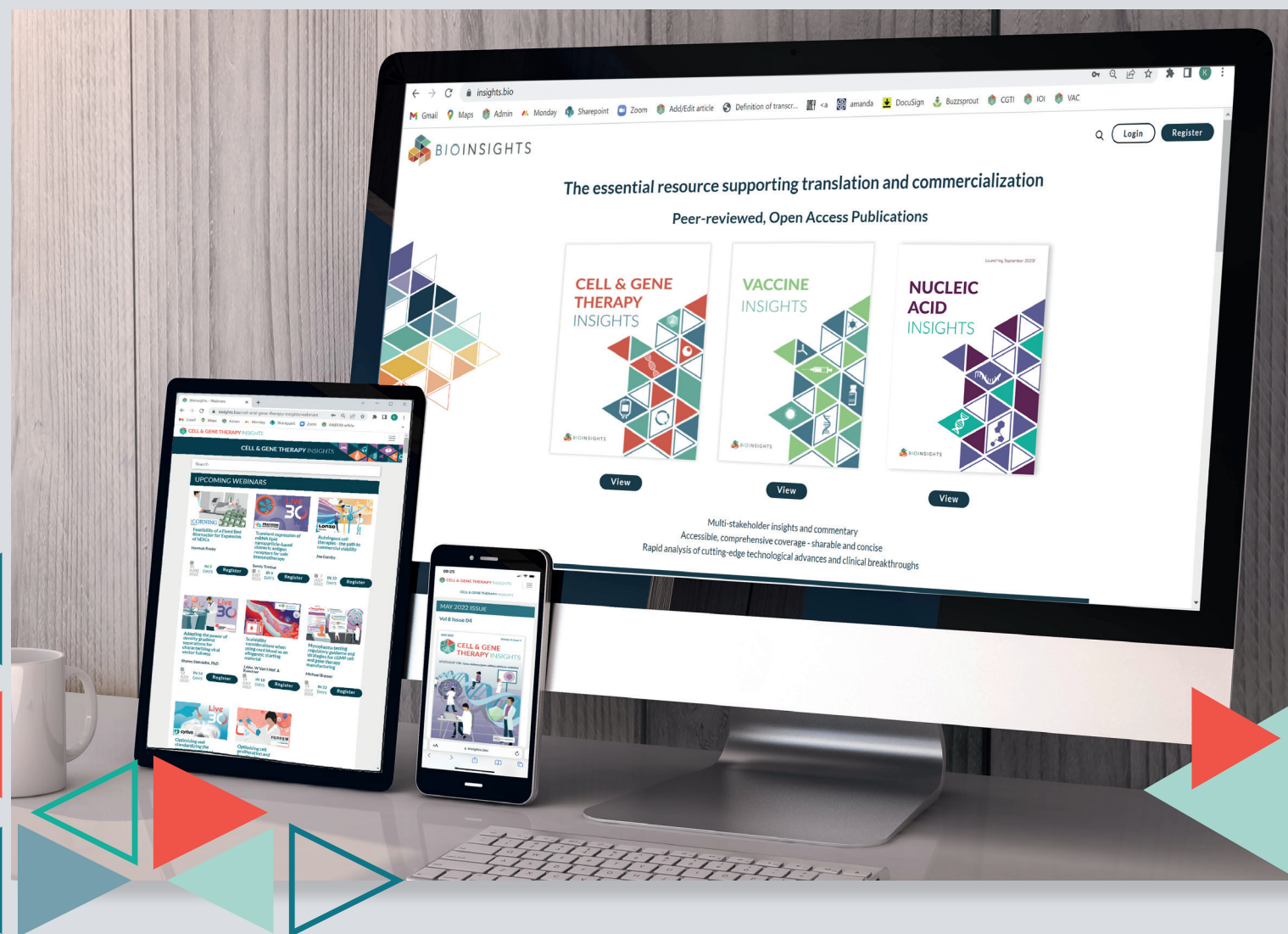


# MEDIAKIT 2025



# INDEX

*Cell & Gene Therapy  
Insights—your content  
marketing partner for  
life sciences*

ABOUT	3	ARTICLES	18
WHAT CAN WE DO FOR YOU?	5	INTERVIEWS AND PODCASTS	19
USER DEMOGRAPHICS	7	VIDEO PRESENTATIONS	21
CALENDAR	11	INFOGRAPHICS	22
WHO WE WORK WITH	13	SCIENTIFIC ILLUSTRATIONS	23
OPPORTUNITIES	14	EBLASTS	24
WEBINARS	14	PREMIUM SERVICES	25
EXPERT ROUNDTABLES	17	OUR OTHER PUBLICATIONS	26

# ABOUT

*Cell & Gene Therapy Insights*—an online, peer-reviewed, open access journal with a translational focus

*Cell & Gene Therapy Insights* is an online, peer-reviewed, open access journal with a translational focus. Key scientific, regulatory, business, and manufacturing challenges and advances are addressed through publication of original research, reviews, commentary articles, clinical trial reports, and much more.

All content is available free of charge, and the written material is complemented by engaging formats such as webinars, infographics, animations, video, and podcasts.



*Cell & Gene Therapy  
Insights* provides a unique  
online content marketing  
and lead-generation  
opportunity

Is it important for your company to demonstrate its capabilities to scientists and/or business leaders making key technology platform decisions at an early stage in a product's development?

Do you need to generate qualified leads from companies involved in viral vector manufacture?

Are you looking to provide educational materials to individuals focused on analytical, process, or clinical development?

*Cell & Gene Therapy Insights* provides a unique online content marketing and lead-generation opportunity for:

- ▶ active engagement of key stakeholders from across the global community all year round;
- ▶ the chance to target organizations at varying stages of the R&D pipeline—universities, spin-outs, biotechs, pharma, hospitals, investors, and analysts;
- ▶ an alternative to the ever-more expensive conference market; and
- ▶ a means by which you can access the people making the key new discoveries, those individuals driving the delivery of safe and effective therapies to patients, and those manufacturing the cell and gene therapies of the future.

# WHAT CAN WE DO FOR YOU?

We don't sell off-the-shelf solutions: all the packages we provide are tailored to your precise marketing, educational and business development objectives

## We can:

- ▶ provide support in the development of your content marketing strategy and tactics for this sector, partnering with you in the development of your annual marketing plans;
- ▶ work closely with you to create quality written, video, and audio content of high value to your target audience;
- ▶ offer you opportunities to re-purpose scientific and educational content you have already developed and make it available to a global audience;
- ▶ raise your company's profile, demonstrate your capabilities, and enhance your reputation as a thought-leader in the sector;
- ▶ play a key role in your lead-generation activities;
- ▶ ensure your leading scientists are seen as subject matter experts throughout your target market; and
- ▶ create written content from video or audio, ideal for increasing the reach, longevity, and searchability of your data and other technical information.

