At Springer Nature, our capability to segment and target the science community means that there are now more ways to reach your exact intended audience. Our advertising channels will ensure that your content is delivered to the people interested in your products and services. For your convenience, we’ve grouped, the following information and recommendations based on the Energy audience.

### JOURNAL METRICS

<table>
<thead>
<tr>
<th>Publications</th>
<th>Impact</th>
<th>Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launching Soon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Topics:** 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.

### Reader Demographics

**Job Title**
- Scientist
- Senior Business Manager
- Senior Scientist
- Other

**Place of Work**
- Government
- Hospital
- Industry/Corporation
- Research Institute
- University/College

**Top 5 Areas of Research**
- Atomic & Molecular Physics
- Computational Physics
- Condensed-Matter Physics
- Nanotechnology
- Optics/Lasers

**Top 10 Products or Technologies Used**
- Antibody-based techniques
- Cell or tissue culture
- Chemicals/chemical libraries
- Electrophoresis
- Glassware & disposables
- Lasers
- Materials characterization/analysis
- Microscopy
- Spectroscopy
- Protein detection or analysis

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*2016 Journal Citation Reports® (Thomson Reuters, 2015) **BPA December 2014, ABC Audit, and Publisher’s Date 2015
^Silverpop, June 2015 +Reader Survey 2015 ++Recommend product purchases, specify/declare which product to buy or have final purchasing authority.
Review the following banner, email, and print solutions that are offered with our Energy titles mentioned in the JOURNAL METRICS table on the Audience page.

**ADVANCED TARGETING**

Banner options — both standard and enhanced — give you the flexibility to balance affordability with maximum impact. Ask your account manager about our advanced targeting capabilities.

<table>
<thead>
<tr>
<th>BANNER POSITIONS AND DIMENSIONS</th>
<th>ENHANCED RICH MEDIA OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong> 728x90 Horizontal/Top</td>
<td>Expanding, Video, Data Capture, Calendar Reminders</td>
</tr>
<tr>
<td><strong>Skyscraper</strong> 160x600 Vertical/Right</td>
<td>Expanding, Video, Data Capture, Calendar Reminders</td>
</tr>
<tr>
<td><strong>MPU/Square</strong> 300x250 Central Page Content</td>
<td>Expanding, Video, Data Capture, Calendar Reminders</td>
</tr>
<tr>
<td><strong>Wallpaper</strong> 1720x1100 Background of page. Only on selected websites.</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>Baseboard</strong> 980x90 Fixed, bottom of screen. Only on selected websites.</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>iPad app interstitial</strong> 1024x748 - Landscape 768x1004 - Portrait Nature.journals app only</td>
<td>Audio, Video, Slideshow</td>
</tr>
<tr>
<td><strong>Mobile Ad</strong> 300x50 Small Screen Devices</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>Featured Employer</strong> 120x60 naturejobs.com only</td>
<td>Not Available</td>
</tr>
</tbody>
</table>

**RAPID ACCESS**

Third Party Emails give you rapid access to highly targeted audiences and leverage the Nature brand. Ask about utilizing our design service.

**ENDURING VISIBILITY**

Print Ads raise awareness by delivering a tangible advertisement that associates your brand with high-impact research content. Print ads have the advantage of longevity over digital ads, giving them unique visibility. Add impact to your campaign with inserts and outserts.

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**JOURNAL ASSOCIATION**

Email Journal Alerts are a cost-effective option to email an engaged audience and associate your content with a specific high-impact journal.
Think outside the box, and expand your Energy audience with the following opportunities:

**IMPROVE ADS - FREE!**
Readex Message Impact® Studies are surveys circulated for select issues of Nature and Nature Methods. These surveys give you direct feedback about your ads from readers and provide you with metrics to show you the effectiveness of your ads.

**PRODUCT SHOWCASE - FREE!**
Product Focus is a free advertorial piece that runs in Nature and/or Nature Methods. It is supplied by your company to showcase your product developments and/or launches. Each has a theme, and the following 2016 themes are the most relevant to scientists working in energy. Readex surveys apply where indicated.

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>PRODUCT FOCUS</th>
<th>AD CLOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURE</td>
<td>March 31</td>
<td>Lab Equipment</td>
</tr>
<tr>
<td>NATURE METHODS</td>
<td>April</td>
<td>Lab Equipment</td>
</tr>
</tbody>
</table>

**CONTENT ASSOCIATION**
Technology Features are read by subscribers of Nature and Nature Methods eager to stay conversant on the latest technologies advancing their field. Advertise in these 2016 Technology Features and associate your product/services with content that interests and engages energy researchers. Readex surveys apply where indicated.

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>TECHNOLOGY FEATURE</th>
<th>AD CLOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURE METHODS</td>
<td>December</td>
<td>Microscopy/Imaging</td>
</tr>
</tbody>
</table>

Contact us today to discuss your Energy campaign:

E: salesoperations@nature.com  
T(US): +1 (212) 726 9682  
T(EU): +44 (0) 20 7843 4960

To keep up-to-date on marketing solutions like these, sign-up for our alerts at nature.com/advertising