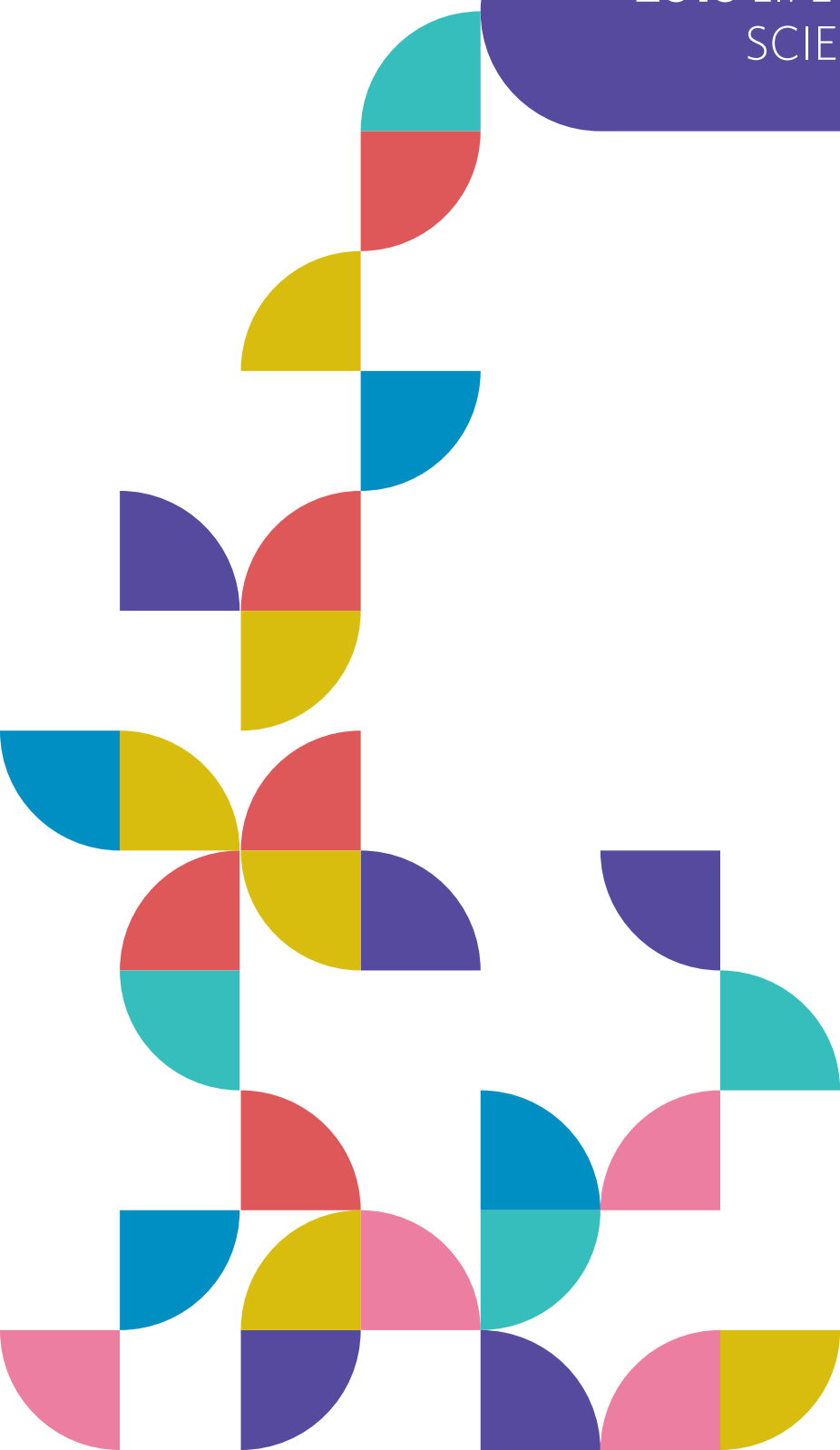


**2016** LIFE SCIENCES & PHYSICAL  
SCIENCES MEDIA OPTIONS



# INTRODUCING

## SPRINGER NATURE

**Springer Nature** is a major new force in scientific, scholarly, professional and educational publishing. By using its combined expertise, scale and the reach of our brands, the company aims to grow and innovate in order to better serve academic researchers, students, teachers, institutions, professionals and the wider public, by helping them discover more.

**Springer Nature** was created through the combination of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media in May 2015. This strategic merger brought together these dynamic publishing houses with more than 150 years of history behind them, as well as complementary geographic footprints and brand portfolios, a track record of creativity and innovation, and a shared vision to advance knowledge and learning around the world.

Our portfolio provides outstanding reach combined with a dynamic range of marketing opportunities and an unrivalled reputation to deliver the solution you need to meet your objectives.

To keep up-to-date with the latest developments regarding our portfolio contact your account manager.



**Contact us for more information**  
[nature.com/advertising](http://nature.com/advertising)

 **Member of**  
Internet  
Advertising  
Bureau  
UK

 **iab** member

# CONTENTS

Introduction	2
Nature.com	3
Marketing solutions	4-9
Email	5
Banners	6
Mobile / Webcasts & videos	7
Content marketing	8
Print	9
Sponsored content	10
Recruitment & events advertising / Conferences	11

## MULTIDISCIPLINARY SCIENCES 12-13

<b>Nature - our flagship title</b>	<b>12</b>
<i>Nature calendar</i>	<b>13</b>
BioMed Central	<b>14</b>
<i>Scientific American</i>	<b>14</b>
<b>Open Access</b>	<b>15</b>
<i>Nature Communications</i>	
<i>Scientific Reports</i>	
<i>Nature Partner Journals</i>	
<i>Scientific Data</i>	

## LIFE SCIENCES 16-21

<b>Methods/Protocols</b>	<b>16-17</b>
--------------------------	--------------

<b>Biopharma</b>	<b>18</b>
<b>Biomedical</b>	<b>18</b>
<b>Cellular Biology</b>	<b>19</b>
<b>Genetics</b>	<b>19</b>
<b>Immunology/Microbiology</b>	<b>20</b>
<b>Neurology/Neuroscience</b>	<b>20</b>
<b>Oncology/Cancer Research</b>	<b>21</b>
<b>Plant Sciences</b>	<b>21</b>

## PHYSICAL SCIENCES 22-23

<b>Chemistry</b>	<b>22</b>
<b>Earth Sciences</b>	<b>22</b>
<b>Energy</b>	<b>22</b>
<b>Materials Sciences</b>	<b>23</b>
<b>Physics</b>	<b>23</b>

## Specifications

Banner / Email	<b>24</b>
Print	<b>25</b>
A-Z of titles	<b>26-27</b>
Contact information	<b>Back cover</b>

## Interested in Clinical Sciences?

Contact your account manager or visit [nature.com/advertising](http://nature.com/advertising) to request our Clinical Sciences Media Kit.

Our dedicated website for advertising clients is located at **[nature.com/advertising](https://nature.com/advertising)**



## Audience

Our large selection of high-impact research and review journals allows you to target scientists in specific fields of research.

### KEY AUDIENCES

**Researchers**

**Clinicians**

**Senior Business  
Managers**



## Inspiration

We are dedicated to staying current on the latest marketing research, studies, articles, trends, and best practices. Take a look at our case studies and best practice before you start to plan your next campaign.



## Resources

Our advertising specifications and guidelines are available online. When booking your next campaign please refer to these resources, including our terms and conditions.



All of our media kit information, demographic breakdowns, and specifications and guidelines are now available online.



## Solutions

We utilize the latest technologies to improve how we engage with our audience. These channels include print and online advertising, rich-media and email, video, webcasts, mobile apps, and extensive sponsorship and custom publishing opportunities.

### KEY SOLUTIONS

**Digital**

**Print**

**Sponsorship**



## Follow our blog

A regular blog is written by our marketing team for our advertising clients. Find upcoming features and conferences as well as general marketing best practice, advice and tips.



## Subscribe

Receive our latest advertising opportunities and news direct to your inbox.



## Contact us

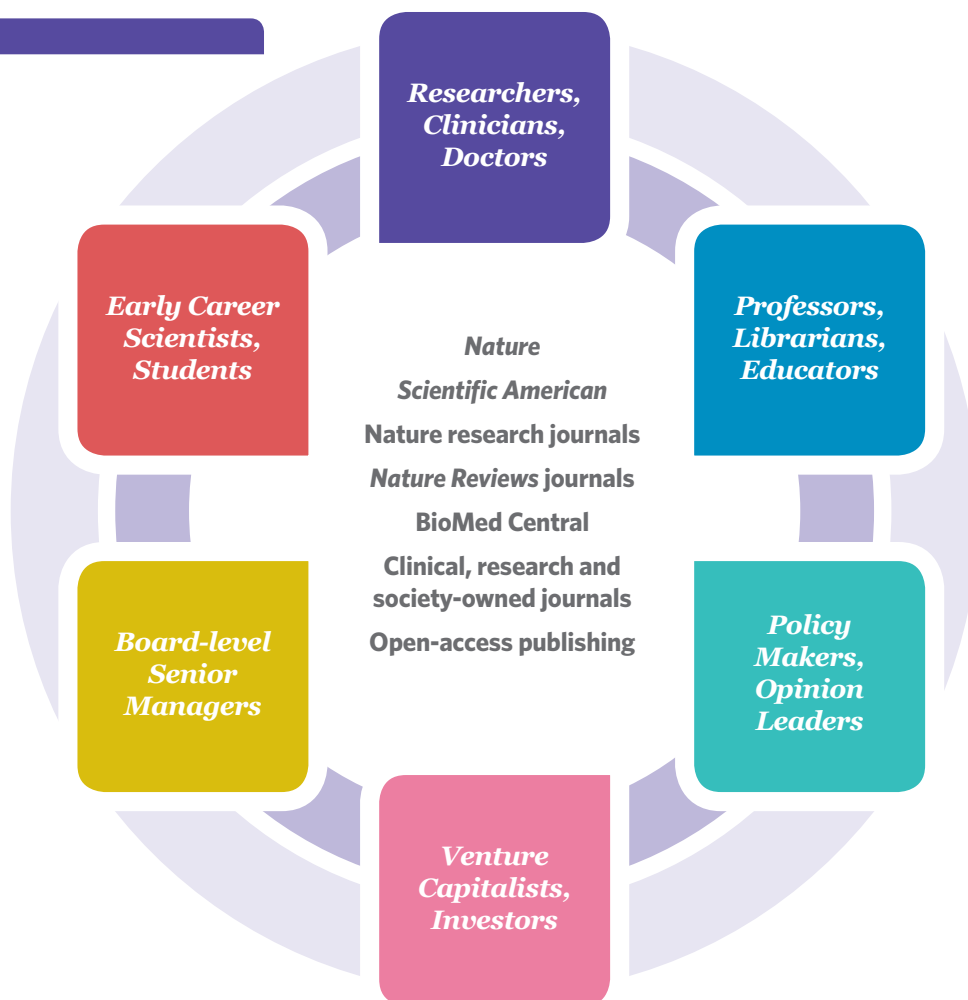
Details for all of our regional account managers are kept updated online. Please feel free to contact us with any questions or feedback.

**[nature.com/advertising](http://nature.com/advertising)**

# INTRODUCTION

Our portfolio contains some of the most highly cited and influential journals in the world. For **over 140 years** *Nature* has been setting the scientific agenda, publishing ground-breaking discoveries: from the splitting of the atom and the structure of DNA through to the discovery of the hole in the ozone layer, the latest advances in stem-cell research and results of the ENCODE project.

## OUR AUDIENCE



## THE TECHNOLOGY AND APPROACH WE EMPLOY TO TARGET YOUR AUDIENCE IS EVOLVING.

Our capability to segment and target the science community means there are now more ways to reach **exactly** the audience that you want to, no matter where they are on our network. And our content delivery systems will enable you to promote your relevant content to people interested in your products and services.

**These newly-enhanced capabilities are, ultimately, the next level in helping you to achieve your goals.**

Fifteen journals rank

**#1** in 1 or more subject category\*

We publish

**10 of the top 20**  
(50%) science journals by Impact Factor\*



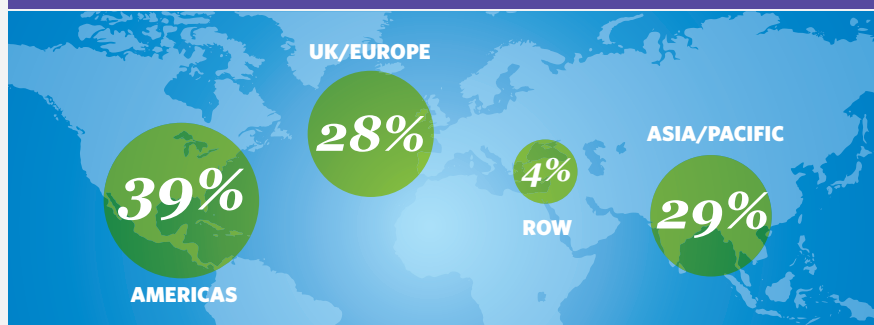
**We have published**  
more Nobel laureates  
than any other  
scientific publisher



## Nature.com is your connection to the global scientific community.

Millions of highly-qualified science professionals utilize nature.com for breaking news, the latest discoveries in their field, expert opinions, career opportunities, product applications, research protocols, networking, and so much more.

### GEOGRAPHICAL REACH: A TRULY GLOBAL AUDIENCE\*



988,127 active registrants\*\*

The average visit is 7 minutes 40 seconds\*

11.8 million unique users per month\*

44 million page views each month\*

The majority of nature.com users state they learn about products and technologies through online ads.\*\*

#### AFTER SEEING AN ONLINE AD I HAVE...\*

Visited a company's website	51%
Discussed the product or technology	26%
Recommended the product or technology to a colleague	12%
Called a company for more information	10%
Purchased a new product or technology	9%

### HIGH-IMPACT CONTENT

#1 weekly science journal for the eighth consecutive year

Impact Factor: **41.456\***

#1 most highly-cited scientific journal

Citations in 2014: **617,363\***

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

### WHO HAS A NATURE.COM SITE LICENSE?

Nature.com site licenses bring our portfolio to millions of desktops at leading research organizations around the world. Academic, clinical, corporate, and government institutions purchase nature.com site licenses so that their employees and students have 24/7 access to the world's best science.