We can partner with you to develop high-quality content to demonstrate your thought leadership

- ▶ Your own special focus issue or ebook on the topic of your choice
- ▶ Client case studies, interviews, and co-presentations
- ▶ Peer reviewed articles, as well as editorials and commentaries
- ▶ Video presentations and roundtables
- ▶ Podcasts
- ▶ Infographics and animations
- ▶ Webinars, both live and on demand



# USER DEMOGRAPHICS

We currently have  
41,000 registered users

## Data by sector

- ▶ Prolific academic institutions and research hospitals, in particular those that generate spin-outs based on cell and gene therapy candidates and technologies
- ▶ Investors and analysts
- ▶ Biotech companies, including those at a relatively early stage of development. Our research shows that these earlier stage companies attend fewer industry conferences

than those at a later stage, so *Cell & Gene Therapy Insights* offers an unparalleled opportunity to target this particular audience

- ▶ Solution and service providers
- ▶ Pharmaceutical companies and large biotechs with a major or growing focus on cell and gene therapies
- ▶ Government-funded organizations (such as NIH) and NGOs



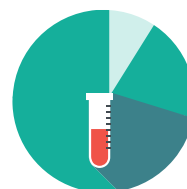
**33%**

BIOTECH



**24%**

ACADEMIC/  
HOSPITAL



**15%**

PHARMA/  
LARGE BIOTECH



**24%**

SOLUTION/  
SERVICE PROVIDER,  
including CDMOs



**1%**

INVESTOR/  
ANALYST

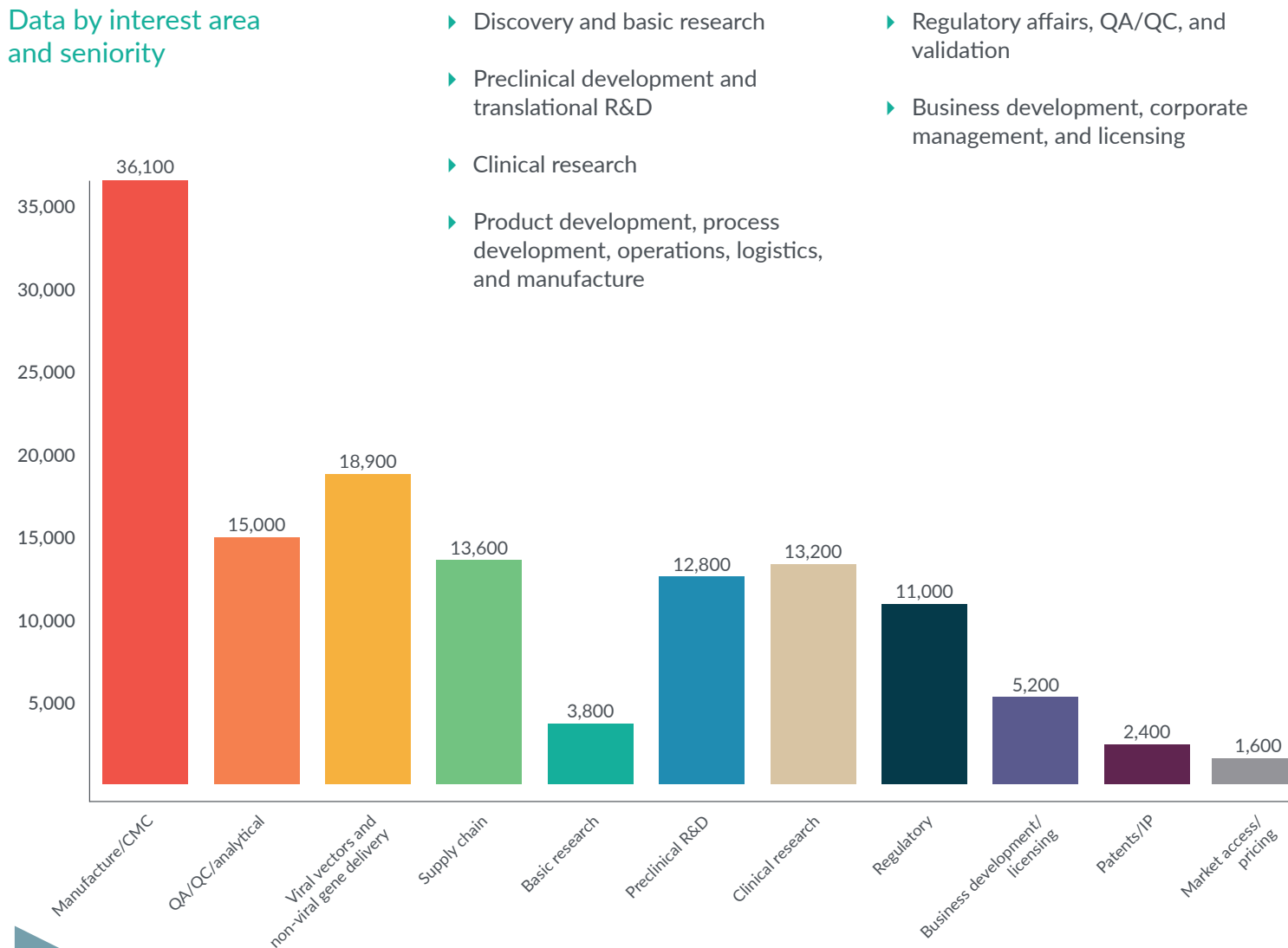


**3%**

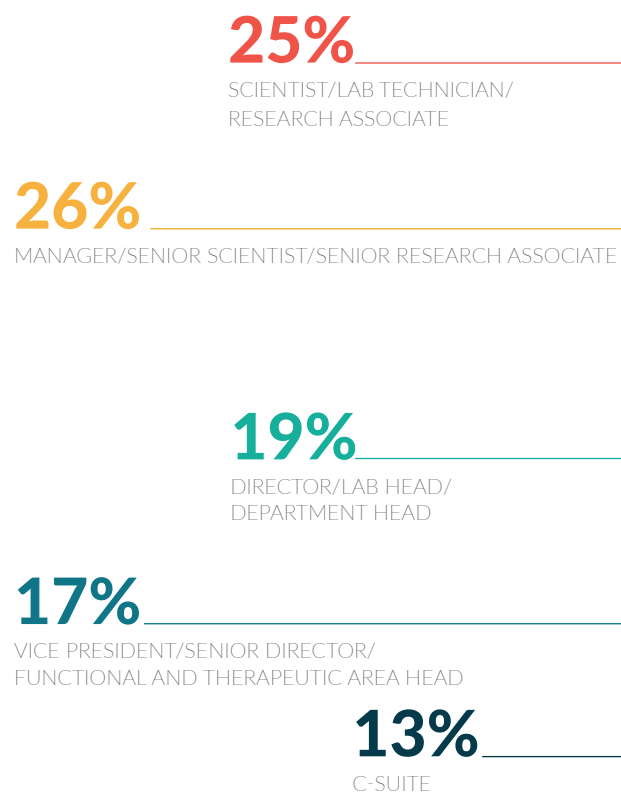
GOVERNMENT/  
NGO

*Cell & Gene Therapy Insights* has a translational focus, featuring content of value to individuals along the R&D pipeline

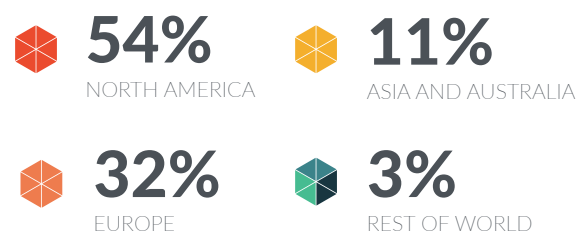
### Data by interest area and seniority



Data by interest area  
and seniority (continued)



## Data by location



# EDITORIAL CALENDAR

You are able to sponsor any of the Spotlights and/or select an issue for the content we develop together

We also feature a number of topic-specific channels on our website:

vectors; manufacturing; supply chain; analytical; regulatory; translational R&D; and clinical research



## SPOTLIGHTS

Each monthly Spotlight focuses BioInsights members' attention on a particular topic or technology area. We leverage an array of formats to provide a comprehensive update on the key trends, challenges and breakthroughs in a given field: independently peer reviewed Expert Insights, Opinion pieces, Interviews, Webinars, Podcasts, FastFacts videos, and more...



## CHANNEL EDITIONS

Channels allow us to zoom right in on specific aspects that are of special interest to BioInsights members, including vector manufacture (viral and non-viral), analytics, translational R&D, and supply chain.



