IMMUNO-ONCOLOGY INSIGHTS

Your content marketing partner for life sciences

MEDIA KIT 2024

INDEX

Your content marketing partner for life sciences

An online only, peer reviewed, open access journal covering the entire cancer immunotherapy space from pre-clinical to clinical development

ABOUT

Immuno-Oncology Insights

Immuno-Oncology Insights is an online only, independent, peer-reviewed open access journal covering the entire cancer immunotherapy space from preclinical to clinical development. Critical topics include tools and technologies, biomarkers, the TME, combination therapy, platform development trends, and safety. Challenges and advances are addressed through publication of original research, reviews, commentary articles, clinical trial reports, and so 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.

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 the development of cancer immunotherapies?

Are you looking to **provide educational materials** to individuals focused on analysis, tools, technologies, preclinical and clinical development?

Immuno-Oncology Insights provides a unique online content marketing and lead-generation opportunity:

- **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**: Large pharma-mid sized pharma, biotech, spin-outs, research and academic institutions, hospital, investors, and analysts
- An **alternative to the ever-more expensive conference market**
- A means by which you can access those individuals driving the ongoing translation of safe, effective immuno-oncology therapeutics on a global basis

Immuno-Oncology Insights provides a unique online content marketing and lead-generation opportunity

WHAT CAN WE DO FOR YOU?

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
- **Create written content from video or audio**, ideal for increasing the reach, longevity and searchability of your data and other technical information

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

Contact Jamie Cox at **jamie.cox@insights.bio** to discuss thought leadership and lead-generation opportunities

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

Data by sector

- Immunotherapy approaches have transformed cancer treatment. This has resulted in increased investment in the immuno-oncology space to meet the need for both new drugs, and cutting-edge products, technologies to support further innovation
- *Immuno-Oncology Insights* offers an unparalleled opportunity to target all the key stakeholders involved in driving the ongoing translation of safe, effective I-O therapeutics.
- Prolific academic institutions and research hospitals, in particular those that generate spin-outs based on cancer immunotherapy candidates and technologies
- Pharmaceutical companies and large biotechs with a major or growing focus on immuno-oncology
- Government-funded organizations (such as NIH) and NGOs
- Investors and analysts

