



## About

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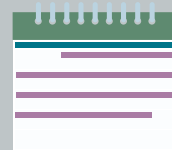
- ▶ Open access
- ▶ Online only
- ▶ Peer reviewed
- ▶ Editorial board
- ▶ Monthly issues



## Editorial calendar

Our annual editorial calendar includes:

**Spotlights: special focus issues on specific topics containing a combination of commissioned and sponsored content**



## Content formats

- ▶ Live webinars: 60 or 30 minutes
- ▶ On demand video roundtables
- ▶ FastFacts videos
- ▶ Podcasts
- ▶ Interviews (podcast and/or written)
- ▶ Articles
- ▶ Infographics
- ▶ Posters

### MAKING THE MOST OF YOUR CONTENT

Wherever possible we produce written outputs from video or audio content, for example an article based on the transcript of a webinar. This extends the reach and longevity of the content, and makes it searchable

Hybrid and completely new formats can be created depending on your needs

Content can also be collected together and published on customised landing pages and in ebooks

## Users

**We have 7,000 registered users**



Our largest sectors are pharma and biotech companies



We have a substantial academic audience, mainly from larger centres that are running clinical trials and/or have pilot facilities



We have a global audience, with most users in North America and Europe, and growing readership in Asia in particular



All seniorities are represented

## Editorial focus

The journal's translational focus covers all major aspects in bioconjugation from bench to bedside, including ADCs, oligonucleotide conjugates, linkers, and payloads, but not limited to:

- ▶ Targeting and delivery
- ▶ Conjugation chemistry
- ▶ Antibody discovery
- ▶ Manufacturing/conjugation processes
- ▶ Analytics
- ▶ Materials and supply chain
- ▶ R&D

## Sponsored content

Sponsored content can be published in a specific spotlight or focus issue if the topic fits, but this is not essential. BioInsights also publishes *Cell & Gene Therapy Insights*, *Vaccine Insights*, and *Nucleic Acid Insights*. Sponsored content can be featured in more than one journal when appropriate

## Articles

**Free access article publication**

- ▶ No subscription wall means **your article reaches the maximum number of readers**
- ▶ We publish a variety of article formats – research papers, editorials, reviews etc.
- ▶ Articles containing previously unpublished data go through full peer review. Others go through Editorial Board review
- ▶ Figures are redrawn in house
- ▶ Publication typically takes 2–3 months from manuscript submission, but can be faster depending on content

### ARTICLE PROMOTION

- ▶ Your article is provided to you for use on your own site
- ▶ We promote your article through a 2-month marketing campaign

**Articles are great for education and demonstrating capabilities. Some articles can work for lead generation.**

## Infographics, posters, custom design-based projects

We have substantial experience in communicating scientific content graphically

Infographics can be static, voiced and/or animated

Each project is a one off, so packages are tailored

Some infographics can work very well for lead generation, all are excellent for education



## Webinars

### AVAILABILITY

We have a strictly limited number of webinars available: our annual schedule fills early in each year

### WEBINAR FORMAT

Webinars can be in a variety of formats, from presentation to KOL panel, and can be either 30 or 60 minutes. Presentations can be pre-recorded if the speaker prefers, followed by a live Q&A

### WE SUPPORT YOU

We are happy to advise on topics, scope and to suggest and invite industry and academic panellists as needed

We look after all technical aspects and speaker liaison

### WEBINAR PROMOTION

- ▶ We run a 6-week promotional campaign, including dedicated eblasts, newsletter insertions, social media and homepage promotions
- ▶ The on demand webinar is provided to you for use on your own website

### LEAD GENERATION

You can customise the registration form, and we share the full registration list (including email addresses) with you

On demand leads are provided for 3 months

**Webinars provide the best solution for lead generation**

**Webinars also perform well for demonstrating capabilities and expertise, and for educating the sector**

## Podcasts & interviews



### PODCASTS

Podcasts can be created in a variety of formats and in series, and are published on our BioInsights podcast page

### INTERVIEWS

Interviews can be video, podcast, and/or written

### FULL SUPPORT

We create questions (subject to approval) and write up the interview, making an Interview a very low resource requirement for you

### PROMOTION

- ▶ The Podcast or Interview is provided to you for use on your own site
- ▶ We run a 2-month marketing campaign

**Podcasts are great for building awareness and demonstrating expertise. Some podcasts can be lead generating**

## FastFacts videos

10-15 minute edited presentation, accompanied by a poster summarizing the key learning points

We design the poster, you are welcome to specify the data that's included

Perfect for repurposing existing technical content – app notes, case studies, validation data, client data, scientific posters and product demonstrations, for example

We can record the presentation or your speaker can pre-record and we edit

### PROMOTION

MP4 and pdf of poster provided to you for use on your own site  
2 month marketing campaign

**Works very well for lead generation, and also for education**

## On demand video roundtables

**30-minute edited, on demand panel discussion, accompanied by full article based on the transcript**

We invite and coordinate the panel. You are welcome to invite clients, partners etc. as well

### PROMOTION

- ▶ MP4 and pdf of article provided to you for use on your own site
- ▶ 2 month marketing campaign

**Can work well for lead gen, excellent for demonstrating expertise and thought-leadership**



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