tr>
<td>Clinical Practice</td>
<td>19%</td>
</tr>
<tr>
<td>University/College</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
</tr>
<tr>
<td>Research Institution</td>
<td>4%</td>
</tr>
</tbody>
</table>
Eye

nature.com/eye

Publishing the latest clinical and laboratory-based research in all aspects of the field of visual science.

TOPICS:
External eye disease, oculo-plastic surgery, orbital and lacrimal disease, ocular surface and corneal disorders, pediatric ophthalmology and strabismus, glaucoma, medical and surgical retina, neuro-ophthalmology, cataract and refractive surgery, ocular oncology and ophthalmic pathology.

Published on behalf of The Royal College of Ophthalmologists

JOURNAL METRICS*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cites</td>
<td>7,463</td>
</tr>
<tr>
<td>#21 Journal in Ophthalmology</td>
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</tr>
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<td>Impact Factor</td>
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<tr>
<td>5-Year Impact Factor</td>
<td>2.547</td>
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<td>Immediacy Index</td>
<td>0.411</td>
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<tr>
<td>Eigenfactor Score</td>
<td>0.01121</td>
</tr>
<tr>
<td>Article Influence Score</td>
<td>0.780</td>
</tr>
</tbody>
</table>

REACH

PRINT**
- 3,775 print circulation
- 23,405 readership*

EMAIL†
- 25,844 alert subscribers

ONLINE***
- 172,072 monthly page views
- 94,767 monthly unique users

GLOBAL AUDIENCE

- Print**
  - Americas: 2%
  - UK/Europe: 83%
  - Asia/RoW: 16%
- Online***
  - Americas: 44%
  - UK/Europe: 26%
  - Asia/RoW: 31%

57% of readers state they are directly involved in purchasing decisions‡

$110.1K average annual budget for research products/equipment‡

TOP 5 AREAS OF FOCUS‡
- Ophthalmology: 98%
- Epidemiology: 11%
- Oncology/Cancer Research: 9%
- Dermatology: 9%
- Cardiology (Cardiac & Cardiovascular Systems): 9%

TOP 10 PRODUCTS OR TECHNOLOGIES USED‡
- Microscopy: 62%
- Antibody-based techniques: 29%
- In vivo imaging: 52%
- Molecular biology laboratory equipment: 29%
- Cell or tissue culture: 43%
- Flow cytometry or cell sorting: 24%
- Lasers: 43%
- Protein detection or analysis: 24%
- PCR or RT-PCR: 33%
- Electrophoresis: 19%

JOB TITLES‡
- Consultant/Fellow/Attending Physician: 45%
- Early-career Scientist/Students: 19%
- Healthcare Professional/Clinicians: 13%
- VP of Research/Principal Investigator/Lab Director: 6%
- Head of Academic Department/Faculty/Professor: 6%
- CEO/Investor/Business Consultant/Sales: 4%

RESEARCHER PLACE OF WORK‡
- University/College: 62%
- Research Institution: 23%
- Industry/Corporation: 8%
- Government: 8%

CLINICIAN PLACE OF WORK‡
- Hospital: 52%
- University/College: 37%
- Clinical Practice: 11%
Journal of The American Society for

MASS SPECTROMETRY

link.springer.com/journal/13361

TOPICS:
Chemical kinetics, chemical properties, chemistry, environmental science, geology, ion spectroscopy, ionization, mass spectrometry, physics, thermodynamic properties.

The Journal of the American Society for Mass Spectrometry is devoted mainly to the publication of research papers covering all aspects of mass spectrometry. These fields include chemistry, physics, geology, and environmental science as well as the biological, health, and life sciences. The journal is intended to be comprehensive, and its aim is to publish papers on both fundamentals and applications of mass spectrometry. Fundamental subjects include, but are not restricted to, instrumentation principles, design, and demonstration, structures and chemical properties of gas-phase ions, studies of thermodynamic properties, ion spectroscopy, chemical kinetics, mechanisms of ionization, theory of ion fragmentation, cluster ions, potential energy surfaces, and modeling.

Official journal of The American Society for Mass Spectrometry
Pediatric Research publishes original papers, invited reviews, and commentaries on the etiologies of diseases of children and disorders of development, extending from molecular biology to epidemiology.

**JOURNAL METRICS**

- Total Cites: 12,543
- #17 Journal in Pediatrics
- Impact Factor: 2.882
- 5-Year Impact Factor: 3.110
- Immediacy Index: 0.558
- Eigenfactor Score: 0.01498
- Article Influence Score: 1.019

**REACH**

- PRINT**: 2,073 print circulation
- ONLINE***: 173,068 monthly page views
- EMAIL†: 7,333 alert subscribers

**GLOBAL AUDIENCE**

- Americas: 93%
- UK/Europe: 7%
- Asia/RoW: 0%

**TOP 5 AREAS OF FOCUS‡**

- Pediatrics: 100%
- Intensive Care / Emergency Medicine: 15%
- Endocrinology & Metabolism: 13%
- Epidemiology: 11%
- Cardiology (Cardiac & Cardiovascular Systems): 10%