29% Biotech

22% Academic/ Hospital

21% Pharma/ Large Biotech

3% Government/ NGO

2% Investor/ Analyst

22% Solution/ Service Provider, including CROs

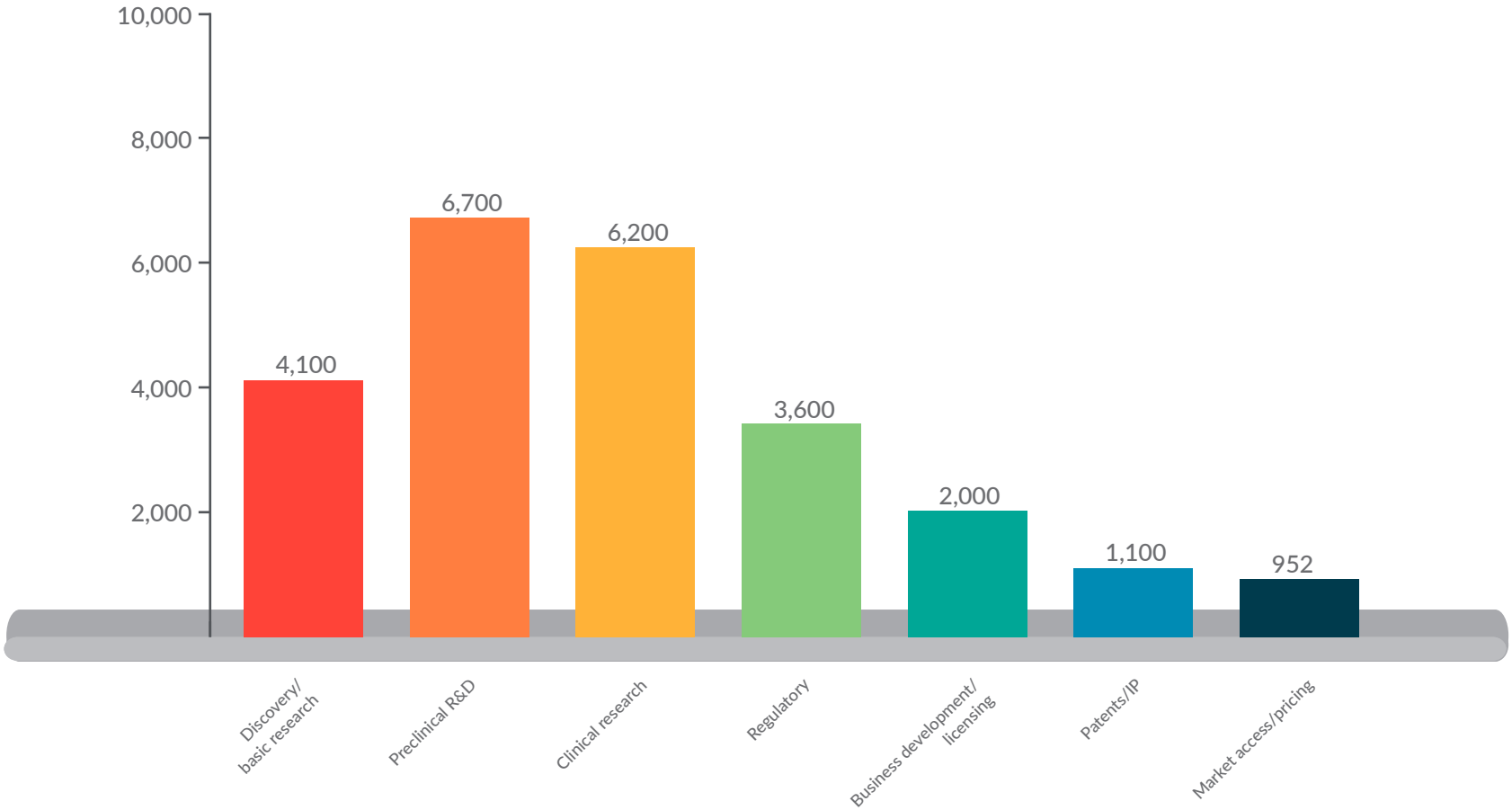
1% Consultant

We currently have 13,000 registered users

Data by interest area & seniority

Immuno-Oncology Insights covers the entire cancer immunotherapy space from from preclinical to clinical development and the latest tools and technologies, featuring content of value to individuals along the R&D pipeline

- Discovery and basic research
- Preclinical development and translational R&D
- Clinical research
- Product development, process development, operations, logistics, and manufacture
- Regulatory affairs, QA/QC and validation
- Business development, corporate management, and licensing



Data by interest area & seniority
(continued)

14%
Scientist/lab technician/
research associate

34%
Manager/senior scientist/
senior research associate

24%
Director/lab head/
department head

17%
Vice President/senior
director/functional and
therapeutic area head

11%
C-suite

Data by location

57%
North America

32%
Europe

9%
Asia and Australia

2%
Rest of World

EDITORIAL CALENDAR

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...

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.

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

We also feature a Tools & Technologies channel on our website where your content can be featured.

Contact Jamie Cox at **jamie.cox@insights.bio** to discuss thought leadership and lead-generation opportunities

2024

SPOTLIGHT DETAILS

FEBRUARY

Assessing the evolving I-O landscape: key challenges and opportunities for 2024

- Progress being made in solid tumors
- Are cancer vaccines back from the dead?
- What's next for checkpoints?
- What will the development of biosimilars mean for the field?
- Investor, financial, and market access trends

MARCH

Combination therapy development

- Are multimodality approaches the future of the field?
- With combination trials proving complex and expensive, how can resources best be deployed/trial design be optimized?
- Combinations in solid tumors—opportunities and challenges
- Safety considerations: will synergistic effect also result in synergistic toxicity?

APRIL

Solving the challenges of solid tumors

- Translating successes in blood cancer into the solid tumor space
- Understanding and addressing mechanisms of tumor resistance
- Understanding and overcoming barriers posed by the TME

MAY

Translational insights: bridging the gap from preclinical R&D to the clinic

- What is going wrong between preclinical *in vitro*/*in vivo* settings and clinical *in vivo* settings?
- What model systems can predict patient response to investigational molecules in practice?
- How can current in vitro models be improved to better represent the complexity of the tumor, immune system, and surrounding tissue?
- What lessons can be drawn from previous negative outcomes from preclinical studies?

JULY

Clinical development strategy

- Clinical trial design innovation
- Dose selection and optimization
- Assessing the shifting regulatory landscape
- How can the I-O community work to increase global patient access?
- Increasing diversity and including the patient voice in clinical trial strategy and planning

SEPTEMBER

Improving patient selection and stratification

- Monitoring response and predicting outcome—how can different streams of data (pathology, ctDNA, radiology, etc.) be better harnessed and combined?
- Novel biomarker discovery and development
- Patient selection and precision medicine strategies
- Improved methods of early detection and early detection of relapse

OCTOBER

Addressing ongoing safety and toxicity issues

- Achieving the greatest benefit with the least toxicity
- How can we target tumor cells more accurately?
- Most solid tumor antigens are not restricted—are there subsets of targets that can be more specific?
- Mechanisms of anti-tumor activity and toxicity in I-O
- Does the field need to better manage toxicity with existing therapies, or find new targets and approaches?

