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Naturejobs is the global career resource and jobs board for scientists, brought to you from Nature, the #1 journal in multidisciplinary sciences.*

**Naturejobs** — THE WORLD’S LARGEST DEDICATED SCIENCE JOBS BOARD

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Did you know? The Nature platform has almost 44 million page views each month and 11.8 million monthly unique users**

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**NATUREJOBS**

- Monthly page views: 1.82 million
- Monthly unique users: 270,000
- Searchable candidates**: 40,000
- Newsletter registrants**: 205,000

**PAGE VIEWS BY REGION**

- UK/Europe: 45%
- Americas: 29%
- Asia/Pacific: 11%
- ROW: 14%

**THE AVERAGE USER HAS OVER 4 YEARS’ EXPERIENCE.***

**JOBSEEKERS FROM OVER 209 COUNTRIES VISIT NATUREJOBS**

**PLACE OF WORK***

- Academia: 77%
- Corporate: 14%
- Hospital: 4%
- Government/NGO: 4%
- Other: 1%

**JOB TITLE***

- Student/PhD: 44%
- Postdoc/Research Associate: 43%
- Senior Scientist: 11%
- Other: 2%

**QUALIFICATION LEVEL***

- PhD: 64%
- MSc: 35%
- BSc: 7%
- Foundation: 1%

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**TOP AREA OF RESEARCH**

- Life Science
- Molecular Biology
- Chemistry
- Biotech/Pharma
- Physical Science
- Genetics
- Clinical
- Biochemistry
- Cancer Research
- Immunology
- Maths/Computational
- Neuroscience
- Earth Science
- Engineering

NB: Registrants are able to select more than one discipline which has resulted in the total percentage being above 100.

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*2014 Journal Citation Reports® (Thomson Reuters, June 2015)
**Webtrends 2015
***Publisher data 2015
**Monthly page views
**Monthly unique users
**Searchable candidates
**Newsletter registrants
***DID YOU KNOW? The Nature platform has almost 44 million page views each month and 11.8 million monthly unique users

---

**2014 Journal Citation Reports® (Thomson Reuters, June 2015)
**Webtrends 2015
***Publisher data 2015
ONLINE JOB PACKAGES

**Branded Job**
- Job Posting
- Job Matching
- Logo in Search
- Logo in Description

**Enhanced Job**
- Job Posting
- Job Matching
- Logo in Search
- Logo in Description
- Featured
- Highlight
- Spotlight

**Premium Job**
- Job Posting
- Job Matching
- Logo in Search
- Logo in Description
- Featured
- Highlight
- Spotlight
- Job of the Week

**BRANDED JOB**
Your logo will feature both on the job post and next to the position in search results. *Job Matching* displays your listing across relevant content across nature.com, reaching a potential audience of 11.8 million users.

**ENHANCED JOB**
As Branded PLUS stand out within the search results by placing a ‘Featured’ label next to your posting and highlighting it with a coloured box. The *Spotlight* option means your position will appear at the top of related searches for 60 days, ensuring it is seen first by candidates.

**PREMIUM JOB**
As Enhanced PLUS *Job of the Week* places your post prominently on the naturejobs.com homepage to increase the number of jobseekers who will see your vacancy.

*Publisher data 2015
60,115 jobs were posted on naturejobs.com in 2014*
ONLINE JOB PACKAGES — UPGRADES EXPLAINED

Ensure your job post stands out from the crowd by selecting the package with the online upgrades most suitable for your vacancy.

**Job Match**
Place your job alongside relevant content throughout nature.com.

- Branded ✓ Enhanced ✓ Premium ✓

**Logo in Search**
Have your advert stand out in the search results and increase brand awareness.

- Branded ✓ Enhanced ✓ Premium ✓

**Logo in Description**
Add your brand to your advert.

- Branded ✓ Enhanced ✓ Premium ✓

**Featured**
Add a Featured label to your listing in the search results to make it stand out.

- Branded X Enhanced ✓ Premium ✓

**Highlight**
Add eye-catching colour to your listing in the search results.

- Branded X Enhanced ✓ Premium ✓

**Spotlight**
Have your advert appear at the top of relevant search results.

- Branded X Enhanced ✓ Premium ✓

**Job of the Week**
Place your job on the homepage of Naturejobs for one week targeting active jobseekers.

- Branded X Enhanced ✓ Premium ✓

**HAVE MULTIPLE JOBS TO POST?**
1. 5+ jobs qualify for 25% discount
2. 10+ jobs qualify for 35% discount
3. 20+ jobs qualify for 50% discount

Contact us to set up an Automated Jobs Feed for larger numbers of vacancies

---

3.2 million on-site searches*

91k different terms searched for on-site*

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4 | Recruitment Options 2016 | Naturejobs
BANNER ADVERTISING

**Button**
Available run of site across Naturejobs.
**Specification:** 300 × 100 pixels

**Leaderboard Banner**
Available across websites, including Naturejobs.
**Specification:** 728 × 90 pixels

**‘In Article’ Banner/MPU**
Target to specific pages or articles and available across websites including Naturejobs. Position your banner within a relevant Naturejobs Spotlight for maximum exposure to your core audience.
**Specification:** 300 × 250 pixels

**Wallpaper**
Naturejobs homepage or Nature journal homepage.
**Specification:** 1720 × 1100 pixels

**Mobile App Banner**
Reach jobseekers on the go by placing a banner in the Naturejobs app.
**Specification:** 320 × 50 pixels

**Rich Media Options**
Rich media may be used for all banner formats and allows you to use video and capture additional data.
Contact us to find out more about using rich media to increase audience engagement.

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**BANNER ADVERTISEMENTS CAN BE TARGETED BY:**

**Behavioral** — Allows targeting of very specific user segments based on their preferences.

**Geography** — Reach users in specified countries, regions, or states.

**Date/time** — Deliver your banner ads on specified hours of the day, days of the week, weeks of the month, and/or months of the year.

**Domain suffix** — Target visitors from universities (.edu), government institutions (.gov), or commercial domains (.com).

**Contextual targeting** — If you are interested in targeting your banner ads to content related to a specific term, ask your representative about availability.

**Device** — Deliver you adverts specifically by the type of device the user is browsing on, speak to your representative for more information.
Email Alerts

Naturejobs Newsletter
The Naturejobs newsletter is an e-bulletin delivering a pick of the latest career articles, science jobs and employment news. The newsletter is sent twice a month on the first and third Thursday to over 205,000* registered recipients.

Journal Alerts
Each journal has a corresponding alert that is sent to subscribers prior to publication and contains an overview of content for the upcoming issue. Naturejobs offers a prominent ad space across these alerts. The weekly Nature alert alone has 484,357* subscribers.

Third Party Emails
Send a dedicated email message to 135,000 opt-in nature.com registrants without the distraction of other accompanying content. Recipients are segmented by demographic information in order to improve the campaigns’ performance.

All third party email campaigns can be targeted using the following selection criteria:
• Field of interest
• Place of work
• Geographic location
• Job type

Email specifications — page 25.

DID YOU KNOW? We publish 10 of the top 20 science journals by Impact Factor.”
ONLINE PROFILES

Align your organization with the Nature brand online and raise your profile with the best scientists. Present yourself as an employer of choice and a center for excellent research.

