

# Nature Reviews Drug Discovery

**FOCUS: Informing researchers of new developments in the pharmaceutical industry and informing industry professionals of the latest developments in drug research.** *Nature Reviews Drug Discovery* covers the science and the business of pharmaceuticals. The front of the journal contains concise updates on new drug approvals, patent law, and emerging industry trends, while the back of the journal is dedicated to peer-reviewed research on hot topics such as vaccines, biopharmaceuticals and clinical trial evaluation. Every issue of *Nature Reviews Drug Discovery* features a special Product Focus section showcasing relevant new technologies.



*“One of the most important scientific journals in my research field”.*

Staff Scientist, Publicly Funded Research Institute, Switzerland

*“NPG has treated us like their biggest client from the very beginning, despite being a new customer and a relatively small company. We greatly appreciate the extraordinary customer service and empathy with our special advertising needs as we grow rapidly. We are achieving our advertising goals and will continue to do so as we expand our coverage in Nature print and online advertising options”.*

Kevin Sullivan, Director, Marketing and Sales, Indivumed, Inc.



## SUBJECTS COVERED

Absorption, distribution, metabolism and elimination (ADME), bioinformatics and chemoinformatics, biopharmaceuticals, biotechnology, clinical trial evaluation, combinatorial and parallel synthesis drug delivery, high-throughput screening, key compound classes, medicinal chemistry, microarrays, natural products, pharmacoeconomics, novel therapeutic approaches to disease states, pharmacogenomics and toxicogenomics, pharmacokinetics and pharmacodynamics, pharmacology, rational drug design, regulatory issues, target discovery, toxicology and vaccines.

## ONLINE USER SURVEY DATA

GEOGRAPHIC BREAKDOWN	
Europe	<b>46%</b>
US	<b>28%</b>
Asia Pacific	<b>20%</b>
ROW	<b>7%</b>

JOB TITLE	
Senior Scientist	<b>49%</b>
Scientist	<b>25%</b>
Senior Business Manager	<b>14%</b>
Business Manager	<b>2%</b>
Other	<b>11%</b>

PLACE OF WORK	
Industry/Corporation	<b>40%</b>
College/University	<b>37%</b>
Governmental	<b>10%</b>
Other	<b>13%</b>

TOP PRODUCTS PURCHASED	
Chemicals	
Computer Software & Hardware	
Enzymes & Reagents	
Books/Journals	

**72%** of print readers read both print and online.

**65%** of total readers involved in the product purchasing process.

**21%** of total readers work in departments with purchasing budgets of over \$1,000,000.

\*2007 Journal Citation Report (Thomson Reuters, 2008)

# Nature Reviews Drug Discovery content calendar

Issue Date	✓	Editorial features	Profile Series	Product Focus*	Month	Conference	City	Country	MB	BD	Ad Close	Content Deadline
JANUARY												
	<input type="checkbox"/>	GPCR		Stem Cells							Dec 8	Dec 10
FEBRUARY												
	<input type="checkbox"/>	Innovative Therapies	New Technologies	Antibodies	Feb 8 - 10	7th Annual BioPartnering North America	Vancouver, BC	Canada		X	Jan 13	Jan 15
					Feb 16 - 18	BioBusiness	Geneva	Switzerland		X		
MARCH												
	<input type="checkbox"/>	Chemical Libraries		Cheminformatics	Mar 8 - 11	BioVision 2009 / BioSquare	Lyon	France	X		Feb 10	Feb 12
					Mar 8 - 13	PITTCON 2009	Chicago, IL	USA	X			
					Mar 16 - 18	BIO Europe Spring 2009	Milan	Italy		X		
					Mar 22 - 26	237th American Chemical Society Spring National Meeting	Salt Lake City, UT	USA	X			
					Mar 26 - 28	The Pharmaceutical Society of Japan	Kyoto	Japan	X			
APRIL												
	<input type="checkbox"/>	Ion Channels	Consultant Biotech Reports	High-throughput Screening	Apr 7 - 9	C21 Bioventures	Napa, CA	USA		X	Mar 10	Mar 12
					Apr 15 - 17	Bangalore Bio 2009	Bangalore	India		X		
					Apr 18 - 22	Experimental Biology (APS, ASBMB, ASPET, ASIP, ASN, AAA societies)	New Orleans, LA	USA	X			
					Apr 26 - 30	Society for Biomolecular Screening 15th Annual Conference	Lille	France		X		
MAY												
	<input type="checkbox"/>	Diabetes Drug Discovery	BioPharma Dealmakers	Fluorescence/Imaging	May 18 - 21	BIO International Convention 2009	Atlanta, GA	USA	X		Apr 8	Apr 14
JUNE												
	<input type="checkbox"/>	Kinases		Cell Based Assays	Jul 1 - 3	International Bio Expo Japan	Tokyo	Japan	X		May 12	May 14
JULY												
<b>READEX</b>	<input type="checkbox"/>	Cancer Drug Discovery	Contract Services	Chemical Libraries							Jun 11	Jun 15
AUGUST												
	<input type="checkbox"/>	Screening	Thought Leadership Profiles	Proteomics/Biomarkers	Aug 3 - 6	14th Annual IBC Drug Discovery Technology & Development	Boston, MA	USA	tbd	tbd	Jul 13	Jul 15
					Aug 17 - 19	238th American Chemical Society Fall National Meeting	Washington, DC	USA	X			
SEPTEMBER												
	<input type="checkbox"/>	Imaging		Drug Screening/Discovery	Sep 16 - 18	BioPharm America	San Francisco, CA	USA		X	Aug 12	Aug 14
					Oct 1 - 3	Annual Meeting of the Japanese Cancer Association	Kanagawa	Japan	X			
OCTOBER												
	<input type="checkbox"/>	Biopartnering		siRNA	Oct 6 - 8	Biotechnica 2009	Hannover	Germany	X		Sep 11	Sep 15
					Oct 11 - 13	17th Annual BioPartnering Europe	London	UK		X		
					Oct 13 - 15	ICSE2009	Madrid	Spain	X			
NOVEMBER												
	<input type="checkbox"/>	Informatics	BioPharma Dealmakers	Lab Automation	TBA	Bio-Europe 15th Annual International Partnering Conference	tbd	tbd		X	Oct 12	Oct 14
					Dec 2 - 4	Annual Meeting of the Japanese Society for Immunology	Osaka	Japan	X			
DECEMBER												
	<input type="checkbox"/>	Drug Discovery for Inflammatory Diseases	Contract Services	Pharmacogenomics							Nov 10	Nov 12
					Dec 9 - 12	Annual Meeting of the Molecular Biology Society of Japan (held jointly with the Japanese Biochemical Society)		Japan	X			

**KEY**  Please supply more information. **MB** Manned Booth. **BD** Bonus Distribution. \*E-mail information to productfocus@nature.com. **Note** All content subject to change.