NOVEMBER

Tools and trends of tomorrow

- Exploring key enabling technology and platform innovation trends and advances for the year(s) to come

TOOLS & TECHNOLOGIES FOCUS

MARCH

Practical considerations for cutting edge tech

- How can tools such as AI be embedded into prospective ongoing clinical trials?
- As data science becomes increasingly important, how can we integrate/educate data scientists and cancer immunologists?
- Are tools like spatial omics practical and usable yet?

JUNE

Turning data into knowledge

- How can emerging tools help to integrate and combine information from different sources and spanning different scales?

DECEMBER

Preclinical tools update

- Addressing lack of translatability from preclinical activity
- How can the field pick out the best candidates earlier and save crucial time and resources?
- Making models more applicable for safety and efficacy

TESTIMONIALS

Testimonials

- This is what **HUB Organoids** had to say about *Immuno-Oncology Insights* after working together on a webinar

  "We are getting good traction on the Immuno-oncology Insights front at HUB. The webinar hosted by ***Immuno-Oncology Insights*** generated a good number of leads that we are now nurturing, but also gave us the opportunity to assess and re-evaluate our offerings and capabilities. I feel more confident now and will be seeing assets and promos coming up because of the webinar. We will be using ***Immuno-Oncology Insights*** throughout this year and in 2023 to help us with our marketing campaign to increase awareness and lead generation for HUB. I worked with other digital media publications this year, but I find the quality of the ***Immuno-Oncology Insights*** leads to be better aligned to our current needs at HUB Organoids."

- Testimonial from guest editor **Dr Pelin Candarlioglu**, Senior Cell Biologist at GSK and Chair of Industry Advisory Board at EUROoCS

  "I had an interest in immuno-oncology and cell therapies long before I could start working with them and during that time I was reading a lot of articles from BioInsights. It is very nice to know I might be able to contribute to the next generation`s interest in the field."

IOI Editorial Advisory Board

- *Immuno-Oncology Insights* (Senior Editors: **Dr Jon Wigginton, Dr Renier Brentjens**) is an independently peer reviewed, open access journal for debate and discussion by all stakeholders involved in driving the ongoing translation of safe, effective I-O therapeutics. Our editions are strongly guided by our Editorial Advisory Board, which features a number of high-profile figures within academia and industry:

- **Fernanda I. Arnaldez MD**
  Executive Global Product Leader—Early Development, Oncology Research and Development, AstraZeneca
- **Roy D. Baynes MD PhD**
  Senior Vice President and Head, Global Clinical Development, Chief Medical Officer, Merck Research Laboratories
- **John Desjarlais PhD**
  CSO, Xencor
- **David J. DiLillo PhD**
  Associate Director, Oncology/Angiogenesis, Regeneron Pharmaceuticals
- **Dr Rakesh Dixit**
  President & Chief Executive Officer, Bionavigen
- **Dr Jessica Flechtner**
  CSO, Genocea Biosciences
- **Anurag Khetan PhD**
  Senior Director, Global Cell Line Development and Omics, Bristol-Myers Squibb

OPPORTUNITIES

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, eblasts, and more.

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

WEBINARS

Presenting a webinar with ***Immuno-Oncology Insights*** gives you an efficient and cost-effective way to:

- Generate qualified leads amongst the global immuno-oncology 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
- Make a noise around a new product or service offering launch

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

Our 2024 webinar schedule is filling up fast.

Contact **jamie.cox@insights.bio** to discuss options & availability.

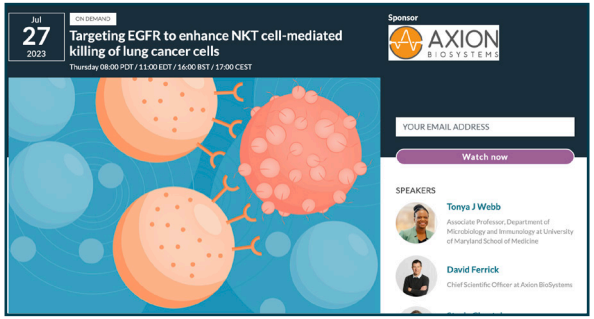
Presenting a webinar with us is an efficient and cost-effective way to generate qualified leads.

Our webinar packages include:

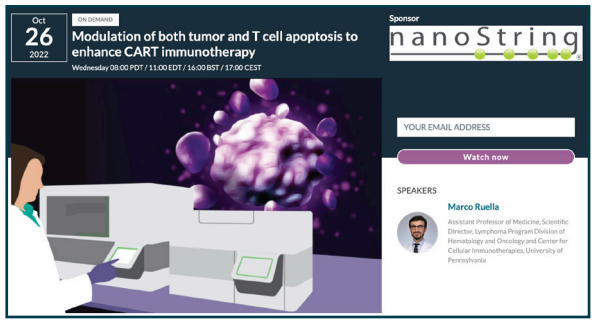
- As much support as you need in terms of topic selection and agenda development, format selection, and speaker panel identification and invitation
- Full hosting and technical support, including planning calls with panellists and rehearsals as needed
- A comprehensive promotional plan, including multiple email shots to our database, website and enewsletter 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
- 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.