**97%** of universities in the QS World University Rankings\* have a nature.com site license

There are currently **5,007 organizations** providing their employees and students access to nature.com\*\*

**93%** of the top 30 pharmaceutical companies based on total sales have a nature.com site license\*\*\*

According to Times Higher Education **98%** of the Top 200 universities have a nature.com site license

**14 out of the 17 pharmaceutical companies** included in the Fortune 500 list have a nature.com site license

Whatever your marketing objectives, we can deliver the solutions you need to ensure results.

## Who do you want to reach?

Our portfolio is well-established for publishing ground-breaking and influential science news and information. Publishing journals across a wide range of disciplines, globally, in print and online means our portfolio is the go-to resource for scientists everywhere.

Our reach and reputation is unrivalled and, coupled with our ability to segment and target our audience, enables you to access the scientific community you want to speak to.

## What are your campaign objectives?

Tell us what your goals are and we'll work with you to deliver creative advertising solutions utilizing our diverse range of marketing channels. Our offering encompasses a dynamic mix of digital, print, and face-to-face marketing options.

Whether it's brand awareness, lead generation, thought leadership or another objective we can provide scalable marketing solutions that meet both your needs and your budget.



### AWARENESS

Showcase your brand, product or organization to build awareness and drive traffic to your website.



### ENGAGEMENT

Create interaction between your brand and your target audience via direct conversations, video views, social media shares, gathering feedback and/or other metrics.



### DIRECT RESPONSE

Drive in-bound inquiries, registrations and sales leads as part of your customer acquisition strategy.



### EDUCATION

Communicate the features and benefits of your products, tools or therapies via content marketing opportunities.



### THOUGHT LEADERSHIP

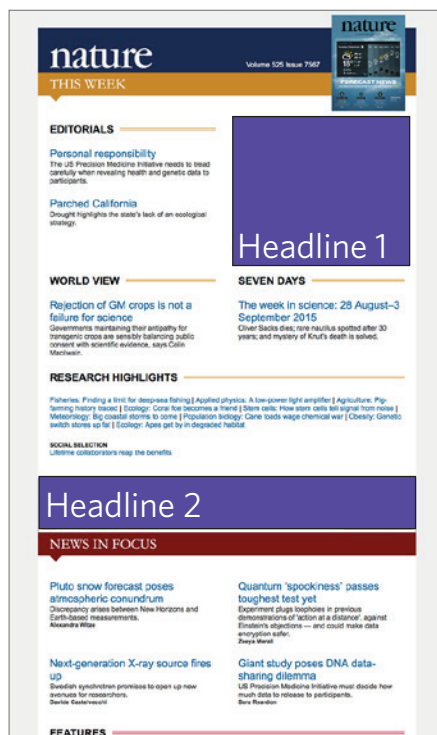
Align your brand with ours to add credibility to your messages and highlight your accomplishments within your specific scientific discipline.



Advertise in **journal alerts** to display your message alongside the research, advancements and opportunities that make these alerts a popular medium.

### Benefits of advertising in our alerts

- » Each alert represents a targeted community sharing a common field of interest, with many of our alerts having over 50,000 opted-in subscribers\*
- » Our alerts benefit from high levels of engagement for both open and click-through rates
- » Alert advertising provides a cost-effective opportunity to directly target your audience



Each month, we send **8m** alerts to hundreds of thousands active and engaged users.\*

Layouts vary by title.  
For alert layouts and specifications, go to page 24.

Utilize **third party email** to deliver your exclusive message directly to the inboxes of a select group of nature.com users. Email marketing continues to be a highly-responsive means to target your audience.

Email marketing is an effective solution to:

- » **Build** your sales pipeline
- » **Trigger** direct response
- » **Highlight** special offers
- » **Launch** or showcase your offering
- » **Educate** your audience
- » **Gather** feedback

### Benefits of using our third party email service

- » Our targeting options allow you to target specific audiences
- » Our recipients have opted-in to receive marketing messages like yours
- » Our brand and email address is highly-trusted, resulting in a deliverability rate of over 99% for third party emails in 2015\*
- » Our design service provides an easy option for creating your email



**52%** of our audience use email and/or newsletters to learn about products and technologies\*\*

### TARGET RECIPIENTS BASED ON THEIR REGISTRATION DATA:

- Field of research
- Place of work
- Geographic location
- Job title
- Journal alert subscription

Find out more at [nature.com/advertising/solutions/digital/third-party-email](http://nature.com/advertising/solutions/digital/third-party-email)

**Banner advertising** provides a dynamic way to establish and grow your brand awareness. In addition to the standard banner sizes and targeting options available, we also offer enhanced options that help you to maximize the impact of your campaign:



For banner specifications and layouts go to page 24

## EXPANDING BANNERS WITH VIDEO



## ANIMATED WALLPAPERS

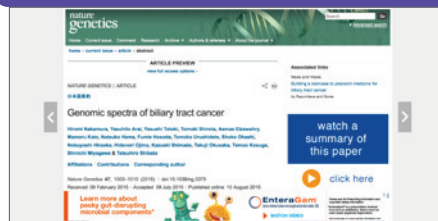


Ask your account manager about our new high-impact ad units that are launching soon.

## INTERACTIVE BANNERS



## BASEBOARDS



Rich media banners with a video are **9x greater** at providing direct response clicks than comparable standard banner formats\*

## Targeting beyond the journal

Technological advancements are transforming the way publishers customize and deliver media. We have taken the next step in online segmentation and targeting which enables us to profile and connect with our audience in a new way.

You still get to target by preferences, interests, behaviors and demographics, but now you can reach these individuals across all of nature.com.

## The benefits of this approach

- » **Target exactly who you want to** - reach an even more relevant audience
- » **More visibility** - extending the reach of your advert beyond a specific journal
- » **Personalization** - tailor your messages for each audience profile
- » **A lean approach** - no wastage of impressions
- » **Agile** - segments and audience profiles are populated in real time

**Start serving your ads to the right people all the time.**

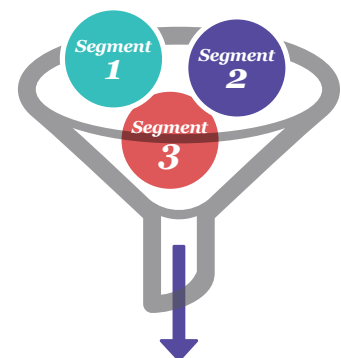
## How does it work?

By building up layers of information (segments) based on captured user attributes and behaviors we can use this data to develop audience profiles.

To learn more speak to your account manager.

Find out more and view live examples at:

[nature.com/advertising/solutions/digital/banner-advertising](https://nature.com/advertising/solutions/digital/banner-advertising)



**AUDIENCE PROFILE**

## EXAMPLE SEGMENTS

- Senior scientist
- Based in Europe
- Works in academia
- Subject area: genomics
- Interest in new DNA cloning technologies

## Expandable mobile banners



**8%** of nature.com traffic is from mobile phones\*\*

**61%** of scientists own or use a smartphone and/or tablet\*\*\*

Utilize **mobile advertising** to connect with your audience on the go. As the number of people with smartphones increases and their usage, especially to access content, continues to increase, mobile advertising is becoming a standard part of the marketing mix for any digital campaign. We now offer mobile banners with expanding video to further increase audience engagement.

Our **mobile-optimized websites** enhance the users' experience on their mobile device whilst offering advertisers the opportunity to connect with the scientific community anytime, anywhere.

Find out more at [nature.com/advertising/solutions/digital/mobile-devices](http://nature.com/advertising/solutions/digital/mobile-devices)

## WEBCASTS &amp; VIDEOS



The *Nature Video* channel has received over **16m views** and has over **55k subscribers** on YouTube\*\*\*\*

Our most popular webcast had **2,475** registrants◇

**Nature.com webcasts** enable you to engage directly with our global audience. Webcasts can be editorially led by *Nature* or can be custom produced, where sponsors retain responsibility for the subject and presenters. The webcast platform provides dashboards and tools, making it ideal for participating in discussions, creating dialogue, aligning your brand with *Nature* and generating highly-targeted leads.

Find out more at [nature.com/advertising/solutions/digital/webcast](http://nature.com/advertising/solutions/digital/webcast)

The **Nature Video** team produces high-quality videos exploring the hottest areas of research and featuring key scientists. Working with experienced filmmakers, animators and reporters, the *Nature Video* team turns scientific discoveries into visually engaging and accessible content that can be shared across multiple platforms: web pages, blogs, YouTube, Facebook, Twitter, email, smartphones and tablets. The team is also able to produce customised videos to complement and enhance your own marketing campaigns and projects.

Find out more at [nature.com/advertising/solutions/digital/video](http://nature.com/advertising/solutions/digital/video)

**Content marketing** offers the ideal opportunity for educating, engaging with and encouraging direct response from your audience. By immersing your messaging alongside our high-quality editorial, your brand messages become an integral part of the content our audience regularly consumes.



**We provide a range of solutions to utilize the power of our established brand to build the credibility of your message.**



## Place your advertorial content in front of the right people

Raise the profile of your organization and its research by placing an advertorial feature in one of our journals. Advertorials provide you with the space to introduce your organization and demonstrate its involvement in your field of research, and are an effective means for educating your audience, building brand awareness and generating sales leads.

**Ask your account manager about our writing service, for organizations that don't have an in-house resource to create advertorial content.**

## :insideview



## Showcase the talent within your organization and give your company a voice.

Inside Views offer a window into the practices and priorities of research-based organizations. Short, informative Q&A articles — created in collaboration with *Nature's* writers — showcase people whose products, services or institutional visions are influencing science, technology and innovation today.

Appearing as a double-page feature, Inside View is a platform to introduce the people contributing to your company's success, whilst establishing a personal connection with *Nature's* readership.



**Attract attention from leading biopharma companies and start-ups looking to develop relationships with prospective partners.**



*BioPharma Dealmakers* is a quarterly supplement published in *Nature Biotechnology*, *Nature Reviews Drug Discovery*, and distributed to e-alert registrants of *Bioentrepreneur*. Reaching an audience of 100,000+ scientific influencers, business development professionals, and financiers.\*

Make successful connections with senior-level executives, business development leaders, potential clients and research professionals by creating and publishing a customized company profile in *BioPharma Dealmakers*.

To view a previous issue of *BioPharma Dealmakers* visit:  
**[nature.com/biopharmadealmakers/Sept2015](http://nature.com/biopharmadealmakers/Sept2015)**

**Ask your account manager for more information about any of these options.**

Ask us about  
**MedTech  
Dealmakers**





Cover tip-on



Cigarband

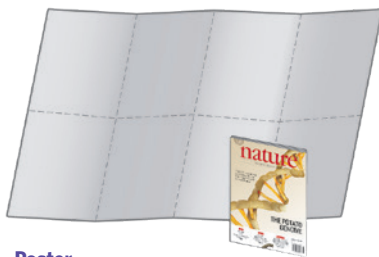


Butterfly gatefold



96% of media users use printed information sources for industry-related content\*

For print specifications go to page 25



Poster



Barn door cover

**Print advertising** delivers a proven approach to building awareness and brand recognition with key decision makers and opinion leaders while associating your organization and products with our high-impact news and research content. In addition to the standard display advertising options you can add value and impact to your campaign with a front cover tip-on or insert bound into the journal.

Find out more at: [nature.com/advertising/solutions/print](http://nature.com/advertising/solutions/print)

**Readex Message Impact® Studies** are regular surveys in a range of our journals, measuring the effectiveness of print advertising, conducted by independent research company Readex Research. All our advertisers placing an ad in a Readex issue receive a **FREE Message Impact® Study** report.

Your individual advertising report allows you to:

- » **Benchmark** campaigns and measure performance
- » **Evaluate** the impact of creative
- » **Measure** brand recognition in the market
- » **Test** journals and audiences
- » **Assess** how readers interpret and respond to messaging
- » **Compare** your ads to your competitors' ads
- » **Receive** verbatim feedback on your creative from our readers



Find out more at [nature.com/advertising/solutions/market-research/readex-message-impact-studies](http://nature.com/advertising/solutions/market-research/readex-message-impact-studies)

**Sponsored content** provides a highly effective option for raising awareness, education and building credibility. Our sponsorship projects can be editorially-led or custom developed and are a fantastic opportunity to leverage our respected and authoritative editorial reputation and engaged audience.



You can choose from a range of print and online sponsored products, we commission the best writers, editors, illustrators, designers and filmmakers to contribute original content and provide expertise on timely and thought-provoking topics across a broad range of scientific disciplines. All sponsored projects benefit from extensive marketing support. Sponsored content provides a valued educational resource to the scientific community and can help raise public awareness of a disease, therapeutic area or scientific field, further building your reputation and market exposure.

We also offer bespoke science communication solutions. These **custom solutions** can include writing and editing of content, submission of clinical supplements and abstracts which we peer review and distribute with our leading clinical titles, web design and digital publishing. Whether you have a focused plan or a general communication requirement that you want distributed through multiple channels, we will work with you from inception to delivery.

Sponsored content options include:

## Innovations<sup>IN</sup>

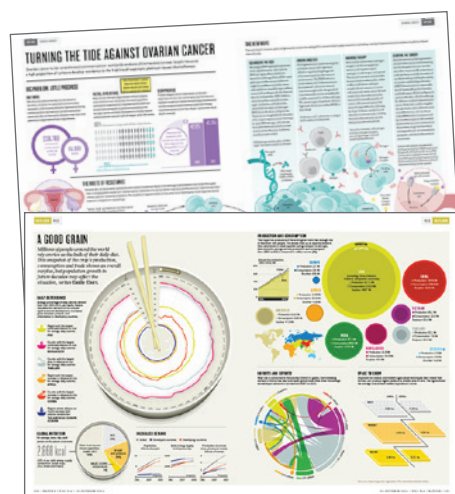
*Innovations in* is a unique and exclusive sponsorship opportunity utilizing the reach of two formidable and highly regarded publications: *Nature* and *Scientific American*.

