



MEDIA KIT 2022

Marketing, recruitment, and event services
for the scientific and medical communities

*ADVANCING
DISCOVERY*

We're a leading research, educational and professional publisher dedicated to **advancing discovery** by supporting the development of new ideas and championing open science.

Operating in **over 50 countries** with **13,000 staff**, Springer Nature is committed to upholding the highest quality of service for the scientific community, and our commercial partners all over the world.



UNRIVALLED REACH

Our network of trusted brands is visited by a combine **60+ MILLION monthly users***



WORLD-RENOWNED EDITORIAL CONTENT

We have published research by over 640 Nobel Laureates – more than any other scientific publisher.



MOST HIGHLY CITED JOURNALS

35 journals rank #1
in one or more disciplines*

130 journals rank #5^{or higher}
in one or more disciplines*

*Google Analytics, July 2020–June 2021, combined unique users of nature.com, link.springer.com, biomedcentral.com, and scientificamerican.com

**SAP Hybris, July 2021 | **2019 Journal Citation Reports® Science Edition (Clarivate Analytics, 2020)

OUR PARTNERSHIP

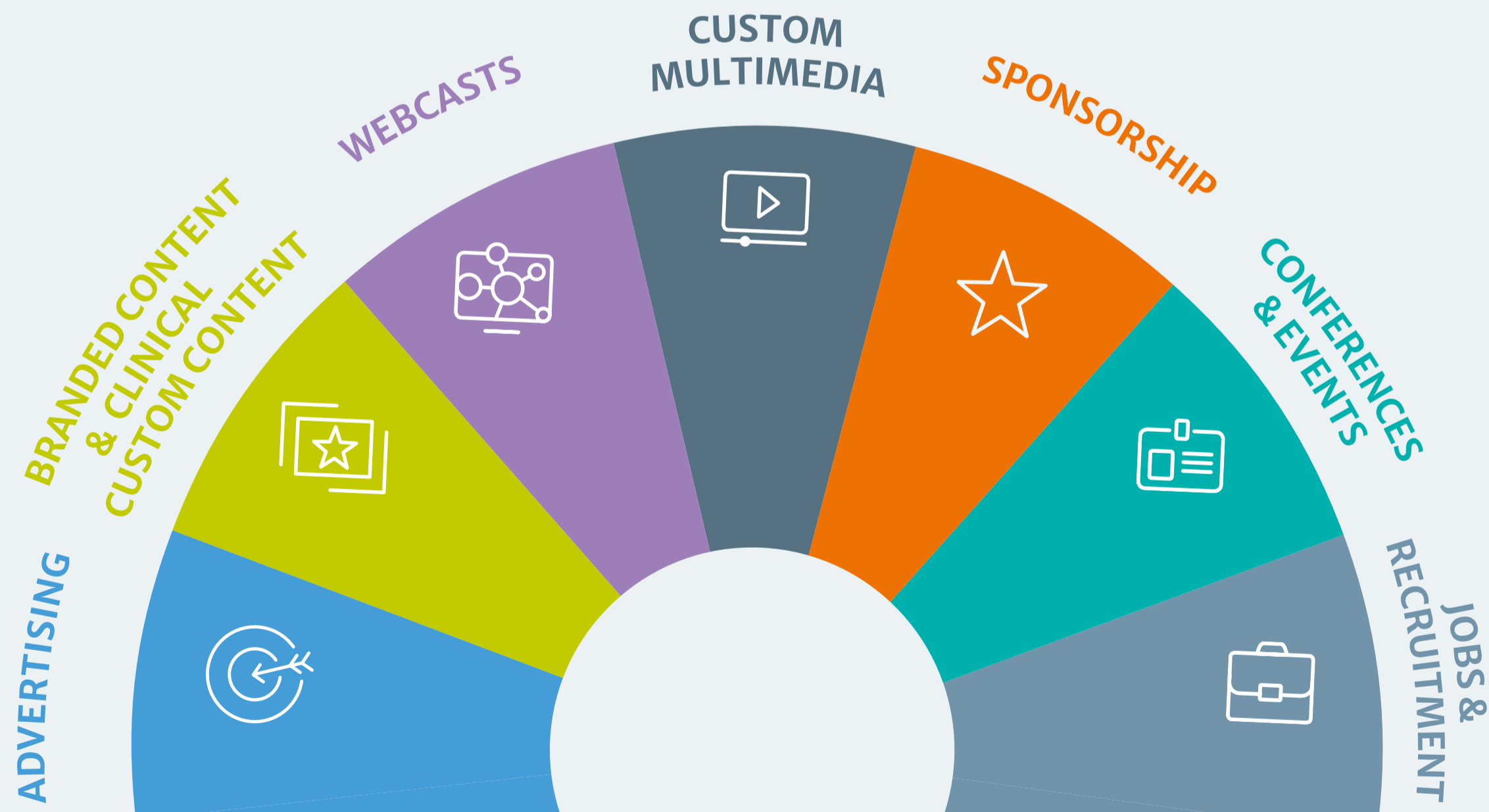
Whether you're looking to market your products and achievements, amplify your organization's impact across industries, recruit talent, or build your team's expertise, we can help you find the right solutions and audiences.