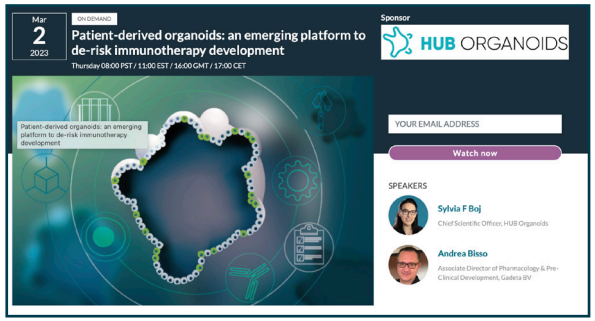
Examples of previous webinars for our clients:



[Panel-style webinar](#) for **Axion BioSystems**



[Presentation-style webinar with Q&A](#)
for **NanoString**



[Live30 webinar: a 30 minute webinar focused on new technologies and their applications](#)
for **Hub Organoids**

You can view all of our on-demand webinars here.

Contact Jamie Cox at **jamie.cox@insights.bio** to discuss thought leadership and lead-generation opportunities

EXPERT ROUNDTABLES

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, video and edit the roundtable itself, and then produce a full article based on the transcript.

Video roundtable examples:

Video

Article

How to increase I-O manufacturing efficiency, flexibility, and productivity in line with expected future trends in supply and demand

Video and article

Poster summarising key learning points

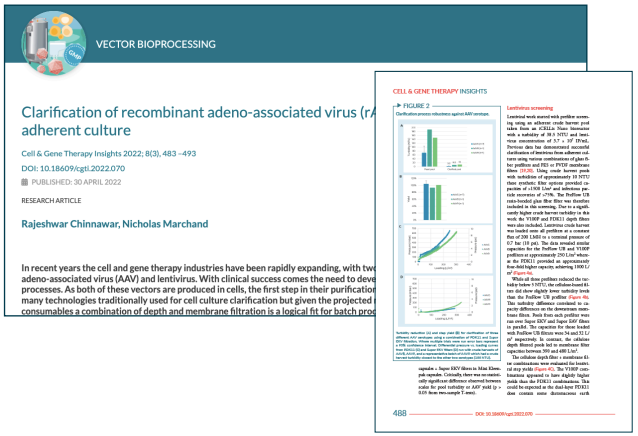
Strategies for scaling up and out in gene therapy manufacturing: addressing AAV's growing pains for **Corning**

ARTICLES

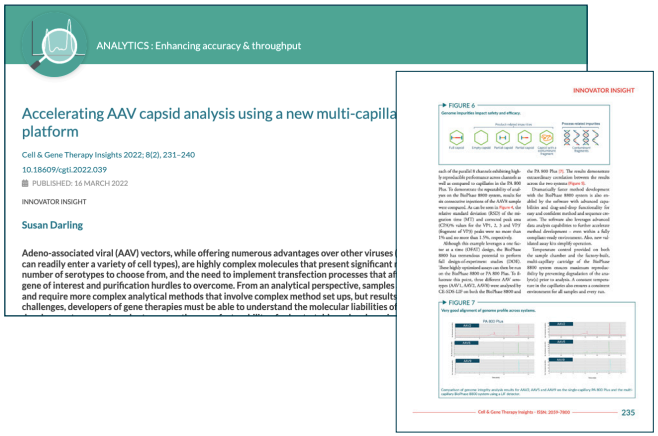
Free access publication of submitted articles remains the gold standard for sharing data with scientists across the sector.

Our sponsored article publication package includes full peer review, a license for you to reproduce the article on your own website, and a comprehensive two-month promotional package to maximise readership.

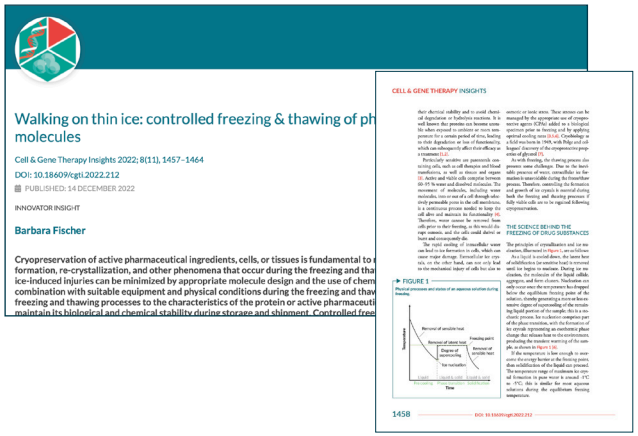
Examples of articles for our clients:



Clarification of recombinant adeno-associated virus (rAAV) & lentivirus from adherent culture for **Pall Biotech**



Accelerating AAV capsid analysis using a new multi-capillary electrophoresis platform for **SCIEX**



Walking on thin ice: controlled freezing & thawing of pharmaceutical active molecules for **Single Use Support**

INTERVIEWS & PODCASTS

Interviews are a great way to raise awareness within the immuno-oncology 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.