## REPORTS

Our reports provide up-to-the-minute news and opinion on the stories and breakthroughs of the day from right across the cell and gene therapy field. Covering everything from R&D innovation to regulatory affairs, and from business/commercial strategy to clinical trends.










## PODCAST SERIES

We select a key issue or challenge, then invite a range of stakeholders to proffer their opinions and share related learnings via the ever-popular, easy-to-consume podcast format.

# CELL & GENE THERAPY INSIGHTS

## EDITORIAL CALENDAR 2025

	<b>FEBRUARY</b> Expanding cellular immunotherapy Manufacturing scale-up Manufacturing, Supply Chain Cell and gene therapy update	<b>MARCH</b> Induced pluripotent stem cells (iPSCs) Raw/starting materials Analytics Manufacturing, Vector, Analytics Cell and gene therapy update	<b>APRIL</b> Gene therapy analytics and CMC Translational R&D Manufacturing Cell and gene therapy update	<b>MAY</b> Cell therapy manufacturing Upstream processing Manufacturing, Supply Chain Cell and gene therapy update	<b>JUNE</b> Non-viral delivery: manufacturing and analytics Cryopreservation Manufacturing, Vector, Analytics Cell and gene therapy update
<b>JULY</b> Distributed advanced therapy manufacturing and delivery Analytics Translational R&D Manufacturing, Supply Chain, Analytics Cell and gene therapy update	<b>AUGUST</b> The gene editing revolution: a review Downstream processing Manufacturing, Supply Chain Cell and gene therapy update	<b>SEPTEMBER</b> Scale-up/-out of cell and gene therapy manufacturing Analytics Translational R&D Manufacturing, Vector, Analytics Cell and gene therapy update	<b>OCTOBER</b> Viral vector manufacturing and platform evolution <b>SPECIAL EDITION</b> Vein-to-vein supply journey Manufacturing Cell and gene therapy update	<b>NOVEMBER</b> Cell therapy analytics and CMC Characterization and validation Translational R&D Manufacturing, Supply Chain Cell and gene therapy update	<b>DECEMBER</b> Non-viral delivery: research, design, and engineering Supply chain AI and digitization Analytics Manufacturing, Vector, Analytics Cell and gene therapy update
<b>SPOTLIGHTS</b>  Offering an in-depth exploration of the fundamental themes shaping the cell and gene therapy landscape in 2025, detailing the latest research breakthroughs, technological advancements, and emerging trends.	<b>CHANNEL EDITIONS</b> <div>  Vector            Analytics         </div> <div>  Supply Chain            Translational R&amp;D         </div>		<b>CHANNEL NEWSLETTERS</b> Delivering regular direct-to-inbox, personalized updates on topics spanning analytics, supply chain, manufacturing, and vectors in a digestible format. 		<b>CELL AND GENE THERAPY UPDATES</b> Providing up-to-the-minute news and commentary on the stories and breakthroughs of the day from across the cell and gene therapy field, with insights across regulatory navigation, business updates, clinical trends, and cutting-edge innovation.

