NATUREJOBS.COM – THE WORLD’S LARGEST DEDICATED SCIENCE JOBS BOARD

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

NATUREJOBS.COM

- Monthly page views: 2.03 million
- Monthly unique users: 275,000

PAGE VIEWS BY REGION

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

PLACED OF WORK

- Academia: 77%
- Corporate: 16%
- Gov/Public Sector: 5%
- Other: 3%

JOB TITLE

- Postdoctoral Fellow/Research Scientist: 40%
- Student: 42%
- Professor/Associate: 5%
- Professor/Lecturer: 5%
- Senior Scientist: 2%
- Technician: 4%
- HOD/Lab Head: 4%
- Medical Professional: 1%
- Business Professional: 1%

QUALIFICATION LEVEL

- PhD: 70%
- Bachelors: 22%
- Post Graduate/Master’s: 7%
- Foundation: 1%

TOP AREA OF RESEARCH

- Cell Biology/Molecular Biology: 32%
- Biotechnology/Pharmacology: 14%
- Genetics/Informatics: 14%
- Immunology/Virology: 14%
- Physical Sciences: 14%
- Biochemistry/Biophysics: 11%
- Chemistry: 10%
- Neuroscience: 7%
- Medicine: 6%

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

DID YOU KNOW? The nature.com platform has over 42 million page views each month and 10.2 million monthly unique users.
Nature was awarded ‘Journal of the Century’ and has the highest Impact Factor for the seventh year running.*

READER DEMOGRAPHICS**

**JOB TITLE**
- Scientist: 72%
- Senior Scientist: 20%
- Clinician: 6%
- Senior Business Manager: 1%
- Other: 1%

**PLACE OF WORK**
- University/College: 55%
- Research Institute: 24%
- Industry/Corporation: 11%
- Hospital: 6%
- Government: 4%

DID YOU KNOW? Nature is the #1 weekly science journal for the seventh consecutive year achieving an Impact Factor of 42.351†

TOP AREAS OF RESEARCH

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIOLOGY</td>
<td>51%</td>
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<tr>
<td>Cell &amp; Developmental Biology</td>
<td>29%</td>
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<tr>
<td>Molecular &amp; Structural Biology</td>
<td>28%</td>
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<tr>
<td>Genetics &amp; Genomics</td>
<td>19%</td>
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<tr>
<td>Neuroscience</td>
<td>16%</td>
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<tr>
<td>Cancer Research</td>
<td>14%</td>
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<tr>
<td>MEDICINE</td>
<td>18%</td>
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<tr>
<td>Cancer/Oncology</td>
<td>21%</td>
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<tr>
<td>Neurology</td>
<td>13%</td>
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<tr>
<td>Immunology/Allergy</td>
<td>11%</td>
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<tr>
<td>CHEMISTRY</td>
<td>6%</td>
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<tr>
<td>Organic Chemistry</td>
<td>31%</td>
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<tr>
<td>Chemical Biology</td>
<td>30%</td>
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<tr>
<td>Medicinal &amp; Pharmaceutical Chemistry</td>
<td>18%</td>
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<tr>
<td>PHYSICS</td>
<td>6%</td>
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<tr>
<td>Condensed-matter Physics</td>
<td>35%</td>
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<tr>
<td>Optics/Lasers</td>
<td>29%</td>
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<tr>
<td>EARTH AND ENVIRONMENTAL SCIENCE</td>
<td>6%</td>
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<tr>
<td>Ecology</td>
<td>35%</td>
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<tr>
<td>Atmospheric Science/Climate</td>
<td>31%</td>
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<tr>
<td>Solid Earth Science</td>
<td>17%</td>
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</tbody>
</table>

REACH

**PRINT**
- 50,322 print circulation***
- 421,698 readership†

**ONLINE****
- 8.4 million monthly page views
- 2.6 million monthly unique users

**EMAIL**
- 437,143 alert subscribers

**ENGAGED**
- 3 million+ followers on social media
ONLINE JOB PACKAGES

Choose one of our range of online upgrades with proven ways of increasing the effectiveness of your job post. Please contact your Naturejobs representative for further information on upgrade packages.