Examples of previous interviews for our clients:

Video and written

Stepping foot into a successful partnership to support your viral vector therapy through commercialization for **Merck**

Podcast and written

Solving challenges in cell therapy clinical trials & effectively delivering complex studies in advanced therapeutics for **PPD (part of Thermo Fisher Scientific)**

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

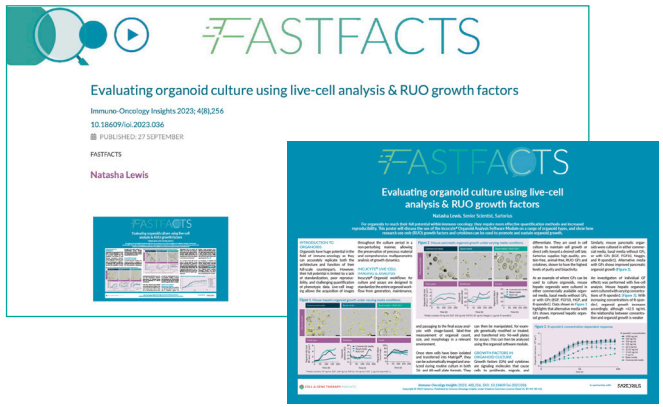
For example:

Key factors to consider for successful cell therapy manufacturing: a case study for Thermo Fisher Scientific

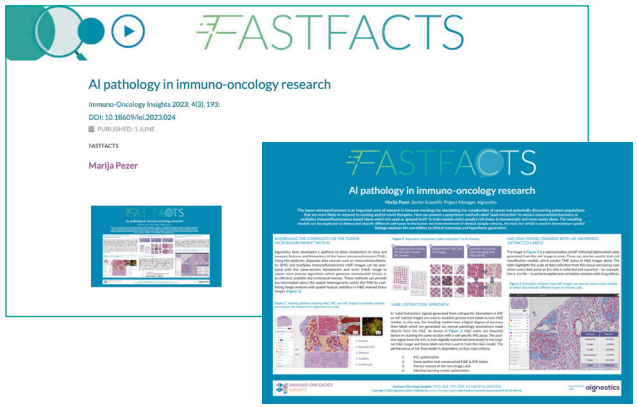
VIDEO PRESENTATIONS

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, and work well both for educational purposes and for lead generation.

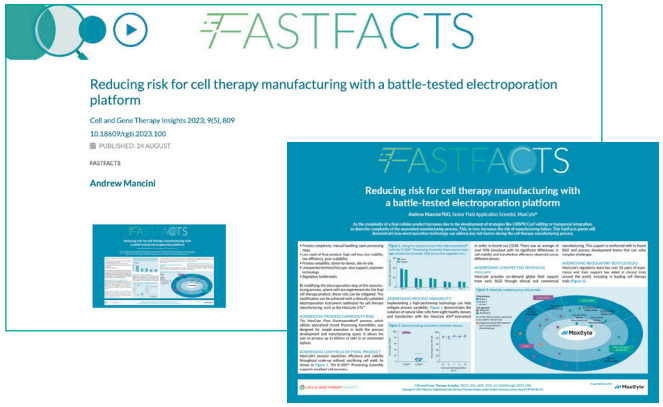
Here are some examples:



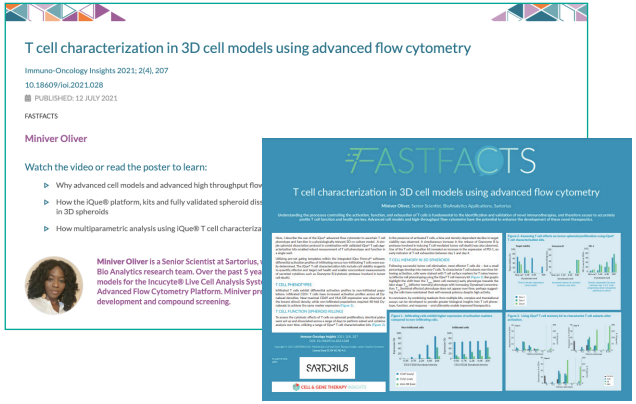
Evaluating organoid culture using live-cell analysis & RUO growth factors for **Sartorius**



AI pathology in immuno-oncology research for **Aignostics**



Reducing risk for cell therapy manufacturing with a battle-tested electroporation platform for **MaxCyte**

