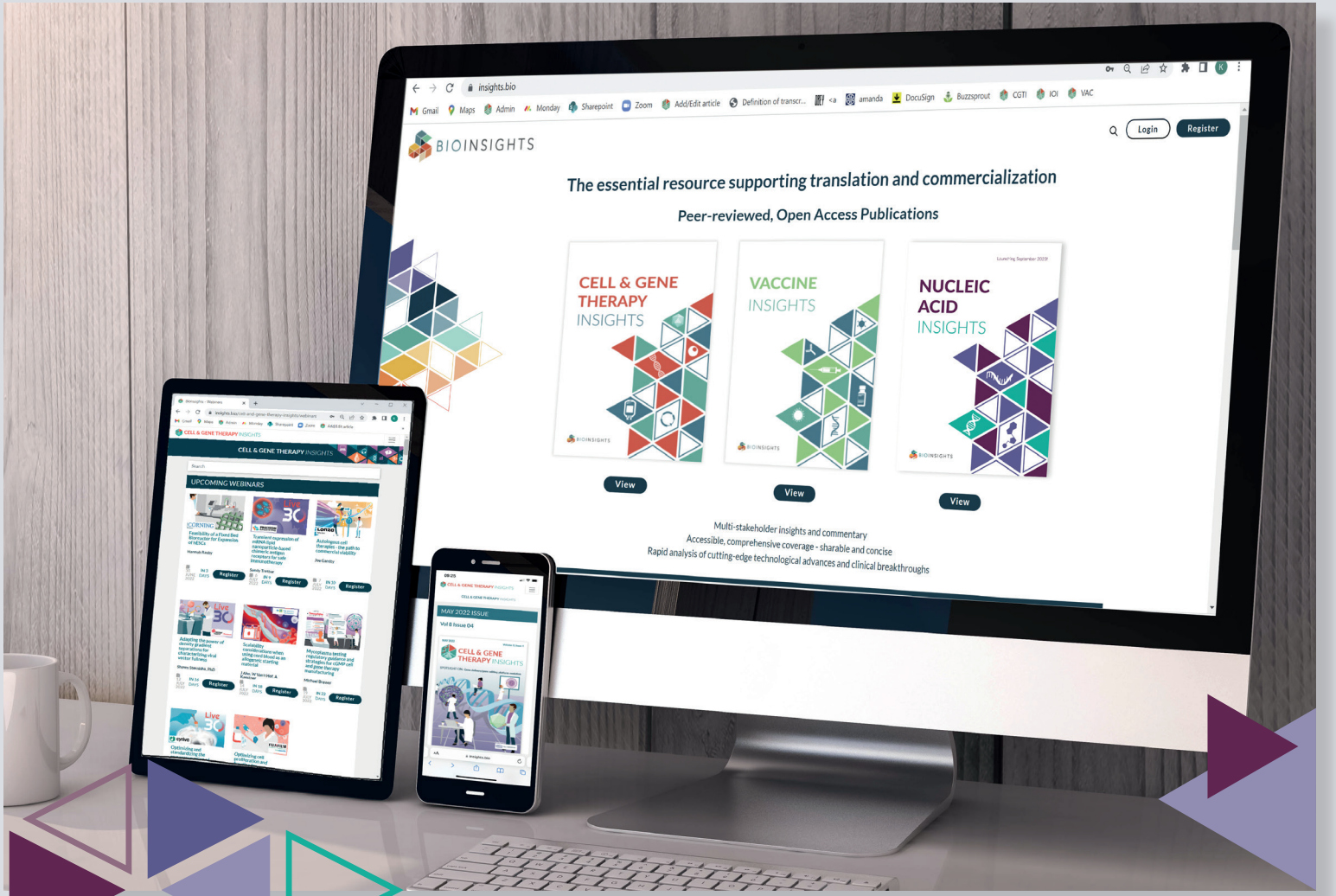
MEDIA KIT 2025

NUCLEIC ACID INSIGHTS



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

INDEX

NUCLEIC ACID INSIGHTS

Nucleic Acid Insights—your content marketing partner for life sciences

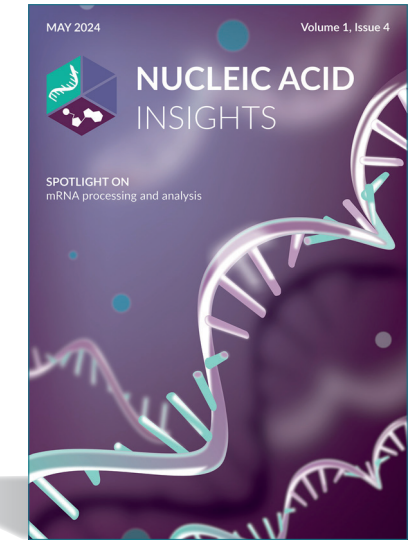
ABOUT	3	INTERVIEWS AND PODCASTS	18
WHAT CAN WE DO FOR YOU?	5	VIDEO PRESENTATIONS	20
USER DEMOGRAPHICS	7	INFOGRAPHICS	21
CALENDAR	11	SCIENTIFIC ILLUSTRATIONS	22
OPPORTUNITIES	13	EBLASTS	23
WEBINARS	13	PREMIUM SERVICES	24
EXPERT ROUNDTABLES	16	OUR OTHER PUBLICATIONS	25
ARTICLES	17		

ABOUT

Nucleic Acid Insights—an online, peer-reviewed, open access journal with a translational focus

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—*the* go-to online resource keeping the field up to date with all the latest news, trends, issues, and breakthroughs across the nucleic acids area.



Nucleic Acid Insights covers 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).

These technologies are explored across a wide range of applications and related areas spanning the life sciences field, including: therapeutic drugs; prophylactic vaccines; associated delivery technologies (eg. LNPs), as well as guide RNA utilized in genome editing platforms; raw and starting materials; research tools; and diagnostics.