Naturejobs Employer Profile
Create an enhanced online profile to highlight your organization as an employer of choice to our readers. Utilize your own dedicated space on Naturejobs to profile your organization’s history, publicize important announcements and upcoming projects, and to promote current vacancies.

Employer Profiles automatically benefit from additional exposure throughout Naturejobs via:
• Featured employer button on naturejobs.com
• Featured employer button Naturejobs newsletter
• Logo in our new Employer Directory

Nature Index Institutional Profile
The Nature Index is a database of affiliation information drawn from research articles published in high-quality science journals, providing an indicator of high-quality research output at the institutional, national and regional level.

Editorial supplements that analyze and interpret Nature Index data are produced and distributed with Nature. A 12-month rolling window of Nature Index data is openly available online at natureindex.com.

Advertising in the Nature Index allows you to:
• Profile your institution and showcase your research
• Attract top scientists from around the world
• Attract research funding and collaborations
• Influence top researchers and decision makers

DID YOU KNOW? We have published more Nobel Laureates than any other scientific publisher.
NATIVE ADVERTISING

Work with our editorial team to produce content that is of interest to our readers and promotes your organization.

Inside View
Appearing as a double-page spread feature, Inside View is a platform to introduce an interesting and accomplished personality from your organization to the Nature audience. Elect your representative and outline the story you wish to share; a writer commissioned by our editorial team will conduct an interview and write the feature.

Use this unique platform to:
- Highlight the culture and working environment of your organization through first hand staff member accounts.
- Promote organizational initiatives for which you are recruiting talent.
- Establish a connection with the Nature audience.

Put a face to your brand and you will receive a full-page of advertising space beside the interview, for employer branding, announcements or for publishing specific vacancies.

Sponsored Blog Post
The Naturejobs Blog provides expert science careers advice. Sponsored blog posts offer your organization the opportunity to appear on this popular platform. Providing insightful content to readers is a highly effective and innovative way to promote your organization to a highly engaged audience within the context of an established blog.

The Naturejobs team will work with you to make sure the topic, theme and tone are just right for the Naturejobs Blog, and to ensure the campaign is as effective as possible for you, be it for employer branding, recruitment, events or funding opportunities.

- Reach a highly engaged audience by providing interesting content.
- Move beyond the constraints of traditional advertising methods.
- Capture the readers' attention by presenting content in a style and format that they are familiar with on a platform they trust.

DID YOU KNOW? 15 of our titles are #1 in one or more subject category.*
BROADCAST

Whether you are promoting a specific programme, event, or initiative, or whether you are raising your profile as an employer of choice, the Naturejobs Broadcast options offer you exposure to a captive and engaged audience of high-caliber scientists.

Naturejobs will conduct a traffic-driving campaign for each broadcast event, using targeted marketing to reach a highly relevant audience.

Podcasts

Naturejobs Podcasts feature one-on-one Q&As, panel discussions and other exclusive content to help scientists with their careers. Hosted on the Naturejobs Blog, podcasts are also available on iTunes and Soundcloud.

Sponsored: Align yourself with a trusted editorial product and sponsor a themed podcast or podcast series.

Custom: Take control and develop a custom podcast on a relevant topic — the ideal forum to showcase your initiative.

Webcasts

Naturejobs Webcasts also feature a range of exclusive content to benefit science jobseekers at every stage of their career. Hosted on the Naturejobs Blog, the webcasts are also available on nature.com for six months.

Sponsored: Sponsor a themed webcast and use our established editorial product to raise your profile.

Custom: Use our tailor-made service and work with our editorial team to develop a your own webcast content.

NEW FOR 2016! SPONSORED WEBCASTS
CANDIDATE SEARCH

Find, short-list and be alerted to new candidates that are the right fit for your organization.

Set up candidate alerts to keep informed when new candidates matching your criteria add their searchable details to the website.

Search using keywords to quickly find candidates

Filter candidates by a number of areas:
- Speciality and interests
- Years of experience
- Qualifications
- Employment type
- Salary
- Willingness to relocate

Accessing the candidate database is a quick and easy process, and is a cost-effective option for finding new recruits. You can either purchase individual credits or purchase a package which will include additional savings.

Speak to your Naturejobs sales representative for more information or to purchase credits.
The *Naturejobs* Career Expo is the largest career fair and conference focused exclusively on the scientific world. The event promotes global career opportunities in science, be it in industrial research, research organizations or academia. Continuing the huge success of the London event, now in its ninth year, 2016 will see expos take place in Boston, Düsseldorf and, for the first time, San Francisco.

The *Naturejobs* Career Expo provides the ideal opportunity for you to:
- **Meet** jobseekers face-to-face
- **Promote** your organization, its activities and its culture
- **Network** with delegates of your choice
- **Learn** what will attract fresh talent to your organization

89% of exhibitors said that their primary objectives were met.*

80% of delegates would recommend the expo to a friend or colleague.*

For more information about the *Naturejobs* Career Expo, please contact:

**Peter Crook**  |  T: +44 (0)20 7843 4962  |  M: +44 (0)7803 116 120  |  E: p.crook@nature.com

**Suzanne Cox**  |  T: +44 (0)20 7418 5756  |  E: suzanne.cox@nature.com

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**Naturejobs Career Expo Post Event Survey 2015**

<table>
<thead>
<tr>
<th>AREA OF INTEREST</th>
<th>Postdoc/Research fellow</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biology</td>
<td>38%</td>
<td>18-24</td>
</tr>
<tr>
<td>Chemistry</td>
<td>30%</td>
<td>25-34</td>
</tr>
<tr>
<td>Engineering</td>
<td>17%</td>
<td>35-44</td>
</tr>
<tr>
<td>Material Science</td>
<td>15%</td>
<td>45-54</td>
</tr>
<tr>
<td>Physics</td>
<td>3%</td>
<td>55-64</td>
</tr>
</tbody>
</table>

**HIGHEST QUALIFICATION LEVEL**

- PhD/MD: 17%
- MBA/MA/MSc: 30%
- BA/BSc: 30%
- Postdoc/Research fellow: 35%
- Senior: 14%
- Junior: 7%

**AGE**

- Under 24: 7%
- 25-34: 68%
- 35-44: 19%
- 45-54: 3%
- 55-64: 3%
## 2016 Advertising Features, Editorial & Conferences Calendar

### JANUARY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Deadline: 29 Dec 2015 (US), 30 Dec 2015 (EU)</td>
</tr>
</tbody>
</table>
| 14   | Conference/Bonus Distribution: Harvard National Collegiate Research Conference  
Deadline: 07 Jan 2016 (US), 08 Jan 2016 (EU) |
| 21   | Conference/Bonus Distribution: Imperial College Career Fair  
Deadline: 14 Jan 2016 (US), 15 Jan 2016 (EU) |
| 28   | Conference/Bonus Distribution: MIT European Career Fair  
Deadline: 21 Jan 2016 (US), 22 Jan 2016 (EU) |

