

Nature India

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nature india

Our readers visit [nature.com/nindia](https://www.nature.com/nindia) for the most in-depth coverage of Indian science. The award winning website features the latest research, science news and views, blogs, jobs and events from India.

REACH MILLIONS OF READERS WORLDWIDE WITH NATURE INDIA'S:

- Brand positioning and advertising solutions
- Special issues
- Media partnerships
- Media fellowship opportunities
- Scientific writing and publishing workshops
- Abstract books
- Annual compendium
- Custom publishing solutions

NATURE INDIA WEB ANALYTICS

AVERAGE TIME ON PAGE IS 1 MINUTE 7 SECONDS*

28,780 AVERAGE SESSIONS PER MONTH*

20,188 ACTIVE REGISTRANTS

45,698 PAGE VIEWS PER MONTH*

+151.3% NEW SESSIONS*

GEOGRAPHIC REACH:*

75%

ASIA/
PACIFIC

14%

AMERICAS

7%

UK/
EUROPE

4%

RoW

RECOGNITION FOR NATURE INDIA

- Winner of the PANOS South Asia Media excellence award for coverage of climate change issues
- Recognised by the Kavli Foundation and Norwegian Academy of Sciences and letters for coverage of nanoscience, neuroscience and astrophysics
- Global Investigative Journalists Network recognition for Investigative Environment Reportage
- Sri Lankan government felicitations for promotion of science in the Asian subcontinent
- Baden-Württemberg International, Germany's recognition for science journalism, 2016
- PANOS South Asia award for Coverage of Climate Change Adaptations in Agriculture
- Norwegian Academy of Sciences and Letters, Kavli Foundation recognition for coverage of Astrophysics, Nanoscience and Neuroscience
- United Nations University felicitations for coverage of Water Issues
- PANOS South Asia Climate Change Media Excellence Award
- United States National Press Foundation recognition for coverage of Lung Health issues



*Google Analytics 2018

ADVERTISING SOLUTIONS

BANNER ADVERTISING

BANNER ADS CAN BE TARGETED BY:

- Geography** – Reach users in specific countries, regions, or states.
- Date/time** – Deliver your banner ads on specific 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** – Target your banner ads for content related to a specific term.
- Device** – Deliver your adverts specifically by the type of device the user is browsing on.

'IN ARTICLE'/ MPU BANNER

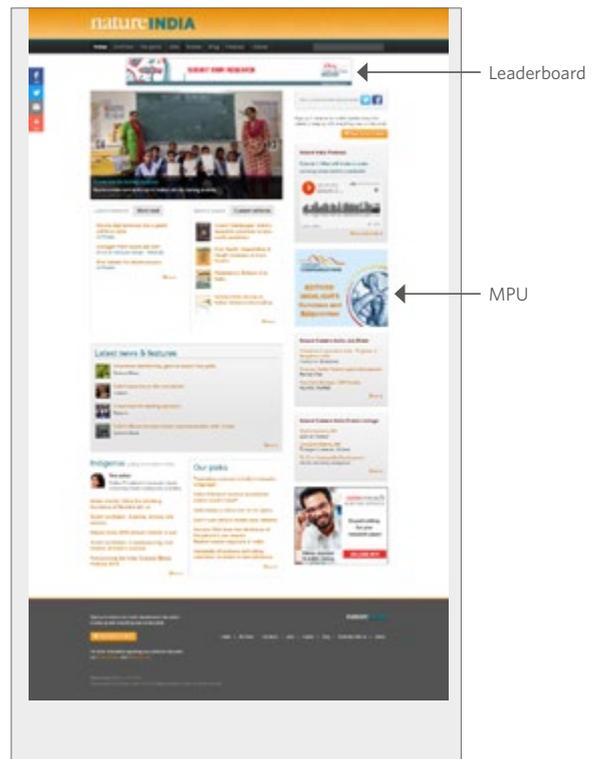
Target readers of specific pages or articles across *Nature* websites including *Nature India*. Position your banner within a relevant Spotlight for maximum exposure to your core audience.

Specification: 300 x 250 pixels

LEADERBOARD BANNER

Available across all *Nature* websites including *Nature India*.