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

Nucleic Acid 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 DNA or RNA manufacture?

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

Nucleic Acid 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 RNA/DNA products of the future.

WHAT CAN WE DO FOR YOU?

NUCLEIC ACID INSIGHTS

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.

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
- Blog posting

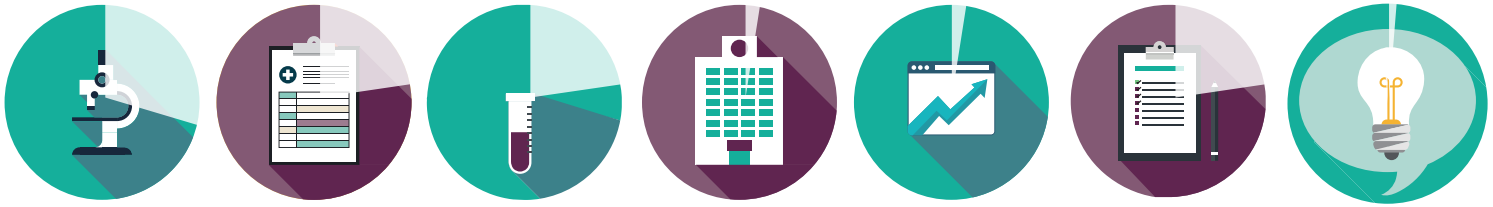
USER DEMOGRAPHICS

NUCLEIC ACID INSIGHTS

We currently have 7,000 registered users

Data by sector

- Big pharma
- Academic institutions conducting early stage research as well as vaccine clinical trials
- 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 *Nucleic Acid Insights* offers an unparalleled opportunity to target this particular audience
- Solution and service providers
- Government-funded organizations (such as NIH) and NGOs