### FEBRUARY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>4</td>
<td>Deadline: 28 Jan 2016 (US), 29 Jan 2016 (EU)</td>
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</tbody>
</table>
| 11   | SPOTLIGHT ON GRADUATES  
Deadline: 04 Feb 2016 (US), 05 Feb 2016 (EU) |
| 18   | Deadline: 11 Feb 2016 (US), 12 Feb 2016 (EU) |
| 25   | SPOTLIGHT ON POSTDOCS  
Conference/Bonus Distribution: National Postdoc Association Annual Meeting  
Deadline: 18 Feb 2016 (US), 19 Feb 2016 (EU) |

### MARCH

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<tbody>
<tr>
<td>3</td>
<td>Deadline: 25 Feb 2016 (US), 26 Feb 2016 (EU)</td>
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</table>
| 10   | SPOTLIGHT ON FACULTY  
Conference/Bonus Distribution: American Physical Society March Meeting  
251st ACS National Meeting & Exposition  
Society of Toxicology 55th Annual Meeting  
Deadline: 03 Mar 2016 (US), 04 Mar 2016 (EU) |
| 17   | SPOTLIGHT ON TRAINING  
Conference/Bonus Distribution: Yale Biomedical Career Fair  
Deadline: 10 Mar 2016 (US), 11 Mar 2016 (EU) |
| 24   | SPOTLIGHT ON GROUP LEADERS/PIS  
Conference/Bonus Distribution: European Geosciences Union General Assembly  
Deadline: 17 Mar 2016 (US), 18 Mar 2016 (EU) |
| 31   | Deadline: 22 Mar 2016 (US), 23 Mar 2016 (EU) |

### APRIL

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
</table>
| 7    | SPOTLIGHT ON BIOINFORMATICS  
Conference/Bonus Distribution:  
European Human Genetics Conference  
Deadline: 31 Mar 2016 (US), 01 Apr 2016 (EU) |
| 14   | SPOTLIGHT ON CANCER  
Conference/Bonus Distribution:  
AACR Annual Meeting  
AACR Career Fair  
Deadline: 07 Apr 2016 (US), 08 Apr 2016 (EU) |
| 21   | Conference/Bonus Distribution:  
Naturejobs Career Expo San Francisco  
Deadline: 14 Apr 2016 (US), 15 Apr 2016 (EU) |
| 28   | Deadline: 21 Apr 2016 (US), 22 Apr 2016 (EU) |
### MAY

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>5</td>
<td>Conference/Bonus Distribution: BIO International Convention Biology, Chemistry, Food Careers Career Event AAI Annual Meeting Imperial College PhD Career Fair</td>
<td>27 Apr 2016 (US), 28 Apr 2016 (EU)</td>
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<tr>
<td>12</td>
<td>Conference/Bonus Distribution: Naturejobs Career Expo Boston</td>
<td>05 May 2016 (US), 06 May 2016 (EU)</td>
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<td>19</td>
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<td>12 May 2016 (US), 13 May 2016 (EU)</td>
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<tr>
<td>26</td>
<td>Conference/Bonus Distribution: BIO Career Fair</td>
<td>19 May 2016 (US), 20 May 2016 (EU)</td>
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### JUNE

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<td>2</td>
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<tr>
<td>9</td>
<td><strong>SPOTLIGHT ON MICROBIOLOGY</strong> Conference/Bonus Distribution: 116th General Meeting ASM</td>
<td>02 Jun 2016 (US), 03 Jun 2016 (EU)</td>
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<td>16</td>
<td></td>
<td>09 Jun 2016 (US), 10 Jun 2016 (EU)</td>
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<tr>
<td>23</td>
<td></td>
<td>16 Jun 2016 (US), 17 Jun 2016 (EU)</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td>23 Jun 2016 (US), 24 Jun 2016 (EU)</td>
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### JULY

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<th>Event</th>
<th>Deadline (US), Deadline (EU)</th>
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<tr>
<td>7</td>
<td><strong>NATUREEVENTS DIRECTORY</strong> Conference/Bonus Distribution: EuroScience Open Forum</td>
<td>30 Jun 2016 (US), 01 Jul 2016 (EU)</td>
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<tr>
<td>14</td>
<td></td>
<td>07 Jul 2016 (US), 08 Jul 2016 (EU)</td>
</tr>
<tr>
<td>21</td>
<td></td>
<td>14 Jul 2016 (US), 15 Jul 2016 (EU)</td>
</tr>
<tr>
<td>28</td>
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<td>21 Jul 2016 (US), 22 Jul 2016 (EU)</td>
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### AUGUST

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<th>Date</th>
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<td>4</td>
<td></td>
<td>28 Jul 2016 (US), 29 Jul 2016 (EU)</td>
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<tr>
<td>11</td>
<td></td>
<td>04 Aug 2016 (US), 05 Aug 2016 (EU)</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>OCTOBER</td>
<td>NOVEMBER</td>
</tr>
<tr>
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</tr>
<tr>
<td>1</td>
<td>6</td>
<td>3</td>
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<td>8</td>
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<td>15</td>
<td>20</td>
<td>17</td>
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<tr>
<td>22</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td>29</td>
<td></td>
<td>24</td>
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</tbody>
</table>