# WHO WE WORK WITH

908 Devices  
AGC Biologics  
Aldevron  
Alfa Wassermann  
Alphalyse  
American Society of  
Gene and Cell Therapy

AmerisourceBergen  
Ascend Gene & Cell Therapies  
Aseptic Technologies SA  
Batavia Biosciences  
Be The Match BioTherapies  
Beckman Coulter  
Berkeley Lights  
BIA Separations  
BioIVT  
BioLife Solutions  
bioMerieux  
BioQuell  
Bio-Rad  
Bio-Techne  
c-LEcta GmbH  
CARR Biosystems

Catalent  
CellGenix GmbH  
Cellular Highways  
Center for Breakthrough Medicines  
Cevec Pharmaceuticals  
Charles River Laboratories  
Charter Medical  
Corning Life Sciences  
CPC  
Cryoport  
Curate Biosciences  
Curiox Biosystems  
Cytiva  
Elegen  
ElevateBio  
Entegris  
Eppendorf  
Eureka Biotechnology  
Eurofins Panlabs  
Eurofins VRL  
Fresenius Kabi  
FUJIFILM Irvine Scientific  
Gator Bio  
Gyros Protein Technologies  
Horizon Discovery  
Invetech  
Isolere Bio

Lonza  
Malvern Panalytical  
Maxcyte  
Microfluidx  
MilliporeSigma  
Miltenyi Biotec  
Mirus Bio  
Mogrify Ltd  
Ncardia  
Nexcelom Biosciences  
Novo Nordisk Pharmatech  
OmniaBio  
Oxford BioMedica  
Oxford Nanopore  
OXGENE  
PackGene  
Pall Biotech  
Perkin Elmer  
Phenomenex  
Polyplus-transfection  
Precision Nanosystems  
Protagene  
Qiagen  
Quick Pharma Logistics  
PPD  
Reading Scientific  
Services

Refeyn  
Repligen  
Roche Custom Biotech  
RoosterBio  
RoslinCT  
Sartorius  
SCIEX  
Sexton Biotechnologies  
Single Use Support  
Slingshot Biosciences  
Sony Biotechnology  
STEMCELL Technologies  
Terumo BCT  
Thermo Fisher Scientific  
Tosoh Bioscience  
TouchLight  
Unchained Labs  
Univercells  
Vineti, Inc  
Viralgen  
Virica Biotech  
Vironova AB  
VivaBioCell SpA  
VIVEbiotech  
WuXi Advanced Therapies  
YposKesi

# OPPORTUNITIES

Any of our options can be tailored to match your current marketing and business development priorities

We offer a broad range of options to help you reach your target audience, any of which can be tailored to match your current marketing and business development priorities. These include interviews, expert roundtables, podcasts, webinars, articles, video presentations, infographics, e-blasts and more.

## WEBINARS

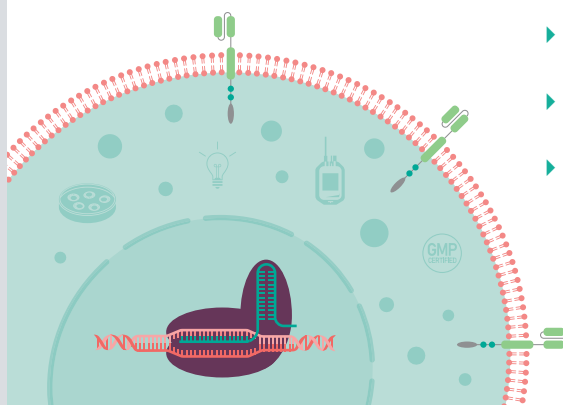
Webinars can stand alone or can be included in a Spotlight, depending on the topic and timing fit

Our 2025 webinar schedule is filling up fast

Contact [jamie.cox@insights.bio](mailto:jamie.cox@insights.bio) to discuss options and availability

Presenting a webinar with *Cell & Gene Therapy Insights* gives you an efficient and cost-effective way to:

- ▶ generate qualified leads from amongst the global cell and gene therapy community;
- ▶ demonstrate your company's expertise and capabilities;
- ▶ stimulate discussion around a topic of significant importance to your customers;
- ▶ educate individuals on crucial regulatory, scientific or technical issues; and
- ▶ make a noise around a new product or service offering launch.



Presenting a webinar with us is an efficient and cost-effective way to generate qualified leads

#### Our webinar packages include:

- ▶ as much support as you need in terms of topic selection and agenda development, format selection, and speaker panel identification and invitation;
- ▶ full hosting and technical support, including planning calls with panelists and rehearsals as needed;
- ▶ a comprehensive promotional plan, including multiple email shots to our database, website and newsletter marketing, and social media;
- ▶ a moderator from our editorial team to ensure the webinar runs smoothly on the day;
- ▶ registration and attendee lists for the webinar;
- ▶ a report on the questions submitted during the live webinar so you can follow up directly with individuals afterwards and continue the discussion;
- ▶ hosting of the webinar recording on an indefinite basis with ongoing lead generation;
- ▶ webinar recording provided to you for hosting on your own site; and
- ▶ the option for us to publish an article based on the transcript of the webinar, repurposing your presentation into written format and making it search engine friendly.

We don't sell off-the-shelf solutions. All the packages we provide are tailored to your precise marketing, educational and business development objectives.

You can view all of our on-demand webinars [here](#)

Here are some examples of previous webinars for our clients:



**Format**

Panel-style webinar with accompanying transcript-based article

**Client**

Thermo Fisher Scientific

[VIEW THE WEBINAR HERE](#)

[READ THE ARTICLE HERE](#)



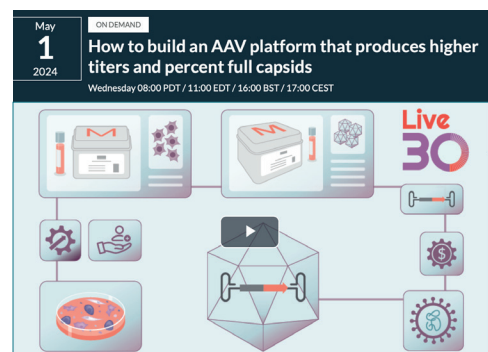
**Format**

Presentation-style webinar with Q&A

**Client**

Charles River

[VIEW THE WEBINAR HERE](#)



**Format**

Live30 webinar: a 30 minute webinar focused on new technologies and their applications

**Client**

Mirus Bio

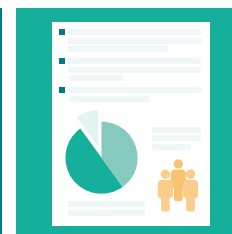
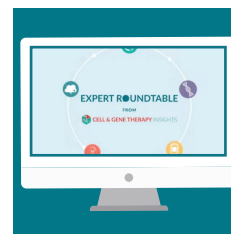
[VIEW THE WEBINAR HERE](#)

# EXPERT ROUNDTABLES

Here are some examples of expert video roundtables for our clients:

On-demand video expert roundtables provide powerful tools for you to generate qualified leads and/or position your thought leader(s) at the heart of the debate around a topic of key importance to your company.

Our editorial team works closely with you to identify over-arching topics and discussion points, and to convene a panel of KOLs. We then liaise with the panel to define the final list of questions for discussion, record the video, and edit the roundtable itself, and then produce a full article based on the transcript.

