




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](https://www.natureindex.com)

2020 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*.

23 APRIL CANCER

Branded Content Deadlines

- Written by NRCM*: 3 Feb
- Supplied by Client: 28 Feb

Display Ad Deadline: 1 Apr

Cancer is one of the fastest-moving fields in biomedical research, but for the almost ten million people who died of cancer in 2018, it didn't move fast enough. This supplement, which **will be distributed at the American Association for Cancer Research (AACR) conference in San Diego**, highlights the work of the best research teams from institutions all over the world, featuring hubs of collaborative excellence and the most productive partnerships in cancer research as well as outstanding individual researchers. It looks at the race to answer the key unresolved questions around cancer causes and preventions, at the most promising biology, translational and clinical studies, at future research directions, the drugs pipeline and at the contributions of companies to advances in this important field of research into a disease that touches so many lives.

30 APRIL ANNUAL TABLES

Branded Content Deadlines

- Written by NRCM*: 10 Feb
- Supplied by Client: 6 Mar

Display Ad Deadline: 9 Apr

This special feature will highlight the rising stars of high-quality research, following on from our highly successful Nature Index 2019 Annual Tables. It will highlight some of the world's most exciting research with editorial profiles of standout institutions around the globe whose publishing output is rising most rapidly in the natural sciences. The profiles will feature the most inspiring researchers and teams, exploring their differing approaches and strategies for success. It will highlight the most striking examples of impactful research benefiting community and society. The supplement will include tables ranking the top 25 rising institutions in chemistry, physical sciences, life sciences and Earth and environmental sciences.

28 MAY SOUTH KOREA

Branded Content Deadlines

- Written by NRCM*: 9 Mar
- Supplied by Client: 3 Apr

Display Ad Deadline: 7 May

It may be the world leader in R+D spending as a proportion of GDP, 4th in the world for patent applications, and above world average in citations of its scientific articles, but South Korea has even bigger goals for science. This supplement features the projects, institutions, teams and individuals at the forefront of the nationwide scientific effort to transition from a focus on applied science for industry to becoming a world leader in basic science, and from being a fast follower of innovations to gaining technological independence. From Antarctic research to the search for axions, from stem cells to materials science and artificial intelligence, it looks at South Korea's existing and emerging scientific strengths, including the contributions of major South Korean corporates, the likes of Samsung, Hyundai, SK Hynix and LG.

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29 OCTOBER CANADA

Branded Content Deadlines

- Written by NRCM*: 10 Aug
- Supplied by Client: 4 Sep

Display Ad Deadline: 9 Oct

A multi-billion-dollar funding injection promised in the 2018 budget has given Canadian science a new lease of life, even if the 2019 budget fell short of expectations. The 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. The inaugural Nature Index supplement on Canada will look at the institutions powering Canada's scientific revival and the teams and individuals at the forefront of its most innovative research. It will consider Canada's track record of excellence in research areas such as stem cells, genomics and radio astronomy and identify the most likely areas of future growth and innovation based on current research.

26 NOVEMBER GERMANY

Branded Content Deadlines

- Written by NRCM*: 7 Sep
- Supplied by Client: 2 Oct

Display Ad Deadline: 6 Nov

Germany's place as the leading European country for scientific research has been cemented by sustained funding under the Excellence Initiative, now set to continue under the Excellence Strategy from 2020. Nature Index's inaugural Germany supplement will look at the research projects and initiatives behind the awarding of Universities of Excellence status, and will feature the work going on in the 57 "Clusters of Excellence" characterised by collaboration between academic and non-academic institutions and by multidisciplinary approaches. Through the lens of highlighted research topics, whether in the life sciences, physical sciences, chemistry or Earth and environmental sciences, from optical systems and robotics to precision physics and simulation science, the supplement will celebrate Germany's scientific stars including both institutions and individuals, and examine the sources of their success as well as the challenges ahead.