**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 10 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.

*62,397 jobs were posted on naturejobs.com in 2013*
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.

**Featured Job**
Stand out against the competitors within the search results by placing a green ‘Featured’ label next to your posting.

**Highlighted Job**
Place a coloured box around the post to help it stand out from other search results.

**Spotlighted Job**
Ensure relevant candidates see your position first. Posts appear at the top of related searches for 60 days.

**Logo Job**
Upload a company or institution logo to reinforce the brand. Available for use in both search results and job descriptions.

**Jobs of the Week**
Place your job on the homepage of naturejobs.com to increase the number of jobseekers who will see your vacancy. Target your job post to any one of over 90 NPG journal homepages.

**Job Matching**
Display your listing alongside relevant content anywhere on nature.com for the duration of the job post and benefit from exposure to the audience of 10 million+ monthly visitors*.

Have multiple jobs to post? Contact your sales rep to learn about our bulk discounts.

*Webtrends 2014

Jobs and visitors statistics provided by webtrends.com
BANNER ADVERTISING

Button
Available across naturejobs.com.

Specification: 300 x 100 pixels

Leaderboard Banner
Available across NPG websites, including naturejobs.com.

Specification: 728 x 90 pixels

‘In Article’ Banner/MPU
Target to specific pages or articles and available across NPG websites including naturejobs.com. Position your banner within a relevant Naturejobs Spotlight for maximum exposure to your core audience.

Specification: 300 x 250 pixels

Mobile App Banner
Reach jobseekers on the go by placing a banner in the Naturejobs app.

Specification: 320 x 50 pixels

Rich media options
Utilize rich media banner advertising, which are proven to increase audience engagement:
- Rich media banners are 4x greater in providing direct response clicks than in comparison to a standard banner*
- Rich media banners with a video are 9x greater in providing direct response clicks than in comparison to a standard banner*
- An interactive video has a 70% greater interaction rate than a standard click through rate*

Speak to your Naturejobs representative about including rich media in your campaign.

Banner advertisements can be targeted by:

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 semi-monthly, sent on the first and third Thursday of every month to over 197,000* registered recipients.

**Journal Alerts**
Each NPG 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 437,143* subscribers.

**Third Party Emails**
Send a dedicated email message to 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 research
- Place of work
- Geographic location
- Job title

*DID YOU KNOW? NPG publishes 38% of the top 50 (19/50) science journals by Impact Factor**

Publisher’s Data 2014; “2013 Journal Citation Reports” (Thomson Reuters, June 2014)
ONLINE PROFILES

Align your organisation 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.com 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 through:
• Rotating tile on naturejobs.com home page
• Button on 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. It provides an indicator of high-quality research output at the institutional, national and regional level. A 12-month rolling window of Nature Index data is openly available online at natureindex.com.

A Nature Index Institutional Profile allows you to profile your institution and showcase your research while promoting yourself as an employer of choice. Use your increased reach to attract top candidates, research funding and collaborations.

DID YOU KNOW? Nature is the #1 most highly-cited scientific journal receiving 590,324 citations in 2013*
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.

Sponsored blog post example
SPONSORED PODCAST

The Naturejobs Podcast features one-on-one Q&As, panel discussions and other exclusive content to help scientists with their careers.

Align yourself with a trusted editorial product and gain exposure to a captive and highly engaged audience of high-calibre scientists:

Sponsor a themed podcast or podcast series OR work with us to develop a custom podcast on a relevant topic.

