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**

**PLACES OF WORK**

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

**KEY JOB TITLES**

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

How can your marketing help?

Each customer’s journey is unique. Our marketing solutions can be tailored to reach your customers at any point.

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.

Awareness
- Time
- Interest

Consideration
- Intent
- Value

Evaluation
- Purchase
- Registrations
- Qualified leads

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BRANDED CONTENT & OPTIMIZED TARGETING

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*

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

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

STAND OUT FROM THE CROWD WITH MARKETING THAT PROVIDES TRUE VALUE AND INSIGHT TO AN AUDIENCE.

WHAT COMPANIES WANT TO TALK ABOUT
Create content then find an audience for it

WHAT AUDIENCES WANT TO HEAR
Identify an audience then create content for them

CONTENT-CENTRIC
AUDIENCE-CENTRIC

NO AUDIENCE               MAXIMUM AUDIENCE

OPTIMIZED TARGETING

OUR TRULY GLOBAL OFFERINGS INCLUDE DEDICATED REGIONAL WEBSITES

natureasia.com
naturemiddleeast
naturemedia
naturechina.com

Local language websites in:
- Japanese
- Korean
- Simplified Chinese

OUR TRULY GLOBAL OFFERINGS INCLUDE DEDICATED REGIONAL WEBSITES

PARTNER WITH US
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.

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