31% BIOTECH

22% ACADEMIC/ HOSPITAL

23% PHARMA/ LARGE BIOTECH

2% GOVERNMENT/ NGO

2% INVESTOR/ ANALYST

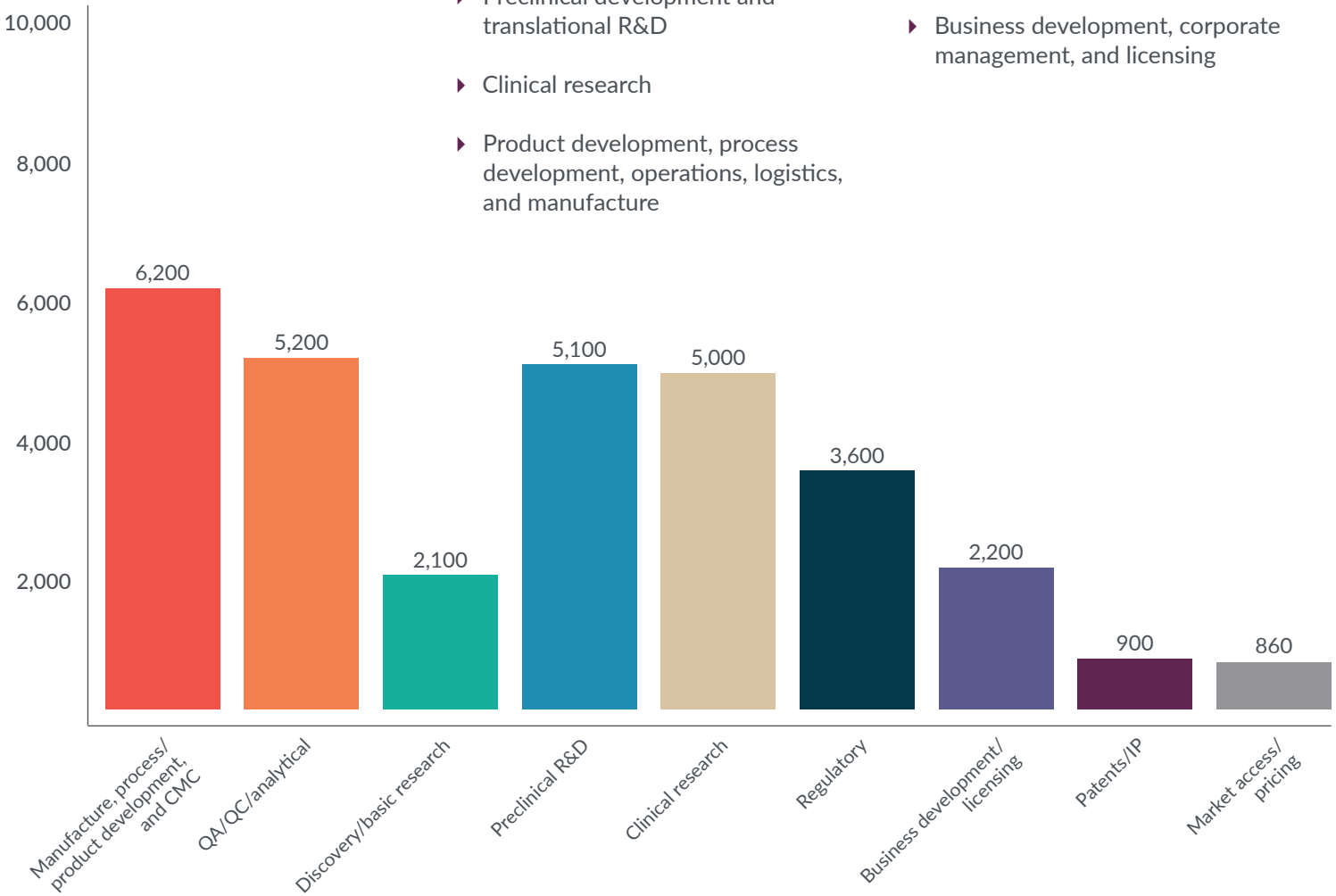
22% SOLUTION/ SERVICE PROVIDER, including CROS and CDMOs

1% CONSULTANT

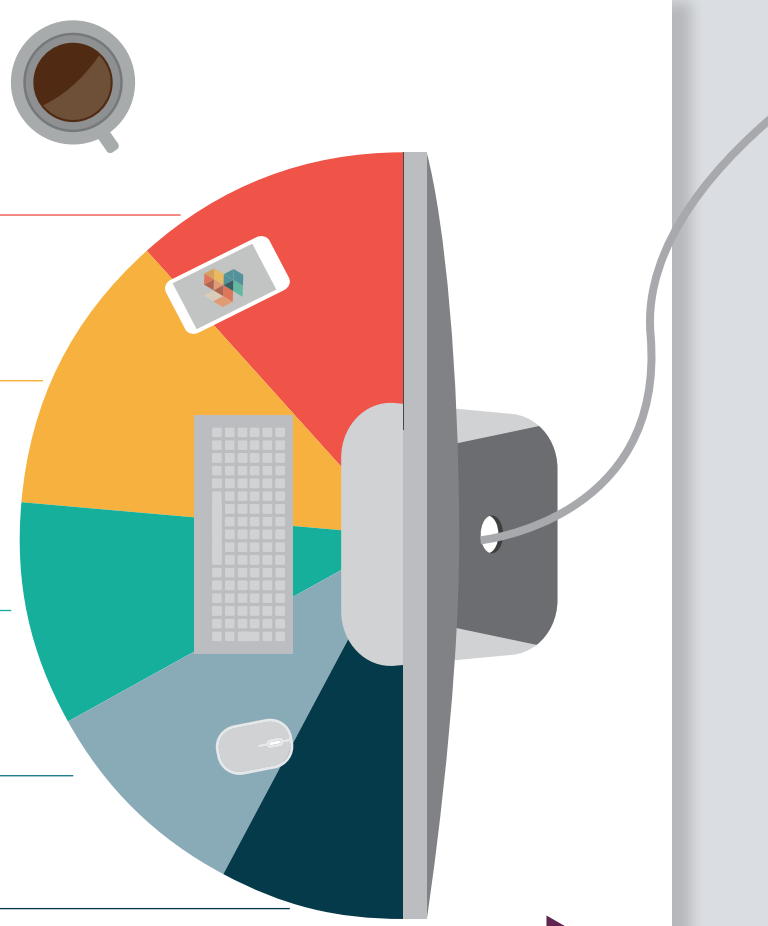
Nucleic Acid Insights has a translational focus, featuring content of value to individuals along the R&D pipeline