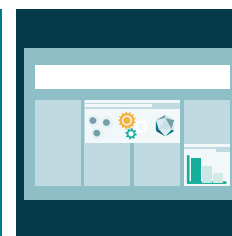


**Format**

Video (l.) and article (r.)

**Client**

Corning



**Format**

Video plus article (l.) and poster (r.)

**Client**

Corning



# ARTICLES

Here are some examples of articles for our clients:



## Format

A full independently peer reviewed, data-based article

## Author

Alaina C Schlinker, Manager, Cell Therapy Application Support, Fresenius Kabi, USA

[READ THE ARTICLE HERE](#)



## Format

An independently peer reviewed commentary-style article

## Author

Bernd Leistler, Vice President Production, Sartorius CellGenix GmbH

[READ THE ARTICLE HERE](#)

# INTERVIEWS AND PODCASTS

Here are some examples of interviews for our clients:

Interviews are a great way to raise awareness within the cell and gene therapy community, with minimal resource requirements from your team.

We can interview up to three of your scientists, executives, partners or clients, with the resulting video, podcast and/or written version included in an issue of the online journal.

## Format

Video and written

## Client

Merck

## Format

Podcast and written

## Client

Merck/Millipore Sigma

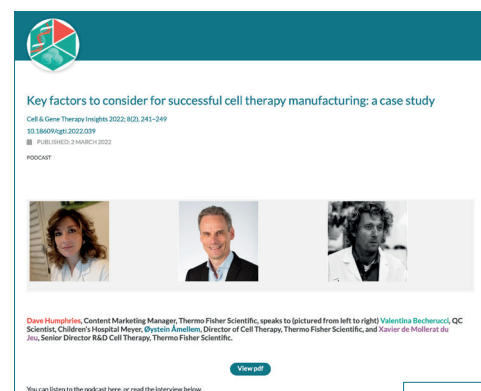


WATCH THE VIDEO AND  
READ THE ARTICLE HERE

HEAR THE PODCAST AND  
READ THE ARTICLE HERE

Podcasts in a variety of formats and lengths can also be produced, either in series or as one-offs

Here is an example:



**Key factors to consider for successful cell therapy manufacturing: a case study**  
Cell & Gene Therapy Insights 2022; 8(2): 241-249  
PUBLISHED: 2 MARCH 2022  
PODCAST

Listen to the full podcast here, or read the interview below.

**CELL & GENE THERAPY INSIGHTS**  
PODCAST INTERVIEW

**Key factors to consider for successful cell therapy manufacturing: a case study**

Listen to the full podcast here, or read the interview below.

**CELL & GENE THERAPY INSIGHTS**

**Q:** The MycoSEQ product is an interesting example because it has been around for a while and is used in many processes. As a serial podcaster, it's interesting to look at and see how it has evolved. What are the key factors to consider for successful cell therapy manufacturing?

**VB:** The most important factor for the future of cell therapy manufacturing is the ability to scale up production. This is a challenge because of the complexity of the manufacturing process and the need for high-quality materials. The key factors to consider are the ability to scale up production, the need for high-quality materials, and the need for a strong regulatory framework.

**Q:** What are the challenges you have identified and what are we working on at Thermo Fisher Scientific?

**VB:** The challenges we have identified are the need for high-quality materials, the need for a strong regulatory framework, and the need for a strong manufacturing process. We are working on these challenges by developing new materials, improving our regulatory framework, and optimizing our manufacturing process.

**Format**  
Serial podcast and written interview

**Client**  
Thermo Fisher Scientific

**HEAR THE PODCASTS AND READ THE ARTICLE HERE**

Listen to the full podcast:

**Podcasts Publishing**  
Key factors to consider for successful cell therapy manufacturing: a case study  
Listen to the full podcast here, or read the interview below.

Listen to each individual question and answer:

**Podcasts Publishing**  
Can you tell us a little bit more about what you do at the Meyer Children's Hospital?  
Listen to the full podcast here, or read the interview below.

**Podcasts Publishing**  
What are the QC or analytical tests in your process to ensure the safety and quality of p...  
Listen to the full podcast here, or read the interview below.

**Podcasts Publishing**  
What are the challenges you have identified and what are we working on at Thermo Fis...  
Listen to the full podcast here, or read the interview below.

**Podcasts Publishing**  
Can you detail your experience with Iaria Scarfone implementing the MycoSEQ analyti...  
Listen to the full podcast here, or read the interview below.

**Podcasts Publishing**  
Can you detail your experience with Iaria Scarfone implementing the MycoSEQ analyti...  
Listen to the full podcast here, or read the interview below.

**Podcasts Publishing**  
Are there any other features that you think will be critical in the future?  
Listen to the full podcast here, or read the interview below.

**Podcasts Publishing**  
Are there any other thoughts that we haven't touched upon?  
Listen to the full podcast here, or read the interview below.

# VIDEO PRESENTATIONS

Our FastFacts work well for educational and lead generation purposes

Here are some examples of Fast Facts videos for our clients:

Our FastFacts videos are 10–15 minute edited presentations, accompanied by a poster summarising the key learning points. They are designed for the presentation of app notes, validation data, case studies, scientific posters, or product demonstrations.

**FASTFACTS**

**TESSA technology: a new paradigm in AAV manufacturing**

Cell & Gene Therapy Insights 2020; 430, 1225  
10.1002/cgt.12020.1225  
PUBLISHED 1 OCTOBER 2020

**FASTFACTS**

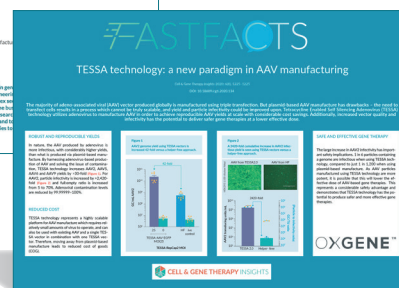
**Ryan Cawood**

Watch the video or read the poster to learn:

- Benefits and drawbacks of current AAV viral vector production methods
- How TESSA technology Enabled Self-Sustaining Adenovirus (TESSA) allows efficient, scalable AAV manufacture
- Results from studies comparing TESSA with conventional methods

**About the speaker**  
Ryan Cawood, Senior Scientist (Genetics) at Oxgene, after working at first class design in genetics, he joined the company to simplify and standardise the process of DNA engineering called 'CRISPR-Cas9' and to develop a new paradigm in AAV manufacturing. For the first time, he successfully engineered Ryan and his background in genetic engineering and strategy to gain and grow the business. He has been instrumental in the development of the 'TESSA' platform through his team's many challenges in the development of new findings. This platform is a robust and scalable solution for the development of new findings through design, discovery, development and manufacture of a novel biology.