Use the Naturejobs Sponsored Podcast to:
• Promote a specific programme or event
• Increase awareness of a new initiative
• Raise your profile as an employer of choice

Available on: nature  iTunes  Soundcloud

Podcast archive on the Naturejobs Blog
CANDIDATE SEARCH

Access, search and download the CVs of thousands of science professionals worldwide.

Naturejobs Candidate Search gives you direct access to more than 31,000 highly-skilled candidates in over 130 countries, with 87% of them willing to relocate for the right position. Providing you with the means to find, short-list and be alerted to new candidates that are the right fit for your organization.

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 eighth year, 2015 will see the second US expo take place in Boston on 20 May and the first German expo in Düsseldorf on 26 November.

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

96% 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

### Sponsorship opportunities

- Exhibition stand
- Feature in *Nature*
- Event website
- Delegate handbook
- Event signage
- Access to delegate CVs
- Naturejobs.com advertising
- Natureevents.com advertising
- Sponsored workshops
- Sponsored networking
- CV Clinic

PLUS many more

### AREA OF INTEREST**

- Biology 63%
- Medicine 15%
- Chemistry 7%
- Engineering 5%
- Material Science 5%
- Physics 4%

### HIGHEST QUALIFICATION LEVEL**

- PhD/MD 61%
- College/University 37%
- Other 2%

### AGE**

- 18-24 4%
- 25-34 65%
- 35-44 27%
- 45-54 3%
- 55-64 3%

*Naturejobs Career Expo Post Event Survey 2014, **Naturejobs Career Expo registration
### 2015 ADVERTISING FEATURES, EDITORIAL & CONFERENCES CALENDAR

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Nature Careers Editorial</th>
<th>Spotlight Feature</th>
<th>Conference/Bonus Distribution</th>
<th>Town</th>
<th>Country</th>
<th>US Deadline</th>
<th>EU Deadline</th>
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<td>1-Jan-15</td>
<td>Resolutions</td>
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<td>8-Jan-15</td>
<td>Science advocacy</td>
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<td>15-Jan-15</td>
<td>Managing work-life balance as a scientist</td>
<td></td>
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<td>Boston, MA</td>
<td>USA</td>
<td>01-Jan-15</td>
<td>02-Jan-15</td>
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<td>22-Jan-15</td>
<td>Manage your time as a first time PI</td>
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<td>29-Jan-15</td>
<td>University careers offices and careers coaches</td>
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<td>FEBRUARY</td>
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<td>2-Feb-15</td>
<td>Undergrad researchers in Med</td>
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<td>12-Feb-15</td>
<td>Twitter job hunting</td>
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<td>26-Feb-15</td>
<td>Green buildings</td>
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<td>1-Mar-15</td>
<td>Postdocs</td>
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<td>12-Mar-15</td>
<td>Harassment in person, online</td>
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<td>19-Mar-15</td>
<td>Green chemistry</td>
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<td>26-Mar-15</td>
<td>Core facilities &amp; core laboratories</td>
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<td>APRIL</td>
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<td>9-Apr-15</td>
<td>Co-authoring a book - free-toos</td>
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<td>4-May-15</td>
<td>Genetics</td>
<td>BCF Career Event</td>
<td>BCF Career Event</td>
<td>Boston, MA</td>
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<td>12-May-15</td>
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<td>11-May-15</td>
<td>Biotech/Pharma</td>
<td>American Society for Microbiology 2015 - ASM</td>
<td>New Orleans, LA</td>
<td>USA</td>
<td>20-May-15</td>
<td>21-May-15</td>
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<td>25-May-15</td>
<td>Mid-Year Naturenews Directory</td>
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<td>1-Jun-15</td>
<td>Building multi-national collaborations</td>
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<td>8-Jun-15</td>
<td>Collaborations Part 2: what to do when they go south</td>
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<td>15-Jun-15</td>
<td>Handling committee requests, responsibilities</td>
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<td>22-Jun-15</td>
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<td>249th American Chemical Society National Meeting &amp; Exposition - ACS</td>
<td>Boston, MA</td>
<td>USA</td>
<td>30-Jul-15</td>
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<td>6-Jul-15</td>
<td>Chemistry</td>
<td>NEUROSCIENCE 2015 - Society for Neuroscience</td>
<td>Chicago, IL</td>
<td>USA</td>
<td>16-Jul-15</td>
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<td>20-Jul-15</td>
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<td>3-Aug-15</td>
<td>Faculty Positions</td>
<td>Naturejobs Career Expo London 2015</td>
<td>London, UK</td>
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<td>03-Sep-15</td>
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<td>10-Aug-15</td>
<td>Postdoctoral Positions</td>
<td>Biotechnica 2015</td>
<td>Hannover, Germany</td>
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<td>03-Sep-15</td>
<td>04-Sep-15</td>
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<tr>
<td>17-Aug-15</td>
<td>Scientiﬁc writing fiction</td>
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<td>24-Aug-15</td>
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<td>SEPTEMBER</td>
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<td>30-Sep-15</td>
<td>Fieldwork disasters &amp; how to deal with them</td>
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<tr>
<td>11-Nov-15</td>
<td>Courtroom consultants</td>
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<td>18-Nov-15</td>
<td>Neurosciences</td>
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<td>25-Nov-15</td>
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<td>2-Dec-15</td>
<td>Materials</td>
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<td>9-Dec-15</td>
<td>Marine Sciences</td>
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<td>16-Dec-15</td>
<td>Cell Biology</td>
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A-I OF TITLES

