Influential readership and content that drives discovery.

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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**

*nature* research  
Springer  
BMC  
SCIENTIFIC AMERICAN

**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**

LIFE SCIENCES  
CLINICAL MEDICINE  
PHYSICAL SCIENCES

**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*

**OUR JOURNALS AND SERVICES ARE USED FROM THE **bench** TO THE **bedside**

**RESEARCHERS**

<table>
<thead>
<tr>
<th>Places of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>62%</td>
</tr>
<tr>
<td>Research Institute</td>
<td>21%</td>
</tr>
<tr>
<td>Corporation</td>
<td>9%</td>
</tr>
<tr>
<td>Government</td>
<td>5%</td>
</tr>
<tr>
<td>Hospital</td>
<td>3%</td>
</tr>
</tbody>
</table>

**CLINICIANS**

<table>
<thead>
<tr>
<th>Places of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>49%</td>
</tr>
<tr>
<td>University</td>
<td>27%</td>
</tr>
<tr>
<td>Clinical Practice</td>
<td>19%</td>
</tr>
<tr>
<td>Research Institute</td>
<td>1%</td>
</tr>
</tbody>
</table>

**KEY JOB TITLES†**

- **41%** Senior academic/Department head
- **33%** Student/Early-career scientist
- **21%** VP of research/Principal investigator/Lab director
- **80%** Doctors/Medical students
- **14%** Healthcare professional/Clinicians
- **6%** Clinical researcher

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*Publisher Data 2018 | **Google Analytics, January-June 2018 | ***These figures are a combined total of users of nature.com, link.springer.com, scientificamerican.com, natureasia.com, and biomedcentral.com. (January-June 2018) | ^EU R&D Scoreboard 2016, Publisher Data 2018 | †Reader Survey 2017; Places of Work and Key Job Titles data include select categories only.

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**WHAT’S YOUR OBJECTIVE?**

Where is your customer in their buying journey?

How do you measure success?

**DRAW ATTENTION**
- **IMPRESSIONS**
- **TIME IN VIEW**
- **REACH**
- **PAGEVIEWS**

**CAPTURE ENGAGEMENT**
- **SCROLL DEPTH**
- **TIME ON SITE**
- **SOCIAL REACTIONS & SHARES**

**GENERATE ACTION**
- **CLICKS**
- **REGISTRATIONS**
- **QUALIFIED LEADS**

**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 & OPTIMIZED TARGETING

**BRANDED CONTENT**

**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.

See examples of native advertising

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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 your 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**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-View Time</td>
<td>Over 3x longer than industry average</td>
</tr>
<tr>
<td>In-View Time &gt; 30 Sec %</td>
<td>Over 4x higher than industry average</td>
</tr>
<tr>
<td>Universal Interaction %</td>
<td>Almost 2% higher than industry average</td>
</tr>
<tr>
<td>Universal Interaction Time</td>
<td>Almost 2x longer than industry average</td>
</tr>
</tbody>
</table>

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

**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.

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- [naturemiddleeast](http://naturemiddleeast) (English and Arabic)
- [naturemedia](http://naturemedia)
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