

nature

2015 Calendar of Research & Recruitment Supplements Asia-Pacific



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NatureJobs Career Guide Asia-Pacific

Published within the August 13, 2015 edition of *Nature*

Attract top international talent with the Nature Jobs Career Guide Asia-Pacific



Launching in August, the *Nature Jobs Career Guide Asia-Pacific* will be an annual supplement published in the global print and online edition of *Nature*, as well as distributed to the *Nature Jobs Career Expos* in London and Dusseldorf. The guide will be available for 12 months as a free digital download on *NatureJobs.com*.

What's inside?

The *Nature Jobs Career Guide Asia-Pacific* will provide an overview of studying, working and living in Australia, China, Japan, Korea, New Zealand and Singapore. Promoting research initiatives and employment opportunities to a global audience, the guide will include summaries on each country highlighting top institutions, leading research facilities and research strengths, as well as details on grant applications, work visas and essential information for researchers considering relocating.

Global targeting

The *Nature Jobs Career Guide Asia-Pacific* will target all levels of scientific researchers, from postgraduate to senior researchers and executives within universities, research institutions, corporations and government departments.

- Showcase your university, research centres, regions and facilities at a global level
- Highlight the culture and working environment of your organisation through first hand staff-member accounts
- Promote research initiatives for which you are recruiting talent
- Target leading, international researchers
- Your message across *Nature* and *NatureJobs.com* allows you to reach passive and active job seekers

Distribution & Promotion

- Published within the global edition of *Nature* reaching 50,618 subscribers and 457,000 readers
- Free access via on *NatureJobs.com*, the world's largest dedicated science jobs board
- Distributed to the Nature Jobs Career Expos in London in September & Dusseldorf in November 2015
- Promoted to the 8 million strong audiences across *Nature.com* and *NatureJobs.com*
- Promoted to the 378,000 *Nature* e-alert subscribers
- Local language promotion in Japan, China and Korea on *NatureAsia.com*
- Our promotion will drive traffic to your site and turn potential job seekers into informed applicants

For demographics of *Nature* and *NatureJobs* please go to Appendix

NatureJobs Career Guide Asia-Pacific

Book before 31 December 2014 and save with Early Bird & Multi-supplement bookings

Advertising opportunities include Brand Advertising and Advertorials and, closer to publication date, we will be offering job and scholarship listings that will appear in the jobs section of the guide.

In addition we can create specialised packages which include our **12-month Employer Profile** (below) and banner advertising on *NatureJobs.com* as well as advertising on *NatureJobs* e-alerts or *Nature* e-alerts.

NatureJobs.com Employer Profile

Your university's dedicated page on NatureJobs.com - reach over 500,000 scientists



Showcase your organisation to the *Naturejobs.com* audience of science jobseekers with this enhanced profile on *Naturejobs.com* - highlighting your organisation as an employer of choice and to add credibility to your message. Utilise this dedicated space on *Naturejobs.com* to profile your organisation's history, publicise important announcements and upcoming projects, and to promote current vacancies. In addition you can embed videos, maps and social media feeds.

The Employer Profile package includes:

- Enhanced Employer Profile page hosted on naturejobs.com
- Button on *NatureJobs.com* homepage for 12 months
- Button in *NatureJobs* newsletter for 12 months
- Logo in our new Employer Directory search results

NatureJobs Career Expo | London | Boston | Dusseldorf



The NatureJobs Career Expo is the largest career fair and conference focused exclusively on the scientific world. The event promotes global career opportunities in science, be it in industrial research, research organisations or academia. Building upon the hugely successful London event, now in its seventh year, these expos have now expanded to Boston and Dusseldorf.