REACH a targeted, engaged audience with our expert marketing team

WORK with expert science editors to communicate your research

ALIGN your organization with the leading scientific publisher

RECRUIT the best and brightest talent, and showcase your company



PORTFOLIO

Reach a global community of scientists, healthcare professionals, and science-engaged consumers through our trusted brands that cover the full range of scientific and medical disciplines.

RESEARCH



nature portfolio



CLINICAL



CONSUMER



SCIENTIFIC AMERICAN

We publish the world's most influential journals that are home to the most important discoveries of our generation.



Translated into **14** local language editions



#2 journal in Critical Care Medicine*



#1 interdisciplinary weekly science journal*



#3 journal in Emergency Medicine*

*2020 Journal Citation Reports® Science Edition (Clarivate Analytics, 2021)

OUR NETWORK

Every year we publish

3000+ journals

1.5M authors

80,000 open access articles

Every month our network of trusted brands receive **151 MILLION** pageviews* from scientists, healthcare professionals, and science-enthusiasts around the world.

nature portfolio

 **Springer**

 **BMC**

SCIENTIFIC AMERICAN



46.4 MILLION
monthly pageviews*



12.4 MILLION
monthly users*



83.1 MILLION
monthly pageviews*



20 MILLION
monthly users*



7 MILLION
monthly pageviews*



19 MILLION
monthly users*



14.1 MILLION
monthly pageviews*



9.8 MILLION
monthly users*

AUDIENCE & REACH

LIFE SCIENCES



45.4 MILLION
average monthly
page views*



**3 minutes
8 seconds**
average time
spent on site*

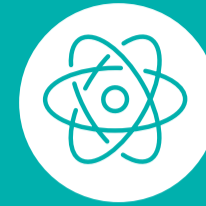


440+ journals



GEOGRAPHIC REACH*
Americas **36%**
UK/Europe **28%**
Asia/RoW **36%**

PHYSICAL SCIENCES



34.7 MILLION
average monthly
page views*



**3 minutes
26 seconds**
average time
spent on site*



830+ journals



GEOGRAPHIC REACH*
Americas **26%**
UK/Europe **39%**
Asia/RoW **35%**

HEALTHCARE



54.4 MILLION
average monthly
page views*



**2 minutes
46 seconds**
average time
spent on site*



820+ journals



GEOGRAPHIC REACH*
Americas **34%**
UK/Europe **32%**
Asia/RoW **34%**



429K
third party email subscribers**



4.5 MILLION
Facebook fans***



269K
Youtube subscribers***



2.5 MILLION
e-alert subscribers*



4.3 MILLION
Twitter followers***






4.3 MILLION
LinkedIn followers***

*Permutive, September 2020–August 2021 | **SAP Hybris, August 2021 | ***Combined Facebook, Twitter, LinkedIn, and Youtube followers of the following flagship accounts: Nature Portfolio, Nature Video, Nature Research Custom Media, Scientific American, BMC, Springer Nature, Springer Nature Custom Media

WHAT DO YOU WANT TO ACHIEVE?

