

PRESS RELEASE FROM NATURE PUBLISHING GROUP

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Contact: Melissa Hayles
+44 (0)20 7843 4928

The Macmillan Building
4 Crinan Street
London N1 9XW
UK
T: +44 (0)20 7833 4000
F: +44 (0)20 7843 4998
www.nature.com

Naturejobs wins The Innovative Offline Marketing Award, ONREC Awards 2007

On March 7, *Naturejobs* collected the ONREC award for the best Innovative Offline Marketing in the niche job board category, beating off intense competition from some of the biggest names in the recruitment industry. *Naturejobs* were also finalists in the Innovative Online Marketing category.

Naturejobs.com recently became the first job board specializing in scientific recruitment to offer free online postings in a move that was viewed as forward thinking and innovative within the science recruitment industry.

This innovative approach was reflected in the re-launch campaign 'ANOTHER GREAT MOMENT IN SCIENCE' which was developed by Cherry Design and an in-house studio.

"*Naturejobs* has had an amazing start to the year" said Peter Collins, publishing director at Nature Publishing Group (NPG). "Not only have we successfully launched the first free online jobs posting service in scientific recruitment, but we have had a fantastic response from our clients. We now have around 3,500 scientific job vacancies on our site which continues to grow each week. This is a 300% increase in 3 months and means we have more jobs on our site than appear on any of our competitor sites. The increase in the number of jobs in turn brings more and more job seekers to the site - producing a better response for our advertisers. The award winning marketing campaign has played a huge part in this so it is fantastic to receive this recognition".

The ONREC Innovative Offline Marketing and Innovative Online Marketing Awards both recognize the ingenuity shown by companies to promote their product, or services, on and offline, and celebrates the best companies within the generalist, niche and suppliers to the industry fields.

To view the pictures from The Onrec Awards 2007, please go to
www.onrec.com/conferences/070307/pics.html.

To view the 'ANOTHER GREAT MOMENT IN SCIENCE' campaign please go to
www.nature.com/naturejobs/ads.pdf.

About NPG

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through news@nature.com and scientific career information through *Naturejobs*.

NPG is a global company with headquarters in London and offices in New York, San Francisco, Washington DC, Boston, Oxford, Basingstoke, Paris, Munich, Tokyo, Hong Kong, Gurgaon and Melbourne.

Contact details

Melissa Hayles, Marketing Manager *Naturejobs*
T: +44 (0) 2078434928
E: m.hayles@nature.com

Links

www.nature.com/naturejobs
www.onrec.com/newsstories/15767.asp
www.nature.com