**IMPACT**

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<th>PUBLICATIONS A-M</th>
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DID YOU KNOW? 17 NPG titles are #1 in 1 or more subject category

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<td>36,575</td>
<td>104,117</td>
</tr>
<tr>
<td>Nature Reviews Gastroenterology and Hepatology</td>
<td>10.807</td>
<td>4/74</td>
<td>Gastroenterology &amp; Hepatology</td>
<td>12</td>
<td>519</td>
<td>2,984</td>
<td>61,676</td>
<td>98,665</td>
</tr>
<tr>
<td>Nature Reviews Immunology</td>
<td>33.836</td>
<td>2/144</td>
<td>Immunology</td>
<td>12</td>
<td>930</td>
<td>5,770</td>
<td>79,926</td>
<td>561,655</td>
</tr>
<tr>
<td>Nature Reviews Microbiology</td>
<td>23.317</td>
<td>1/119</td>
<td>Microbiology</td>
<td>12</td>
<td>566</td>
<td>5,037</td>
<td>66,923</td>
<td>335,008</td>
</tr>
<tr>
<td>Nature Reviews Molecular Cell Biology</td>
<td>36.458</td>
<td>1/185</td>
<td>Cell Biology</td>
<td>12</td>
<td>482</td>
<td>3,798</td>
<td>115,570</td>
<td>486,505</td>
</tr>
<tr>
<td>Nature Reviews Nephrology</td>
<td>8.368</td>
<td>4/76</td>
<td>Urology &amp; Nephrology</td>
<td>12</td>
<td>461</td>
<td>2,204</td>
<td>44,248</td>
<td>94,628</td>
</tr>
<tr>
<td>Nature Reviews Neurology</td>
<td>14.103</td>
<td>3/194</td>
<td>Clinical Neurology</td>
<td>12</td>
<td>600</td>
<td>4,446</td>
<td>56,976</td>
<td>100,525</td>
</tr>
<tr>
<td>Nature Reviews Neuroscience</td>
<td>31.376</td>
<td>1/251</td>
<td>Neurosciences</td>
<td>12</td>
<td>813</td>
<td>6,325</td>
<td>84,638</td>
<td>426,970</td>
</tr>
<tr>
<td>Nature Reviews Rheumatology</td>
<td>10.252</td>
<td>1/30</td>
<td>Rheumatology</td>
<td>12</td>
<td>756</td>
<td>4,634</td>
<td>44,519</td>
<td>90,421</td>
</tr>
<tr>
<td>Nature Reviews Urology</td>
<td>4.522</td>
<td>7/75</td>
<td>Urology &amp; Nephrology</td>
<td>12</td>
<td>311</td>
<td>1,089</td>
<td>44,962</td>
<td>48,181</td>
</tr>
<tr>
<td>Nature Structural and Molecular Biology</td>
<td>11.633</td>
<td>2/74</td>
<td>Biophysics</td>
<td>12</td>
<td>328</td>
<td>3,083</td>
<td>102,775</td>
<td>306,019</td>
</tr>
<tr>
<td>Neuropsychopharmacology</td>
<td>7.833</td>
<td>8/254</td>
<td>Pharmacology &amp; Pharmacy</td>
<td>13</td>
<td>453</td>
<td>3,320</td>
<td>69,774</td>
<td>194,220</td>
</tr>
<tr>
<td>NPG Asia Materials</td>
<td>9.902</td>
<td>14/251</td>
<td>Materials Science, Multidisciplinary</td>
<td>Online Only</td>
<td>Online Only</td>
<td>Online Only</td>
<td>3,255</td>
<td>39,331</td>
</tr>
</tbody>
</table>