## natureOUTLOOK

*Nature Outlooks* tackle topics of scientific, clinical and societal interest, giving a comprehensive picture of the current state of knowledge and the hottest areas of research.

## natureOUTLINE NEW

*Nature Outline* uses multimedia formats to explain the applications of science, technology and medicine. Readily shareable, *Nature Outline* fits sponsors' content marketing strategies.



Find out more at [nature.com/sponsorship](https://nature.com/sponsorship)



- San Francisco
- Boston
- London
- Düsseldorf



**306,000 unique users** visit *Naturejobs* each month, generating **1.8 million page views**.\*

Our **recruitment advertising** options enable you to reach science professionals via **naturejobs.com**, the global jobs board and recruitment platform for scientists. The website contains career advice, science recruitment news and thousands of jobs making it the ideal place to attract jobseekers. With *Naturejobs* you can advertise across more than 90 targeted publications in print, online via the nature.com platform and centrally at **naturejobs.com**.

Opportunities include online job packages with **proven ways of increasing the effectiveness of your job post**; sponsored blog posts, podcasts and webcasts; the twice-monthly *Naturejobs* newsletter to over **200,000\*\* registered recipients**; and our global series of *Naturejobs* Career Expos.

**Promote your events** with the **Natureevents Directory**, the central reference guide in print and online, for scientific conferences, workshops, courses, meetings and symposia worldwide. Post your events online at **natureevents.com** and boost exposure by using upgrades or highlight throughout nature.com.

Find out more at [nature.com/advertising/solutions/recruitment-and-events](http://nature.com/advertising/solutions/recruitment-and-events)



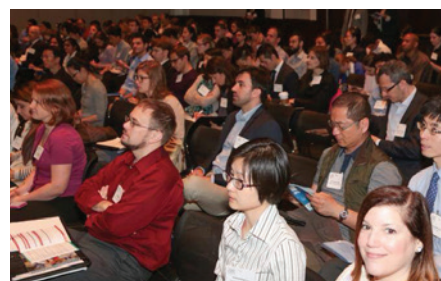
*Natureevents Directory* has **1,000+ events** at any one time\*\*\*

## CONFERENCES

**Conferences** deliver an ideal way to build engagement and thought leadership within the scientific community. You can opt to sponsor a **Natureconference** or partner with us on a co-branded event. We'll work closely with you and relevant editors to develop your conference program, define topics of discussion, and identify the key speakers and opinion leaders to participate in the event. Each event is supported with a comprehensive print and digital marketing campaign to our audience.

Whether you are looking to run a conference, symposium, workshop or roundtable, our conferences team can provide support for all conference planning, administration and execution of the event. The conference team can tailor the services to meet your needs to include secure online registration data, abstract data and fee collection; creating and hosting the event website; managing vendor contracts, financial reporting and reconciliation; arranging speaker travel and onsite management and customer service.

Find out more at [nature.com/advertising/solutions/conferences](http://nature.com/advertising/solutions/conferences)





### NATURE: THE FOREFRONT OF SCIENTIFIC PUBLISHING

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.

The quality and prestige associated with *Nature* is unsurpassed, and it's our commitment to publishing ground-breaking research whilst maintaining a rigorous editorial process that has resulted in *Nature* being the most highly-cited journal with the highest impact.\* Being published in the pages of *Nature* is an ambition shared by many researchers.

Since launching in 1869, *Nature* continues to inspire and inform researchers, clinicians, academics and industry experts worldwide.

### HIGH IMPACT\*

Nature

**#1** journal in Multidisciplinary Sciences

Impact Factor: **41.456**

The most highly-cited science journal leader for **8 years** in a row

### REACH



#### PRINT

**50,200** print circulation\*\*  
**365,456** readership+



#### EMAIL\*

**484,357** alert subscribers



#### ONLINE\*\*\*

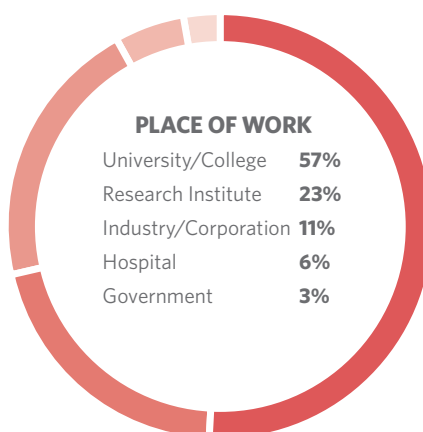
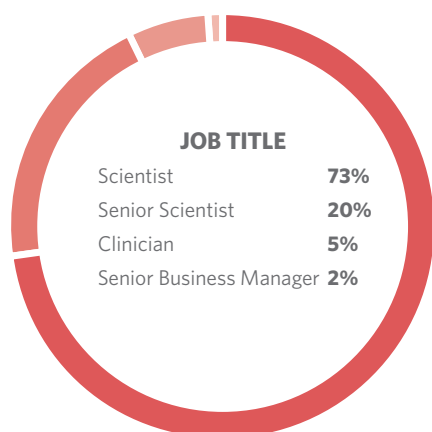
**8.7 million** monthly page views  
**3.2 million** monthly unique users



#### ENGAGED

**3 million+** followers on social media

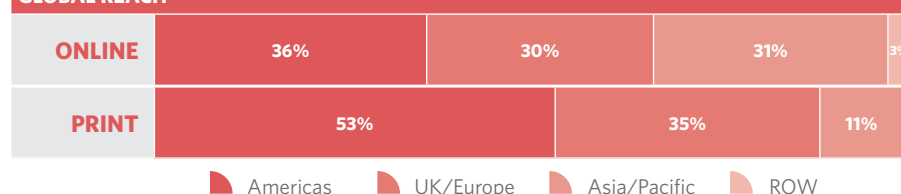
### READER DEMOGRAPHICS\*



### READER DEMOGRAPHICS

Based on **15,100** survey respondents who state they read *Nature* in print and/or online

### GLOBAL REACH\*\*\*



### TOP 10 PRODUCTS OR TECHNOLOGIES USED

PCR or RT-PCR	60%
Microscopy	60%
Cell or tissue culture	55%
Antibody-based techniques	52%
Electrophoresis	52%
Molecular biology laboratory equipment	49%
Molecular biology kits/reagents	49%
DNA or RNA sequencing	47%
DNA cloning	47%
Protein detection or analysis	44%

### DECISION MAKERS

**83%** of readers state they are directly involved in purchasing decisions\*\*

### QUALIFIED

**80%** of readers hold a postgraduate qualification (inc. PhD, Doctorate)

### TOP AREAS OF RESEARCH

<b>BIOLOGY</b>	<b>50%</b>
Molecular & Structural Biology	30%
Cell & Developmental Biology	27%
Genetics & Genomic	19%
Neuroscience	15%
Cancer Research	14%
<b>MEDICINE</b>	<b>16%</b>
Cancer/Oncology	21%
Neurology	16%
Immunology/Allergy	12%
<b>CHEMISTRY</b>	<b>7%</b>
Organic Chemistry	33%
Chemical Biology	28%
Materials Chemistry	21%
Medicinal & Pharmaceutical Chemistry	18%
<b>PHYSICS</b>	<b>7%</b>
Condensed-matter Physics	37%
Optics/Lasers	28%
Materials Physics	19%
<b>EARTH AND ENVIRONMENTAL SCIENCE</b>	<b>5%</b>
Ecology	32%
Atmospheric Science/Climate	30%
Solid Earth Science	21%

Response totals may exceed 100% due to multiple responses per reader.

### BUDGET HOLDERS

On average, readers state an annual budget of **\$94k** for research products/equipment



Month	Issue Date	Special Feature	Technology Feature	Product Focus*	Conference	Date	City	Country	Ad Close	Materials Due
JANUARY	Jan 07									
	Jan 14				Society for Laboratory Automation and Screening - SLAS2016	Jan 23-27	San Diego, CA	USA	Dec 14	Dec 16
	Jan 21		Epigenetics						Jan 06	Jan 08
	Jan 28								Jan 13	Jan 15
FEBRUARY	Feb 04	READEX							Jan 20	Jan 22
	Feb 11								Jan 27	Jan 29
	Feb 18		Drug Discovery						Feb 03	Feb 05
	Feb 25			Cell/Tissue Culture					Feb 10	Feb 12
MARCH	Mar 03				22nd Annual Conference and Exhibition of the Special Libraries Association / Arabian Gulf Chapter - SLA - AGC	Apr 19-21	Salmiya	Kuwait	Feb 17	Feb 19
	Mar 10				American Physical Society - APS March Meeting 2016 251st American Chemical Society National Meeting & Exposition - ACS Spring Meeting Society of Toxicology 55th Annual Meeting BioVision Alexandria 2016 - BVA	Mar 14-18 Mar 13-17 Mar 13-17 Apr 12-14	Baltimore, MD San Diego, CA New Orleans, LA Alexandria	USA USA USA Egypt	Feb 24	Feb 26
	Mar 17		Synthetic Biology						Mar 02	Mar 04
	Mar 24				European Geosciences Union - EGU General Assembly 2016	Apr 17-22	Vienna	Austria	Mar 09	Mar 11
APRIL	Mar 31			Lab Equipment					Mar 15	Mar 17
	Apr 07				25th International Trade Fair for Laboratory Technology, Analysis and Biotechnology - Analytica European Human Genetics Conference 2016 - ESHG	May 10-13 May 21-24	Munich Barcelona	Germany Spain	Mar 23	Mar 24
	Apr 14		Cancer		2016 American Association of Cancer Research 106th Annual Meeting - AACR	Apr 16-20	New Orleans, LA	USA	Mar 30	Apr 01
	Apr 21	READEX							Apr 06	Apr 08
MAY	Apr 28			Cancer Research					Apr 13	Apr 15
	May 05				American Association of Immunology 2016 Annual Meeting BIO International Convention - BIO 2016*	May 13-17 Jun 06-09	Seattle, WA San Francisco, CA	USA USA	Apr 20	Apr 22
	May 12								Apr 26	Apr 28
	May 19								May 04	May 06
JUNE	May 26		Single-molecule Measurement	Sequencing	American Society of Clinical Oncology - 2016 ASCO Annual Meeting BIO International Convention - BIO 2016	Jun 03-07 Jun 06-09	Chicago, IL San Francisco, CA	USA USA	May 11	May 13
	Jun 02								May 17	May 19
	Jun 09				116th General Meeting American Society for Microbiology + Interscience Conference on Antimicrobial Agents and Chemotherapy (ICAAC) - ASM Microbe 2016	Jun 16-20	Boston, MA	USA	May 24	May 26
	Jun 16		Stem Cells		International Society for Stem Cell Research Annual Meeting - ISSCR 2016	Jun 22-25	San Francisco, CA	USA	Jun 01	Jun 03
JULY	Jun 23	READEX							Jun 08	Jun 10
	Jun 30			Stem Cells					Jun 15	Jun 17
	Jul 07				EuroScience Open Forum - ESOF 2016	Jul 23-27	Manchester	UK	Jun 22	Jun 24
	Jul 14								Jun 29	Jul 01
AUGUST	Jul 21		Ageing						Jul 06	Jul 08
	Jul 28			Microfluidics					Jul 13	Jul 15
	Aug 04				Middle East Molecular Biology Society Annual Congress - MEMBS 2016	Sep TBC	Doha	Qatar	Jul 20	Jul 22
	Aug 11								Jul 27	Jul 29
SEPTEMBER	Aug 18		Crystallography		252nd American Chemical Society National Meeting & Exhibition - ACS Fall Meeting	Aug 21-25	Philadelphia, PA	USA	Aug 03	Aug 05
	Aug 25			PCR					Aug 10	Aug 12
	Sep 01	READEX							Aug 17	Aug 19
	Sep 08								Aug 23	Aug 25
OCTOBER	Sep 15		Cell Culture						Aug 31	Sep 02
	Sep 22								Sep 07	Sep 09
	Sep 29			DNA/RNA Analysis					Sep 14	Sep 16
	Oct 06								Sep 21	Sep 23
NOVEMBER	Oct 13		Gene Regulation		American Society of Human Genetics 2016 - ASHG	Aug 18-22	Vancouver	Canada	Sep 28	Sep 30
	Oct 20	READEX							Oct 05	Oct 07
	Oct 27			Protein Analysis					Oct 12	Oct 14
	Nov 03								Oct 19	Oct 21
DECEMBER	Nov 10		Neurobiology		Society for Neuroscience 2016 Annual Meeting (SfN) - Neuroscience 2016	Nov 12-16	San Diego, CA	USA	Oct 26	Oct 28
	Nov 17								Nov 02	Nov 04
	Nov 24			Genomics	Materials Research Society - 2016 MRS Fall Meeting	Nov 27 - Dec 02	Boston, MA	USA	Nov 09	Nov 11
	Dec 01		Cell Biology		American Society of Hematology - ASH Annual Meeting 2016 Annual Meeting American Society for Cell Biology - ASCB	Dec 03-06 Dec 03-07	TBC San Francisco, CA	USA USA	Nov 16	Nov 18
DECEMBER	Dec 08				American Geophysical Union - AGU Fall Meeting	Dec 12-16	San Francisco, CA	USA	Nov 23	Nov 25
	Dec 15								Nov 30	Dec 02
	Dec 22 & 29			Bio-Imaging/ Microscopy					Dec 07	Dec 09

Bonus distributions are subject to change.

## REGIONAL OPPORTUNITIES

Nature is a truly global offering with dedicated regional portals and two local language editions.

**nature**  
الطبعة العربية

Nature Arabic Edition (NAE) is a monthly Arabic-language version of the weekly science journal *Nature*.

**natureasia.com**

Our local language Asian websites published in Japanese, Korean and Chinese languages.