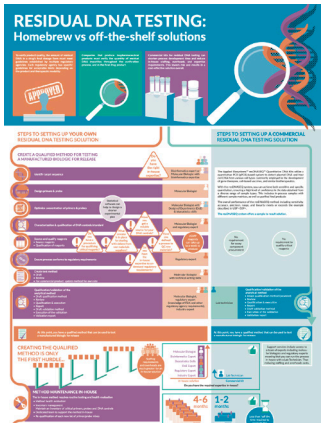


T cell characterization in 3D cell models using advanced flow cytometry for **Sartorius**

Our FastFacts work well for educational and lead-generation purposes

INFOGRAPHICS

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 *Immuno-Oncology Insights* or simply provided to you for your own use.



Examples include:

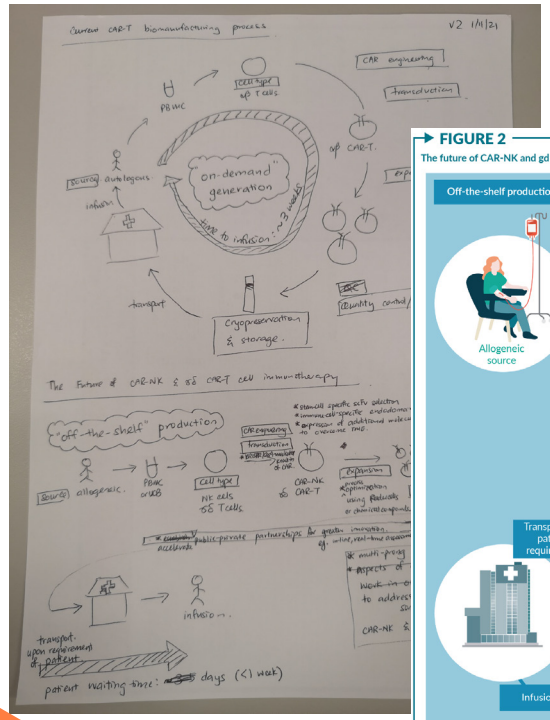
Voiced infographic

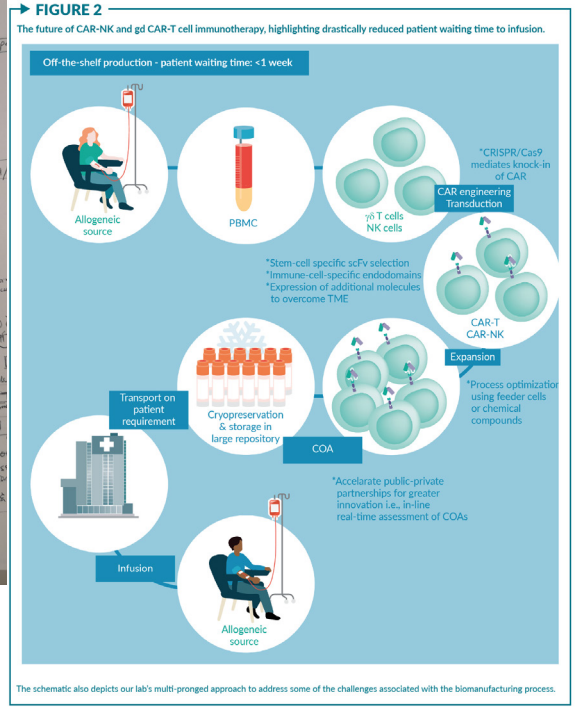
Residual DNA testing: Homebrew vs off-the-shelf solutions
for **Thermo Fisher Scientific**

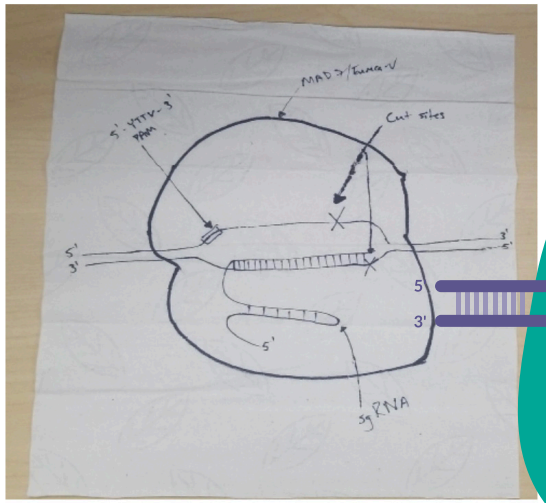
Animated infographic

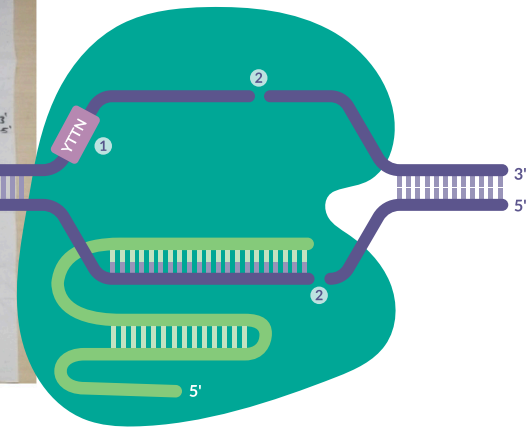
Regulatory FAQs & common concerns for cell & gene therapy raw and starting materials
for **Thermo Fisher Scientific**