- Meet jobseekers face-to-face - approximately 1,000 -1,200 per event
- Promote your organisation, its activities and its culture
- Network with delegates of your choice
- Learn what will attract fresh talent to your organisation

Key delegate demographics		
Qualifications:	PhD/MD: 52%	MSc: 33%
		BSc: 13%
Age:	Under 25: 17%	25-34: 59%

Nature Spotlight on Australia

Published within the October 15 2015 edition of *Nature*

Highlighting Australian research and innovation to the global research community



For the first time in its history, *Nature* will be publishing within its pages a *Nature Spotlight on Australia*. Launching with the October 15, 2015 edition of *Nature*, this special supplement will show how Australia produces globally recognised and influential research whether it be robotics, brain research, mining or radio astronomy. It will feature profiles of leading Australian institutes and organisations, as well as interviews with prominent researchers and government officials.

The *Nature Spotlight on Australia* will join the dots between fundamental work and real-world impact such as the socio-economic impact of research, applied sciences, collaborations with industry and international partners.

Targeting the international science community, from students, researchers and academics to executives, industry leaders and government bodies, *Nature Spotlight on Australia* will position Australia as a leader in global research. Whether you wish to foster collaborations, attract additional investment or position your institution as the innovator in one or more fields, this special supplement will take your message to the heart of the science research community globally.

Nature have published Spotlights featuring over 50 countries and regions, such as Germany, Canada, Singapore, Switzerland, Shenzhen and Hokkaido. This is the first time a *Nature Spotlight* will be produced on Australia

Universities, Research Institutes & Corporations

- Promote important research to a global audience
- Highlight researcher profiles
- Feature new research programs and centres
- Attract collaboration and investment

Government

- Promote national and state initiatives including research precincts
- Highlight state or regional innovations and partnerships
- Attract global investment

Nature Spotlight on Australia

Distribution & Promotion

- Published within the global edition of *Nature* reaching 50,618 subscribers and 457,000 readers
- Free access via *Nature.com*
- Promoted to the 8 million strong audiences across *Nature.com* and *NatureJobs.com*
- Promoted to the 378,000 *Nature* e-alert subscribers
- Local language promotion in Japan, China and Korea on *NatureAsia.com*

For demographics of *Nature* and *NatureJobs* please go to Appendix

Book before 31 December 2014 and save with Early Bird & Multi-supplement bookings

Advertising opportunities include Brand Advertising and Advertorials.

Nature Index

Asia Pacific Edition - March 2015

Global Edition - June 2015

This significant new offering from *Nature* will be a compelling read for researchers, research organisations, funders, governments and corporations.

In 2015, we will be publishing two *Nature Index* supplements and distributing them with *Nature* globally. Our editors will look at the published research across 68 top journals internationally and profile the research strengths and trends across countries and regions. These supplements will be based on the *Nature Index* database which will be launched and available in November 2014.

About the Nature Index - launching November 2014

Collaborating with two expert global panels on physical and life sciences, the Nature Publishing Group has selected a group of 68 leading science journals in a wide range of fields across the natural sciences. An online database of the affiliations of all papers published in these journals has been built allowing detailed analysis of high quality research output by institution or country tracking over 7,000 institutions worldwide. The database, which will be free to access, will be updated monthly.

Nature Index Asia Pacific Edition - Published March 2015

Nature Index Asia-Pacific edition is an analysis of where the best research in the region is coming from. This region-focused edition provides country and institution data as well as editorial highlights on Australia, New Zealand, Japan, China, South Korea and Singapore. Individual country profiles will focus on the top institutions, as well as overall country research strengths and publishing trends.

Nature Index Global Edition - Published June 2015

Nature Index Global edition highlights countries that are leading contributions in published research and also within each major field, including chemistry, life sciences, earth and environmental sciences and physics. High-level regional analysis based on published research is included.

Distribution & Promotion

- Printed as standalone supplements
- Distributed with the global edition of *Nature* reaching 50,618 subscribers and 457,000 readers
- Free access via the Nature Index website (launching November 2014)
- Promoted to the 8 million strong audiences across *Nature.com* and *NatureJobs.com*
- Promoted to the 378,000 *Nature* e-alert subscribers
- Local language promotion in Japan, China and Korea on *NatureAsia.com*

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Appendix

About Nature

www.nature.com/nature



First published in 1869, Nature is the leading weekly international journal publishing the finest peer-reviewed research in all areas of science and technology on the basis of its originality, importance, timeliness and surprising conclusions. Being published in the pages of Nature is an ambition shared by researchers worldwide for over 140 years. They recognise that papers published in Nature have the highest impact, are read by the brightest minds, and referenced by the world's most reputable scientists.