Specification: 728 x 90 pixels



EMAIL ALERTS

NATURE INDIA NEWSLETTER:

The *Nature India* newsletter is a bi-weekly e-bulletin delivering top quality science news and comments from the website to your desktop, tablet or mobile.

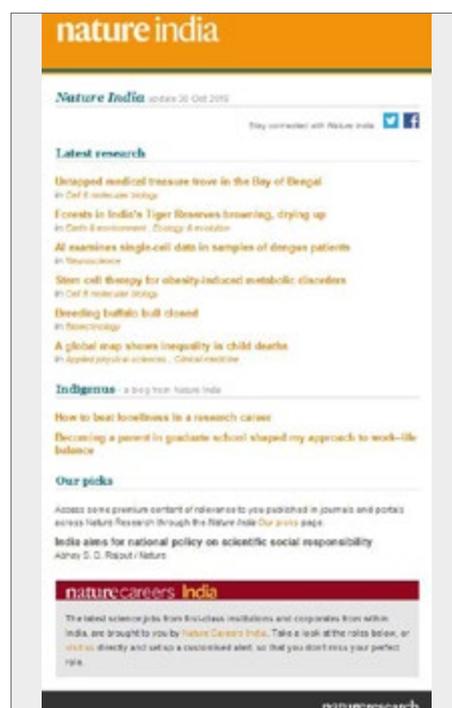
The newsletter is sent to over 20,188 registered recipients.

THIRD PARTY EMAILS:

Send a dedicated email message to *Nature India* 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 | Geographic location | Place of work | Job title

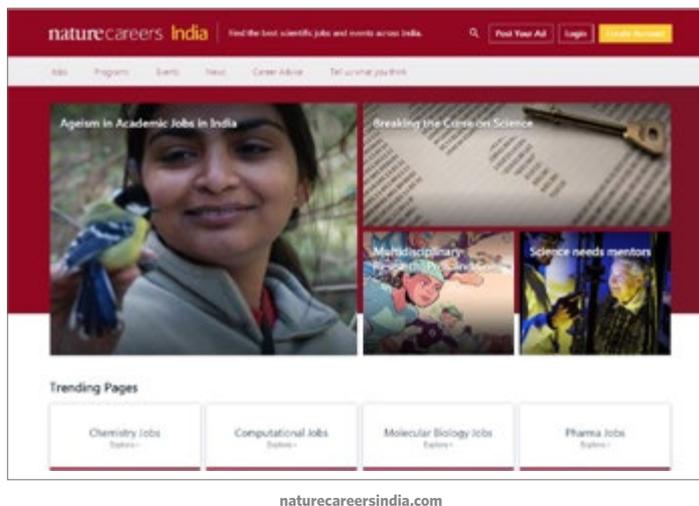


INTRODUCING NATURE CAREERS INDIA

Nature Careers is the number one global resource for scientists to manage and develop each stage of their careers. It brings the scientific rigour and quality you'd expect from Nature Research to careers articles and news, jobs and events and more.

Plugged into the local scientific community, Nature Careers India encompasses job roles, events and seminars, funding opportunities and programs across all scientific disciplines.

A careers destination for scientists, the site delivers a superb regional resource for scientists to manage and develop their careers via tailored advice, content and opportunities.



WHY NATURE CAREERS INDIA?

Nature Careers India offers a specialized regional hub to meet your recruitment goals:

- Job roles, programs, events and funding, plus careers news and advice: a comprehensive 'one stop' resource for the scientific community in India
- Expert Nature Careers knowledge - we know that we can attract top quality candidates to put in front of your roles and events.
- A high calibre audience of engaged scientists in all disciplines

OUR NATURE CAREERS INDIA AUDIENCE*

14,025 monthly visits on average

396,600 page views in 12 months

62,000 job page views in 12 months

16% application rate on average

24,000 event page views in 12 months

25% sign up rate on average

To learn more contact Siddharth Mittal, Siddharth.mittal@springernature.com.