**natureINDIA**

This one-stop site for information on Indian science serves the scientific community of the world's largest democracy.

**nature**  
ダイジェスト

Nature Digest is a monthly Japanese-language journal conveying the latest science news.

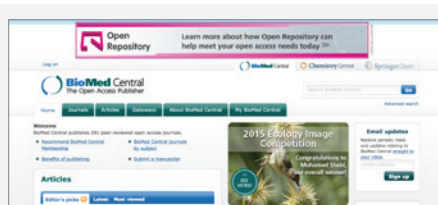
**natureCHINA**

Dedicated to highlighting the best research being produced in Hong Kong and Mainland China in science and clinical medicine.

**natureMIDDLE EAST**

A comprehensive portal site for information on scientific and medical research in the Arabic-speaking Middle East.

Find out more at [nature.com/advertising/solutions/regional](http://nature.com/advertising/solutions/regional) or speak to your account manager.



BioMed Central is an STM (Science, Technology and Medicine) publisher within the Springer Nature family, and was the pioneer of the open access publishing model. With over 285 journals spanning all areas of biology and medicine, **BioMed Central** offers the latest digital advertising solutions allowing you to reach key decision makers in your field easily and ensuring maximum reach and ROI for your products.

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## HIGH IMPACT\*

Over 170 of BioMed Central's journals have an Impact Factor including:

- Genome Biology — **10.8**
- BMC Biology — **7.98**
- Breast Cancer Research — **5.49**

## REACH\*



**ONLINE**  
**45.5 million** monthly page views  
**10.8 million** monthly visitors  
**2 million** registered users



**EMAIL**  
**340,000** alert subscribers

## GLOBAL REACH

### ONLINE

36%

28%

32%

4%

Americas

UK/Europe

Asia/Pacific

ROW

## JOB TITLE

Scientist **46%**  
 Senior Scientist **28%**  
 Clinician **13%**  
 Other **13%**

## PLACE OF WORK

University/College **59%**  
 Hospital **15%**  
 Government **8%**  
 Industry/Corporation **5%**  
 Research Institute **4%**  
 Other **9%**

# SCIENTIFIC AMERICAN

scientificamerican.com



**Scientific American** is the leading source and authority for science, technology information and policy for a general audience. First published in 1845, *Scientific American* is the longest continuously published magazine in the US. Since then the title has published articles from over 150 Nobel Prize

scientists and built a loyal following of influential and forward thinking readers.

## A complementary audience to Nature

*Scientific American's* audience of business owners and senior managers, decision makers and opinion leaders complements *Nature's* academic audience.

## REACH



**PRINT**  
**520,000** print circulation\*  
**3.5 million+** readership



**EMAIL**<sup>^</sup>  
**721,000** alert subscribers



**ONLINE**<sup>\*\*</sup>  
**10 million** monthly page views  
**5 million+** monthly unique users  
**2.7 million** podcast downloads a month



**ENGAGED**  
 Ranked **#2** for average reading time

**4 million+** followers on social media

The "favorite/very good magazine" of **72%** of readers

**14 local-language editions**

## GLOBAL REACH\*\*

### ONLINE

70%

15%

15%

### PRINT

83%

13%

4%

Americas

UK/Europe

Asia/ROW

As a leading open access publisher, we're dedicated to serving the needs of scientists with the highest editorial standards. Our growing open access portfolio offers fast publication and high visibility combined with rigorous peer review. Journals range from the multidisciplinary title *Nature Communications* to the highly specialized titles in the *Nature Partner Journals* series.

## KEY FACTS

Over **35** open access titles



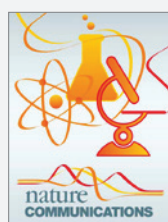
**4,716,391** monthly page views\*\*

**2,212,712** monthly unique visitors\*\*

**267,439** alert subscribers^

**43** subscription titles with open access option

## KEY OPEN ACCESS BRANDS



Dedicated to publishing high-quality original research in all areas of the biological, physical, chemical and Earth sciences. **Nature Communications** is our flagship open access journal. It publishes high-quality papers that represent important advances within specific disciplines, but do not necessarily have the wide reach of papers published in *Nature* or the *Nature* research journals.

[www.nature.com/ncomms](http://www.nature.com/ncomms)

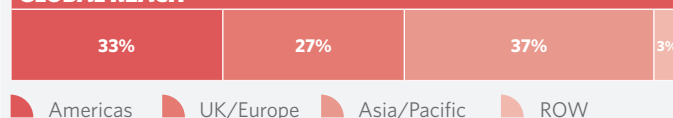
### REACH\*\*

**2,061,999**  
monthly page views  
**654,932**  
monthly unique users  
**36,621**  
alert subscribers

### HIGH IMPACT\*

**Nature Communications**  
**#3** journal in  
Multidisciplinary Sciences  
Impact Factor: **11.470**

### GLOBAL REACH



**Scientific Reports** provides rapid open-access publication and high visibility of research for all areas of science. Hosted on nature.com and open to all it publishes technically sound, original research papers of interest to specialists within their field — providing scientific research without barriers to access. The site provides highly discoverable, easily searchable content on a dynamic user-friendly platform.

[www.nature.com/srep](http://www.nature.com/srep)

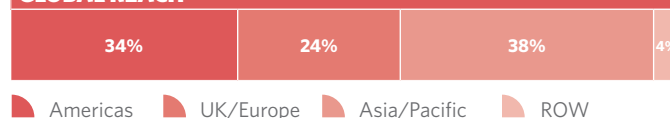
### REACH\*\*

**1,947,537**  
monthly page views  
**628,473**  
monthly unique users  
**62,666**  
alert subscribers

### HIGH IMPACT\*

**Scientific Reports**  
**#5** journal in  
Multidisciplinary Sciences  
Impact Factor: **5.578**

### GLOBAL REACH



**Scientific Data** is an open-access journal for descriptions of valuable research data sets, aiming to promote wider data sharing and reuse, as well as accurately credit those that share their data. **Scientific Data** publishes descriptions of big and small data sets from major consortiums, single labs and individuals, across a broad range of scientific disciplines.

[www.nature.com/sdata](http://www.nature.com/sdata)

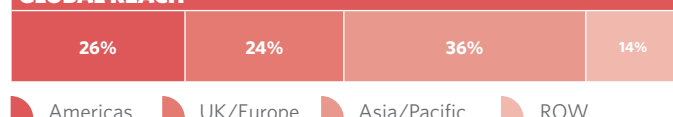
### REACH\*\*

**55,347**  
monthly page views  
**26,452**  
monthly unique users  
**5,619**  
alert subscribers

### RESOURCE

**Scientific Data**  
Features descriptors of  
scientifically valuable data sets.  
Provides a recommended list of  
data repositories.

### GLOBAL REACH



**Nature Partner Journals** is a new series of online-only, open access journals published in collaboration with internationally renowned partner organizations, driving high impact open science.

[www.nature.com/npj](http://www.nature.com/npj)

Transcending traditional research boundaries, innovative features such as lay summaries allow the *Nature Partner Journals* to serve as intersections for many disciplines and systems, opening up research to the wider public.

The *Nature Partner Journals* portfolio covers both applied and basic science disciplines in high-impact and emerging or underserved fields, including:

- Cancer Research
- Clinical Neurology
- Genetics / Genomics
- Developmental Biology
- Microbiology
- Neurosciences
- Respiratory Medicine



**FOCUS:** Providing researchers in academia and industry with the latest methods and tools for the life sciences. **The #1 journal in Biochemical Research Methods, Nature Methods** provides practical but cutting-edge information on methodological developments, new techniques and tools crucial for scientists working in the fast-paced world of life science research.

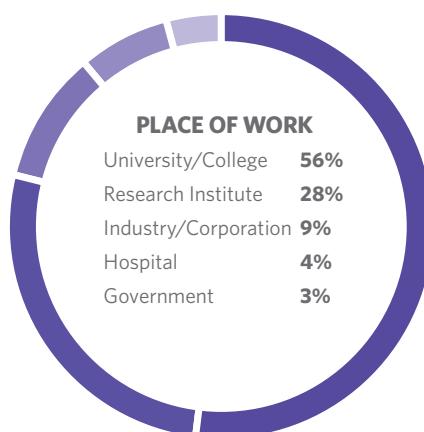
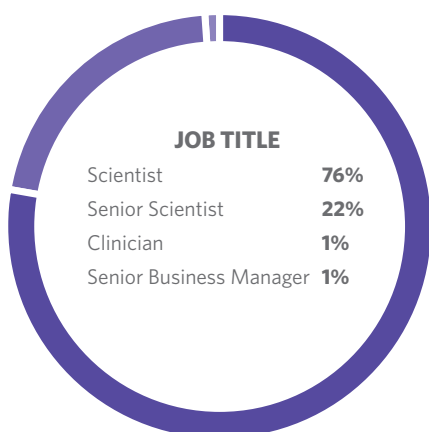
**TOPICS:** Techniques useful for various aspects of molecular and cellular biology (cell culture, antibody-based techniques, PCR, RNA interference, recombinant DNA, cell signalling studies), and fluorescent and nonfluorescent imaging. *Nature Methods* also publishes high-profile papers describing genetics and genomics methods (related to sequencing, microarrays, analysis, and manipulation of gene expression), as well as proteomics techniques (including mass spectrometry, protein expression and separation techniques, NMR, and structural genomics approaches).



**FOCUS:** Offering research professionals access to an online database of more than 1,700 laboratory protocols. *Nature Protocols* is a prime destination for bench scientists. It offers detailed step-by-step instructions and specific material recommendations for well-established methods as well as new ground-breaking techniques recently published in top journals. Researchers trust our protocols, as they are all commissioned and peer-reviewed to ensure the highest quality.

	IMPACT <sup>*</sup>		PRINT <sup>**</sup>			ONLINE <sup>***</sup>		
PUBLICATIONS	IMPACT FACTOR	RANK	Issues per year	Circulation	Readership	Alert subscribers <sup>^</sup>	Monthly page views	Monthly unique users
<i>Nature Methods</i>	32.072	1/79	12	56,364	219,135	150,429	603,425	193,465
<i>Nature Protocols</i>	9.673	2/79	Online only	Online only	Online only	51,682	409,300	167,826

## READER DEMOGRAPHICS<sup>\*</sup>



## HIGH IMPACT<sup>\*</sup>

*Nature Methods*  
**#1** journal in  
 Biochemical Research Methods  
 Impact Factor: **32.072**

*Nature Protocols*  
**#2** journal in  
 Biochemical Research Methods  
 Impact Factor: **9.673**

## GLOBAL REACH<sup>\*\*\*</sup>

ONLINE	39%	29%	23%	9%
PRINT	62%	31%	6%	1%

Americas
 UK/Europe
 Asia
 ROW

## BUDGET HOLDERS

On average, readers state an annual budget of **\$99k** for research products/equipment

## TOP 10 PRODUCTS OR TECHNOLOGIES USED

PCR or RT-PCR	77%
Cell or tissue culture	71%
Microscopy	69%
Antibody-based techniques	68%
Electrophoresis	67%
Molecular biology kits/reagents	65%
Molecular biology laboratory equipment	64%
DNA cloning	62%
DNA or RNA sequencing	61%
Protein detection or analysis	59%

## TOP 5 AREAS OF RESEARCH<sup>\*\*\*</sup>

Cell & Developmental Biology	30%
Molecular & Structural Biology	34%
Genetics & Genomics	19%
Cancer Research	15%
Neuroscience	15%

## QUALIFIED

85% of readers hold a postgraduate qualification (e.g., PhD, Doctorate)

## DECISION MAKERS

87% of readers state they are directly involved in purchasing decisions<sup>++</sup>

## RESPONSIVE

64% of readers state they have visited a company's website after seeing an advert in our journals

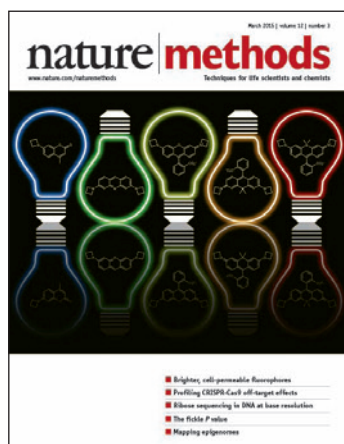
Issue*	Special Feature	Technology Feature	Product Focus	Conference	Date	City	Country	Ad Close**	Materials Due
<b>JANUARY</b>									
Dec 30	<b>Method of the Year</b>	<b>Cell biology</b>		Society for Laboratory Automation and Screening - SLAS2016	Jan 23-27	San Diego, CA	USA	Dec 08	Dec 10
<b>FEBRUARY</b>									
Jan 28	<b>READEX</b>	<b>Genetics</b>	<b>Cell/Tissue Culture</b>					Jan 05	Jan 07
<b>MARCH</b>									
Feb 25		<b>Probes</b>	<b>Proteomics</b>	251st American Chemical Society National Meeting & Exposition - ACS Spring Meeting	Mar 13-17	San Diego, CA	USA	Feb 04	Feb 08
<b>APRIL</b>									
Mar 30		<b>Cancer</b>	<b>Lab Equipment</b>	2016 American Association of Cancer Research 106th Annual Meeting - AACR 25th International Trade Fair for Laboratory Technology, Analysis and Biotechnology - Analytica European Human Genetics Conference 2016 - ESHG	Apr 16-20 May 10-13 May 21-24	New Orleans, LA Munich Barcelona	USA Germany Spain	Mar 10	Mar 14
<b>MAY</b>									
Apr 28		<b>Microbiology</b>	<b>Cancer Research</b>					Apr 07	Apr 12
<b>JUNE</b>									
May 31		<b>Molecular Biology / PCR</b>	<b>Sequencing</b>	BIO International Convention - BIO 2016	Jun 06-09	San Francisco, CA	USA	May 10	May 12
<b>JULY</b>									
Jun 29		<b>Plants</b>	<b>Stem Cells</b>					Jun 09	Jun 13
<b>AUGUST</b>									
Jul 28		<b>Stem Cells</b>	<b>Genomics</b>	252nd American Chemical Society National Meeting & Exhibition - ACS Fall Meeting	Aug 21-25	Philadelphia, PA	USA	Jul 08	Jul 12
<b>SEPT</b>									
Aug 30	<b>READEX</b>	<b>Proteins</b>	<b>PCR</b>					Aug 09	Aug 11
<b>OCTOBER</b>									
Sep 29		<b>Genomics</b>	<b>Microfluidics</b>	American Society of Human Genetics 2016 - ASHG	Aug 18-22	Vancouver	Canada	Sep 09	Sep 13
<b>NOVEMBER</b>									
Oct 28		<b>Neurobiology</b>	<b>Bio-Imaging/ Microscopy</b>	Society for Neuroscience 2016 Annual Meeting (SfN) - Neuroscience 2016	Nov 12-16	San Diego, CA	USA	Oct 07	Oct 12
<b>DECEMBER</b>									
Nov 29		<b>Microscopy /Imaging</b>	<b>DNA/RNA Analysis</b>	2016 Annual Meeting American Society for Cell Biology - ASCB	Dec 03-07	San Francisco, CA	USA	Nov 03	Nov 07

Bonus distributions are subject to change.

