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Nature unveils redesign, expanded content in print and online

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Nature, the international science publication, reveals a new look, clearer structure and navigation, and expanded content in the September 23 issue. *Nature* has been redesigned and enhanced in print and online to ensure that it remains a must-read for busy scientists, and a digital edition is now available.

"This week's issue demonstrates our commitment not only to sustaining *Nature* as a magazine, but also to renewing it," the editors write in the September 23 issue. "In recent months, observant subscribers will have noticed small changes. Today we present a new look, a clearer structure, and new types of content. The online navigation, landing pages and information for authors have also been redesigned."

As well as a new cover and clean design, the print and online tables of contents have been simplified, and the content reorganized to make it easier to navigate. A new section called 'This week' contains *Nature*'s Editorials and summaries of recent developments. It also includes a new page, 'World View', where external authors give a timely perspective on current issues. Other magazine content has been streamlined into the 'News in Focus', 'Comment' and 'Careers' sections, while the 'Research' section includes accessible summaries of the latest research articles available now online, News and Views, review articles, and primary research content of *Nature* - its Articles and Letters.

The editorial team of writers and editors has been strengthened to make our content even more of a talking point," said Editor-in-Chief Dr Philip Campbell. Chief Magazine Editor Tim Appenzeller joined *Nature* in 2009 with a strong reputation in the world of science magazines. Appenzeller says, "We're making our content even more compelling, more relevant to scientists' lives. Our reporters will provide deep analysis, from the bench all the way to the policy decisions that affect funding. Our aim is to become the leading magazine for scientists."

"I believe the September 23 issue is a landmark in the history of *Nature*, not least because of the research it is based on," said Dr Campbell. In more than a year of market research, the *Nature* team investigated what today's scientist needs to keep abreast of developments that matter to their scientific career. In addition to 11 focus groups in the U.S. and Europe, and qualitative interviews in Asia, *Nature* recruited a 3,500-strong international reader panel to provide input at every stage of the redesign. "We've had great responses from reader panels to our vivid new designs, graphics and navigation," continues Dr Campbell.

At the same time as the new look goes live, *Nature* launches a new and highly readable digital edition. A three month free trial period (registration required) will help *Nature* gather feedback and gauge demand. An iPad app for *Nature* is also in the pipeline, as is further support for mobile devices. "The changes we are unveiling to *Nature* now are an important step in a much longer journey," says Nature Publishing Group Managing Director Steven Inchcoombe. "We will continue to evolve *Nature* to provide the information scientists need, when and how they need it."

-ENDS-

Resources for editors:

Images, including new cover and screenshots and headshots available in web and print quality on request

Available from 22 September 2010; 1800 London Time (BST) / 1300 US Eastern Time:

Video interviews, a walkthrough of *Nature* in print and online, a message from the editor: **www.nature.com/rediscover**

Leader in 23 September *Nature* **www.nature.com/nature**

Blog post from Editor-in-Chief Dr Philip Campbell **http://blogs.nature.com/nautilus/**

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Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, ***Scientific American*** is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

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