Influential readership and content that drives discovery.

<table>
<thead>
<tr>
<th>LIFE SCIENCES</th>
<th>CLINICAL MEDICINE</th>
<th>PHYSICAL SCIENCES</th>
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<tr>
<td>SPRINGER NATURE</td>
<td>OUR AUDIENCE &amp; REACH</td>
<td>ADVERTISING SOLUTIONS</td>
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<td>BRANDED CONTENT</td>
<td>&amp; OPTIMIZED TARGETING</td>
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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](image1) Springer  [BMC](image2)

**WE HAVE**

- 3,000+ JOURNALS*
- 7 MILLION+ ARTICLES*

**OUR MONTHLY ONLINE REACH**

- 120 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 AUDIENCE & REACH**

Our journals and services are used from the **bench** to the **bedside**

**RESEARCHERS**

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

**PLACES OF WORK**

- University: 27%
- Hospital: 49%
- Clinical Practice: 19%
- Clinical Research Institute: 11%
- Research Institute: 1%

**KEY JOB TITLES**

- 41% Senior academic/Department head
- 33% Student/Early-career scientist
- 21% VP of research/Principal investigator/Lab director
- 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.
WHAT'S YOUR OBJECTIVE?

Where is your customer in their buying journey?

How do you measure success?

How can your marketing help?

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

WHERE IS YOUR CUSTOMER IN THEIR BUYING JOURNEY?

CONSIDERATION

TIME ON SITE

SCROLL DEPTH

PAGEVIEWS

CATCH ENGAGEMENT

REACH

TIME IN VIEW

DRAW ATTENTION

IMPRESSIONS

CREATE AND DISTRIBUTION RELEVANT CONTENT

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 DISTRIBUTION 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.

WHAT'S YOUR OBJECTIVE?

How do you measure success?

IMPRESSIONS

TIME IN VIEW

REACH

PAGEVIEWS

SCROLL DEPTH

TIME ON SITE

SOCIAL REACTIONS & SHARES

CLICKS

registrations

qualiﬁed leads

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**

**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.

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

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**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

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

- **natureasia.com**
- **naturemiddleeast** (English and Arabic)
- **naturemedia**
- **naturechina.com**

Local language websites in:

- Japanese
- Korean
- Simplified Chinese

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**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

SPRINGER NATURE