**Deadline:** 24 Aug 2016 (US), 25 Aug 2016 (EU)

**Deadline:** 01 Sept 2016 (US), 02 Sept 2016 (EU)

**Deadline:** 08 Sept 2016 (US), 09 Sept 2016 (EU)

**Deadline:** 15 Sept 2016 (US), 16 Sept 2016 (EU)

**Deadline:** 22 Sept 2016 (US), 23 Sept 2016 (EU)

**Deadline:** 29 Sept 2016 (US), 30 Sept 2016 (EU)

**Deadline:** 06 Oct 2016 (US), 07 Oct 2016 (EU)

**Deadline:** 13 Oct 2016 (US), 14 Oct 2016 (EU)

**Deadline:** 20 Oct 2016 (US), 21 Oct 2016 (EU)

**Deadline:** 27 Oct 2016 (US), 28 Oct 2016 (EU)

**Deadline:** 03 Nov 2016 (US), 04 Nov 2016 (EU)

**Deadline:** 08 Nov 2016 (US), 09 Nov 2016 (EU)

**Deadline:** 10 Nov 2016 (US), 11 Nov 2016 (EU)

**Deadline:** 17 Nov 2016 (US), 18 Nov 2016 (EU)

**Deadline:** 20 Nov 2016 (US), 21 Nov 2016 (EU)

**Deadline:** 24 Nov 2016 (US), 25 Nov 2016 (EU)

**Deadline:** 01 Dec 2016 (US), 02 Dec 2016 (EU)

**Deadline:** 08 Dec 2016 (US), 09 Dec 2016 (EU)

**Deadline:** 15 Dec 2016 (US), 16 Dec 2016 (EU)
## A–Z OF TITLES

### IMPACT** | PRINT** | ONLINE***

<table>
<thead>
<tr>
<th>PUBLICATIONS</th>
<th>IMPACT FACTOR</th>
<th>RANK</th>
<th>CATEGORY</th>
<th>ISSUES PER YEAR</th>
<th>CIRCULATION</th>
<th>READERSHIP</th>
<th>ALERT SUBSCRIBERS</th>
<th>MONTHLY PAGE VIEWS</th>
<th>MONTHLY UNIQUE USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acta Pharmacologica Sinica</td>
<td>2.912</td>
<td>45/157</td>
<td>Chemistry, Multidisciplinary</td>
<td>2</td>
<td>700</td>
<td>8,400</td>
<td>5,031</td>
<td>78,810</td>
<td>35,449</td>
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<td>American Journal of Gastroenterology</td>
<td>10.755</td>
<td>6/76</td>
<td>Gastroenterology &amp; Hepatology</td>
<td>12</td>
<td>12,553</td>
<td>92,818</td>
<td>11,613</td>
<td>267,266</td>
<td>120,358</td>
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<tr>
<td>BDI in Practice</td>
<td>New</td>
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<td>New</td>
<td>12</td>
<td>18,365</td>
<td>41,872</td>
<td>Replicated online as a digital version</td>
<td></td>
<td></td>
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<tr>
<td>BDI Open</td>
<td>Launching soon</td>
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<td>Magazine</td>
<td>3</td>
<td>3,270</td>
<td>Replicated online as a digital version</td>
<td></td>
<td></td>
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<tr>
<td>BDI Team</td>
<td>Magazine</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
<td>1,516</td>
<td>20,420</td>
<td>8,182</td>
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<tr>
<td>Blood Cancer Journal</td>
<td>3.467</td>
<td>73/211</td>
<td>Oncology</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
<td>7,670</td>
<td>27367</td>
<td>34,886</td>
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<td>Bone Marrow Transplantation</td>
<td>3.570</td>
<td>8/25</td>
<td>Transplantation</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
<td>44,540</td>
<td>148,842</td>
<td>64,413</td>
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<tr>
<td>Bone Research</td>
<td>1.101</td>
<td>20/21</td>
<td>Cell &amp; Tissue Engineering</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
<td>1,020</td>
<td>11,942</td>
<td>5,437</td>
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<tr>
<td>Bone key Reports</td>
<td>New</td>
<td>New</td>
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<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
<td>3,992</td>
<td>19,692</td>
<td>11,327</td>
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<tr>
<td>British Dental Journal</td>
<td>1.082</td>
<td>55/88</td>
<td>Dentistry, Oral Surgery &amp; Medicine</td>
<td>24</td>
<td>18,633</td>
<td>54,781</td>
<td>19,654</td>
<td>439,654</td>
<td>221,313</td>
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<tr>
<td>British Journal of Cancer</td>
<td>4.836</td>
<td>34/211</td>
<td>Oncology</td>
<td>24</td>
<td>233</td>
<td>1,945</td>
<td>53,272</td>
<td>294,252</td>
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<td>2,913</td>
</tr>
<tr>
<td>Neuropsychopharmacology</td>
<td>7.048</td>
<td>11/255</td>
<td>Pharmacology &amp; Pharmacy</td>
<td>13</td>
<td>304</td>
<td>2,765</td>
</tr>
<tr>
<td>NPG Asia Materials</td>
<td>10.118</td>
<td>14/260</td>
<td>Materials Science, Multidisciplinary</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
</tr>
<tr>
<td>NPG Aging and Mechanisms of Disease</td>
<td>New</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
</tr>
<tr>
<td>NPG Biofilms and Microbes</td>
<td>New</td>
<td>New</td>
<td>New</td>
<td>Online only</td>
<td>Online only</td>
<td>Online only</td>
</tr>
</tbody>
</table>
## A-Z OF TITLES

<table>
<thead>
<tr>
<th>PUBLICATIONS</th>
<th>IMPACT**</th>
<th>PRINT**</th>
<th>ONLINE***</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IMPACT FACTOR</td>
<td>RANK</td>
<td>CATEGORY</td>
</tr>
<tr>
<td>npj Breast Cancer</td>
<td>New</td>
<td>New</td>
<td>New</td>
</tr>
<tr>
<td>npj Clean Water</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Computational Materials</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Genomic Medicine</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Micropavity</td>
<td>New</td>
<td>New</td>
<td>New</td>
</tr>
<tr>
<td>npj Molecular Phenomics</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Parkinson’s Disease</td>
<td>New</td>
<td>New</td>
<td>New</td>
</tr>
<tr>
<td>npj Pollution Control</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Primary Care Respiratory Medicine</td>
<td>2.504</td>
<td>2/19</td>
<td>Primary Health Care</td>
</tr>
<tr>
<td>npj Quantum Information</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Reparative Medicine</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Schizophrenia</td>
<td>New</td>
<td>New</td>
<td>New</td>
</tr>
<tr>
<td>npj Science of Learning</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Systems Biology and Applications</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>npj Vaccines</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutrition &amp; Diabetes</td>
<td>2.654</td>
<td>32/77</td>
<td>Nutrition &amp; Dietetics</td>
</tr>
<tr>
<td>Oncogene</td>
<td>8.459</td>
<td>12/167</td>
<td>Genetics &amp; Heredity</td>
</tr>
<tr>
<td>Oncogenesis</td>
<td>3.952</td>
<td>60/211</td>
<td>Oncology</td>
</tr>
<tr>
<td>Pediatric Research</td>
<td>2.314</td>
<td>29/120</td>
<td>Pediatrics</td>
</tr>
<tr>
<td>Polymer Journal</td>
<td>1.653</td>
<td>41/82</td>
<td>Polymer Science</td>
</tr>
<tr>
<td>Prostate Cancer and Prostatic Diseases</td>
<td>2.830</td>
<td>16/78</td>
<td>Urology &amp; Nephrology</td>
</tr>
<tr>
<td>Scientific American</td>
<td>1.070</td>
<td>20/57</td>
<td>Multidisciplinary Sciences</td>
</tr>
<tr>
<td>Scientific Data</td>
<td>New</td>
<td>New</td>
<td>Multidisciplinary Sciences</td>
</tr>
<tr>
<td>Scientific Reports</td>
<td>5.578</td>
<td>5/57</td>
<td>Multidisciplinary Sciences</td>
</tr>
<tr>
<td>Signal Transduction and Targeted Therapy</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spinal Cord</td>
<td>1.804</td>
<td>20/64</td>
<td>Rehabilitation</td>
</tr>
<tr>
<td>Spinal Cord Series and Cases</td>
<td>Launching soon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The ISME Journal</td>
<td>9.302</td>
<td>4/145</td>
<td>Ecology</td>
</tr>
<tr>
<td>The Journal of Antibiotics</td>
<td>1.730</td>
<td>88/119</td>
<td>Microbiology</td>
</tr>
<tr>
<td>The Pharmacogenomics Journal</td>
<td>4.229</td>
<td>33/167</td>
<td>Genetics &amp; Heredity</td>
</tr>
<tr>
<td>Translational Psychiatry</td>
<td>5.620</td>
<td>16/140</td>
<td>Psychiatry</td>
</tr>
</tbody>
</table>

**KEY** | Open access title | Subscription title/Open access option | Free

**Notes:**
- IMPACT* = Journal Citation Reports (Thomson Reuters, 2015)
- PRINT** = BPA June 2014, ABC Audit, Spring MRI 2014, and Publisher’s Data 2015
- ONLINE*** = Webtrends 2015

"2014 Journal Citation Reports" (Thomson Reuters, 2015) | "BPA June 2014, ABC Audit, Spring MRI 2014, and Publisher’s Data 2015" | "Webtrends 2015"
INSERTS AND OUTSERTS

In addition to traditional print advertisements, *Nature* and select *Nature*-branded research and review titles also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal. Below you will see examples of the unique print options available to you.

