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****

**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%

**3,484 organizations\(^*\)**

\(^*\)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.
WHAT’S YOUR OBJECTIVE?

Where is your customer in their buying journey?

- AWARENESS
- INTEREST
- CONSIDERATION
- INTENT
- EVALUATION
- PURCHASE

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 & 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>
<th>Industry Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-View Time</td>
<td>Over 3x</td>
<td>Over 3x</td>
</tr>
<tr>
<td>In-View Time &gt; 30 Sec %</td>
<td>Over 4x</td>
<td>Over 2x</td>
</tr>
<tr>
<td>Universal Interaction %</td>
<td>Almost 2%</td>
<td>Almost 2%</td>
</tr>
<tr>
<td>Universal Interaction Time</td>
<td>Almost 2x</td>
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</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

OUR TRULY GLOBAL OFFERINGS INCLUDE DEDICATED REGIONAL WEBSITES

natureasia.com

natureblog

naturechina.com

naturemiddleeast.com (English and Arabic)

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
(US): +1 (212) 726 9682
(EU): +44 (0) 20 7843 4960

VISIT OUR DEDICATED WEBSITE FOR ADVERTISING CLIENTS:
PARTNERSHIPS.NATURE.COM

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