Whether your goal is to drive awareness, gather interest, or generate leads – we can help you find the right marketing mix and set KPIs.



YOUR OBJECTIVES	OUR SOLUTIONS	HOW DO YOU MEASURE SUCCESS?
 <p>AWARENESS</p>	Looking to increase awareness of your brand, product, job vacancies, or event? Run DIGITAL, PRINT, and E-ALERT ADVERTISING	<i>IMPRESSIONS TIME IN VIEW REACH PAGEVIEWS</i>
 <p>INTEREST</p>	Want to engage an audience with your solution and position your brand as a thought leader? Create BRANDED & CUSTOM CONTENT	<i>SCROLL DEPTH TIME ON SITE SOCIAL REACTIONS & SHARES</i>
 <p>EVALUATION</p>	Ready to convert prospects into leads? Choose our WEBCASTS and EMAIL MARKETING	<i>CLICKS REGISTRATIONS QUALIFIED LEADS</i>

Dedicated teams across **Project Management, Editorial, Production and Marketing** work together to support your campaign throughout the **planning, real time optimizing, and post campaign periods.**

ADVERTISING

Whether your objective is to drive awareness, gather interest, or generate leads –we can help you find the right marketing mix and set KPIs.



DIGITAL ADVERTISING

Reach your target audience using our three complementary targeting approaches.

AUDIENCE SPECIALITY

Our audiences are segmented by online behavior– target users consuming content in your field.

ARTICLES BY KEYWORDS

Target articles with relevant keywords. We can also create a keyword profile for your audience.

SPECIFIC JOURNALS

Target journals from our 3000+ titles portfolio.

Banners

Precisely target your banner ads using our powerful targeting approaches across our network of trusted brands.

Email Marketing

Send a dedicated email to publicize your brand, announce an upcoming event, or promote a white paper to a targeted and influential audience – directly into their inbox.

Ealerts

Take advantage of this cost-effective email marketing opportunity to reach active and engaged users signed up for table of contents alerts of their favorite journals.

Geographical targeting is available for all three options.



JOURNAL ADVERTISING

Create a lasting impression with ads published in our journals alongside editorial features.

- Bonus Distribution at key conferences
- Inserts and Outserts available

Digital Edition Advertising

Some of our journals are now delivered digitally to select subscribers as PDF replicas that can reach subscribers wherever they are.

BRANDED CONTENT & CLINICAL CUSTOM CONTENT

Drive awareness of your commitment to a field, a research breakthrough, a disease, or an approved medicinal drug with an article hosted on our website alongside our own news and research content, prominently featuring your organization as a trusted partner.

BRANDED CONTENT

hosted on nature.com

CLINICAL CUSTOM CONTENT

hosted on link.springer.com

ARTICLE TYPE

LOGO — LINKS TO YOUR SITE

SOCIAL SHARING

INLINE VIDEOS & IMAGES

LEADERBOARD

DOWNLOAD LINK - PDF (OPTIONAL)

RELATED ARTICLES

MPU

LEADERBOARD

ARTICLE TYPE WITH HCP-ONLY LABELLING

LOGO — LINKS TO YOUR SITE

SOCIAL SHARING

CONTENT GATED FOR HCPS

RELATED ARTICLES

MPU

DOWNLOAD LINK - PDF (INCLUDED)



Both Branded Content and Clinical Custom Content offer marketing packages ensuring discovery of your content by the right audience.

WEBCASTS

Both custom and editorial webcasts are supported from point-of-sale to post-event with a team of experts, including promotion to your target audience.



CUSTOM WEBCASTS

Share your research and products in a real-time webinar and speak directly to your community.

You have the full control and flexibility to decide on the topic and preferred panelists. We provide an experienced moderator to drive discussions during the broadcast.