**N-Z OF TITLES**

<table>
<thead>
<tr>
<th>IMPACT</th>
<th>PRINT</th>
<th>ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naturejobs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 these Nature Publishing Group journals:

- *Nature*
- *Nature Biotechnology*
- *Nature Cell Biology*
- *Nature Chemical Biology*
- *Nature Chemistry*
- *Nature Climate Change*
- *Nature Genetics*
- *Nature Geoscience*
- *Nature Immunology*
- *Nature Medicine*
- *Nature Materials*
- *Nature Nanotechnology*
- *Nature Neuroscience*
- *Nature Photonics*
- *Nature Physics*
- *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 1/4" wide
- 92mm wide, 3 1/2" wide
- 140mm wide, 5 1/2" wide
- 186mm wide, 7 1/4" wide

These can be 1-4 columns wide with the depth in increments of 1cm up to a maximum of 26cm.

E.g.: 16cm deep x 2 columns wide (size = 16 x 2)

**Full Page Advertisements**

- 210mm width, 8 1/2" width, 10 1/4" depth
- 186mm width, 7 1/2" width, 10 1/2" depth
- 216mm width, 8 1/2" width, 11" depth

Double page spreads should be supplied as two full page advertisements.

**Fractional Advertisements**

- 186mm width, 130mm depth, 7 1/2" width, 6 3/8" depth
- 92mm width, 260mm depth, 3 1/4" width, 10 1/4" depth
- 92mm width, 130mm depth, 3 1/2" width, 5 1/2" depth

**These sizes are only available via our US sales team.**

*Full page and half page advertisements only*
The following journals are sized 8¼ x 10¾ (210 x 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

All other journal sizes are 8¾ x 11 (210 x 280mm)


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**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**

- **Full Page**
  - 7” width
  - 10” depth

- **Half Page**
  - 4 1/2” width
  - 4 1/2” depth

- **Quarter Page**
  - 3 1/2” width
  - 4 1/2” depth

**Spektrum der Wissenschaft**

- **Full Page**
  - 173mm width
  - 243mm depth

- **Half Page**
  - 173mm width
  - 117mm depth

---

Print production guidelines - page 20

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 1/8” 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 Tel: +44 (0) 20 7843 4807
jrayment@nature.com