Client  
**OXGENE**



**FASTFACTS**

**GMP compliant residual PEIpro® test: one step closer to commercialization**

Cell & Gene Therapy Insights 2020; 430, 1445  
10.1002/cgt.12020.1445  
PUBLISHED 1 NOVEMBER 2020

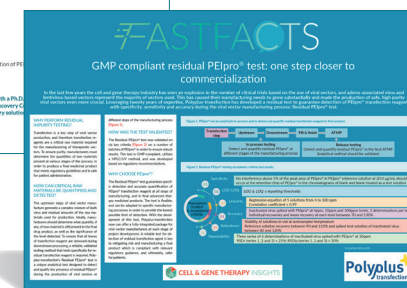
**FASTFACTS**

Watch the video or read the poster to learn:

- Why perform residual PEIpro testing?
- How are critical new materials identified and detected?
- How does the Residual PEIpro test guarantee specific detection and accurate quantification of PEIpro?

**About the speaker**  
Maha Reddy is a Senior Scientist in Chemistry at Polyplus-transfection. With a PhD in Chemistry from the University of Birmingham and a postdoctoral experience at Harvard University, she is currently working on the development of innovative large-scale delivery vehicles.

Client  
**Polyplus-transfection**



**FASTFACTS**

**Simplifying AAV protein analytics with Maurice**

Cell & Gene Therapy Insights 2021; 710, 207  
10.1002/cgt.12021.0207  
PUBLISHED 20 APRIL 2021

**FASTFACTS**

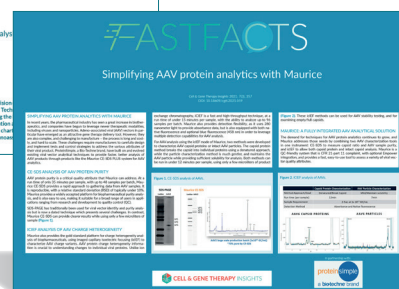
**Chris Heeger PhD**

Watch the video or read the poster to learn how to achieve faster, better analysis of Maurice CE-SDS PLUS system, including:

- CE-SDS analysis of AAV protein purity
- IEF analysis of AAV charge heterogeneity

**About the speaker**  
Dr Chris Heeger, Director of Application Science for the Analytical Solutions Division, has been instrumental in the development of the Maurice CE-SDS PLUS system. He has a PhD in Chemistry from the University of Cambridge and has worked in the pharmaceutical industry for over 20 years. He is currently working on the development of innovative large-scale delivery vehicles.

Client  
**Protein Simple**



**FASTFACTS**

**Identify and select optimal T cell phenotypes**

Cell & Gene Therapy Insights 2021; 710, 81  
10.1002/cgt.12021.0081  
PUBLISHED 22 FEBRUARY 2021

**FASTFACTS**

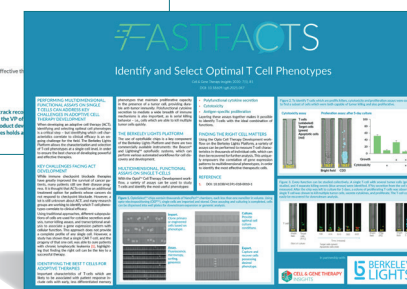
**James Lougans**

Watch the video or read the poster to learn:

- What are the key challenges facing adoptive cell therapy development?
- How can we identify the best T cells for adoptive therapy?
- How can multidimensional, functional assays on single T cells help develop powerful and effective therapies?

**About the speaker**  
James Lougans is an accomplished science executive with a distinguished track record in the pharmaceutical industry. He is currently working on the development of innovative large-scale delivery vehicles.

Client  
**Berkeley Lights**



# INFOGRAPHICS

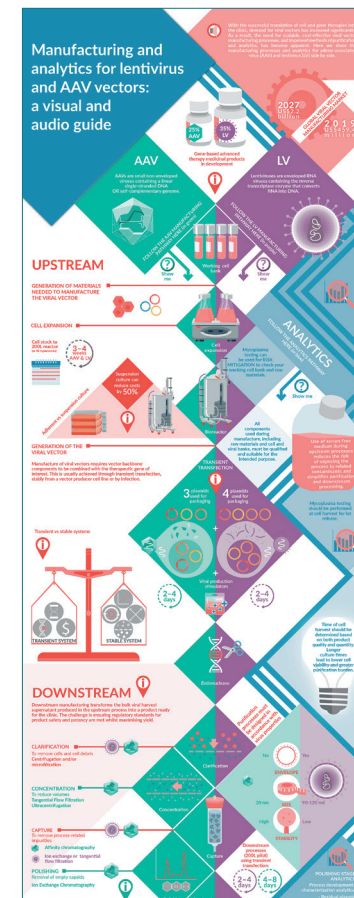
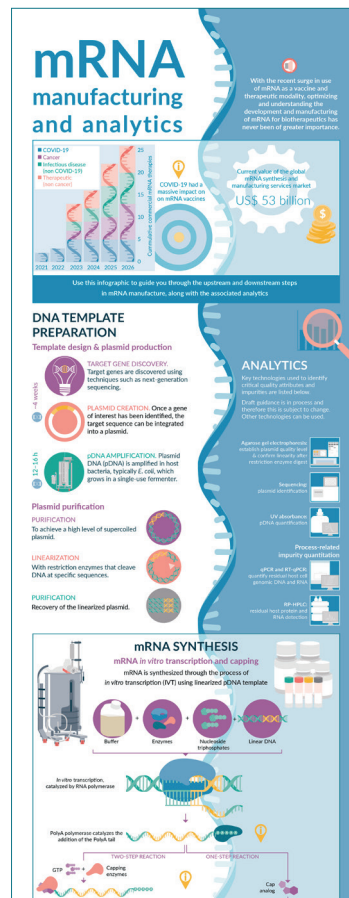
Here are some examples of infographics that we have produced for our clients:

Our team are experts in communicating complex scientific information via visual formats, including infographics (static, voiced, and animated), PPT presentations and illustrations.

They work closely with your team to define contents and style, and the resulting content can be published in *Cell & Gene Therapy Insights* or simply provided to you for your own use.