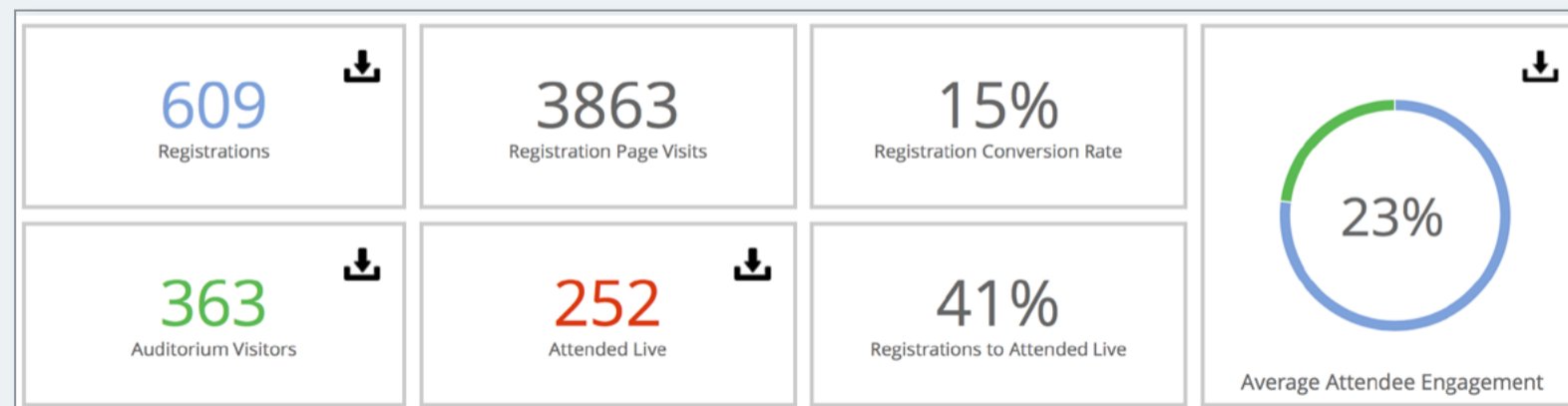


EDITORIAL WEBCASTS

Align your brand with a specific subject or theme, positioning your organization as a thought leader.

Editorially independent webcasts offer sponsorship opportunities for your brand. Nature Portfolio editorial teams carry sole responsibility for the content and facilitate discussions during the broadcast.

Real-time reporting of registrations



Example report

GDPR-compliant lead generation



Data collected on registrants' job functions, organization, and country



Up to 5 custom questions can be added to your webcast registration page



4 ways to repurpose your custom webcast



Check out our tips for getting the most out of your webinar



Create branded content based on questions asked during your webcast's live Q&A session to address what your audience wants to hear more about.

CUSTOM MULTIMEDIA

Promote your organization's accomplishments with custom multimedia content. Work with expert science editors to tell the story of your research and its impact in innovative formats, and build brand awareness.



Our Emmy award nominated custom media team will work with you to adapt your message into an engaging video or animation.



ANIMATIONS

Scientific discoveries are brought to life with this innovative format. Complex concepts are made easier to understand with engaging illustrations and graphics.



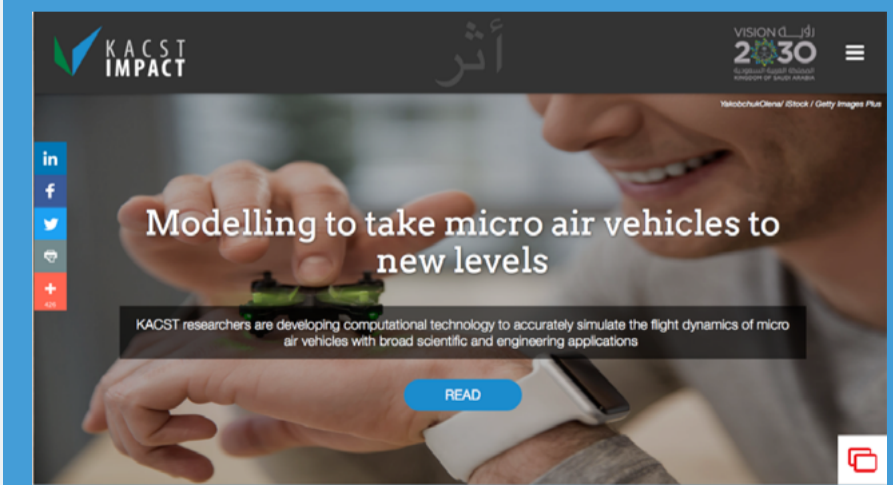
VIDEOS

Tell your organization's story in a lively medium that stands out. Showcase concise product demos as well as longer informative interviews.