- Add value and impact to your ongoing campaigns
- Showcase recruitment opportunities or raise employer branding
- Target delegates at a particular conference or career fair

![Cover tip-on](image1)
![Loose insert](image2)
![Magnastrip insert](image3)
![Multi page bound insert](image4)
![Multi page bound rollfold](image5)

![Cigarband*](image6)
![Butterfly gatefold](image7)
![Poster](image8)
![French door cover](image9)

*Only available on conference copies of Nature.*
Mechanical specifications for *Nature* and the following journals:

- *Nature*
- *Nature Biotechnology*
- *Nature Cell Biology*
- *Nature Chemical Biology*
- *Nature Chemistry*
- *Nature Climate Change*
- *Nature Genetics*
- *Nature Geoscience*
- *Nature Immunology*
- *Nature Materials*
- *Nature Medicine*
- *Nature Methods*
- *Nature Nanotechnology*
- *Nature Neuroscience*
- *Nature Photonics*
- *Nature Structural & Molecular Biology*
- *Nature Reviews Cancer*
- *Nature Reviews Drug Discovery*
- *Nature Reviews Genetics*
- *Nature Reviews Immunology*
- *Nature Reviews Microbiology*
- *Nature Reviews Molecular Cell Biology*
- *Nature Reviews Cardiology*
- *Nature Reviews Endocrinology*
- *Nature Reviews Gastroenterology & Hepatology*
- *Nature Reviews Nephrology*
- *Nature Reviews Neurology*
- *Nature Reviews Clinical Oncology*
- *Nature Reviews Rheumatology*
- *Nature Reviews Urology*

### Column Width Advertisements

- 44mm wide 1 ¼" wide
- 92mm wide 3 ¼" wide
- 140mm wide 5 ¼" wide
- 186mm wide 7 ¼" wide

### Full Page Advertisements

- 210mm width 276mm depth
- 186mm width 260mm depth
- 216mm width 282mm depth

These can be 1–4 columns wide with the depth in increments of 1cm up to a maximum of 26cm. e.g: 2 columns wide x 16cm deep (size = 2 x 16)

### Fractional Advertisements

- 186mm width 130mm depth 7 ¼” width 5 ¼” depth
- 92mm width 260mm depth 3 ¼” width 10 ¼” depth
- 92mm width 130mm depth 3 ¼” width 5 ¼” depth
- 57mm width 260mm depth 2 ¼” width 10 ¼” depth
- 124mm width 260mm depth 4 ¼” width 10 ¼” depth
- 57mm width 124mm depth 2 ¼” width 4 ¼” depth
- 124mm width 124mm depth 4 ¼” width 4 ¼” depth

Print production guidelines — page 22.
The following journals are sized 8 ¾ × 11 (210 × 276mm)

American Journal of Gastroenterology, Genetics in Medicine, The Journal of Investigative Dermatology, Kidney International, Laboratory Investigation, Modern Pathology, Molecular Therapy, Mucosal Immunology, Pediatric Research

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim Size</td>
<td>210</td>
<td>276</td>
<td>8 ¼</td>
<td>10 ¾</td>
</tr>
<tr>
<td>Full Page Bleed Size</td>
<td>216</td>
<td>282</td>
<td>8 ¼</td>
<td>11 ¼</td>
</tr>
<tr>
<td>Double Page Spread Trim Size</td>
<td>420</td>
<td>276</td>
<td>16 ½</td>
<td>10 ¾</td>
</tr>
<tr>
<td>Double Page Spread Bleed Size</td>
<td>426</td>
<td>282</td>
<td>16 ¼</td>
<td>11 ¼</td>
</tr>
</tbody>
</table>

All other journal sizes are 8¼ × 11 (210 × 280mm)


<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim Size</td>
<td>210</td>
<td>280</td>
<td>8 ¼</td>
<td>11</td>
</tr>
<tr>
<td>Full Page Bleed Size</td>
<td>216</td>
<td>286</td>
<td>8 ¼</td>
<td>11 ¼</td>
</tr>
<tr>
<td>Double Page Spread Trim Size</td>
<td>420</td>
<td>280</td>
<td>16 ½</td>
<td>11</td>
</tr>
<tr>
<td>Double Page Spread Bleed Size</td>
<td>426</td>
<td>286</td>
<td>16 ¼</td>
<td>11 ¼</td>
</tr>
</tbody>
</table>

Applicable to both journal sizes

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Type Area</td>
<td>178</td>
<td>254</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>178</td>
<td>124</td>
<td>7</td>
<td>4 ½</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>86</td>
<td>254</td>
<td>3 ¼</td>
<td>10</td>
</tr>
</tbody>
</table>

**Scientific American & Spektrum der Wissenschaft**

When supplying materials for Scientific American or Spektrum der Wissenschaft please use the same file format and follow the same guidelines as for Naturejobs. Please submit ads to your regional Naturejobs representative or contact us for more information.

**Scientific American**

- 7” width
- 10” depth
- Full Page
- 4 ½” depth
- Half Page
- 3 ¼” width
- Quarter Page

**Spektrum der Wissenschaft**

- 173mm width
- 243mm depth
- Full Page
- 173mm width
- 117mm depth
- Half Page

Print production guidelines — page 22.

Please check with your sales representative to ensure that the advert size you require is available.
PRINT PRODUCTION GUIDELINES

Please take care to follow the guidelines in this document to ensure your artwork is compatible with our production workflow.

Acceptable File Formats for Graphics
Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard, high resolution PDF, of at least 300dpi with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks.

For help on creating PDFs to our specifications please visit: www.nature.com/advertising

We can also accept artwork supplied in these formats:
• Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIFF and EPS
• Corel Draw and Microsoft Office files cannot be accepted
• PDFs should not use any passwords or security options
• Files should not contain transparency options, these may not print as expected
• Full page advertisements must have a bleed of 3mm or ¼” added to the trimmed advert size
• Four-colour solids should not exceed an overall density of 300%
• Adobe Illustrator files need to be supplied with fonts and images or saved with all fonts and images embedded and the text converted to outlines

Colour
• All files must use a CMYK or greyscale colour space
• No spot colours should be used
• No Colour Management, ICC profiles or Lab colour should be used

Fonts
• Embed or supply fonts as necessary
• Do not use ‘multiple master’ fonts

Images
• Images should be no less than 300dpi
• Images must be CMYK or greyscale — do not use duotones made using spot colours

Proofs
For best colour reproduction you must supply an accurate colour proof. Send via conventional mail to your production contact. The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a black and white laser proof is sufficient.

Electronic Submission
Sending Files via the internet
The easiest way to send files is by using this web site:
http://stingray.nature.com
username: naturejobs
password: naturejobs

Please follow the instructions on the site to upload your files to us. If you have any problems please contact us using the details below.

Sending Files via E-Mail
PDFs can be submitted by email to your sales representative.

Contact Information
Please submit ads to your regional Naturejobs representative.

