

nature research

BRANDED CONTENT

Integrate your brand's
immersive story on nature.com



Part of **SPRINGER NATURE**

NEW!

Branded content from Nature Research

Nature Research's branded content turns your messages into immersive stories that nature.com readers will read, respect, and share.

Branded content is purpose-built by the Nature Research custom media team, with your full approval. It lives on nature.com, in a format that our audience is comfortable with; ensuring consistency, quality, and trust.

Whether in industry or academia, Nature Research will work with you to create content that positions your organization as a leader in a given field.

If traditional advertisements prompt an action, branded content prompts a discussion—and it places your organization at the heart of it.



**FEATURE
TALENT**



**SHOWCASE
VISION &
INNOVATIONS**



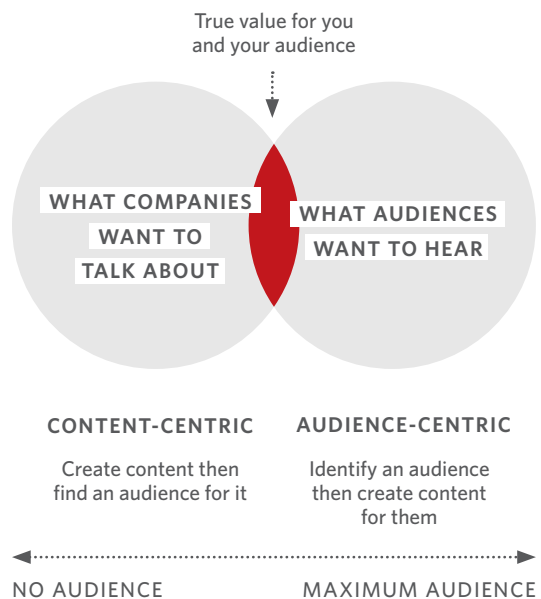
**SHARE
RESEARCH
ACHIEVEMENTS**

Why should you be using branded content?

Your audiences are bombarded with marketing messages every day, from the countless emails in their inboxes, to social media feeds filled with advertising.

To stand out from the crowd, your marketing needs to focus on providing true value. The shift needs to be made from talking about what you want to talk about, to providing valuable information and insight to an audience.

This is where Nature Research can help. Our team integrates your messages into articles and story formats that Nature Research readers expect and enjoy, prominently featuring your organization as a trusted partner.



Communicate your message on a channel your audiences trust



RIGHT AUDIENCE

- Reach **8.5 million** unique users a month
- Target your specialized audience by behavior



RIGHT MESSAGE

- We create content our audience trusts built from over **150 years** of experience
- We understand their needs and interests



RIGHT TIME

- Your audience already uses *Nature* while they are working
- Users are already seeking **in-depth information** on the latest research and technology

Why work with Nature Research to create your branded content?



TRUST

Your audiences trust Nature Research

Reduce the time and investment of awareness campaigns by utilizing a platform that bestows immediate authority. Nature Research is home to some of the most prestigious titles in science.



INTELLIGENCE

We have the platforms and tools to target your audience

You'll save time and money trying to identify your target audiences' on multiple platforms. Investment in digital technology has enabled us to gain a thorough understanding of our audiences' consumption patterns and online behavior.



INTEGRITY

Nature Research is a world leader

Gain immediate peace of mind, knowing that your content will adhere to the same exacting standards as Nature Research editorial. Our team of Nature Research editors and communication specialists have unrivaled experience in creating and promoting award-winning content for the scientific community.

Creating a narrative that drives engagement with your story

As experts in communicating with our audiences, the Nature Research Custom Media team can help you create a narrative that drives maximum engagement with your branded content.

Our content creation puts your needs and how our audiences consume scientific research at the heart of its production.

ENGAGING CONTENT COVERS 3 KEY CATEGORIES



PEOPLE

Promote your team, your commitment to talent, or your thought leadership with an insightful interview or profile of a key member of your organization.



PLACES

Reinforce your long-term commitment to a field or topic by showcasing your big infrastructure investments. Work with us to promote your cutting-edge manufacturing facilities, state-of-the-art laboratories, or your new campus.



IDEAS

Demonstrate your organization's thought leadership with insightful research summaries and smart trend or opinion articles, complete with infographics and positions for embedded video.

What will my branded content look like on nature.com?

Your content will be hosted on nature.com and will be designed to replicate the look and feel of Nature's news and editorial articles. These pages have been optimized for all devices and have been designed to deliver content to our end users in easily digestible formats.

Your content features:

- Clearly labeled branding and association
- Exclusive banner advert placements
- Links to your own website and any related content you have on nature.com

LEADERBOARD

ARTICLE TYPE

BRAND LOGO SOCIAL SHARING

INLINE VIDEOS & IMAGES

DISCLOSURE STATEMENT

RELATED ARTICLES

MPU

The screenshot shows a Nature.com article page. At the top, there is a purple banner with 'The University of Queensland' logo and a 'Discover more' button. Below this is the nature.com logo and navigation icons. The article title is 'Spider venom shows potential as treatment for epilepsy, stroke and pain'. The sub-headline reads: 'Australia's infamously dangerous arachnids have revealed a more benign side, with their deadly venom harbouring the potential to block sodium channels involved in pain, epilepsy, and stroke.' The article is produced by 'THE UNIVERSITY OF QUEENSLAND AUSTRALIA'. The main text discusses Professor Glenn King's research on funnel-web spider venom. A 'RELATED ARTICLES' section is visible on the right. At the bottom, there is an 'MPU' (Most Popular) badge. The page also features a disclosure statement at the top: 'ADVERTISEMENT FEATURE Advertiser retains sole responsibility for the content of this article.'