WEB DESIGN & CONTENT CURATION

Raise awareness of your scientific discoveries and its impact with a well-designed website. Index your research in an easily shared format.



SPONSORSHIP

Reinforce your commitment to a technological advance or therapeutic area, by sponsoring specially commissioned editorially independent content, with prominent acknowledgement of your support.



COLLECTIONS

Create a collection of articles and editorials on your chosen topic. Content can have a journalistic style or it can include existing peer reviewed research articles.



POSTERS

Peer-reviewed poster on a topic to outline scientific advancements in a visually appealing format.



AWARDS & EVENTS

Demonstrate your long term commitment to a field with annual awards and events series. **Check out our collaboration with Estée Lauder honoring Inspiring Women in Science every year.**



ANIMATIONS & VIDEOS

Nature editors work with experienced filmmakers, animators, and reporters to produce our award winning animations and videos that explore the hottest research areas and key scientists.



All sponsored products are supported with a comprehensive marketing plan targeting your desired audience for increased engagement, reach, and awareness of the content.

CONFERENCES & EVENTS

Align your organization as an agenda-setter for future research by bringing together key researchers, industry leaders & policy-maker.



SPONSORSHIP

Curated entirely by Nature Portfolio editors

- Virtual or in-person global events on timely topics for an audience of 500 – 1000
- 1- to 2-days in length

The Nature Portfolio editors and events team take care of all aspects of the agenda including:

- Securing world renown speakers
- Defining topics of discussion
- Creating an innovative virtual conference program.



PARTNERSHIP

Co-branded event, programmed in collaboration with our editors.

- Virtual or in-person events
- Half day to 1-day in length

Working with a dedicated team, editors help construct the agenda, secure speakers & create content.

- Opportunities for custom content, supplements & digital products to communicate outcomes
- Audience cultivation to include key researchers, industry leaders & scientific stakeholders



CUSTOM EVENTS

Host a custom event specifically aimed at promoting your organization's accomplishments by leveraging Springer Nature resources and audiences.

- Virtual or in-person
- Up to a half-day in length
- Event management and targeted marketing included

**Subject to availability*



OUR MARKETING TEAM IS AT HAND TO:

- Produce a dynamic, dedicated website which houses all key event information.
- Deploy a multichannel promotion campaign to a targeted Springer Nature audience.
- Provide marketing kits for co-promotion opportunities in your own network, including flyers, social media graphics, and banners.

JOBS & RECRUITMENT

Attract the best and brightest talents, and showcase your organization to potential recruits.



RECRUIT TALENT

Post your jobs on Nature Careers

Our global career resource, jobs board and events directory for scientists is visited by over 138,000 jobseekers every month.

624,289 monthly page views

11 average applications per job listing

175K+ Newsletter subscribers



Promote your jobs across our networks

- Reach the right candidates using contextual targeting and audience segmentation.
- Alerts and print advertising options are also available



SHOWCASE YOUR ORGANIZATION

Enhance your branded Employer Profile page

Stand out against the competition by highlighting your company's mission and achievements with an Enhanced Employer Profile, where you can also promote current vacancies and list your latest projects.



Align Your Organization with high-quality content.

- Place your ad in a career guide published in *Nature*, alongside content crafted by our editorial team.

Nature

53,100 journal subscriptions[†]

- Sponsor our Working Scientist podcast
- Create your own custom podcast series



Looking to develop your research team's skills and expertise? We also provide research solutions such as training, editing and pre-print solutions. All developed to our high-standards of content, delivery and service.

CONTACT US

Springer Nature was formed through the merger of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media.

Our brands are some of the most trusted and respected in their fields, with Springer founded by Julius Springer in 1842, Macmillan founded in 1843, and Nature first published in 1869.

For more information on our marketing solutions, please contact your Account Manager or get in touch via:

Our website: partnerships.nature.com/contact-us

Email: advertising@springernature.com

Or telephone:

(US): +1 (212) 726-9334

(EU): +44 (0) 20 7843 4960

