



About

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



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 15,000 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 covers all the major RNA and DNA technologies, including but not limited to:

- ▶ Messenger RNA
- ▶ Plasmid DNA
- ▶ Antisense oligonucleotides
- ▶ Phosphorodiamidate morpholino oligonucleotides
- ▶ RNA interference, including small interfering RNA
- ▶ Aptamers
- ▶ Micro RNA
- ▶ Guide RNA

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 *Bioconjugation Insights*. Sponsored content can be featured in more than one journal when appropriate

Editorial calendar

Our annual editorial calendar includes:

Content pillars

mRNA, Formulation and delivery, Oligonucleotides, and DNA



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- ▶ Articles containing previously unpublished data go through full peer review.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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