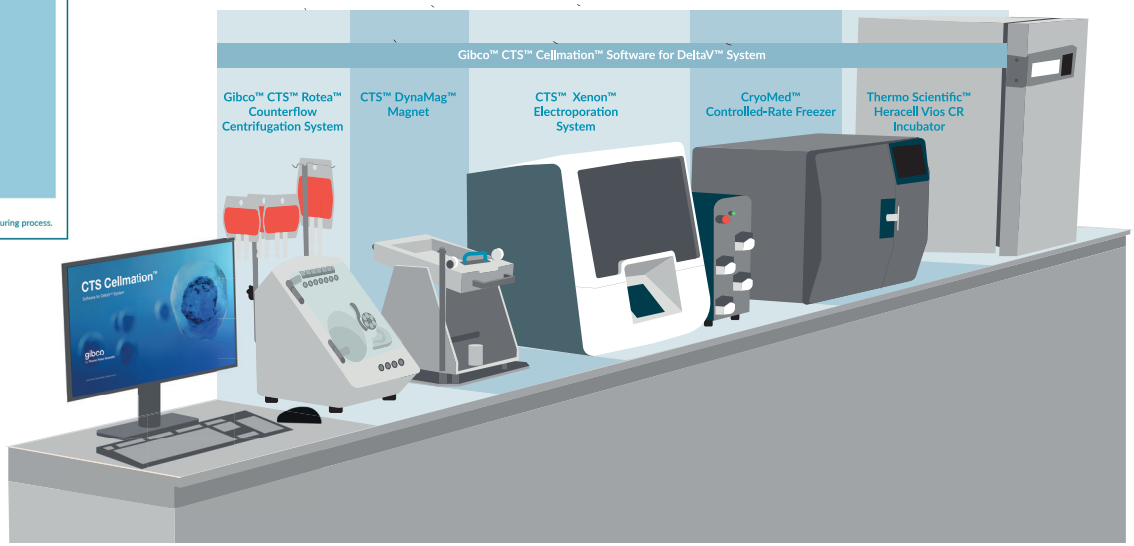
SCIENTIFIC ILLUSTRATIONS









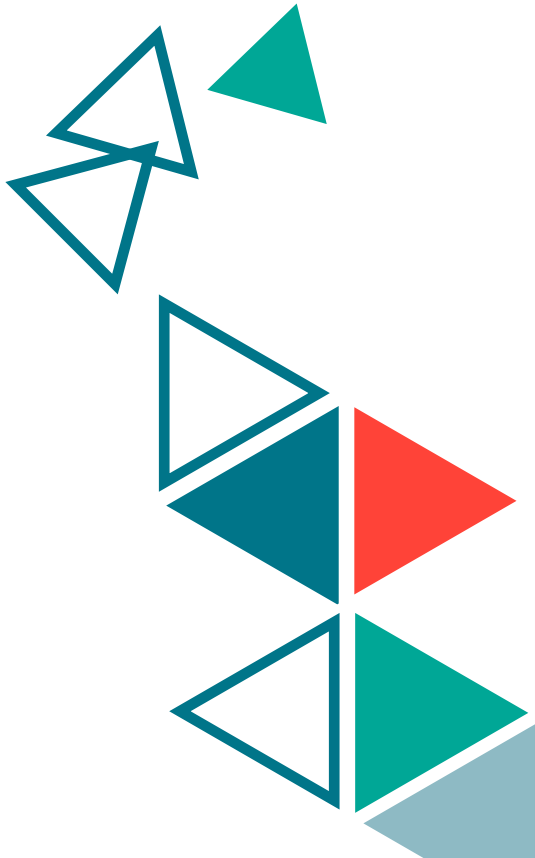


We work from your sketch or concept to create schematics or illustrations of your products or services