Please take care to follow the guidelines in this document to ensure your artwork is compatible with our production workflow.
## 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>
<tbody>
<tr>
<td><strong>Leaderboard</strong> 728x90 Horizontal/Top</td>
<td>Standard/Flash - Up to 45kBs</td>
<td>GIF, JPEG, SWF</td>
<td>Expanding, Video, Data Capture, Calendar Reminders</td>
</tr>
<tr>
<td></td>
<td>Rich Media - 40kBs initial load/60kBs 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</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MPU/Square 300x250 Central Page Content</strong></td>
<td>Standard/Flash - Up to 45kBs</td>
<td>GIF, JPEG, SWF</td>
<td>Expanding, Video, Data Capture, Calendar Reminders</td>
</tr>
<tr>
<td></td>
<td>Rich Media - 40kBs initial load/60kBs additional polite load Expanding Video - Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Wallpaper 1720x1100 Background of page. Only on selected websites.</strong></td>
<td>Standard - Up to 80kBs</td>
<td>GIF, JPEG, PNG</td>
<td>Not Available</td>
</tr>
<tr>
<td></td>
<td>Expanding, Video, Data Capture, Calendar Reminders</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Baseboard 980x90 Fixed, bottom of screen. Only on selected websites.</strong></td>
<td>Standard - Up to 80kBs Not available for mobile, static image (no animation), frequency capped 3 views per user in 24 hours</td>
<td>GIF, JPEG</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>iPad app interstitial 1024x748 - Landscape 768x1004 - Portrait NatureJournals app only</strong></td>
<td>Standard - 150kb Both portrait and landscape files must be supplied</td>
<td>GIF, JPEG, PNG</td>
<td>Audio, Video, Slideshow</td>
</tr>
<tr>
<td><strong>Mobile Ad 300x50 Small Screen Devices</strong></td>
<td>Standard - Up to 10kBs</td>
<td>GIF, JPEG</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>Featured Employer 120x60 naturejobs.com only</strong></td>
<td>Standard - Up to 30kBs</td>
<td>GIF, JPEG</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>Button Horizontal/Top</strong></td>
<td>Standard - 300x100 / 45kBs</td>
<td>GIF, JPEG, SWF</td>
<td>Not Available</td>
</tr>
<tr>
<td><strong>Naturejobs App Mobile Banner</strong></td>
<td>Standard - 320x50 / 10kBs</td>
<td>GIF, JPEG, SWF</td>
<td>Not Available</td>
</tr>
</tbody>
</table>

### 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.
- NPG has final approval over all creative supplied; in the case of extreme negative user feedback/interference NPG reserves 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 for 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

