

# Springer Nature Media Options

Influential readership and content that drives discovery.

LIFE SCIENCES

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CLINICAL MEDICINE

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PHYSICAL SCIENCES

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We're home to the world's most influential journals, including *Nature* which celebrates its 150th anniversary in 2019. Our dominance in scientific publishing comes from a company-wide philosophy to uphold the highest level of quality for our readers, authors and commercial partners.

ACCESS AN UNRIVALLED NETWORK OF TRUSTED SCIENTIFIC BRANDS



WE HAVE

3,000+ JOURNALS\*



7 MILLION+ ARTICLES\*

OUR MONTHLY ONLINE REACH

128 MILLION PAGE VIEWS\*\*



35.4 MILLION USERS\*\*\*

71.2 MILLION SESSIONS\*\*

WORLD RENOWNED EDITORIAL CONTENT IN ALL AREAS OF SCIENCE



CURRENT SUBSCRIBERS INCLUDE:

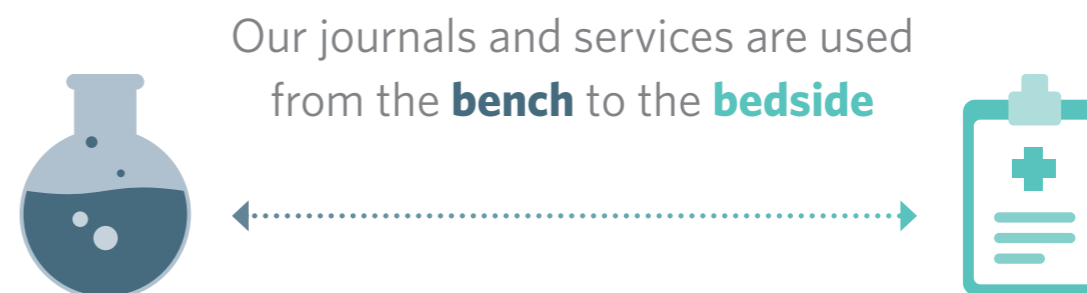
3,484 organizations\*

84% of the Top 200 universities as ranked in Times Higher Education

720 hospitals/healthcare centers and medical research facilities\*

90% of the Top R&D Spending Pharma Companies^

68% of the Top R&D Spending Electronics Companies^



RESEARCHERS

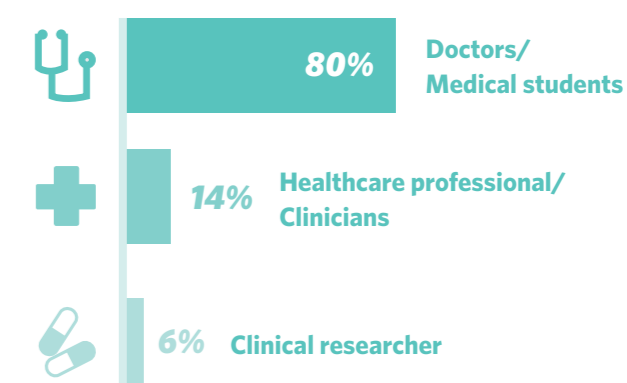
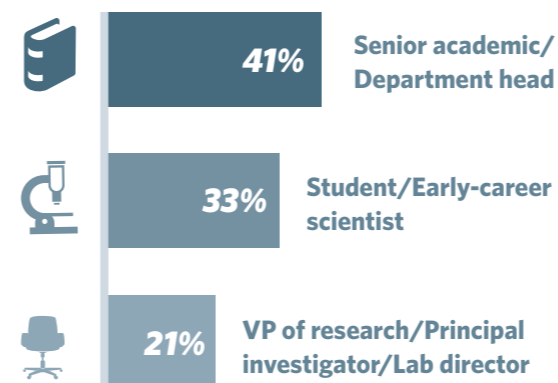
CLINICIANS