Nature is the #1 weekly science journal for the 6th consecutive year achieving an Impact Factor of 42.351

Nature is the #1 most highly-cited scientific journal receiving 554,745 citations in 2012

Nature-branded research and review titles are #1 in 14 subject categories

Nature Publishing Group publishes 38% of the top 50 (19/50) science journals by Impact Factor

Nature Publishing Group has published more Nobel Laureates than any other scientific publisher

Nature counts Watson & Crick, Albert Einstein, Michael Faraday & Francis Collins amongst its authors

Nature was named Journal of the Century (1909-2009)

NATURE JOURNAL AUDIENCE

PRINT

50,618 subscribers globally
457,219 global readers
Distributed to 1,000s of events globally

ONLINE

8,195,927 monthly page views
2,005,136 monthly unique visitors

SITE LICENCE

5,127 organisations globally have a *Nature.com* site licence which gives their staff and students access to the digital edition of *Nature* each week.

EMAIL

378,756 registered alerts

SPLIT BY REGION

PRINT

ONLINE

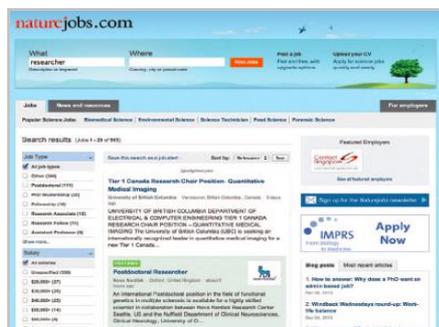
UK/Europe	32%	26%
Americas	53%	36%
Asia/Pacific	12%	32%
Rest of World	3%	5%

PLACE OF WORK

University/College	52%
Research Institute	24%
Hospital	10%
Industry/Corporation	9%
Government	4%
Other	1%

About NatureJobs.com

www.naturejobs.com



NatureJobs.com is the world's largest dedicated science jobs board with jobseekers from over 130 countries visiting the site.

Basic listings on the *NatureJobs.com* are free with upgrade options available online, within the NatureJobs e-alert and in the NatureJobs App as well as print advertising within *Nature*.

NatureJobs.com monthly page views 2.16 million

NatureJobs.com monthly unique users 274,000

NatureJobs weekly e-alert: 180,000 registered recipients

PLACE OF WORK

Academia	70%
Corporate	14%
Government/Public Sector	11%
Other	5%

PAGE VIEWS BY REGION

UK/Europe	43%
Americas	36%
Asia Pacific	18%
Rest of World	3%

JOB TITLE

Postdoctoral Fellow/Research Scientist	70%
Student	36%
Professor/Assoc. Professor	10%
Senior Scientist	7%
Technician	3%
Head of Department/Lab Head	3%
Medical Professional	2%
Business Professional	2%

QUALIFICATION

PhD	64%
Postgraduate/Masters	26%
Bachelor	9%
Foundation	1%

About NatureAsia.com

www.natureasia.com



Natureasia.com is the Nature Publishing Group website for the Asia-Pacific providing regional content and emails in five different languages – English, Japanese, Korean, Simplified Chinese and Traditional Chinese.

The site also hosts 3 regional online publications – *Nature China*, *Nature India* and *Nature Middle East*.

NATURE ASIA AUDIENCE

ONLINE

650,000 monthly page views
190,000 monthly unique visitors

EMAIL

Japanese	100,000 users
English	55,000 users
Simplified Chinese	50,000 users
Korean	3,600 users
Traditional Chinese	1,500 users

SPLIT BY COUNTRY

Japan	65%
China	20%
United States of America	5%
South Korea	5%
India	3%
Taiwan	2%