10 DECEMBER ARTIFICIAL INTELLIGENCE

Branded Content Deadlines

- Written by NRCM*: 21 Sep
- Supplied by Client: 16 Oct

Display Ad Deadline: 20 Nov

In the global race to develop Artificial Intelligence (AI), which are the leading institutions publishing AI research, and who are they collaborating with? Who are the leading individual researchers, and what are they working on? This supplement will answer these questions. With the growth of computer processing power, the proliferation of large data sets and the development of advanced algorithms, machine learning using natural language processing and AI neural networks is driving advances across a spectrum of human endeavour. A series of stories, infographics and tables will highlight the most exciting developments and interesting challenges in AI research globally, ranging across such subjects as the search for new drugs and treatments in health care and medicine, self-driving cars and the synthetic organic chemistry underpinning chemical biology and materials science.

**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

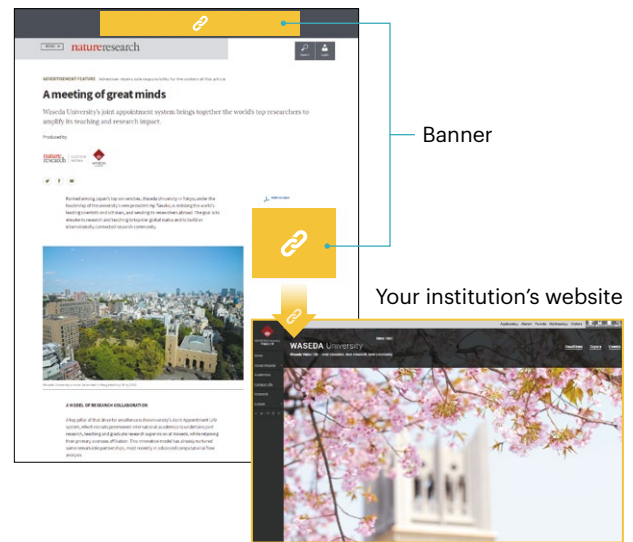
Our Custom Media team can create an original infographic that will be added to your branded content page.



Online

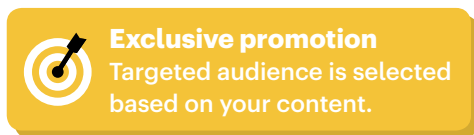
Your content will be hosted on nature.com and designed to replicate the look and feel of *Nature's* news and editorial articles. Optimized for all devices and designed to deliver content in easily digestible formats.

Your branded content page



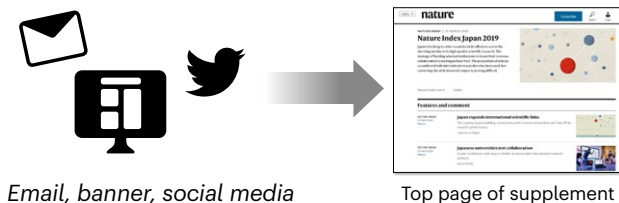
Online promotion

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.



Direct visit

Benefit from supplement marketing campaign

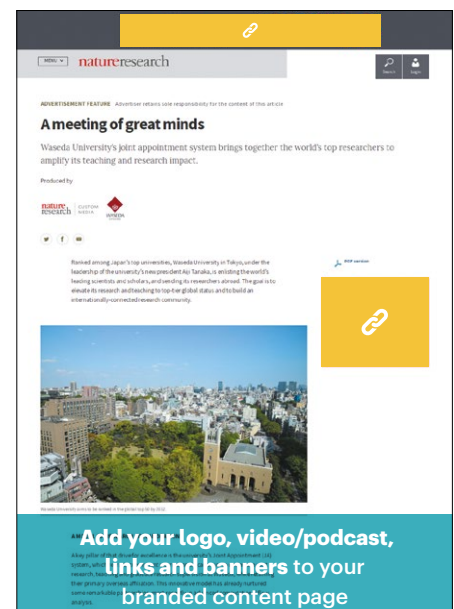


Email, banner, social media

Top page of supplement

Indirect visit

Your branded content page



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



Research Highlights
The highlights are based on papers you've published, and are carefully selected by the editorial team based on impact.

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51,887

Readership*²

401,887

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Monthly unique users*³

10,104,296

Monthly pageviews*³

40,558,293

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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