**TOP 10 PRODUCTS OR TECHNOLOGIES USED‡**

- PCR or RT-PCR: 63%
- Antibody-based techniques: 59%
- Cell or tissue culture: 53%
- Flow cytometry or cell sorting: 47%
- Microscopy: 47%
- Molecular biology laboratory equipment: 44%
- Electrophoresis: 38%
- Molecular biology kits/reagents: 38%
- DNA or RNA sequencing: 31%
- Spectroscopy: 31%

**RESEARCHER PLACE OF WORK‡**

- Consultant/Fellow/Attending Physician: 48%
- Early-career Scientist/Students: 17%
- Head of Academic Department/Faculty/Professor: 11%
- VP of Research/Principal Investigator/Lab Director: 11%
- Healthcare Professional/Clinicians: 8%
- CEO/Investor/Business Consultant/Sales: 3%

**CLINICIAN PLACE OF WORK‡**

- University/College: 57%
- Research Institution: 17%
- Hospital: 11%
- Industry/Corporation: 6%
- Other: 6%
- Government: 3%

**JOB TITLES‡**

- University/College: 43%
- Hospital: 41%
- Clinical Practice: 12%
- Other: 4%

53% of readers state they are directly involved in purchasing decisions‡

$97.9K average annual budget for research products/equipment‡
The Journal of General Internal Medicine promotes improved patient care, research, and education in primary care, general internal medicine, and hospital medicine.

**TOPICS:**
Clinical medicine, epidemiology, prevention, health care delivery, curriculum development, and numerous other non-traditional themes, in addition to classic clinical research on problems in internal medicine.

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### JOURNAL AUDIENCE & CALENDARS

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## Media Kit 2018
### Clinical & Biomedical Science

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**SCIENTIFIC DISCIPLINES**

Springer Nature has an impactful portfolio of journals and strong relationships with the world’s top scientific societies that collectively span a broad spectrum of disciplines. This global audience, paired with state-of-the-art advertising technology, makes our vast reach unrivaled, and gives you unprecedented advertising opportunities. We have grouped our journals by subject area to make it easier for you to identify your audience. You can look up key metrics in the A-Z listing at the end of this Media Kit, and ask your Account Manager for more details.

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## Gastroenterology
- American Journal of Gastroenterology
- Clinical and Translational Gastroenterology
- Digestive Diseases and Sciences
- Dysphagia
- Journal of Gastrointestinal Cancer
- Journal of Gastrointestinal Surgery
- Nature Reviews Gastroenterology & Hepatology

## Genetics
- Cancer Gene Therapy
- European Journal of Human Genetics
- Gene Therapy
- Genes and Immunity
- Genetics in Medicine
- Heredity
- Human Genome Variation
- Journal of Assisted Reproduction and Genetics
- Journal of Genetic Counseling
- Journal of Human Genetics
- Journal of Medical Toxicology
- npj Genomic Medicine
- npj Molecular Phenomics

## Immunology, Microbiology (Cont.)
- Mucosal Immunology
- npj Biofilms and Microbiomes
- Cancer Immunology, Immunotherapy
- Cellular & Molecular Immunology
- Emerging Microbes & Infections
- Journal of Clinical Immunology
- Microbial Ecology
- Microsystems & Nanoengineering
- Mucosal Immunology
- npj Biofilms and Microbiomes
- npj Vaccines
- The ISME Journal
- The Journal of Antibiotics

## Immunology, Microbiology (Cont.)
- RESEARCH JOURNALS:
  - Nature Immunology, Nature Medicine, Nature Microbiology,
  - Nature Reviews Immunology, Nature Reviews Microbiology

## Life Sciences
- Annals of Biomedical Engineering
- Molecular Imaging and Biology
- npj Microgravity
- npj Regenerative Medicine
- Signal Transduction and Targeted Therapy

## Medicine
- Annals of Surgical Oncology
- Canadian Journal of Anesthesia/ Journal canadien d’anesthésie
- Cardiovascular, Interventional Radiology
- Intensive Care Medicine
- Journal of Behavioral Medicine
- Journal of General Internal Medicine
- Journal of Nuclear Cardiology
- npj Aging and Mechanisms of Disease
- npj Digital Medicine
- npj Primary Care Respiratory Medicine
- Surgical Endoscopy

### Partnerships
- PARTNERSHIPS.NATURE.COM/INFO
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- Clinical Pharmacokinetics
- Drug Delivery and Translational Research
- Drug Safety
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- Neuropsychopharmacology
- Pharmaceutical Research
- The Pharmacogenomics Journal

### RADIOLGY
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- The International Journal of Cardiovascular Imaging

### PLANT SCIENCES
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### RHEUMATOLOGY
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### PSYCHOLOGY, PSYCHIATRY
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- Attention, Perception, & Psychophysics
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- Clinical Child and Family Psychology Review
- Journal of Abnormal Child Psychology
- Journal of Autism and Developmental Disorders
- Journal of Behavioral Medicine
- Journal of Computational Neuroscience
- Journal of Police and Criminal Psychology
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- Neuropsychopharmacology
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- Translational Psychiatry

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- Journal Of Medical Toxicology
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Open Access
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Open Access
## A-Z Listing

### Clinical & Biomedical Sciences

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