NEW!

How will my branded content be discovered?

NATIVE ADVERTISING

Our new native advertising placements will be used to promote your branded content on the homepage and current issue page of Nature Research's journals.

These advertising units have been carefully designed to highlight relevant partner content to our end users, without impacting on the user experience of nature.com.

Latest Research

Brief Communication | 19 February 2018

Quantitative mapping and minimization of super-resolution optical imaging artifacts

This paper reports an approach to map errors in super-resolution images, based on quantitative comparison to... [show more](#)

Siân Culley, David Albrecht [...] Ricardo Henriques

Brief Communication | 19 February 2018

On the design of CRISPR-based single-cell molecular screens

CRISPR-based single-cell pooled screens that use linked barcodes suffer from lost sensitivity due to lentiviral... [show more](#)

Andrew J Hill, José L McFaline-Figueroa [...] Cole Trapnell

Brief Communication | 19 February 2018

Identifying the favored mutation in a positive selective sweep

The iSAFE software accurately identifies the favored mutation within a positive selective sweep region of the genome. [show more](#)

...

Ali Akbari, Joseph J Vitti [...] Vineet Bafna

Article | 12 February 2018

Capturing the interactome of newly transcribed RNA

Labeling newly transcribed RNA with 5-ethynyluridine and adding biotin via click chemistry allows the analysis of the... [show more](#)

Xichen Bao, Xiangpeng Guo [...] Miguel A Esteban

Article | 05 February 2018

RNA-protein interaction detection in living cells

RaPID uses biotin ligases BirA* and the faster acting BASU to label proteins in the proximity of an RNA motif of... [show more](#)

Muthukumar Ramanathan, Karim Majzoub [...] Paul A Khavari

Advertisement Feature

How the Internet of things could help solve the reproducibility crisis

Electronic lab notebooks and cloud-connected lab devices promise to make science more verifiable.

[More Latest Research >>](#)

MAXIMUM DISCOVERABILITY

By combining these new placements with our existing behavioral targeting technology we can ensure your messaging is highlighted to the right people, at the moment they are looking for relevant scientific content.

We will also work with you to utilize a range of additional marketing channels from across Springer Nature to ensure you achieve your objectives.

Advertisement Feature

How the Internet of things could help solve the reproducibility crisis

Electronic lab notebooks and cloud-connected lab devices promise to make science more verifiable.

NEW!

PAID SOCIAL MEDIA PROMOTION

Continue the conversation with Nature Research's social media community with exclusive benefits that only Nature Research Custom Media can deliver.

Branded content is designed to be talked about and to be shared. Social media is the perfect platform to tell your story to the science community and give your campaign immediate authority by aligning with Nature Research.

- **Get exclusive access** to Nature Research's social media community by targeting audiences that have actively engaged with social posts or videos related to your content.
- **Save time and improve return on advertising spend** by allowing our team to create and optimize campaigns using data from across Nature Research's social networks.



How do you measure the success of branded content?

Branded content sits at the top of the marketing funnel. Its main purpose is to increase awareness of your organization and position you as a thought leader within your community.

For branded content, success is measured by the quality of views, not the quantity of clicks, so the metrics we choose to report give insight into readers and how they engaged with your content.

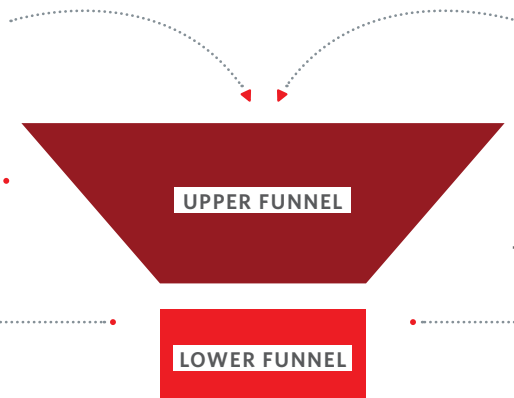
Focus on the metrics that happen after the click:

- How long did people read it for?
- Have they shared it?
- Are people talking about your organization?

MARKETING STRATEGIES

BRANDED CONTENT
(REACH & ENGAGEMENT)

PERFORMANCE MARKETING
(LEADS & CONVERSION)



METRICS THAT MATTER

PAGEVIEWS SCROLL DEPTH
TIME ON SITE SOCIAL SHARES

CLICKS CONVERSION RATES
LEADS
REVENUE



Contact us

Nature Research Custom Media has helped its partners create and distribute quality, science-focused content for years. We have a proven track record and some of the most important audiences in science.

If you would like to learn more about our existing partnerships and how we can help support your marketing strategies, contact one of our account managers today.

Email:

advertising@springernature.com

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