For further information, help and advice on any aspect of digital production please contact us using the details below:

Jason Rayment
T: +44 (0) 20 7843 4807
E: j.rayment@nature.com
## BANNER SPECIFICATIONS

<table>
<thead>
<tr>
<th>BANNER POSITIONS AND DIMENSIONS</th>
<th>MAX FILE SIZES</th>
<th>FILE TYPE</th>
<th>ENHANCED RICH MEDIA OPTIONS</th>
</tr>
</thead>
</table>
| **Leaderboard** 728 × 90  
Horizontal/Top. | Standard/Flash — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 200px max height for all child files (must expand downwards)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG, SWF  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio | Expanding, Video, Data Capture and Calendar Reminders |
| ** MPU/Square 300 × 250  
Central Page Content.** | Standard/Flash — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 300px max width for all child files (must expand left)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG, SWF  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio | Expanding, Video, Data Capture and Calendar Reminders |
| **Button 300 × 100  
Right page content.** | Standard/Flash — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 200px max height for all child files (must expand downwards)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG, SWF | Not Available |
| **Wallpaper 1720 × 1100  
Background of page. Only on selected websites.** | Standard — Up to 80kb  
Frequency capped 5 views per user in 24 hours. Due to the high impact nature of these formats we can only run these on selected areas of the nature.com network — please contact your account manager for more details. | GIF, JPEG, PNG | Not Available |
| **Baseboard 980 × 90  
Fixed, bottom of screen. Only on selected websites.** | Standard — Up to 80kb  
Not available for mobile, static image (no animation), frequency capped 5 views per user in 24 hours. Due to the high impact nature of these formats we can only run these on selected areas of the nature.com network — please contact your account manager for more details. | GIF, JPEG | Not Available |
| **Mobile Ad 300 × 50  
320 × 50 (Naturejobs App Mobile Banner)  
Small Screen Devices.** | Standard — Up to 10kb  
Supported on the Naturejobs App. | GIF, JPEG | Not Available |
| **Featured Employer 120 × 60  
naturejobs.com only** | Standard — Up to 45kb | GIF, JPEG | Not Available |

### General Design Constraints

- Advertisements with white or grey backgrounds should have a one-pixel border around the graphic’s perimeter and/or created within the graphic.
- The inclusion of the border must not exceed the ad’s dimension restrictions.
- Advertisements may not employ persistent rapid/’strobing’ animation of any graphic, copy, or background element(s).
- Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages or the like.
- Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.
- We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.
**BANNER SPECIFICATIONS**

**Creative deadlines**
Please submit your banner creative 3 business days prior to campaign start date.

**Standard banner advertising**

* GIF or a JPEG
  - Go-Live Time: 48 Hours (2 business days)
  - For file size and available dimensions please see table
  - Best practice maximum animation length 15 seconds
  - Please provide a live clickthrough URL
  - Please provide alternative text

Brought to you by <Company Name>

**Basic SWF/Flash**

- Go live time: 2–3 business days
- For file size and available dimensions please see table
- Up to Flash 9 accepted
- Maximum animation length 15 seconds (continuous looping — unless specifically coded to stop after a certain number of rotations)
- The Flash clickTAG instructions below must be used to control user click-through
- We require a backup file, GIF or JPEG preferable
- For best practice we recommend having the main/most important message in the first frame of the file

**NOTE:** All SWF files must be accompanied by a backup GIF and a live clickthrough URL. Never use a hardcoded URL within the .fla file, always use the clickTAG as instructed below

**Flash clickTAG variable instructions**

For Flash creative to work properly in nature.com’s ad serving system clients must insert a clickTAG variable into the .fla file so that clicks can be properly counted.

1. Add an invisible button to the top layer and present over the entire surface of your creative
2. Add the following clickTAG to the button you have created: `on (release) {getURL (clickTAG, "_blank");}`

**Applying ActionScript 3.0 to a button to go to a URL**

Create an action layer and place the example code below exchanging “myButton” for the name of your button object

```javascript
var paramObj:Object = LoaderInfo(this.root).parameters;
var clickTAG:String = paramObj.clickTAG;
myButton.addEventListener(MouseEvent.CLICK, function():void {
  navigateToURL(new URLRequest(clickTAG), "_blank");});
```

**Example:**

```javascript
var paramObj:Object = LoaderInfo(this.root).parameters;
var clickTAG:String = paramObj.clickTAG;
myButton.addEventListener(MouseEvent.CLICK, function():void {
  navigateToURL(new URLRequest(clickTAG), "_blank"); });
```

**More than one click? (ActionScript 2.0 and 3.0)**

We can accommodate multiple click zones on one creative. Simply use uniquely named clickTAG variables starting with clickTAG, clickTAG2, clickTAG3 and so on (up to five separate click zones per creative).

**NOTE:** “clickTAG” is case sensitive.

**Rich media options**

**Expanding adverts**

- Go live time: 10–14 business days
- For file size and available dimensions please see table
- Maximum of 5 child files (expanding panels)
- Frequency capping: none required
- Rollover-expands should automatically close when the cursor moves off the banner or additional load file is still present
- Click-expands can stay expanded until the user clicks a clearly labelled “close” button, 10 pt. font minimum

**Video streaming adverts**

- Go live time: 10–14 business days
- For file size and available dimensions please see table
- 50kb initial load
- Up to 2MB of high quality streaming media no longer than 30 seconds in duration
- Please create video in the same size as your chosen format
- The Frames per second (FPS) should not exceed 18fps
- Bandwidth detection set to exclude dial-up
- Frequency capping: none required
- Video animation can autostart
- User initiated on click only. Audio must stop when the panel is closed

Suitable original video formats for conversion to third party rich media vendors:

- Electronic: FLV, AVI, MPEG-1, MPEG-2, MPEG-4, MOV, WMV, other un-encoded formats
- Physical: Digital Beta, DVCAM, MiniDV, DVD, VHS

**Rich media add-on functionality**

**Calendar reminder buttons**

Users click the banner to add an important date to their calendar. The date is automatically added to Microsoft Outlook for Firefox and Internet Explorer users or Microsoft Entourage for Mac users.

**Data capture forms**

Collect user details direct from your rich media advert, post the data directly to a server-side collection script hosted by you or us. For complex forms or ecommerce applications, we can use the rich media ad as the initial collection point, and then post data into a web form.

**Using third party rich media vendors**

Our currently approved third party rich media vendors are: Doubleclick Studio, CheckM8, Bluestreak, Mediamind and Point Roll.

New vendors will need testing in advance of campaign agreement. Our websites contain W3C validated CSS and XHTML which can cause conflicts with some non-validated vendors.

**NOTE:** In order to hit scheduling targets on booked inventory across the nature.com network an impression is defined by our DART data, and not by your own vendor. If you have concerns that your choice of ad-serving vendor could result in some inconsistency with DoubleClick delivery statistics we recommend overbooking your campaign by 5% at the outset with your sales rep.

At least one business day before rotating new advertisements into existing campaigns, users of third party advertising servers should give a copy to their Account Manager for review.
EMAIL AND ALERT SPECIFICATIONS

Third party emails
Please send your materials a minimum of 3 days before the send day. If materials are received after this deadline, we cannot guarantee that we can send the email on the booked day.