eBLASTS

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

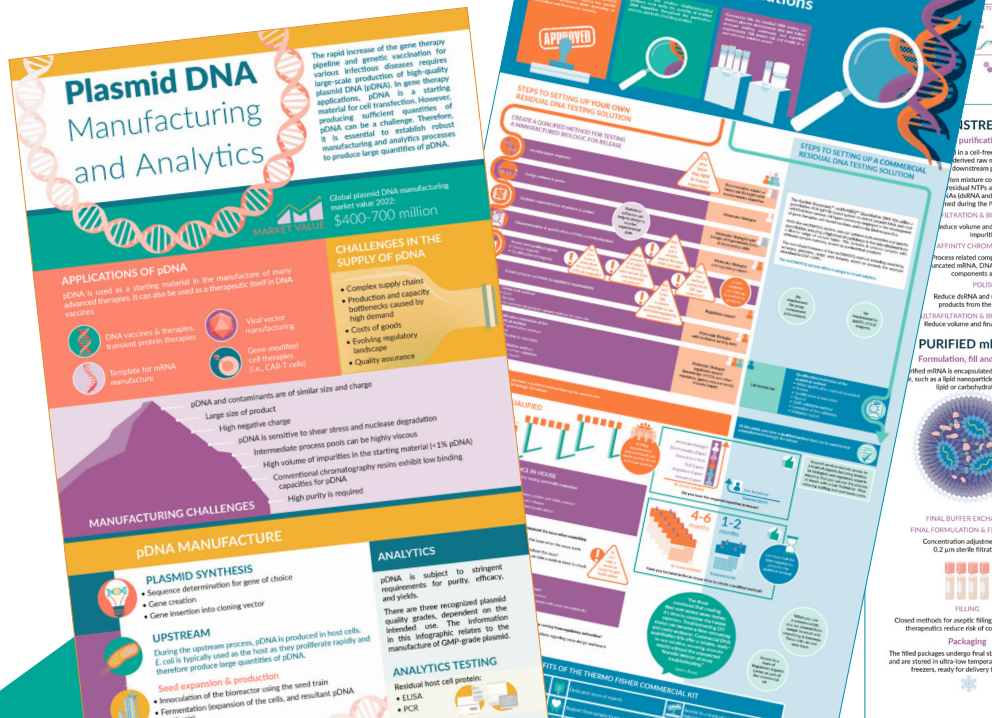
Our 2024 schedule is open for bookings. Please contact **Jamie Cox** at jamie.cox@insights.bio.

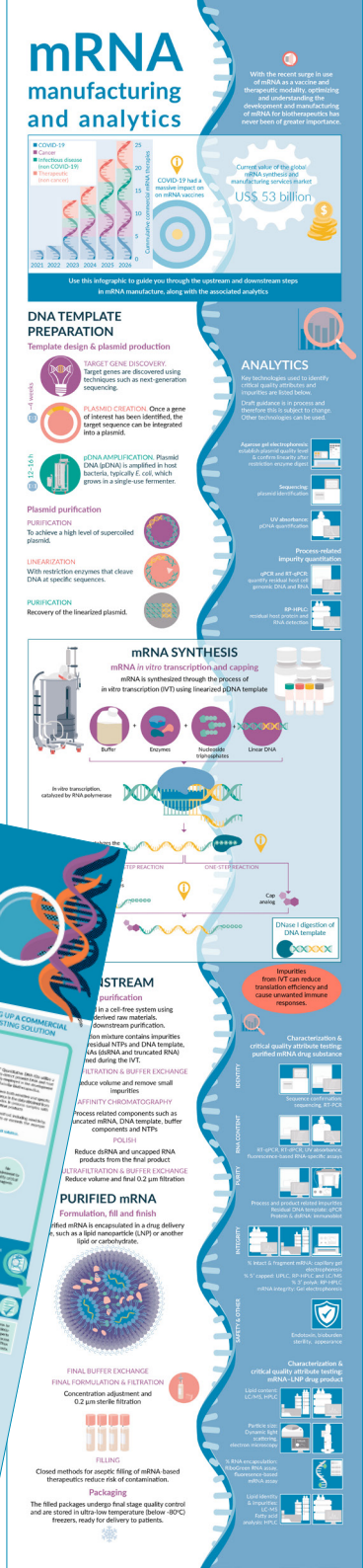


PREMIUM SERVICES

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
- Bringing together focus groups to discuss your products/services, or topics of interest to you.





OUR OTHER PUBLICATIONS

In addition to ***Immuno-Oncology Insights***, BioInsights also publishes:

Cell & Gene Therapy Insights

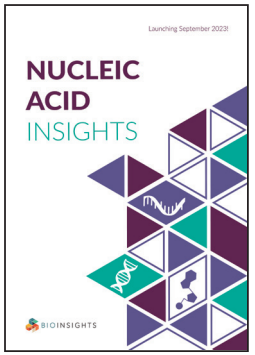
Launched in 2014, *Cell & Gene Therapy Insights* is our inaugural online, open access, peer-reviewed journal with a translational focus.

Cell & Gene Therapy Insights addresses the important challenges and advances in the field of cell and gene therapy, publishing original research, reviews, commentary articles, clinical trial reports, and much more.

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.

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



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).