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
Example:
```
var paramObj:Object = LoaderInfo(this.root, loaderInfo).parametersvar clickTAG:String = paramObj.clickTAGmyButton.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).

Video streaming adverts
- Go live time: 10-14 business days
- For file size and available dimensions please see table
- 50kBs 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. NPG’s websites contain W3C validated CSS and XHTML which can cause conflicts with some non-validated vendors.

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.
EMAIL AND ALERT SPECIFICATIONS

Third party emails

General
• Max width – 570px
• Max file size – 75kBs

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
• 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 4 advertising slots: Headline 1 and 2, and Content 1 and 2.

Nature News and Scientific Report alerts offer 4 equally sized horizontal ad positions that accommodate both standard text & logo as well as graphic ads.

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

Advert specifications
Nature alert specification

The Nature alert offers 5 ad positions that accommodate both standard text & logo as well as graphic ads (300x250)

Headline 1 and Content 1.
Option 1
Graphic only
• (300x250 pixels) OR text and logo (170x40 pixels)

Headline 2, Naturejobs, content 2
Option 1
Graphic only
• (629x81 pixels) OR text and logo (170x40 pixels) only

Naturejobs Graphic only
• (629x81 pixels) OR logo (170x40 pixels) only

Nature Research and Reviews, Clinical/Society-Owned alerts
• Text and logo (170x40 pixels) only

Nature News and Scientific Reports alerts offer 4 equally sized horizontal ad positions that accommodate both standard text & logo as well as graphic ads.

Graphic
• (629x81 pixels) OR text and logo (170x40 pixels)

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 ™ etc.) 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 NPG 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.

NPG has final approval over all creative supplied; in the case of extreme negative user feedback/interference NPG reserves the right to pull creative prior to campaign delivery.

Please note that our online advertising offering will be changing during 2015. Speak to your account manager for more details.
3. The Customer shall not be entitled to receive a refund of any amount from NPG:

3.1. If, on the anniversary of the Publication Date and where the Advertisement Order is for an Annual Rate Card Order (as defined in clause 4.4.2), the Customer requests a refund, NPG may invoice the Customer for the difference between the rate applicable to the current year and the rate applicable to the following year.

3.2. If, on the anniversary of the Publication Date and where the Advertisement Order is for a Monthly Rate Card Order (as defined in clause 4.4.2), the Customer requests a refund, NPG may invoice the Customer for the difference between the rate applicable to the current year and the rate applicable to the following year.

5.6. If, on the anniversary of the Publication Date and where the Advertisement Order is for a Monthly Rate Card Order (as defined in clause 4.4.2), the Customer requests a refund, NPG may invoice the Customer for the difference between the rate applicable to the current year and the rate applicable to the following year.

5.7. The Customer may terminate this Agreement by giving notice to NPG of its intention to do so. NPG shall be entitled to charge the Customer for any services rendered to the Customer prior to the date of such notice.

6.2.1. If the Customer fails to pay any amount due to NPG in full and on time, NPG may terminate the contract between itself and the Customer.

6.2.2. If the Customer fails to pay any amount due to NPG in full and on time, NPG may terminate the contract between itself and the Customer.

6.2.3. If the Customer repeatedly breaches any of these Terms and Conditions, NPG shall have the right to terminate this Agreement immediately.

6.3. In the event that the Customer cancels its order with NPG, NPG may reserve the right to charge the Customer for any costs incurred in connection with the Advertisement Order.

6.4. If NPG fails to deliver any Advertisement in accordance with the provisions of this Agreement, NPG shall be liable in accordance with the provisions of this Agreement.

6.5. The Customer has the right to terminate this Agreement at any time by giving notice to NPG of its intention to do so. NPG shall be entitled to charge the Customer for any services rendered to the Customer prior to the date of such notice.

7.9. If NPG’s invoice(s) submitted to the Customer indicate that the Customer is required to pay an amount greater than the amount of the Advertisement Order, the Customer shall be responsible for the difference.

7.10. If NPG’s invoice(s) submitted to the Customer indicate that the Customer is required to pay an amount greater than the amount of the Advertisement Order, the Customer shall be responsible for the difference.

8.1. These Terms and Conditions are for the benefit of both NPG and the Customer and shall not be assigned or transferred by either party without the prior written consent of the other party.

8.2. These Terms and Conditions are for the benefit of both NPG and the Customer and shall not be assigned or transferred by either party without the prior written consent of the other party.

8.3. If you have any questions please email naturejobs@natures.com or contact your regional representative.
Nature Publishing Group’s 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.

**Audience**
- Targeted audience segments
  - NPG publishes over 100 journals. Our large selection of high-impact research and review journals allows you to target scientists in specific fields of research.

**Solutions**
- Customized marketing solutions
  - NPG utilizes 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.

**Inspiration**
- Case studies and marketing best practice
  - NPG is 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**
- Specifications and guidelines
  - NPG’s advertising specifications and guidelines are available online. When booking your next campaign please refer to these resources, including our terms and conditions.

**Follow the NPG advertising blog**
- A regular blog from NPG dedicated to our advertising clients.
  - Find upcoming NPG features and conferences as well as general marketing tips and tricks.

**Subscribe for our latest ad news**
- Receive the latest NPG advertising opportunities and news direct to your inbox.

**Contact us**
- Details for all of our regional sales representatives are kept updated online. Please feel free to contact us with any questions or feedback.
  - [nature.com/advertising](http://nature.com/advertising)