PLACES OF WORK†

University	62%
Research Institute	21%
Corporation	9%
Government	5%
Hospital	3%

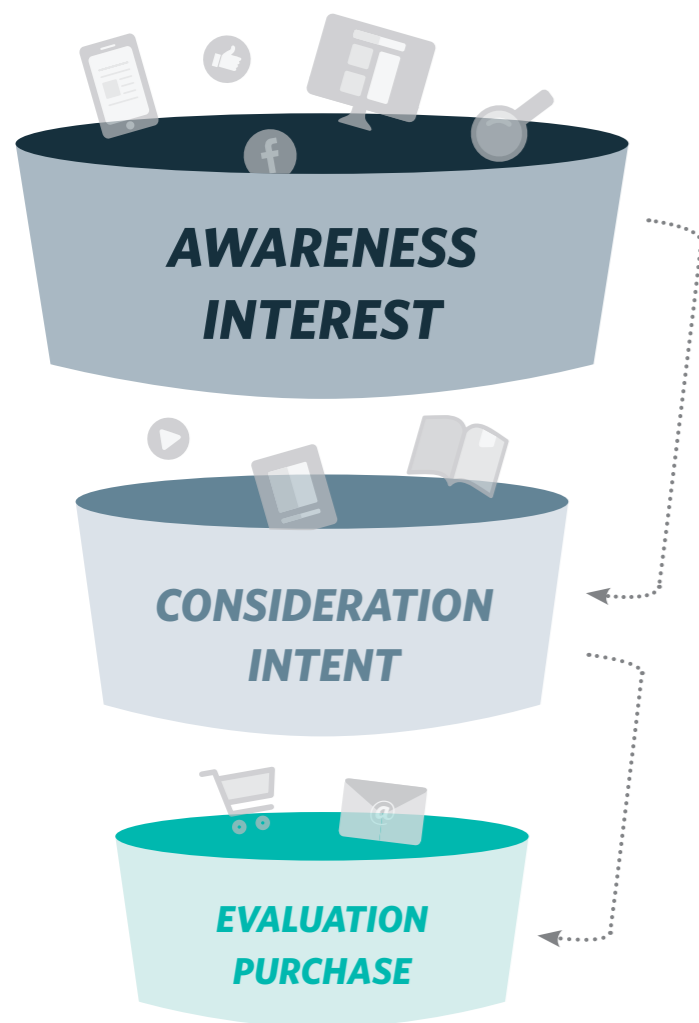
Hospital	49%
University	27%
Clinical Practice	19%
Research Institute	1%

KEY JOB TITLES‡



# WHAT'S YOUR OBJECTIVE?

Where is your customer in their buying journey?



How do you measure success?

**IMPRESSIONS**  
**TIME IN VIEW**  
**REACH**  
**PAGEVIEWS**

**SCROLL DEPTH**  
**TIME ON SITE**  
**SOCIAL REACTIONS & SHARES**

**CLICKS**  
**REGISTRATIONS**  
**QUALIFIED LEADS**



## Each customer's journey is unique.

Our marketing solutions can be tailored to reach your customers at any point.

How can your marketing help?

### DRAW ATTENTION

**Boost your message to a wide audience.** Highly visual advertisements in key publications and prominent websites produce important first impressions. Complement this wide reach with more refined targeting to reinforce to your specialized market.

**Create and distribute relevant content** to grab more attention outside of traditional advertisements. Insert your brand into the community. Talk *with* your audience about their challenges rather than *to* them about your product. Tell a unique story with an article or align your brand with latest content from Springer Nature.

### CAPTURE ENGAGEMENT

**Keep up with more captivating content!** Continue an in-depth story your audience will love reading and sharing. Be a thought leader in a topic and convert customers into loyal brand advocates. Content's unrivalled flexibility makes it a crucial component for multiple stages.

No time for creating content? No problem! Our custom content team can create relevant articles for you in a voice and style our audience already loves and engages with daily.

### GENERATE ACTION

**Get them clicking and responding** to finalize that sale. Send an email with a strong call to action to reply. Talk to your customers directly with a webcast to answer their questions in real time. With these qualified leads, your sales team can follow up and close the deal.

### DON'T KNOW WHERE TO START?

We can help you find the right marketing mix for campaigns of all sizes and budgets. Talk to us at any stage from early brainstorming to launch.