## APPLICATION NOTES

Showcase the performance of your new products or innovative applications with an Application Note.

Highlight the features and benefits of your product or application alongside the high-quality content in *Nature Methods*. Your Application Note will reach the thousands of engaged researchers that read *Nature Methods* to learn about new research technologies and usages. Application Notes present a highly visible option for reaching the scientific community as they are delivered both in print and online via these five channels.



### NATURE METHODS

Print circulation: 56,364  
Global readership: 219,135



### NATURE METHODS WEBSITE

Monthly page views: 603,425  
Monthly unique users: 193,465

### APPLICATION NOTES DATABASE

Monthly page views: 6,831  
Monthly unique users: 3,430



### NATURE METHODS ALERT

Subscribers: 150,429



### APPLICATION NOTES DATABASE

Subscribers: 35,896

Find out more at [nature.com/advertising/solutions/print/application-notes](http://nature.com/advertising/solutions/print/application-notes) or speak to your account manager.



## KEY JOURNALS



[nature.com/nbt](http://nature.com/nbt)

**844,064** monthly page views  
**309,530** monthly unique users  
**145,062** alert subscribers  
**55,666** print readership

**TOPICS:** Analytical biotechnology, applied immunology and vaccines, bioinformatics, bioprocessing, biopharmaceuticals, biosensors and fuel cells, computational biology,

chromatography and mass spectrometry, diagnostics, DNA technologies, electrophoresis, enzymes and enzyme engineering, high-throughput screening, intellectual property and legal affairs, molecular engineering, materials science, nucleic acid chemistry, protein engineering, sequencing, statistical tools and software.



[nature.com/nrdd](http://nature.com/nrdd)

**417,163** monthly page views  
**161,277** monthly unique users  
**102,185** alert subscribers  
**34,269** print readership

**TOPICS:** Bioinformatics and chemoinformatics, biomarkers, biopharmaceuticals, biotechnology, business development, clinical trials, disease biology, drug delivery,

high-throughput screening, licensing, market analysis, medicinal chemistry, 'omics' technologies, patent law, pharmacoeconomics, novel therapeutic approaches, pharmacogenetics, pharmacology, rational drug design, regulatory issues, target identification and validation, translational research, toxicology and vaccines.

## OVERVIEW

- **5 journals**  
 - **2,234,130** Monthly page views\*  
 - **825,291** Monthly unique users\*  
 - **439,370** Alert subscribers\*\*  
 - **20,757** Print circulation\*\*\*  
 - **112,986** Print readership<sup>o</sup>

For more detailed breakdowns see page 26



[nature.com/nm](http://nature.com/nm)

**707,030** monthly page views  
**262,447** monthly unique users  
**159,520** alert subscribers  
**18,646** print readership

**TOPICS:** The molecular pathology of human disease, cancer biology, cardiovascular research, gene therapy, atherosclerosis, reproductive biology, immunology and auto-immune

disease, infectious disease, neuroscience and neuropsychiatric disease, vaccine development and genetic mechanisms of cell differentiation.



[nature.com/nchembio](http://nature.com/nchembio)

**265,873** monthly page views  
**92,037** monthly unique users  
**32,603** alert subscribers  
**4,405** print readership

**TOPICS:** Chemical synthesis, biosynthesis, natural products, combinatorial chemistry, high-throughput screening, small molecule-biological target identification, in vivo drug mode

of action, drug discovery, biosynthetic engineering, metabolomics, cheminformatics, enzyme mechanisms, synthetic biology, chemical probes, chemical genetics, metal ions in biology, chemical labeling and imaging, protein design and engineering, bioanalytical chemistry, chemical proteomics, nucleic acids, lipids, carbohydrates and glycobiology, membranes, single-molecule studies, plant chemical biology, cancer chemical biology and chemical neurobiology.

## HIGH IMPACT\*

**Nature Biotechnology**

**#2** journal in  
Biotechnology  
& Applied Microbiology

Impact Factor:  
**41.514**

**Nature Chemical Biology**

**#8** in  
Biochemistry &  
Molecular Biology

Impact Factor:  
**12.996**

**Nature Reviews  
Drug Discovery**

**#1** in  
Pharmacology  
& Pharmacy

**#2** in  
Biotechnology  
& Applied Microbiology

Impact Factor:  
**41.908**

# BIOMEDICAL

For more information on these journals or others within this subject visit [nature.com/advertising](http://nature.com/advertising)

## KEY JOURNALS



[nature.com/nrdd](http://nature.com/nrdd)

**417,163** monthly page views  
**161,277** monthly unique users  
**102,185** alert subscribers  
**34,269** print readership

**TOPICS:** Bioinformatics and chemoinformatics, biomarkers, biopharmaceuticals, biotechnology, business development, clinical trials, disease biology, drug delivery,

high-throughput screening, licensing, market analysis, medicinal chemistry, 'omics' technologies, patent law, pharmacoeconomics, novel therapeutic approaches, pharmacogenetics, pharmacology, rational drug design, regulatory issues, target identification and validation, translational research, toxicology and vaccines.



[nature.com/nm](http://nature.com/nm)

**707,030** monthly page views  
**262,447** monthly unique users  
**159,520** alert subscribers  
**18,646** print readership

**TOPICS:** The molecular pathology of human disease, cancer biology, cardiovascular research, gene therapy, atherosclerosis, reproductive biology, immunology and auto-immune

disease, infectious disease, neuroscience and neuropsychiatric disease, vaccine development and genetic mechanisms of cell differentiation.

## OVERVIEW

- **5 journals**  
 - **1,598,768** Monthly page views\*  
 - **592,934** Monthly unique users\*  
 - **360,829** Alert subscribers\*\*  
 - **10,685** Print circulation\*\*\*  
 - **64,435** Print readership<sup>o</sup>

For more detailed breakdowns see page 26



[nature.com/nrc](http://nature.com/nrc)

**450,666** monthly page views  
**160,951** monthly unique users  
**98,424** alert subscribers  
**11,521** print readership

**TOPICS:** Cancer biology, cell growth, migration and metastasis, cell signalling, angiogenesis, apoptosis, cytokines, tumor immunology, epidemiology and public health.



[nature.com/nrdp](http://nature.com/nrdp)

**23,909** monthly page views  
**8259** monthly unique users  
**700** alert subscribers

**TOPICS:** Breast cancer, obesity, head and neck cancer, depression, colorectal cancer, lung cancer, Type 2 diabetes mellitus, hypertension, coronary artery disease, cardiac arrhythmias,

leukemias, prostate cancer, myocardial infarction, epilepsy, heart failure, HIV/AIDS, brain tumour, peripheral neuropathy, lymphomas, retinopathy, kidney cancer, skin cancer, Alzheimer's disease, tuberculosis, anaemias, anxiety disorder, asthma, thyroid diseases, mycoses, schizophrenia, influenza, hepatocellular carcinoma, hepatitis C.

## HIGH IMPACT\*

**Nature Reviews  
Drug Discovery**

**#1** in Pharmacology  
& Pharmacy

Impact Factor:  
**41.908**

**Nature Medicine**

**#1** in Medicine,  
Research &  
Experimental

Impact Factor:  
**27.363**

## KEY JOURNALS

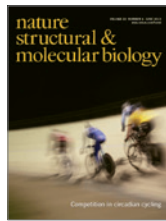


[nature.com/ncb](http://nature.com/ncb)

**383,886** monthly page views  
**126,750** monthly unique users  
**108,160** alert subscribers  
**3,943** print readership

**TOPICS:** Apoptosis, cell adhesion, cell biology of cancer, cell communication, cell division, cell migration, cell signaling, cellular immunology, chromatin and transcription,

cytoskeletal dynamics and motors development, DNA replication and repair, membrane traffic and protein sorting, microbiology, neurobiology, organization of the nucleus and nuclear transport, proteolysis and stem cells.



[nature.com/nsmb](http://nature.com/nsmb)

**269,051** monthly page views  
**94,424** monthly unique users  
**99,863** alert subscribers  
**2,913** print readership

**TOPICS:** Cell surface proteins and cell-cell interactions, chromatin structure and remodeling, DNA replication, repair, and recombination, folding, processing, and degradation of proteins

and RNA, functions of non-coding RNAs, membrane processes, molecular basis of disease, regulation of transcription and translation, RNA processing, signal transduction and intracellular signaling, sorting and trafficking of proteins and RNA, structure and function of macromolecules, transcription and translation.

## OVERVIEW

- **16 journals**
- **2,497,572** Monthly page views\*
- **915,456** Monthly unique users\*
- **633,402** Alert subscribers\*\*
- **4,430** Print circulation\*\*\*
- **41,583** Print readership<

For more detailed breakdowns see page 26



[nature.com/cdd](http://nature.com/cdd)

**191,917** monthly page views  
**71,529** monthly unique users  
**65,383** alert subscribers  
**590** print readership

**TOPICS:** Publishing research in cell biology, molecular biology and biochemistry of cell death and differentiation, both in normal tissue regulation and in disease.



[nature.com/nrmcb](http://nature.com/nrmcb)

**405,150** monthly page views  
**147,835** monthly unique users  
**114,651** alert subscribers  
**2,451** print readership

**TOPICS:** Cell signaling, cell growth and division, cytoskeletal dynamics, cell adhesion, developmental cell biology, cell death, membrane dynamics, gene expression, nucleic-acid metabolism,

chromosome biology, nuclear transport, protein structure and metabolism, bioenergetics, ion channels and plant cell biology technologies.

**ADMC**

Published on behalf of Associazione Differenziamento e Morte Cellulare (ADMC)

## HIGH IMPACT

**Nature Reviews Molecular Cell Biology**

**#1** in Cell Biology

Impact Factor:  
**37.806**

**Nature Structural & Molecular Biology**

**#2** journal in Biophysics

Impact Factor:  
**13.309**

# GENETICS

For more information on these journals or others within this subject visit [nature.com/advertising](http://nature.com/advertising)

## KEY JOURNALS



[nature.com/nrg](http://nature.com/nrg)

**432,810** monthly page views  
**164,441** monthly unique users  
**100,934** alert subscribers  
**5,844** print readership

**TOPICS:** The molecular pathology of human disease, advances in cancer genetics and gene therapy, analysis of the activity of human gene products, epigenetics and the regulation of

gene expression, molecular analysis of simple and complex genetic traits, strategies and technologies for extracting function from genomic data, fundamentally conserved developmental modules, genetic mechanisms of cell differentiation and functional genomics.



[nature.com/ng](http://nature.com/ng)

**707,025** monthly page views  
**247,636** monthly unique users  
**111,745** alert subscribers  
**10,148** print readership

**TOPICS:** The molecular pathology of human disease, advances in cancer genetics and in gene therapy, analysis of the activity of human gene products, epigenetics and the regulation of gene

expression, molecular analysis of simple and complex genetic traits, strategies and technologies for extracting function from genomic data, fundamentally conserved developmental modules, and genetic mechanisms of cell differentiation.

## OVERVIEW

- **14 journals**
- **2,025,066** Monthly page views\*
- **766,720** Monthly unique users\*
- **574,218** Alert subscribers\*\*
- **5,665** Print circulation\*\*\*
- **41,305** Print readership<

For more detailed breakdowns see page 26



[nature.com/gim](http://nature.com/gim)

**201,167** monthly page views  
**56,235** monthly unique users  
**7,599** alert subscribers  
**8,016** print readership

**TOPICS:** Genomics, chromosome abnormalities, metabolic diseases, single gene disorders, genetic aspects of common complex diseases and critical ethical, legal and social implications of genomic medicine.



[nature.com/mt](http://nature.com/mt)

**169,888** monthly page views  
**67,408** monthly unique users  
**23,554** alert subscribers  
**10,120** print readership

**TOPICS:** Topics include research in the areas of gene transfer, vector development and design, stem cell manipulation, development of gene-, peptide- and protein-, oligonucleotide-, and cell-based therapeutics to correct

genetic and acquired diseases, vaccine development, pre-clinical target validation, safety/efficacy studies, and clinical trials.



Official journal of the American Society of Gene & Cell Therapy

## HIGH IMPACT

**Nature Reviews Genetics**

**#1** in Genetics & Heredity

Impact Factor:  
**36.978**

**Nature Genetics**

**#2** in Genetics & Heredity

Impact Factor:  
**29.352**

## KEY JOURNALS



[nature.com/nri](http://nature.com/nri)

**467,949** monthly page views  
**152,190** monthly unique users  
**79,933** alert subscribers  
**5,710** print readership

**TOPICS:** Antigen presentation and receptors, apoptosis in the immune system, autoimmunity and tolerance, development of the immune system, effector cell function, immune dysfunction and vaccines, immune gene regulation and recombination, innate immunity and inflammation, molecular, cellular, and systemic immunology, molecular signals, microbial and viral immunopathology, regulation of the immune system, transplantation and tumor immunology.