General
• We require a fully tested HTML file with all images hosted.
• We also require an ANSI text file as a back-up.
• Max width 570px, max file size 75kb

HTML
• Use basic HTML 4.0
• Stacked table structure is recommended over CSS, nested table and advanced formatting such as colspans and rowspans
• Center align the main table containing your HTML content
• Use the attribute target="_blank" with every link otherwise requested page will appear within webmail interface
• Do not use image maps within HTML code

Font
• Regular HTML font formatting is recommended, inline style tags may be used but are not universally accepted by all email programs
• Font styles are defined inline in the nearest tag <td>, <a> or <span>
• Include the full font attributes in each tag that contains HTML text or the font may default to the browsers settings
• Define font in pixels not points

Images
• Use gifs or jpegs NOT png, tif or bmp
• Images should have a resolution of 72dpi
• Images should link to a full hosted URL
• Define both height and width to prevent distortion
• Do not display important content in images only

Required back up ANSI text
• Text must wrap after 70 characters
• Untracked URLs should be on their own line and not exceed 70 characters
• URLs which we track on your behalf must not exceed 255 characters
• All text only emails must be supplied in an ANSI file — not Microsoft Word

Do not use
Microsoft Word to format HTML code or text only emails, JavaScript, attachments, Flash, animated gifs, image only emails or background images

Tips
• Please test your template by sending it to yourself
• Place high priority content near the top of the email so that it displays in preview panes
• Make sure featured content exists in HTML text not only in images
• Keep email length to a minimum
• Avoid using dark backgrounds with light colored text
• White or light colored text is unreadable on a default white background

Alerts
The Nature journals, including the research and reviews journals, now include four advertising slots: Headline 1 and 2, and Content 1 and 2.

Creative deadlines
• Please submit your ad copy 6 business days prior to campaign start date.

Advert specifications
Nature alert specification
• Offers 5 ad positions that accommodate both standard text and logo as well as graphic ads.

Naturejobs alert specification
• Offers 2 ad positions and 5 button positions that accommodate graphic ads only.
  • 728 × 90 px, max file size 45kb
• Featured Employer button 120 × 60 px, max file size 45kb

Nature Research and Reviews, Clinical/Society-owned alerts
• Text and logo (170 × 40 px, max file size 45kb and 375 max characters)

Nature News and Scientific Reports alerts specification
• Offers 4 equally sized horizontal ad positions that accommodate both text and logo as well as graphic ads.
  • Graphic only (629 × 81 px, max file size 45kb)
  • Text and logo (170 × 40 px, max file size 45kb and 375 max characters)

Supplying copy & logos
• There should always be a headline which will also serve as the main text link through to the promotion/advertiser’s site
• For text only please use ANSI characters only — avoid characters not visible on your keyboard (i.e. © or ™), the text-only version of the e-mails will not be able to carry such characters
• No rich media or animation can be used in alerts

Linking /URL tracking
We track click-through (CTR) activity on any URLs in the copy that you supply, including those in plain text. As a result in text-only e-mails the appearance of text URLs changes to an “http://www.nature.com” format.

General design constraints
Logos with white or grey backgrounds should have a one-pixel border around the graphic’s perimeter. This border can be created within the graphic. The inclusion of the border must not exceed the logo’s dimension restrictions.

We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.
2. PUBLICATION OF ADVERTISEMENTS

2.1. The Customer grants NPG an irrevocable, worldwide, non-exclusive license to publish any Advertisement submitted by the Customer in the Nature Publishing Group (as defined in the relevant NPG Publication) in accordance with the relevant NPG Publication and the rate card(s) published by NPG.

7.1. These Terms and Conditions and the Rate Card shall be governed by the laws of the England and Wales and any dispute arising between the Customer and NPG in connection with these Terms and Conditions and the Rate Card shall be subject to the exclusive jurisdiction of the courts located in England and Wales.

2.6. The Customer acknowledges and agrees that any Advertisements, the Customer’s products or services; and any other use of the Customer’s names, trademarks, logos, domain names or other brands.

2.4. Save to the extent causally связствable, NPG shall be limited to the price paid by the Customer for the services contained in the Order, or such damage or loss as the Customer is required to pay to a third party under any indemnity contained in the Order.

2.5. It is the Customer's responsibility to ensure that all Advertisements are correct, accurate and not misleading. NPG accepts no responsibility for any errors or inaccuracies, whether caused by negligence or otherwise, of its own or any third party, including incorrect or inaccurate editorial content or advertorial, or any other material provided or to be provided by the Customer in connection with the Customer’s products or services.

5.5. NPG may terminate an Advertisement if NPG or the campaign commences and the first Advertisement appears in or on which it is published) in accordance with the provisions of the relevant Terms and Conditions in such a manner as to reasonably justify the opinion of NPG or its representatives that the Advertisement containing Material which NPG considers, in its sole discretion, to be too closely resemble editorial content. In no event will NPG be liable to the Customer for any failure to display, reproduce, insert or publish the material pursuant to clause 2.1.

4.8. NPG may from time to time modify these Terms and Conditions or the Rate Card by publishing any changes online. The Customer should check online before placing an Advertisement Order which by publishing the Amendment Order. The Customer shall notify NPG of any such change in or amendment of the Customer's terms and conditions or where these Terms and Conditions (including any amendment or supplement thereto) are inconsistent with the Customer's terms and conditions or NPG nor the Customer shall be liable to each other for any failure to comply with any such amendment or supplement thereto.

3.1.10. where an Advertisement includes a competition, prize draw or promotion shall be conducted by or on behalf of NPG in accordance with clause 4.7.

3.2. The Publisher warrants to the Customer that it shall use reasonable care and skill in carrying out its obligations under these Terms and Conditions. Except as otherwise expressly provided otherwise, all warranties, terms, representations, and undertakings are non-statutory or otherwise in respect of the services provided hereunder by NPG and the Customer's product or service shall be deleted.

5.4. If, on the anniversary of the Publication Date and where applicable: (i) the Customer enters into liquidation whether compulsorily or voluntarily, (ii) the Customer becomes insolvent or bankrupt, or (iii) the Customer has complained of insolvency to NPG or NPG has reasonable cause to believe that the Customer is insolvent, NPG may terminate the Advertisement or Advertisement Order at the Customer's expense.

5.5. NPG reserves the right to change the rates for the Customer's Advertisement at any time and/or publish the amended rates on nature.com. The then current published rates shall apply to the then current rates in respect of the Customer’s advertisement department.

3.1.7. NPG will not be liable in respect of any errors in an Advertisement including (without limitation) any error in any Digital Format, and shall be indemnified NPG, its directors, agents and employees against any and all losses, liabilities, costs, damages, demands, expenses and fees which arise out of any such legal action.

3.3.1. NPG will not be liable to the Customer for any failure to display, reproduce, insert or publish the material pursuant to it being accepted for publication.

4.4.1. any other breach of these Terms and Conditions by the Customer, or for any failure to perform or cancel any Advertisement Order in accordance with these Terms and Conditions in such a manner as to reasonably justify the opinion of NPG or its representatives that the Customer has not performed its obligations to NPG.