**Format**  
Interactive, voiced infographic

**Client**  
Thermo Fisher Scientific

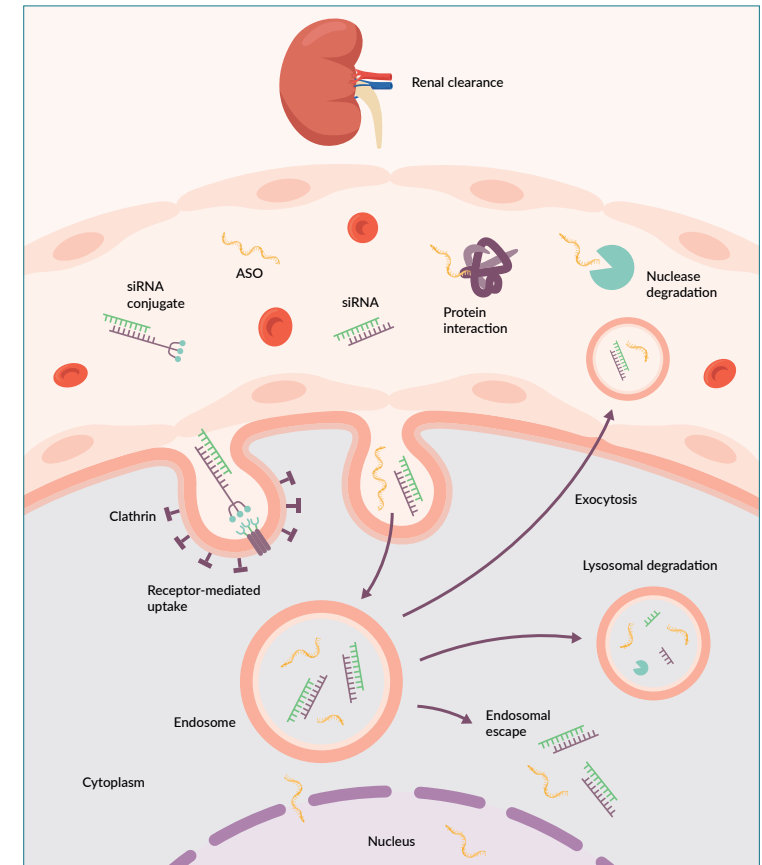
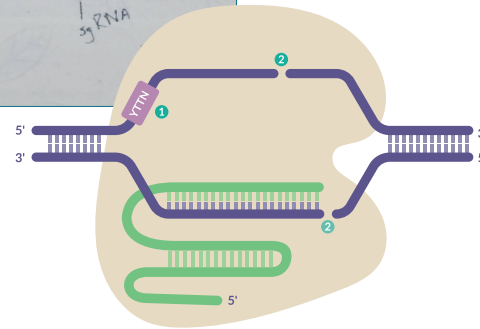
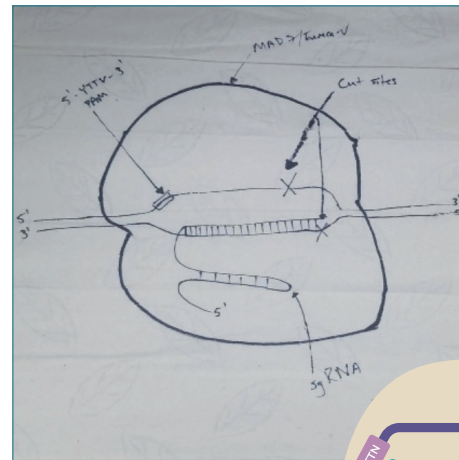


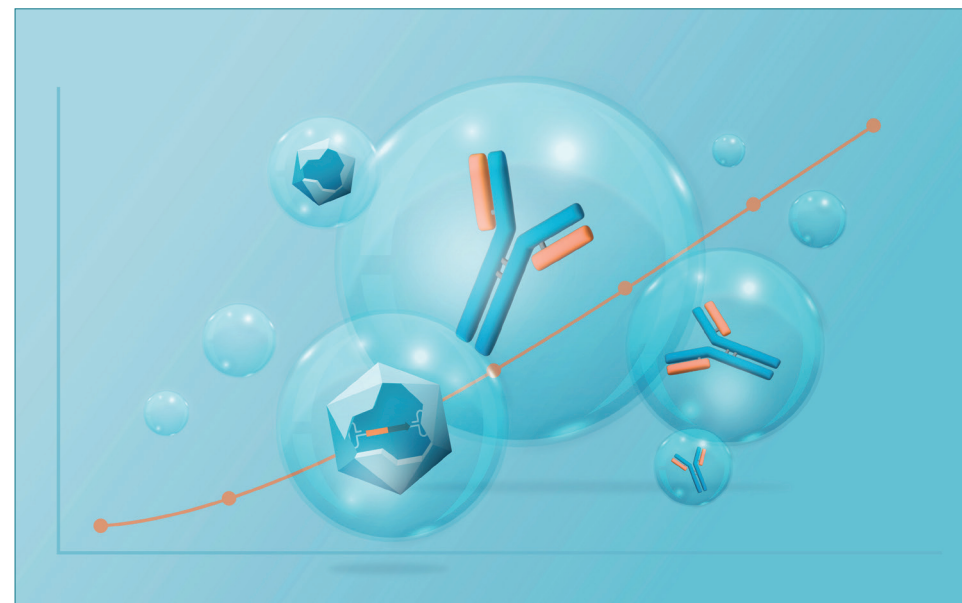
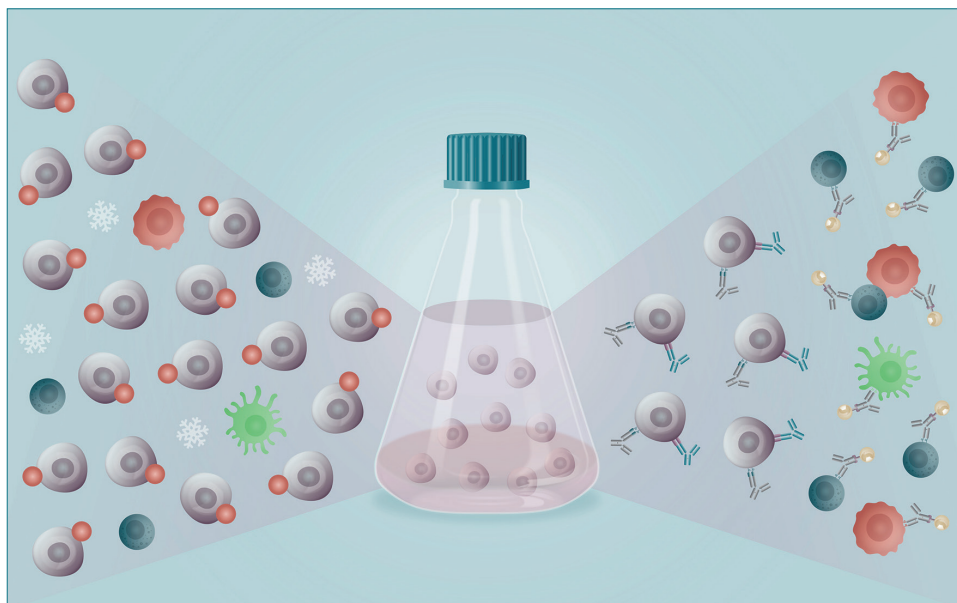
**Format**  
Interactive, voiced infographic