[nature.com/nrmicro](http://nature.com/nrmicro)

**321,364** monthly page views  
**123,834** monthly unique users  
**66,579** alert subscribers  
**3,545** print readership

**TOPICS:** Biochemistry, physiology, and molecular biology of microorganisms, genetics and genomics of microorganisms, ecology, evolution and biodiversity, cellular microbiology, environmental microbiology, pathogenesis and host defence, clinical and diagnostic microbiology, infectious diseases, antimicrobial therapies and vaccines, epidemiology and public health microbiology, applied and industrial microbiology, microbiology education, and microbiology and society.



[nature.com/mi](http://nature.com/mi)

**70,436** monthly page views  
**23,853** monthly unique users  
**17,947** alert subscribers  
**3,523** print readership

**TOPICS:** The journal reflects the interests of scientists studying gastrointestinal, pulmonary, nasopharyngeal, oral, ocular, and genitourinary aspects of immunity and inflammation involving mucosal tissues.



Published on behalf of the Society for Mucosal Immunology



[nature.com/ni](http://nature.com/ni)

**432,356** monthly page views  
**126,535** monthly unique users  
**82,822** alert subscribers  
**5,336** print readership

**TOPICS:** Nature Immunology provides researchers and medical professionals with fundamental insights into the workings of the immune system. By bringing original immunology research from all science disciplines together in one high profile journal, Nature Immunology appeals to any researcher or medical professional who shares an interest in critical and timely immunology-based research topics such as inflammation, vaccine development, transplantation, gene regulation, and tumor immunology.

## OVERVIEW

- **14 journals**
- **2,551,512** Monthly page views\*
- **893,499** Monthly unique users\*
- **535,018** Alert subscribers\*\*
- **7,997** Print circulation\*\*\*
- **57,106** Print readership<

For more detailed breakdowns see page 26

## HIGH IMPACT\*

Nature Biotechnology

**#2** journal in Immunology

Impact Factor:  
**34.985**

Nature Reviews Microbiology

**#1** in Microbiology

Impact Factor:  
**23.574**

Mucosal Immunology

**#14** in Immunology

Impact Factor: **7.374**

Nature Microbiology -  
Launching  
in 2016

# NEUROLOGY/NEUROSCIENCE

For more information on these journals or others within this subject visit [nature.com/advertising](http://nature.com/advertising)

## KEY JOURNALS



[nature.com/nrn](http://nature.com/nrn)

**407,473** monthly page views  
**160,634** monthly unique users  
**85,491** alert subscribers  
**6,461** print readership

**TOPICS:** Cellular and molecular neuroscience, computational neuroscience, development of the nervous system, disorders of the brain, higher cognition and language, regulatory systems, sensory motor systems and behavior.



[nature.com/sc](http://nature.com/sc)

**110,029** monthly page views  
**48,935** monthly unique users  
**47,103** alert subscribers  
**3,317** print readership

**TOPICS:** Providing a multi-disciplinary forum for basic science, clinical and applied studies and the psychology and epidemiology of spinal disorders (injury and disease). Topics include spinal anatomy, physiology and lesions (injury and disease), psychology and epidemiology of spinal disorders.

ISC Published on behalf of the International Spinal Cord Society

## OVERVIEW

- **12 journals**
- **2,457,330** Monthly page views\*
- **951,553** Monthly unique users\*
- **570,573** Alert subscribers\*\*
- **5,203** Print circulation\*\*\*
- **43,062** Print readership<

For more detailed breakdowns see page 26

## HIGH IMPACT\*

Nature Reviews Neuroscience

**#1** in Neuroscience

Impact Factor:  
**31.427**

Nature Neuroscience

**#5** in Neuroscience

Impact Factor:  
**16.095**

Nature Reviews Neurology

**#2** in Clinical Neurology

Impact Factor:  
**15.385**

npj Science of Learning -  
Launching  
in 2016



[nature.com/nn](http://nature.com/nn)

**632,957** monthly page views  
**205,514** monthly unique users  
**87,660** alert subscribers  
**6,641** print readership

**TOPICS:** Cellular and molecular neuroscience, computational neuroscience, development of the nervous system, disorders of the brain, higher cognition and language, regulatory systems, sensory motor systems and behavior.



[nature.com/nrneurol](http://nature.com/nrneurol)

**123,410** monthly page views  
**61,863** monthly unique users  
**55,649** alert subscribers  
**4,484** print readership

**TOPICS:** Pathogenesis, clinical trials, pharmacology, imaging, surgery, epidemiology, genetics and public health issues related to neurological diseases and disorders including Alzheimer's disease, neurodegenerative diseases, stroke, multiple sclerosis, epilepsy, headache, CNS infections, Parkinson's disease and other movement disorders, motor neuron disease, neural repair and rehabilitation, neurocritical care, neurodevelopmental disorders, neurometabolic disease, neuromuscular disease, neuro-oncology, neuropsychiatric disorders, neuropathic pain, peripheral neuropathies, prion disease, spinal injury and disease, sleep, traumatic brain injury.



## KEY JOURNALS



[nature.com/nrc](http://nature.com/nrc)

**450,666** monthly page views  
**160,951** monthly unique users  
**98,424** alert subscribers  
**11,521** print readership

**TOPICS:** Cancer biology, cell growth, migration and metastasis, cell signalling, angiogenesis, apoptosis, cytokines, tumor immunology, epidemiology and public health.



[nature.com/leu](http://nature.com/leu)

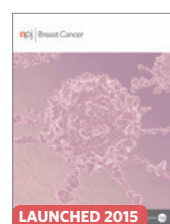
**243,001** monthly page views  
**93,260** monthly unique users  
**41,030** alert subscribers  
**801** print readership

**TOPICS:** Oncogenes, growth factors, stem cells, leukemia genomics, cell cycle, signal transduction, and molecular targets for therapy.

## OVERVIEW

- **14 journals**
- **2,647,405** Monthly page views\*
- **1,017,823** Monthly unique users\*
- **647,174** Alert subscribers\*\*
- **4,444** Print circulation\*\*\*
- **41,846** Print readership<

For more detailed breakdowns see page 26



[nature.com/nrclinonc](http://nature.com/nrclinonc)

**4,189** monthly page views  
**2,088** monthly unique users  
**599** alert subscribers

**TOPICS:** Featured topics of the journal include imaging, immunotherapy, molecular classification of disease, mechanism-base therapies largely targeting signal transduction pathways, carcinogenesis

including hereditary susceptibility and molecular epidemiology, survivorship issues including long-term toxicities of treatment and secondary neoplasm occurrence, the biophysics of cancer, mechanisms of metastasis and their perturbation, and studies of the tumor microenvironment.



Published in partnership with the Breast Cancer Research Foundation



[nature.com/nrclinonc](http://nature.com/nrclinonc)

**118,781** monthly page views  
**54,460** monthly unique users  
**62,981** alert subscribers  
**5,573** print readership

**TOPICS:** Epidemiology, screening, diagnosis, pathology, prevention, chemotherapy, radiotherapy, surgical oncology, medical oncology, targeted therapies, hormonal therapies, haematology, immunotherapy, imaging, palliative care, paediatric oncology, genetics and pharmacology.

## HIGH IMPACT

**Nature Reviews Cancer**

**#2** in Oncology

Impact Factor:  
**37.400**

**Nature Reviews Clinical Oncology**

**#7** in Oncology

Impact Factor:  
**14.180**

**Leukemia**

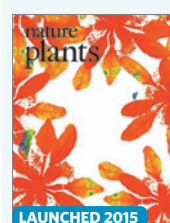
**#3** in Hematology

Impact Factor:  
**10.431**

# PLANT SCIENCES

For more information on these journals or others within this subject visit [nature.com/advertising](http://nature.com/advertising)

## KEY JOURNALS



[nature.com/nplants](http://nature.com/nplants)

**82,650** monthly page views  
**24,639** monthly unique users  
**3,307** alert subscribers

**TOPICS:** Agriculture, agronomy, biochemistry, biofuels, biophysics, cell biology, defence, development, disease resistance, ecology, economics,

evolution, food security, forestry, genetics, genomics, metabolism, metabolomics, molecular biology, photosynthesis, physiology, plant-microbe interactions, proteomics, secondary metabolism, sociology, symbiosis, systems biology, water use.



[nature.com/hortres](http://nature.com/hortres)

**24,639** monthly page views  
**10,215** monthly unique users  
**1,536** alert subscribers

**TOPICS:** Agriculture, agronomy, biochemistry, biofuels, biophysics, cell biology, defence, development, disease resistance, ecology, economics,

evolution, food security, forestry, genetics, genomics, metabolism, metabolomics, molecular biology, photosynthesis, physiology, plant-microbe interactions, proteomics, secondary metabolism, sociology, symbiosis, systems biology, water use.



Published in association with the Nanjing Agriculture University

## OVERVIEW

- **2 journals**
- **103,285** Monthly page views\*
- **34,854** Monthly unique users\*
- **4,843** Alert subscribers\*\*

For more detailed breakdowns see page 26

## KEY JOURNALS

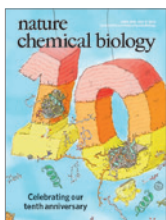


[nature.com/nchem](http://nature.com/nchem)

**392,385** monthly page views  
**115,964** monthly unique users  
**34,056** alert subscribers  
**5,708** print readership

**TOPICS:** As well as reflecting the traditional core subjects of analytical, inorganic, organic and physical chemistry, the journal also features a broad range of chemical

research including, but not limited to, catalysis, computational and theoretical chemistry, environmental chemistry, green chemistry, medicinal chemistry, nuclear chemistry, polymer chemistry, supramolecular chemistry and surface chemistry. Other cross-disciplinary topics such as bioinorganic, bioorganic, organometallic and physical-organic chemistry are also featured. Papers describing multidisciplinary research performed at the interface of chemistry and other scientific fields of inquiry such as biology, materials science, nanotechnology and physics are also encouraged.



[nature.com/nchembio](http://nature.com/nchembio)

**265,873** monthly page views  
**92,037** monthly unique users  
**32,603** alert subscribers  
**4,405** print readership

**TOPICS:** Chemical synthesis, biosynthesis, natural products, combinatorial chemistry, high-throughput screening, small molecule-biological target

identification, *in vivo* drug mode of action, drug discovery, biosynthetic engineering, metabolomics, cheminformatics, enzyme mechanisms, synthetic biology, chemical probes, chemical genetics, metal ions in biology, chemical labeling and imaging, protein design and engineering, bioanalytical chemistry, chemical proteomics, nucleic acids, lipids, carbohydrates and glycobiology, membranes, single-molecule studies, plant chemical biology, cancer chemical biology and chemical neurobiology.

## OVERVIEW

- **2 journals**

- **658,258** Monthly page views\*  
 - **208,001** Monthly unique users\*  
 - **66,659** Alert subscribers\*\*  
 - **1,346** Print circulation\*\*\*  
 - **10,113** Print readership^

For more detailed breakdowns see page 26

## HIGH IMPACT\*

**Nature Chemistry**

**#3** in Chemistry, Multidisciplinary

Impact Factor:

**25.325**

**Nature Chemical Biology**

**#8** in Biochemistry & Molecular Biology

Impact Factor: **12.996**

# EARTH SCIENCES

## KEY JOURNALS



[nature.com/ngeo](http://nature.com/ngeo)

**219,453** monthly page views  
**81,394** monthly unique users  
**33,545** alert subscribers  
**9,292** print readership

**TOPICS:** Atmospheric science, biogeochemistry, climate science, geobiology, geochemistry, geoinformatics and remote sensing, geology, geomagnetism and

palaeomagnetism, geomorphology, geophysics, glaciology, hydrology and limnology, mineralogy and mineral physics, oceanography, palaeontology, palaeoclimatology and palaeoceanography, petrology, planetary science, seismology, space physics, tectonics and volcanology.



[nature.com/nclimate](http://nature.com/nclimate)

**226,013** monthly page views  
**89,368** monthly unique users  
**29,773** alert subscribers  
**7,033** print readership

**TOPICS:** Adaptation, anthropology, atmospheric science, biochemistry, communication, cryospheric science, ecology, economics, energy, ethics, geography, health, hydrology,

impacts and vulnerability, mitigation, modelling, oceanography, policy and governance, philosophy, psychology, sociology, sustainability and development.

## OVERVIEW

- **5 journals**

- **450,362** Monthly page views\*  
 - **173,375** Monthly unique users\*  
 - **64,120** Alert subscribers\*\*  
 - **1,642** Print circulation\*\*\*  
 - **16,324** Print readership^

For more detailed breakdowns see page 26

## HIGH IMPACT\*

**Nature Geoscience**

**#1** in Geosciences, Multidisciplinary

Impact Factor:

**11.740**

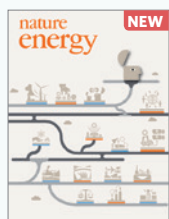
**Nature Climate Change**

**#1** in Meteorology & Atmospheric Sciences

Impact Factor:

**14.547**

# ENERGY



[nature.com/nenergy](http://nature.com/nenergy)

**TOPICS:** Nature Energy will publish its first content in January 2016. It is an online-only journal interested in all aspects of energy, from its generation and storage, to its distribution and management, the needs and demands of the different actors involved, and the impacts that energy technologies and policies have on different societies.

We have a particular interest in studies that advance our knowledge and inform the development of next-generation technologies and solutions.

Nature Energy is interested in research from the natural, behavioural and social sciences.

**Nature Energy –  
 Launching January 2016**

For more information on this journal visit [nature.com/advertising](http://nature.com/advertising)

## KEY JOURNALS



[nature.com/nmat](http://nature.com/nmat)

**644,415** monthly page views  
**178,508** monthly unique users  
**97,188** alert subscribers  
**4,906** print readership

**TOPICS:** Bio-inspired, biomedical and biomolecular materials, catalytic and separation materials, computation, modeling, and materials theory, design, synthesis, processing and

characterization techniques, electronic materials and molecular electronics, engineering and structural materials, magnetic materials, materials for energy, nanoscale materials and processes, optical, photonic and optoelectronic materials, organic and soft materials, surfaces and thin films, and superconducting materials.