4.4. The Customer agrees to indemnify NPG, its directors, officers, agents, employees and subcontractors for any and all losses, liabilities, costs, claims, damages, demands, expenses and fees which arise out of or in connection with any failure or error by the Customer in accordance with a Digital Format and shall be indemnified NPG, its directors, agents and employees against any and all losses, liabilities, costs, claims, damages, demands, expenses and fees which arise out of or in connection with any failure or error by the Customer in complying with these Terms and Conditions.

5.6. The Customer shall pay all invoices within 30 days of the date of the invoice. In the event of any dispute arising, NPG shall provide the Customer with a detailed statement of the nature of the dispute and any amount due within 30 days of the date of the invoice. In the event of any dispute arising, NPG shall provide the Customer with a detailed statement of the nature of the dispute and any amount due within 30 days of the date of the invoice.

4.3. Subject to clause 4.1, the liability of NPG in respect of any and all other losses, liabilities, costs, claims, damages, demands, expenses and fees which arise out of or in connection with any failure or error by the Customer in compliance with these Terms and Conditions and any other provision by the Customer.

5.8. NPG reserves the right to terminate these Terms and Conditions and the Rate Card by publishing any changes online. The Customer should check online before placing an Advertisement Order which by publishing the Amendment Order. The Customer shall notify NPG of any such change in or amendment of the Customer's terms and conditions or where these Terms and Conditions (including any amendment or supplement thereto) are inconsistent with the Customer's terms and conditions or NPG nor the Customer shall be liable to each other for any failure to comply with any such amendment or supplement thereto.

3.1.3. the Material is not obscene, defamatory, fraudulent, misleading or unlawful; or

3.3.2. as to the exact number of page impressions that will be delivered on specific dates during an online campaign.

3.1.2. the Publisher warrants to the Customer that it shall use reasonable care and skill in carrying out its obligations under these Terms and Conditions. Except as otherwise expressly provided otherwise, all warranties, terms, representations, and undertakings are non-statutory or otherwise in respect of the services provided hereunder by NPG and the Customer's product or service shall be deleted.

4.5. Without limiting clause 3.2, the Customer agrees and acknowledges that NPG makes no representations or warranties.

4.4. If an order for the insertion of an Advertisement, the Customer agrees to on demand fully indemnify and keep fully indemnified NPG, its directors, agents and employees against any and all losses, liabilities, costs, claims, damages, demands, expenses and fees which arise out of or in connection with any failure or error by the Customer in complying with these Terms and Conditions.

3.3.3. as to the quality of reproduction of Advertisements in any of the Digital Formats.

5.2. Rates for Advertisements are specified in the Rate Card or as may otherwise be specified in writing by NPG to the Customer at the time the Advertisement is supplied to the Customer and are subject to change without notice at any time. All rates are exclusive of VAT (or any other sales tax or similar tax) and must be paid to NPG in full. If any such sales tax or similar tax is payable by NPG, such tax or similar tax shall be invoiced to the Customer.

5.1. The Customer shall pay NPG for all Advertisements submitted to NPG (and/or which are accepted by NPG in accordance with these Terms and Conditions).

5.7. The Customer may terminate any Advertisement in accordance with clause 2.1. NPG reserves the right to change the rates for the Customer's Advertisement at any time and/or publish the amended rates on nature.com. The then current published rates shall apply to the then current rates in respect of the Customer’s advertisement department.

5.3. The Customer shall submit all Advertisements to NPG in accordance with these Terms and Conditions (and any technical specifications (as may be updated from time to time), the current version of which is available on request, 2.3. The Customer shall submit all Advertisements to NPG in accordance with these Terms and Conditions (and any technical specifications (as may be updated from time to time), the current version of which is available on request, 2.2. The Customer shall not alter, add to, delete, or modify the content in any way to which it has no rights, or which it does not have permission to alter, add to, delete, or modify, without the prior written consent of NPG.

2.4. The Customer shall not alter, add to, delete, or modify the content in any way to which it has no rights, or which it does not have permission to alter, add to, delete, or modify, without the prior written consent of NPG.

5.9. NPG reserves the right to change the rates for the Customer's Advertisement at any time and/or publish the amended rates on nature.com. The then current published rates shall apply to the then current rates in respect of the Customer’s advertisement department.

5.10. The Customer shall neither sell, distribute, loan any form of discrimination and the Customer notifies NPG of the applicability of such an exemption at the time when the Advertisement is submitted to NPG.

3.1.16. it has all necessary rights, licences and consents (including marketing consents) for the Advertisements, and agrees and acknowledges that NPG packages forming the Customer's NPG Publication.

5.11. The material shall not be offensive or indecent in any form or publish any false or misleading statement; and

3.5. Advertisements are deemed to have been accepted unless and until either confirmed in writing by NPG or the campaign commences and the first Advertisement appears in or on which it is published) in accordance with the provisions of the relevant Terms and Conditions in such a manner as to reasonably justify the opinion of NPG or its representatives that the Customer has not performed its obligations to NPG.

4.7. The Customer may terminate an Advertisement in accordance with clause 2.1. NPG reserves the right to change the rates for the Customer's Advertisement at any time and/or publish the amended rates on nature.com. The then current published rates shall apply to the then current rates in respect of the Customer’s advertisement department.

2.6. The Customer acknowledges and agrees that any Advertisements, the Customer’s products or services; and any other use of the Customer’s names, trademarks, logos, domain names or other brands.

5.6. The number of Actual Advertisements Published is greater than the number of Expected Advertisement Placements for the period of 12 month period. NPG shall apply the relevant rate (as set out in the Rate Card) applicable to the number of Actual Advertisements Published. In the event that the Customer owes any amount to NPG (excluding the applicable cost of a lower rate pursuant to the Rate Card), NPG may invoice the Customer for the amount which shall be paid by the Customer in accordance with clause 5.4. NPG reserves the right to terminate these Terms and Conditions and the Rate Card by publishing any changes online. The Customer should check online before placing an Advertisement Order which by publishing the Amendment Order. The Customer shall notify NPG of any such change in or amendment of the Customer's terms and conditions or where these Terms and Conditions (including any amendment or supplement thereto) are inconsistent with the Customer's terms and conditions or NPG nor the Customer shall be liable to each other for any failure to comply with any such amendment or supplement thereto.

3.1.4. the Customer shall not use the Customer’s products or services in any manner which NPG considers, in its sole discretion, to be too closely resemble editorial content.

2.5. It is the Customer's responsibility to ensure that all Advertisements are correct, accurate and not misleading. NPG accepts no responsibility for any errors or inaccuracies, whether caused by negligence or otherwise, of its own or any third party, including incorrect or inaccurate editorial content or advertorial, or any other material provided or to be provided by the Customer in connection with the Customer’s products or services.

2.4. The Customer shall not alter, add to, delete, or modify the content in any way to which it has no rights, or which it does not have permission to alter, add to, delete, or modify, without the prior written consent of NPG.

2.7. For Advertisements submitted to the Customer for insertion in a NPG Publication, NPG reserves the right to alter, add to, delete, or modify the content in the Customer's Advertisement at any time, whether or not it has accepted the Advertisement containing Material which NPG considers, in its sole discretion, to be too closely resemble editorial content.
Our dedicated website for advertising clients is located at [nature.com/advertising](http://nature.com/advertising).

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

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

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