



nature index

2023 Media Kit

Simple, transparent and current metrics that demonstrate high-quality research and collaboration. The Nature Index tracks contributions to research articles published in an independently selected group of impactful journals across the sciences to provide a real-time proxy for research output at the institutional, national and regional level.

natureindex.com

2023 Nature Index Supplements Calendar

Subject to change

Nature publishes special reports based on the data and analysis of the Nature Index. Independently selected by our editorial team, these reports feature topics that matter to our readers.

9 MARCH JAPAN

Branded Content Deadlines

- Written by NRCM*: 22 Nov 2022
- Supplied by Client: 11 Jan 2023

Display Ad Deadline:

24 Feb 2023

Japan remains in Nature Index's top five countries for high-quality scientific output, according to the 2022 tables, but its place at the top is not guaranteed. Between 2020 and 2021, Japan's adjusted share in the index fell by 5.2% – continuing a trend of steady decline that has been going on since 2012. Other countries lower down in the tables, such as India, are meanwhile making consistently large gains. This supplement will look at areas where Japan could do more to stabilise its position, such as boosting the number of female and international researchers. The supplement will also highlight the fields of research in which Japan does boast a strong performance – what can these specialities teach Japanese science, more generally, about how to remain a top player?

10 AUGUST CHINA

Branded Content Deadlines

- Written by NRCM*: 11 May
- Supplied by Client: 8 Jun

Display Ad Deadline: 28 Jul

We are already seeing evidence that China's largescale spending on research is beginning to pay dividends as the country's universities rise through the Nature Index. Though China remains in second place in the Nature Index, its Share and Count are increasing so rapidly that it could conceivably overtake the United States in future years. This supplement will look at China's efforts to close the gap with the U.S. and ask whether political tensions are affecting collaborations between China and the international community. What are the fields of research in which China is flourishing and where are improvements yet to be made? How easy will it be for China to catch up in these areas and what are the challenges it needs to surmount in order to continue its success story?

7 SEPTEMBER CANCER

Branded Content Deadlines

- Written by NRCM*: 8 Jun
- Supplied by Client: 6 Jul

Display Ad Deadline: 25 Aug

Cancer is the world's second biggest cause of death and cases are expected to rise significantly as poorer countries become more developed. The good news is that cancer research is well financed; the National Cancer Institute in the United States spends \$6.9 billion a year, for example. This funding is producing some exciting science, tackling cancer through increasingly innovative strategies such as cell therapies and injectable robots. This supplement will explore some of this cutting edge research, offering a glimpse of what cancer treatment might look like in coming years, but it will also look at simple and cost effective proposals that could prove especially helpful in less wealthy countries.

*Nature Research Custom Media

12 OCTOBER

CLIMATE AND CONSERVATION

Branded Content Deadlines

- Written by NRCM*: 13 Jul
- Supplied by Client: 10 Aug

Display Ad Deadline: 29 Sep

The pandemic and geopolitical events (such as the Russian invasion of Ukraine) restricted international collaboration and disrupted research into one of the world's most pressing crises: climate change and its effect on biodiversity and species conservation. This supplement will highlight research efforts that are being restarted, examining which countries and institutions are most active in this area. Because climate change is a global problem, the supplement will also profile top collaborations between countries. A significant portion of research into climate and conservation comes from data and observations collected from the Polar Regions, what can the Antarctic and Arctic ecosystems tell us about our climate's future?

9 NOVEMBER

RISING STARS

Branded Content Deadlines

- Written by NRCM*: 10 Aug
- Supplied by Client: 14 Sep

Display Ad Deadline: 27 Oct

What can the rest of the world learn from the fastest rising countries, institutions and individuals in the Nature Index? This supplement will examine the success of people and places that have significantly increased their output of high quality science research; what policies and practices are in place that could be replicated elsewhere with similar success? By looking at growth, rather than absolute Share, it will allow us to shine a light on the achievements of less established universities.

14 DECEMBER

NORTH-SOUTH COLLABORATION

Branded Content Deadlines

- Written by NRCM*: 14 Sep
- Supplied by Client: 12 Oct

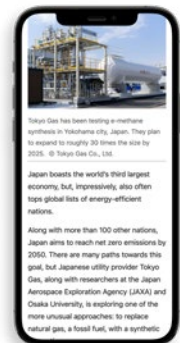
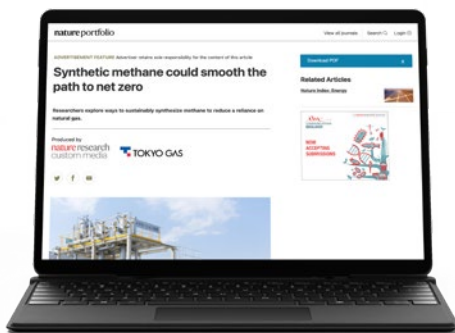
Display Ad Deadline: 2 Dec

Good science is not limited to wealthy countries and research in the Global South is too often ignored, to the detriment of science everywhere. If researchers in Europe and North America are not fully aware of advances made in Africa and Asia, progress is slowed. This supplement will look at collaborations that seek to prevent this from happening by fostering a genuine exchange of ideas between the Global North and South. What advances have been achieved through partnerships across different cultures and what are the fields of research where North-South collaborations most frequently flourish? -- Can other disciplines learn from them? And are collaborations that currently exist balanced and fair? What can the North do to help build research capacity in the South?

**Nature Research Custom Media*

Place your story at the heart of a conversation

Story-telling is the best way to captivate and inspire a global audience. Within each of our Nature Index special reports, Branded Contents created by our Nature Research Custom Media team can help you immerse Nature readers in content that places your institution at the center of the story. Moreover, hosting on nature.com and digital promotion through our exclusive channels allows you to precisely target interested groups across our wide readership.



Why work with us?



Trust

Nature Portfolio is home to some of the most prestigious titles in science including our flagship multi-disciplinary journal Nature. You'll reduce the time and capital commitments of awareness campaigns by utilizing a platform that bestows immediate authority.



Intelligence

Our investment in digital technology has enabled us to gain a thorough understanding of our audiences' consumption patterns and online behavior. Our ability to measure meaningful metrics on reader engagement with your content allows us to demonstrate the impact of your campaign. You'll save time and money trying to identify and address target audiences on multiple platforms.



Integrity

Our team of editors and communication specialists have unrivaled experience in creating and promoting award-winning content for the scientific community. You'll gain immediate peace of mind knowing that your content will adhere to the same exacting standards as Nature Portfolio editorial.

Contact

partnerships.nature.com

United States

+1 800 989 7718

Europe

+44 20 7843 4960

India

+91 11 48755814

Japan / Korea / Southeast Asia

+81 3 4533 8094

China / Hong Kong / Taiwan

+86 21 2422 5066

Australia

+61 427 858 567

nature

Circulation*¹

53,440

nature.com

Monthly unique users*²

12.7M

Monthly pageviews*²

43.4M

natureindex.com

Monthly unique users*³

65,185

Monthly pageviews*³

237,216

*1 Publisher data
(September 2021–August 2022)

*2 Google Analytics (2021)

*3 Google Analytics
(January–August 2022)