**BRANDED CONTENT** NEW!

**TURN YOUR MESSAGE INTO IMMERSIVE STORIES THAT OUR READERS WILL READ, RESPECT, AND SHARE.**

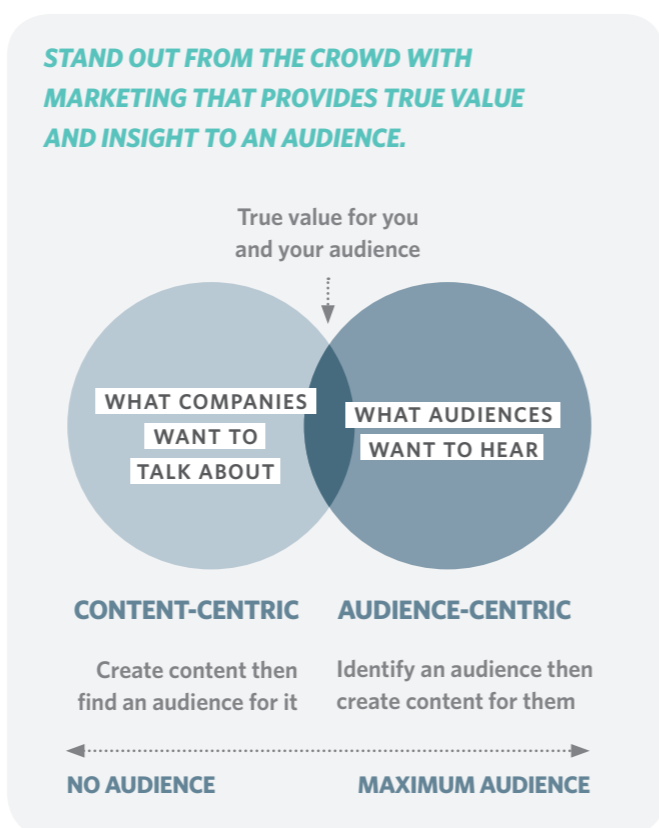
Branded content is purpose-built by the **Nature Research Custom Media** team, with your full approval. Integrate your messaging into articles and story formats that our readers expect and enjoy, prominently featuring your organization as a trusted partner.

[What will my branded content look like on nature.com?](#) 

**NATIVE ADVERTISING**

Native advertising placements can be used to promote your branded content on Nature Research journal sites. These advertising units have been carefully designed to highlight your content to our audience, without impacting their user experience. We also utilize multi-channel marketing campaigns across Springer Nature to further ensure your objectives are achieved.

[See examples of native advertising](#) 



**OPTIMIZED TARGETING**

We provide unparalleled contextual targeting, native advertising, and audience segmentation across our entire web portfolio. Place your ads alongside specific articles based on any keyword selections of your choice, relevant journals, as well as user behavior.

**OUR BANNER ADS CONSISTENTLY BEAT INDUSTRY BENCHMARKS FOR ENGAGEMENT\***

In-View Time	<b>Over 3x longer</b> than industry average
In-View Time > 30 Sec %	<b>Over 4x higher</b> than industry average
Universal Interaction %	<b>Almost 2% higher</b> than industry average
Universal Interaction Time	<b>Almost 2x longer</b> than industry average





Ask about our comprehensive banner performance reports that include **time-based metrics** and **multi-view heat maps**.

Whether you're focused on a multi-channel marketing campaign, recruiting top talent, training researchers, or promoting your organization's achievements, we are your trusted partner.




**OUR AUDIENCE IS SCIENCE'S BEST AND BRIGHTEST**

Partner with us to:

-  **RECRUIT TOP TALENT** with job listings, advertisements across our platform, and employer profiles.
-  **RUN CUSTOM EVENTS & CONFERENCES** and establish your authority in your field of research with memorable events that promote scholarly discourse.

**OUR EDITORIAL TEAM IS WORLD RENOWNED**

Work with them for:

-  **SPONSORSHIP** of specially commissioned content to reinforce your commitment to a technological advance, therapeutic area, or scientific field.
-  **CUSTOM MEDIA & PUBLISHING** to craft engaging content that tells your story across multiple platforms including print, digital, social media, and live events & broadcasts.
-  **RESEARCHER SERVICES** to build your team's skills and understanding of today's academic landscape with training and services by our editors

**OUR TRULY GLOBAL OFFERINGS INCLUDE DEDICATED REGIONAL WEBSITES**

natureasia.com

natureMIDDLE EAST (English and Arabic)

natureINDIA

naturechina.com

Local language websites in:

- Japanese
- Korean
- Simplified Chinese



**150TH ANNIVERSARY OF NATURE**

Be part of a major moment in STEM publishing, as we celebrate groundbreaking scientific research and award winning science news coverage published by *Nature* since its launch in 1869. Landmark discoveries, commentaries and history will be spotlighted by high profile coverage content across our platforms. Don't miss the opportunity to mark this science communication milestone.

## Contact us

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.



[advertising@springernature.com](mailto:advertising@springernature.com)



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(EU): +44 (0) 20 7843 4960

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[PARTNERSHIPS.NATURE.COM](https://partnerships.nature.com)**

**SPRINGER NATURE**



<http://www.springer.com/journal/10067>

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