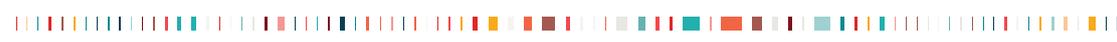




2021

nature index

The Nature Index is a database of author affiliation information collated from research articles published in an independently selected group of high-quality science journals. It provides a close to real-time proxy of high-quality research output and collaboration at the institutional, national and regional level.



natureindex.com

2021 CALENDAR

Subject to change

Nature Research publishes special reports based on the data and analysis of the Nature Index. For greatest impact, these are published in *Nature*.

18 MARCH ASIA AND THE PACIFIC

Branded Content Deadlines

- Written by NRCM*: 4 Dec
- Supplied by Client: 14 Jan

Display Ad Deadline: 1 Mar

From the perspective of grand challenges facing the planet, including ending hunger, improving health, securing clean water and energy, mitigating climate change and protecting the environment, this special report will examine the unique contributions made by institutions in Asia-Pacific to global research in the natural sciences. Emerging areas of research will be highlighted as well as up-and-coming institutions across the region, including Japan, South Korea, Australia, New Zealand, South-East Asian and Pacific Islands nations.

27 MAY CHINA

Branded Content Deadlines

- Written by NRCM*: 25 Feb
- Supplied by Client: 25 Mar

Display Ad Deadline: 10 May

China is fast closing in on the US as the leading country for research output, and its universities and research institutes overwhelmingly dominate the ranks of the fastest-rising institutions in Nature Index. With particular focus on chemistry and the physical sciences, this supplement will examine the factors behind this dazzling research performance. The contributions of individual scientists, collaborative teams and institutions will be featured, from nanotechnology and materials engineering to macromolecular chemistry, biochemistry and cell biology, among other areas.

1 JULY MATERIALS SCIENCE

Branded Content Deadlines

- Written by NRCM*: 1 Apr
- Supplied by Client: 29 Apr

Display Ad Deadline: 14 Jun

This supplement looks at some of the most transformative and exciting developments in materials science, such as nanomaterials, which have enormous potential in drug delivery and disease diagnosis, and biomaterials, which are driving rapid advancements in regenerative human tissue, medical implants, and energy storage. It explores the institutions, disciplines, and individuals behind some of the most successful materials science collaborations, and locates the global hubs of commercial success.

*Nature Research Custom Media

28 OCTOBER

INFECTIOUS DISEASES

Branded Content Deadlines

- Written by NRCM*: 29 Jul
- Supplied by Client: 26 Aug

Display Ad Deadline: 11 Oct

The year 2020 demonstrated the devastating effect of an infectious disease. The COVID-19 death toll exceeded one million by the year's end, and the pandemic's cost to the global economy was estimated at \$30 trillion. As other infectious diseases such as influenza and malaria continue to exact an unacceptably high economic and human cost, responses to them were detrimentally affected. This special report examines impressive achievements as well as the most urgent challenges in the scientific effort to contain infectious diseases. It looks at the rise of multidrug-resistant bacteria and viruses, and the resurgence of diseases such as tuberculosis and cholera. It highlights the people, partnerships, and institutions that are leading the progress in preventing, detecting, treating, and controlling infectious diseases, assesses the impact of COVID-19 on that progress, and outlines the challenges ahead.

18 NOVEMBER

CANADA

Branded Content Deadlines

- Written by NRCM*: 19 Aug
- Supplied by Client: 16 Sep

Display Ad Deadline: 1 Nov

The Canadian government says its five innovation superclusters - in digital technology, protein industries, next generation manufacturing, artificial intelligence and the ocean - will contribute \$C50 billion to GDP in the next ten years and generate 50,000 jobs. Our first feature on Canada will look at the institutions powering Canada's scientific revival and the teams and individuals at the forefront. It will consider the role of major national research facilities in areas such as stem cells, genomics and radio astronomy, as well as discuss areas of future growth and innovation based on the research track record and pandemic-influenced changes.

9 DECEMBER

YOUNG UNIVERSITIES

Branded Content Deadlines

- Written by NRCM*: 9 Sep
- Supplied by Client: 7 Oct

Display Ad Deadline: 22 Nov

Agile, lean, and liberated from traditions that characterize older institutions, young universities have emerged as formidable contenders in the race to attract the world's most talented students and researchers. This supplement highlights the world's leading young universities in the natural sciences, as tracked by the Nature Index. It explores the people and the projects that exemplify their innovative approach to global challenges in the natural sciences through lenses including health, technology, and sustainability, and examines how recent events may influence future performance.

**Nature Research Custom Media*

Branded Content Package

Story telling is the best way to captivate and inspire a global audience. As experts in communicating with our audiences, the Nature Research Custom Media team can help you create a narrative that drives maximum engagement with your branded content. Our content creation puts your needs and how our audiences consume scientific research at the heart of its production.