NATURE RESEARCH PARTNERSHIPS

PARTNER WITH US

Whether you're promoting your organization's achievements, supporting your researchers' career development, or demonstrating thought leadership, make Nature Research your trusted partner.

Working together, we can disseminate your important research, reach an influential scientific audience, and empower your researchers.

SUPPORT YOUR RESEARCHERS

Training for your researchers

- Nature Masterclasses
- Nature Research Academies
- Springer Nature research data services

Manuscript services for your researchers

- Scientific Editing
 - American Journal Experts (AJE)
-

DEMONSTRATE THOUGHT LEADERSHIP

Events organized with your institution

- Nature Conferences
- Nature Custom Events

Supplements sponsored by your institution

- Nature Outlook
 - Nature Collections
-

PROMOTE YOUR ACHIEVEMENTS

Content marketing for your institution

- Nature Research Branded Content
- Inside View

Nature Index and custom solutions

- Nature Index
- Nature Research Custom Media

To learn more contact Sonia Sharma, sonia.sharma@nature.com.

NATURE INDIA MEDIA FELLOWSHIP

Nature India partnered with the Wellcome Trust/DBT India Alliance and jointly launched the **India Science Media Fellowships 2019**. This fellowship provides science journalists the opportunity to strengthen their professional acumen and generate interest among them to look at issues from a scientific perspective.

The 2019 fellowships are open to Indian journalists interested in reporting on life sciences, specifically biomedicine, application-based or biological research and health. In addition the fellowship will provide five grants through a nation-wide call for applications.



NATURE INDIA SCIENCE COMMUNICATION WORKSHOPS

A series of one - two day workshops to equip young researchers and students with tools and strategies for effective communication of their ideas, experiments, and scientific results from a science communication perspective.

Workshop agenda includes:

- Science communication
- Presentation skills
- Writing a manuscript
- Writing grants
- CV & cover letter
- Effective press releases
- Alternate Science Careers - Science Journalism & Visualising Science



NATURE INDIA ABSTRACT BOOKS

Nature India works closely with conference teams in publishing proceedings which cover Conference Abstracts, Speakers Biographies, Institute Profiles, Sponsors Advertisements and a special Editorial by Nature India Editor.

This project of around 100 pages includes:

- Content management
- Project management
- Editorial by Nature India editorial team
- Copy-editing, proof reading, quality check
- Designing costs inclusive of cover design, desktop publishing work and layout
- Production inclusive of printing, adherence to paper specifications, quality of print output
- Promotion of the conference on Nature India



NATURE INDIA ANNUAL PRINT EDITION

The annual edition of *Nature India* highlights the most important and meaningful scientific articles published on the *Nature India* website during the past year. The yearly special issue is a compendium of science coverage in India as seen through the eyes of *Nature India*.

A must-have issue for anyone interested in India's science, R&D scene and the latest career and industry trends, the compendium has handpicked science news and features, research highlights, commentaries, policy features, career articles and interviews with some leading lights of Indian science.

These compendia are not just a showcase of the best stories in Indian science during the past year but also a historical account of science as it is happening in India. The annual print edition is a special event in the country's science calendar upholding *Nature India's* mission to provide readers the best and most thorough coverage of Indian science.



NATURE INDIA SPECIAL ISSUES

Our special issues are sponsored supplements that aim to stimulate interest and debate around a subject of interest to the sponsor, while satisfying the Nature Research editorial values and our readers' expectations. They are available in either print, online, or both. Most of our special issues focus on affairs pertaining to science and research in India and at the same time are of significance to the global scientific community.



NATURE INDIA CUSTOM ISSUES

Nature India Custom Issues offer a portfolio of print and online custom content publishing and communication solutions for organizations to tout products, accomplishments, and research to their desired audience.

Content can be tailored to meet your objectives.

Common content types include:

- **Research highlights:** Short, news-style articles of about 400 words, usually focused on a single piece of research. Ideal for showcasing high-impact research.
- **Feature article:** Longer article often around 1,000 words in length based on multiple research papers, or focusing on a specific team, facility or research area within your team.
- **Impact article:** Shorter article designed to demonstrate the social, economic or commercial impact of research.



Contact us
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