[nature.com/nnano](http://nature.com/nnano)

**490,727** monthly page views  
**156,335** monthly unique users  
**51,331** alert subscribers  
**3,676** print readership

**TOPICS:** Carbon nanotubes and fullerenes, computational nanotechnology, electronic properties and devices, microscopy (AFM, STM, TEM, etc.), molecular machines

and motors, molecular self-assembly, nanobiotechnology, nanofluidics, nanomagnetism and spintronics, nanomaterials and nanoparticles, nanomedicine, nanometrology and instrumentation, nanosensors and other devices, NEMS, organic-inorganic nanostructures, photonic structures and devices, quantum information, structural properties, surface patterning and imaging, synthesis and processing.

## OVERVIEW

- **9 journals**

- **1,313,038** Monthly page views\*

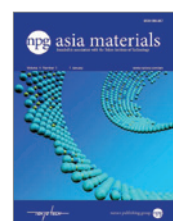
- **410,500** Monthly unique users\*

- **161,572** Alert subscribers\*\*

- **1,474** Print circulation\*\*\*

- **11,213** Print readership<

For more detailed breakdowns see page 26



[nature.com/am](http://nature.com/am)

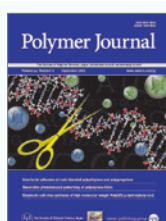
**69,507** monthly page views  
**30,698** monthly unique users  
**3,745** alert subscribers

**TOPICS:** Biomaterials and biosensors, electronic, magnetic and superconducting materials, energy conversion, catalysis and separation, inorganic, composite and hybrid

materials, metals and alloys, nanomaterials, optics, photonics and optoelectronics, organic, carbon-based and soft materials, theory, modelling and simulations.



Published in association with the Tokyo Institute of Technology



[nature.com/pj](http://nature.com/pj)

**96,736** monthly page views  
**39,231** monthly unique users  
**6,986** alert subscribers  
**2,631** print readership

**TOPICS:** Polymer synthesis and reactions, polymer structures, physical properties of polymers, polymer surface and interfaces, functional polymers, supramolecular

polymers, self-assembled materials, biopolymers, bio-related polymer materials and polymer engineering.



Official journal of the Society of Polymer Science, Japan (SPSJ)

## HIGH IMPACT\*

**Nature Materials**

**#1** in Materials Science, Multidisciplinary

Impact Factor:  
**36.503**

**Nature Nanotechnology**

**#1** in Nanoscience & Nanotechnology

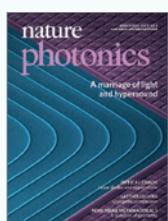
Impact Factor:  
**34.048**

**Nature Reviews Materials – Launching Soon**

# PHYSICS

For more information on these journals or others within this subject visit [nature.com/advertising](http://nature.com/advertising)

## KEY JOURNALS



[nature.com/nphoto](http://nature.com/nphoto)

**300,892** monthly page views  
**86,925** monthly unique users  
**27,312** alert subscribers  
**5,171** print readership

**TOPICS:** Lasers, LEDs and other light sources, imaging, detectors and sensors, optoelectronic devices and components, novel materials and engineered structures, physics of

light propagation, interaction and behavior, quantum optics and cryptography, ultrafast photonics, biophotonics, optical data storage, spectroscopy, fibre optics and optical communications, solar energy and photovoltaics, displays, and terahertz technology. intellectual property and legal affairs, molecular engineering, materials science, nucleic acid chemistry, protein engineering, sequencing, statistical tools and software.



[nature.com/nphys](http://nature.com/nphys)

**321,666** monthly page views  
**112,545** monthly unique users  
**53,218** alert subscribers  
**7,130** print readership

**TOPICS:** Quantum physics, atomic and molecular physics, statistical physics, thermodynamics and nonlinear dynamics, condensed-matter physics, fluid dynamics, optical

physics, chemical physics, information theory and computation, electronics, photonics and device physics, nanotechnology, nuclear physics, plasma physics, high-energy particle physics, astrophysics and cosmology, biophysics, and geophysics.

## OVERVIEW

- **5 journals**

- **770,012** Monthly page views\*

- **251,505** Monthly unique users\*

- **93,381** Alert subscribers\*\*

- **1,648** Print circulation\*\*\*

- **14,932** Print readership<

For more detailed breakdowns see page 26



[nature.com/lisa](http://nature.com/lisa)

**50,718** monthly page views  
**12,804** monthly unique users  
**5,865** alert subscribers

**TOPICS:** Small-scale optics, optical material processing, optics in life science and the environment, special optics, optical data transmission, optical measurement,

optical materials, manufacture of optical elements, organic optoelectronics, guided light.



Published in association with the Changchun Institute of Optics, Fine Mechanics and Physics, Chinese Academy of Sciences



[nature.com/pj](http://nature.com/pj)

**96,736** monthly page views  
**39,231** monthly unique users  
**6,986** alert subscribers  
**2,631** print readership

**TOPICS:** Polymer synthesis and reactions, polymer structures, physical properties of polymers, polymer surface and interfaces, functional polymers, supramolecular

polymers, self-assembled materials, biopolymers, bio-related polymer materials and polymer engineering.



Official journal of the Society of Polymer Science, Japan (SPSJ)

## HIGH IMPACT\*

**Nature Photonics**

**#1** in Optics

Impact Factor:  
**32.386**

**Nature Physics**

**#2** in Physics, Multidisciplinary

Impact Factor:  
**20.147**

**Light Science & Applications**

**#2** in Optics

Impact Factor:  
**14.603**

BANNER POSITIONS AND DIMENSIONS	MAX FILE SIZES	FILE TYPE	ENHANCED RICH MEDIA OPTIONS
<b>Leaderboard</b> 728x90 Horizontal/Top	<b>Standard/Flash</b> - Up to 45kB <b>Rich Media</b> - 40kB initial load/60kB additional polite load <b>Expanding</b> - 200px max height for all child files (must expand downwards) <b>Video</b> - Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps	GIF, JPEG, SWF	Expanding, Video, Data Capture, Calendar Reminders
<b>Skyscraper</b> 160x600 Vertical/Right	<b>Standard/Flash</b> - Up to 45kB <b>Rich Media</b> - 40kB initial load/60kB additional polite load <b>Expanding</b> - 300px max width for all child files (must expand left) <b>Video</b> - Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps	GIF, JPEG, SWF	Expanding, Video, Data Capture, Calendar Reminders
<b>MPU/Square</b> 300x250 Central Page Content	<b>Standard/Flash</b> - Up to 45kB <b>Rich Media</b> - 40kB initial load/60kB additional polite load <b>Expanding</b> <b>Video</b> - Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps	GIF, JPEG, SWF	Expanding, Video, Data Capture, Calendar Reminders
<b>Wallpaper</b> 1720x1100 Background of page. Only on selected websites.	<b>Standard</b> - Up to 80kB Not available for mobile, static image (no animation), frequency capped 5 views per user in 24 hours	GIF, JPEG, PNG	Not Available
<b>Baseboard</b> 980x90 Fixed, bottom of screen. Only on selected websites.	<b>Standard</b> - Up to 80kB Not available for mobile, static image (no animation), frequency capped 5 views per user in 24 hours	GIF, JPEG,	Not Available
<b>iPad app interstitial</b> 1024x748 - Landscape 768x1004 - Portrait NatureJournals app only	<b>Standard</b> - 150kb Both portrait and landscape files must be supplied	GIF, JPEG, PNG	Audio, Video, Slideshow
<b>Mobile Ad</b> 300x50 Small Screen Devices	<b>Standard</b> - Up to 10kB	GIF, JPEG	Not Available
<b>Featured Employer</b> 120x60 naturejobs.com only	<b>Standard</b> - Up to 30kB	GIF, JPEG,	Not Available

## EMAIL SPECIFICATIONS

## Nature

**Headline 1**  
300x250  
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**Headline 2**  
629x81 Image or text and logo  
NEWS IN FOCUS

**Headline 3**  
629x81 Image or text and logo  
Naturejobs

## Nature News &amp; Scientific Reports

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Naturejobs

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## Nature-branded, Society and Clinical journals

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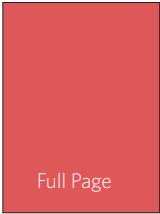
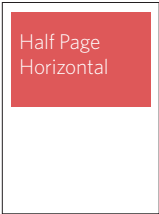



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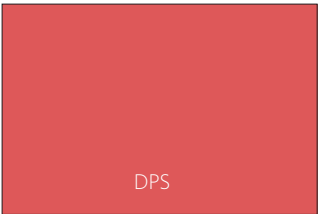
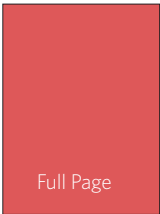
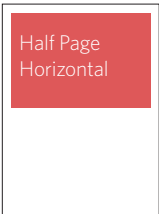



## NATURE, NATURE RESEARCH & NATURE REVIEWS (LIFE SCIENCES) TITLES

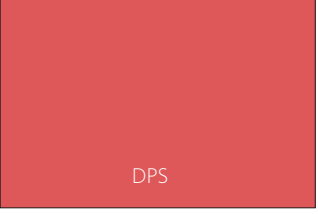
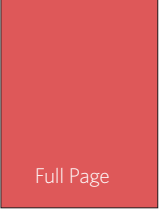
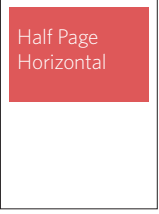

					
420mm wide x 276mm deep 16 1/2" x 10 7/8"	210mm x 276mm 8 1/4" x 10 7/8"	178mm x 124mm 7" x 4 7/8"	86mm x 254mm 3 3/8" x 10"	56mm x 254mm 2 2/8" x 10"	86mm x 124mm 3 3/8" x 4 7/8"

## NATURE REVIEWS (CLINICAL SCIENCES) & SOCIETY-OWNED JOURNALS:

*American Journal of Gastroenterology, Genetics in Medicine, Laboratory Investigation, Modern Pathology, Molecular Therapy, Mucosal Immunology, Pediatric Research*

			
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## ALL OTHER SOCIETY-OWNED JOURNALS\*

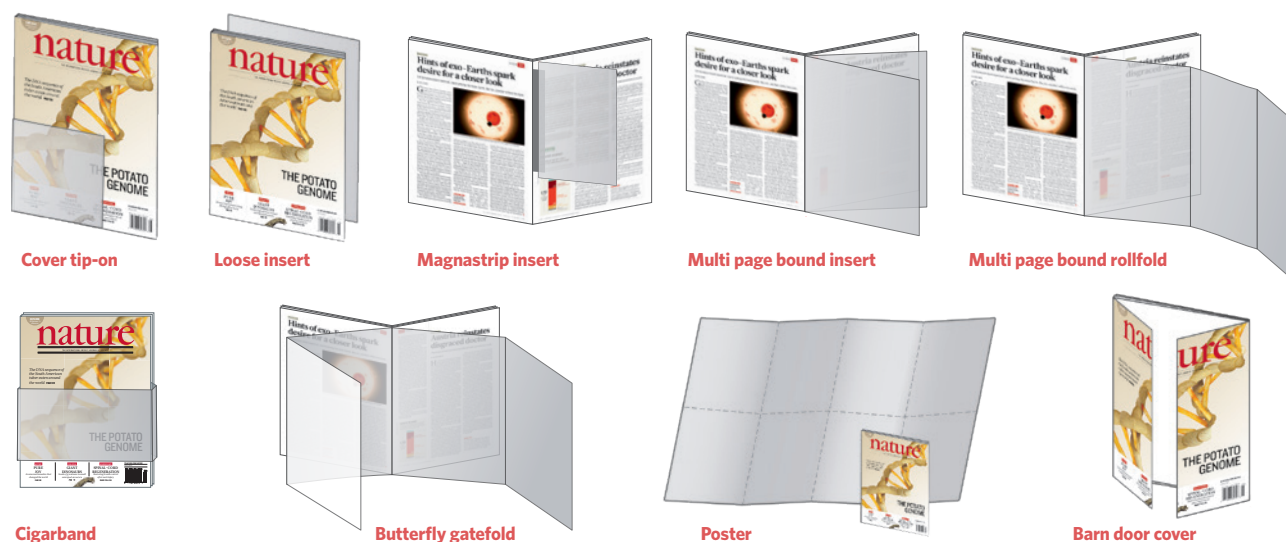
			
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\*For print specifications for the *British Dental Journal (BDJ)* portfolio of titles please contact your account manager.