**Client**  
Thermo Fisher Scientific

# SCIENTIFIC ILLUSTRATIONS

We work from your sketch or concept to create schematics or illustrations of your products or services





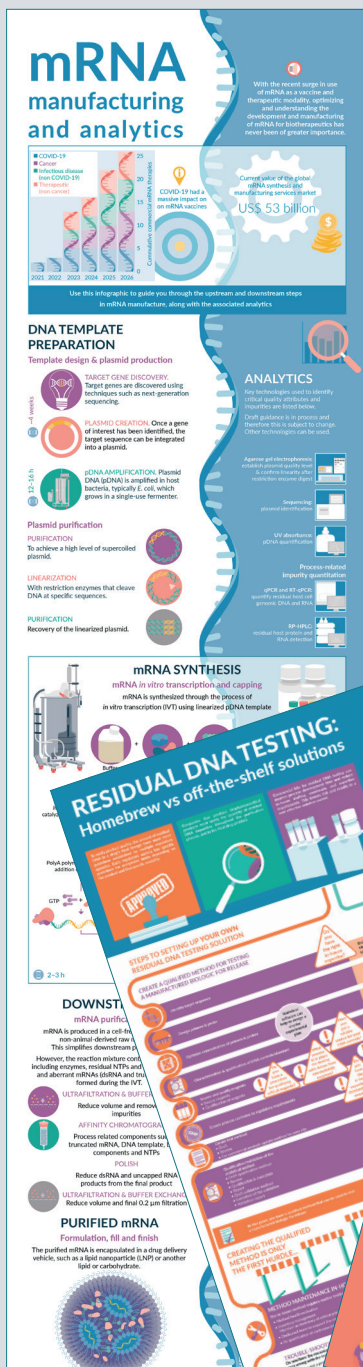
## e-BLASTS

Our 2025 schedule is open  
for bookings

Contact [jamie.cox@insights.bio](mailto:jamie.cox@insights.bio) to  
discuss options and availability

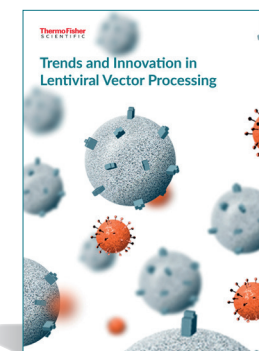
We offer a strictly limited number of third-party e-blasts to our  
registered users.

# PREMIUM SERVICES



We offer a number of premium options, both for content creation and for market research. These include:

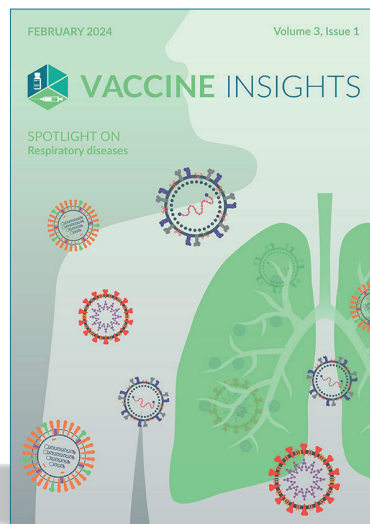
- ▶ bringing together KOL panels to discuss the topics of your choice, publishing the output as an ebook, video, and written roundtable, or other suitable content format;
- ▶ designing infographics, which can be animated and/or voiced, ideal for communicating complex technical or scientific information in an easily digestible format;
- ▶ inviting industry or academic subject matter experts to join your live webinars to add their opinions to the discussion;
- ▶ building and deploying surveys amongst our users, providing detailed reports on the responses; and
- ▶ bringing together focus groups to discuss your products/services, or topics of interest to you.



# OUR OTHER PUBLICATIONS

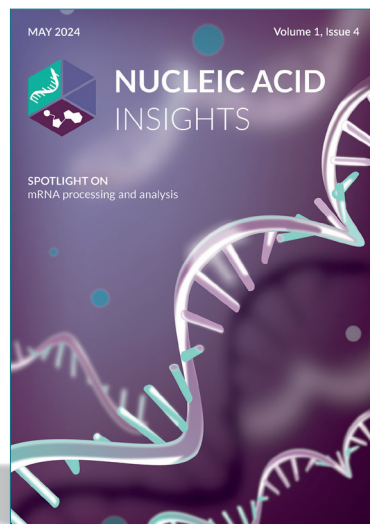
In addition to *Cell & Gene Therapy Insights*, BioInsights also publishes *Vaccine Insights* and *Nucleic Acid Insights*

If you would like to distribute content to more than one of the cell and gene therapy, nucleic acid, and vaccine communities, we can promote it across multiple journals and market it to more than one set of users



## VACCINE INSIGHTS

Launched in 2022, *Vaccine Insights* is a peer-reviewed, open-access journal providing insights into development and manufacture of prophylactic and therapeutic vaccines. The journal brings together leading experts from pharma, biotech, academia and other key stakeholders to address critical issues and put the latest developments into context. Guided by an expert advisory board, the journal covers the most important advances in vaccine development and manufacture across all disease areas.



## NUCLEIC ACID INSIGHTS

The latest addition to our publication portfolio, *Nucleic Acid Insights* provides online, peer-reviewed, open access content with a translational focus.

*Nucleic Acid Insights* is specifically designed to provide the need-to-know information required to successfully navigate this rapidly evolving space, covering all the major RNA and DNA technologies and modalities, including but not limited to: messenger RNA (mRNA); plasmid DNA; antisense oligonucleotides (ASO); phosphorodiamidate morpholino oligonucleotides (PMO); RNA interference (RNAi); small interfering RNA (siRNA); aptamers; micro RNA (miRNA); and guide RNA (gRNA).