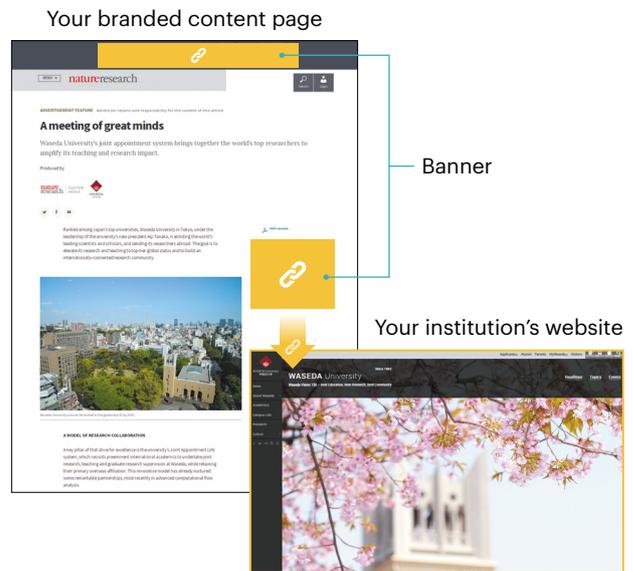
Print

Our Custom Media team can create an original infographic that will be added to your branded content page.



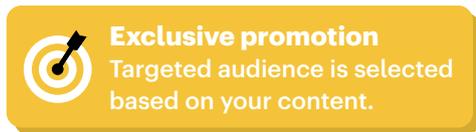
Online

Your content will be hosted on nature.com and designed to replicate the look and feel of *Nature's* news and editorial articles. Optimized for all devices and designed to deliver content in easily digestible formats.

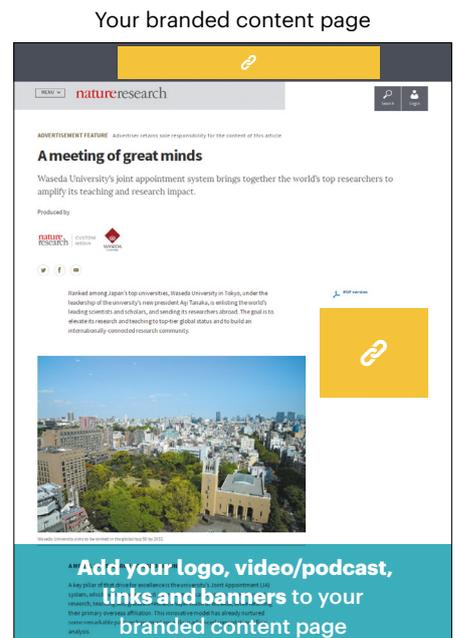
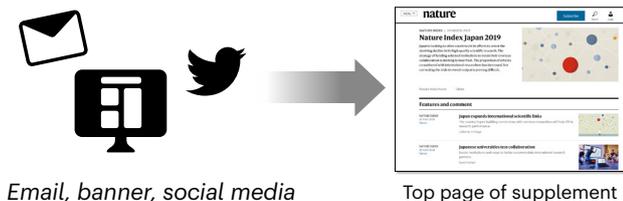


Online promotion

Branded content is designed to be talked about and shared. Social media is the perfect platform to tell your story to the science community and give your campaign immediate authority by aligning with Nature Research.



Benefit from supplement marketing campaign



Enhanced Institutional Profile (EIP)

Nature Index automatically generates statistics and produce a page for each institution stored in its database. Enhance your page by **adding profile, image, and video**, to showcase your research and organization to over 121,000* users browsing Nature Index content and profiles every month. Nature Research Custom Media editors update your profile every month with a customized **Research Highlight** on one of your top papers, with Nature Research marketing team promoting each content to drive constant traffic to your page.

*Google Analytics 2019



Custom profile
Add image, video, and text



Contact detail, logo, social feed
Links to your Twitter/
Facebook accounts to extend reach and increase followers.

Your institution's
Nature Index data



Online Promotion

The monthly Research Highlights are promoted via social media and partner pages generating approximately 1,500 pageviews per content.

All Research Highlights are stored in archive

The screenshot shows the Nature Index profile for The University of Melbourne. Key sections include:

- About:** Text describing the university's history and research focus.
- Research:** A donut chart titled 'Outputs by subject (FC)' showing data for Life Sciences, Earth & Environmental Sciences, Physical Sciences, and Chemistry.
- Highlight of the month:** A featured article titled 'Imaging malaria's pathway into human blood cells' with a microscopic image.
- Research Highlights:** A section titled 'Cryo-EM structure of an essential invasion complex' with a circular diagram and a detailed description of the research.
- Contact and Social:** University logo, contact details, and social media links for Twitter and Facebook.

Contact

partnerships.nature.com

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nature

Circulation*¹

51,887

Readership*²

401,887

nature.com

Monthly unique users*³

10,104,296

Monthly pageviews*³

40,558,293

natureindex.com

Monthly unique users*³

121,588

Monthly pageviews*³

274,356

*¹ BPS June 2018

*² BPA June 2018 and own data

*³ Google Analytics 2019