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	IMPACT <sup>†</sup>			PRINT <sup>††</sup>			ONLINE <sup>†††</sup>		
PUBLICATIONS	IMPACT FACTOR	RANK	CATEGORY	ISSUES PER YEAR	CIRCULATION	READERSHIP	ALERT SUBSCRIBERS <sup>†</sup>	MONTHLY PAGE VIEWS	MONTHLY UNIQUE USERS
<i>Acta Pharmacologica Sinica</i>	2.912	45/157	Chemistry, Multidisciplinary	12	700	8,400	5,031	78,810	35,449
<i>American Journal of Gastroenterology</i>	10.755	6/76	Gastroenterology & Hepatology	12	12,553	92,818	11,613	267,266	120,358
<i>BDJ in Practice</i>	New	New	New	12	18,365	41,872	Replicated online as a digital version		
<i>BDJ Open</i>	Launching soon								
<i>BDJ Student</i>	Magazine - n/a			3	3,270		Replicated online as a digital version		
<i>BDJ Team</i>	Magazine - n/a			Online only	Online only	Online only	1,516	20,402	8,182
<i>Blood Cancer Journal</i>	3.467	77/211	Oncology	Online only	Online only	Online only	7,670	27,167	14,886
<i>Bone Marrow Transplantation</i>	3.570	8/25	Transplantation	12	182	1,560	44,540	148,842	64,413
<i>Bone Research</i>	1.310	20/21	Cell & Tissue Engineering	Online only	Online only	Online only	1,020	11,942	5,437
<i>BoneKey Reports</i>	New	New	New	Online only	Online only	Online only	3,992	19,692	11,327
<i>British Dental Journal</i>	1.082	55/88	Dentistry, Oral Surgery & Medicine	24	18,633	54,781	19,654	439,654	212,131
<i>British Journal of Cancer</i>	4.836	34/211	Oncology	24	233	1,945	53,272	294,252	129,986
<i>Cancer Gene Therapy</i>	2.416	64/123	Medicine, Research & Experimental	12	66	573	69,530	36,615	18,421
<i>Cell Death &amp; Differentiation</i>	8.184	24/290	Biochemistry & Molecular Biology	12	81	590	65,383	191,917	71,529
<i>Cell Death Discovery</i>	New	New	New	Online only	Online only	Online only	212	1,090	358
<i>Cell Death &amp; Disease</i>	5.014	49/184	Cell Biology	Online only	Online only	Online only	12,765	175,046	63,152
<i>Cell Discovery</i>	New	New	New	Online only	Online only	Online only	904	9,875	3,600
<i>Cell Research</i>	12.413	13/184	Cell Biology	12	1,000	12,000	32,193	189,264	70,075
<i>Cellular &amp; Molecular Immunology</i>	4.112	36/148	Immunology	6	1,200	8,688	14,284	42,140	17,892
<i>Clinical and Translational Gastroenterology</i>	New	New	New	Online only	Online only	Online only	5,560	11,010	5,776
<i>Clinical and Translational Immunology</i>	New	New	New	Online only	Online only	Online only	4,660	11,420	5,614
<i>Emerging Microbes &amp; Infections</i>	2.258	72/119	Microbiology	Online only	Online only	Online only	4,044	29,247	11,262
<i>European Journal of Clinical Nutrition</i>	2.709	29/77	Nutrition & Dietetics	12	136	1,577	33,739	170,090	81,731
<i>European Journal of Human Genetics</i>	4.349	36/167	Genetics & Heredity	12	736	4,471	53,674	142,447	65,771
<i>Evidence Based Dentistry</i>	n/a	n/a	n/a	4	19,119		17,008	35,196	19,604
<i>Experimental &amp; Molecular Medicine</i>	3.446	34/123	Medicine, Research & Experimental	Online only	Online only	Online only	3,187	41,921	18,374
<i>Eye</i>	2.082	21/57	Ophthalmology	12	3,704	12,525	28,113	181,015	93,492
<i>Gene Therapy</i>	3.104	43/123	Medicine, Research & Experimental	12	73	397	66,970	88,792	41,854
<i>Genes and Immunity</i>	2.913	66/167	Genetics & Heredity	8	86	517	67,785	27,474	12,935
<i>Genetics in Medicine</i>	7.329	15/167	Genetics & Heredity	12	1,806	9,968	7,599	201,167	56,235
<i>Heredity</i>	3.805	13/146	Evolutionary Biology	12	186	1,894	51,384	106,895	47,109
<i>Horticulture Research</i>	New	New	New	Online only	Online only	Online only	1,536	20,635	10,215
<i>Human Genome Variation</i>	New	New	New	Online only	Online only	Online only	1,984	7,385	3,973
<i>Hypertension Research</i>	2.658	30/60	Peripheral Vascular Disease	12	4,559	17,922	7,338	46,385	20,456
<i>Immunology &amp; Cell Biology</i>	4.147	35/148	Immunology	10	151	1,041	31,102	107,026	48,685
<i>International Journal of Impotence Research</i>	1.756	39/78	Urology & Nephrology	6	90	585	33,795	60,830	35,803
<i>International Journal of Obesity</i>	5.004	8/77	Nutrition & Dietetics	12	153	802	46,983	219,633	97,695
<i>International Journal of Oral Science</i>	2.531	15/88	Dentistry, Oral Surgery & Medicine	Online only	Online only	Online only	2,215	19,170	8,413
<i>Journal of Exposure Science and Environmental Epidemiology</i>	3.185	25/88	Toxicology	6	51	324	25,754	27,543	12,365
<i>Journal of Human Genetics</i>	2.462	86/167	Genetics & Heredity	12	257	1,873	14,898	55,234	23,017
<i>Journal of Human Hypertension</i>	2.700	29/60	Peripheral Vascular Disease	12	48	198	30,411	57,553	33,442
<i>Journal of Perinatology</i>	2.072	28/79	Obstetrics & Gynecology	12	3,470	26,814	26,088	101,272	46,926
<i>Laboratory Investigation</i>	3.676	14/76	Pathology	12	1,046	11,234	58,482	96,148	43,443
<i>Leukemia</i>	10.431	3/68	Hematology	12	136	801	41,030	243,001	93,260
<i>Light: Science and Applications</i>	14.603	2/86	Optics	Online only	Online only	Online only	5,865	50,718	12,804
<i>Microsystems &amp; Nanoengineering</i>	New	New	New	Online only	Online only	Online only	1,520	6,757	3,115
<i>Modern Pathology</i>	6.187	5/76	Pathology	12	4,987	22,591	47,761	260,440	97,914
<i>Molecular Psychiatry</i>	14.496	1/140	Psychiatry	12	70	748	61,787	174,874	75,508
<i>Molecular Therapy</i>	6.227	11/123	Medicine, Research & Experimental	12	846	6,010	23,554	169,888	67,408
<i>Molecular Therapy: Methods &amp; Clinical Development</i>	New	New	New	Online only	Online only	Online only	1,976	17,544	9,041
<i>Molecular Therapy: Nucleic Acids</i>	4.512	19/123	Medicine, Research & Experimental	Online only	Online only	Online only	3,277	34,273	10,684
<i>Molecular Therapy: Oncolytics</i>	New	New	New	Online only	Online only	Online only	892	4,902	2,168
<i>Mucosal Immunology</i>	7.374	14/148	Immunology	6	763	3,523	17,947	70,436	23,853
<i>Nature</i>	41.456	1/56	Multidisciplinary Sciences	51	50,200	365,456	484,357	8,687,776	3,151,036
<i>Nature Biotechnology</i>	41.514	2/163	Biotechnology & Applied Microbiology	12	10,554	55,666	145,062	844,064	309,530
<i>Nature Cell Biology</i>	19.679	6/184	Cell Biology	12	413	3,943	108,160	383,886	126,750
<i>Nature Chemical Biology</i>	12.996	8/290	Biochemistry & Molecular Biology	12	588	4,405	32,603	265,873	92,037
<i>Nature Chemistry</i>	25.325	3/157	Chemistry, Multidisciplinary	12	758	5,708	34,056	392,385	115,964
<i>Nature Climate Change</i>	14.547	1/77	Meteorology & Atmospheric Sciences	12	728	7,033	29,773	226,013	89,368
<i>Nature Communications</i>	11.470	3/57	Multidisciplinary Sciences	Online only	Online only	Online only	36,621	2,061,999	654,932
<i>Nature Energy</i>	Launching soon								
<i>Nature Genetics</i>	29.352	2/167	Genetics & Heredity	12	940	9,146	111,745	707,025	247,636
<i>Nature Geoscience</i>	11.740	1/175	Geosciences, Multidisciplinary	12	914	9,292	33,545	219,453	81,394
<i>Nature Immunology</i>	20.004	4/148	Immunology	12	748	5,336	82,822	432,356	126,535

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PUBLICATIONS	IMPACT FACTOR	RANK	CATEGORY	ISSUES PER YEAR	CIRCULATION	READERSHIP	ALERT SUBSCRIBERS <sup>^</sup>	MONTHLY PAGE VIEWS	MONTHLY UNIQUE USERS
Nature Materials	36.503	1/260	Materials Science, Multidisciplinary	12	648	4,906	97,188	644,415	178,508
Nature Medicine	27.363	1/123	Medicine, Research & Experimental	12	1,989	18,646	159,520	707,030	262,447
Nature Methods	32.072	1/79	Biochemical Research Methods	12	56,364	219,135	150,429	603,425	193,465
Nature Microbiology	Launching soon								
Nature Nanotechnology	34.048	1/80	Nanoscience &, Nanotechnology	12	558	3,676	51,331	490,727	156,335
Nature Neuroscience	16.095	5/252	Neurosciences	12	693	6,641	87,660	632,957	205,514
Nature Photonics	32.386	1/87	Optics	12	663	5,171	27,312	300,892	86,925
Nature Physics	20.147	2/78	Physics, Multidisciplinary	12	717	7,130	53,218	321,666	112,545
Nature Plants	New	New	New	Online only	Online only	Online only	3,307	82,650	24,639
Nature Protocols	9.673	2/79	Biochemical Research Methods	Online only	Online only	Online only	51,682	409,300	167,826
Nature Reviews Cancer	37.400	2/211	Oncology	12	1,071	11,521	98,424	450,666	160,951
Nature Reviews Cardiology	9.183	5/123	Cardiac & Cardiovascular Systems	12	358	2,430	55,177	89,737	41,769
Nature Reviews Clinical Oncology	14.180	7/211	Oncology	12	618	5,573	62,981	118,781	54,460
Nature Reviews Disease Primers	New	New	New	Online only	Online only	Online only	700	23,909	8,259
Nature Reviews Drug Discovery	41.908	1/255	Pharmacology & Pharmacy	12	7,625	34,269	102,185	417,163	161,277
Nature Reviews Endocrinology	13.281	3/128	Endocrinology & Metabolism	12	493	3,984	35,938	116,883	56,837
Nature Reviews Gastroenterology and Hepatology	12.610	3/76	Gastroenterology & Hepatology	12	387	2,915	59,924	54,771	30,431
Nature Reviews Genetics	36.978	1/167	Genetics & Heredity	12	670	6,456	100,934	432,810	164,441
Nature Reviews Immunology	34.985	2/148	Immunology	12	926	4,958	79,933	467,949	152,190
Nature Reviews Materials	Launching soon								
Nature Reviews Microbiology	23.574	1/119	Microbiology	12	508	3,545	66,579	321,364	123,834
Nature Reviews Molecular Cell Biology	37.806	1/184	Cell Biology	12	435	2,451	114,651	405,150	147,835
Nature Reviews Nephrology	8.542	5/78	Urology & Nephrology	12	446	2,564	43,146	108,316	45,797
Nature Reviews Neurology	15.358	2/192	Clinical Neurology	12	570	4,484	55,649	123,410	61,863
Nature Reviews Neuroscience	31.427	1/252	Neurosciences	12	669	6,461	85,491	407,473	160,634
Nature Reviews Rheumatology	9.845	2/32	Rheumatology	12	1,091	6,109	43,256	118,980	48,461
Nature Reviews Urology	4.840	7/78	Urology & Nephrology	12	288	2,163	43,192	56,018	33,420
Nature Structural and Molecular Biology	13.309	2/73	Biophysics	12	361	2,913	99,863	269,051	94,424
Neuropsychopharmacology	7.048	11/255	Pharmacology & Pharmacy	13	304	2,765	66,946	228,674	103,650
NPG Asia Materials	10.118	14/260	Materials Science, Multidisciplinary	Online only	Online only	Online only	3,745	69,507	30,698
npj Aging and Mechanisms of Disease	New	New	New	Online only	Online only	Online only	1,323	13,000	6,794
npj Biofilms and Microbiomes	New	New	New	Online only	Online only	Online only	1,046	7,845	2,962
npj Breast Cancer	New	New	New	Online only	Online only	Online only	599	4,189	2,088
npj Clean Water	Launching soon								
npj Computational Materials	Launching soon								
npj Genomic Medicine	Launching soon								
npj Microgravity	New	New	New	Online only	Online only	Online only	802	4,896	2,613
npj Molecular Phenomics	Launching soon								
npj Parkinson's Disease	New	New	New	Online only	Online only	Online only	671	5,663	2,548
npj Pollution Control	Launching soon								
npj Primary Care Respiratory Medicine	2.504	2/19	Primary Health Care	Online only	Online only	Online only	749	27,076	17,430
npj Quantum Information	Launching soon								
npj Regenerative Medicine	Launching soon								
npj Schizophrenia	New	New	New	Online only	Online only	Online only	993	9,657	4,654
npj Science of Learning	Launching soon								
npj Systems Biology and Applications	Launching soon								
npj Vaccines	Launching soon								
Nutrition & Diabetes	2.654	32/77	Nutrition & Dietetics	Online only	Online only	Online only	8,816	19,074	8,714
Oncogene	8.459	12/167	Genetics & Heredity	50	87	711	58,220	564,475	191,712
Oncogenesis	3.952	60/211	Oncology	Online only	Online only	Online only	7,139	21,159	8,323
Pediatric Research	2.314	29/120	Pediatrics	13	3,287	13,755	6,847	207,559	116,032
Polymer Journal	1.653	41/82	Polymer Science	12	268	2,631	6,986	96,736	39,231
Prostate Cancer and Prostatic Diseases	2.830	16/78	Urology & Nephrology	4	63	515	43,357	26,326	14,708
Scientific American	1.070	20/57	Multidisciplinary Sciences	12	520,000	3,500,000	721,000	10,000,000	4,959,320
Scientific Data	New	New	Multidisciplinary Sciences	Online only	Online only	Online only	5,619	55,347	26,452
Scientific Reports	5.578	5/57	Multidisciplinary Sciences	Online only	Online only	Online only	62,666	1,947,537	628,473
Signal Transduction and Targeted Therapy	Launching soon								
Spinal Cord	1.804	20/64	Rehabilitation	12	907	3,317	47,103	110,029	48,935
Spinal Cord Series and Cases	Launching soon								
The ISME Journal	9.302	4/145	Ecology	12	231	1,116	20,689	185,787	51,479
The Journal of Antibiotics	1.730	88/119	Microbiology	12	390	4,146	9,136	49,933	18,286
The Pharmacogenomics Journal	4.229	37/167	Genetics & Heredity	6	62	512	68,455	37,635	16,581
Translational Psychiatry	5.620	16/140	Psychiatry	Online only	Online only	Online only	4,753	57,563	25,800

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