Data by interest area and seniority

- 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 and seniority (continued)



19%
SCIENTIST/LAB TECHNICIAN/
RESEARCH ASSOCIATE

30%
MANAGER/SENIOR SCIENTIST/SENIOR RESEARCH ASSOCIATE

24%
DIRECTOR/LAB HEAD/
DEPARTMENT HEAD

18%
VICE PRESIDENT/SENIOR DIRECTOR/
FUNCTIONAL AND THERAPEUTIC AREA HEAD

11%
C-SUITE

Data by location

57%
NORTH AMERICA

9%
ASIA AND AUSTRALIA

32%
EUROPE

2%
REST OF WORLD

EDITORIAL CALENDAR

NUCLEIC ACID INSIGHTS

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:

mRNA; plasmid DNA; oligonucleotides; formulation and delivery

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...

CONTENT PILLARS

Content pillars allow us to zoom right in on specific aspects that are of special interest to BioInsights members, including mRNA, DNA, oligonucleotides, and delivery systems. Specifically themed content is added to each and every pillar on a monthly basis.

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.

NUCLEIC ACID INSIGHTS EDITORIAL CALENDAR 2025

FEBRUARY	MARCH	APRIL	MAY	JUNE
New directions in application	Innovation in engineering and design	Manufacturing: upstream/ synthesis	Platforming	Next-generation approaches to delivery
LNPs: what does the future hold?	Diagnostic/sensor applications	Analytics	Engineering and manufacturing	Upstream/ synthesis

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
Analytics	New directions, new modalities	Downstream/ purification: issues and ramifications	Delivery	Manufacturing: downstream/ purification
Getting beyond the liver		Preclinical tools and technologies	Stability	At the interface of synthetic biology and DNA

CROSS-PILLAR EDITIONS

Special editions addressing key questions and challenges across the spectrum of nucleic acids

CONTENT PILLARS

- mRNA
- Formulation and delivery
- Oligonucleotides
- DNA

Nucleic Acid Insights provides you with fantastic opportunities to:

- Educate your target market about your company's expertise, capabilities, and experience
- Share your latest data with organizations looking for partners and service providers in your field
- Profile your executives and scientists as thought-leaders and KOLs
- Generate qualified leads from across the global sector
- Increase awareness of your company's role in nucleic acid R&D

OPPORTUNITIES

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

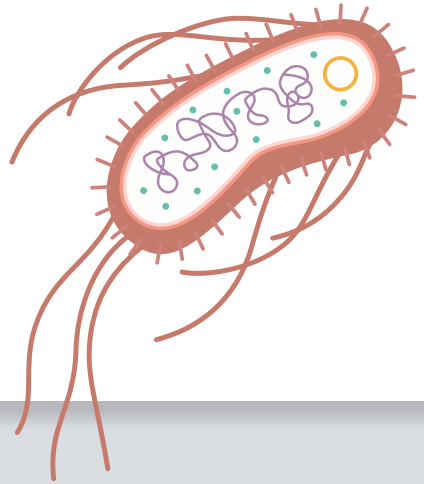
We offer a broad range of options to help you reach your target audience, any of which can be tailored to match your current marketing and business development priorities. These include interviews, expert roundtables, podcasts, webinars, articles, video presentations, infographics, e-blasts and more.

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** to discuss options and availability



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

- generate qualified leads from amongst the global nucleic acid 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 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; 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**

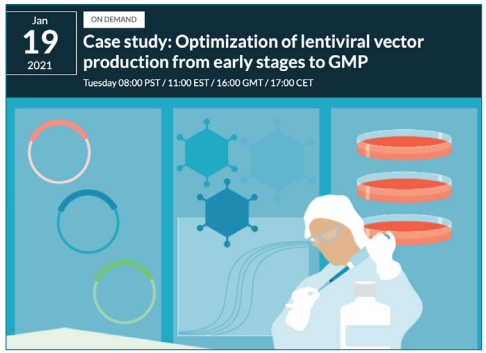
Here are some examples of previous webinars for our clients:

Format
Panel-style webinar with accompanying transcript-based article

Client
Bio-Techne

VIEW THE WEBINAR HERE

READ THE ARTICLE HERE



Format
Presentation-style webinar with Q&A

Client
Polyplus-transfection

VIEW THE WEBINAR HERE

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

Client
Mirus Bio

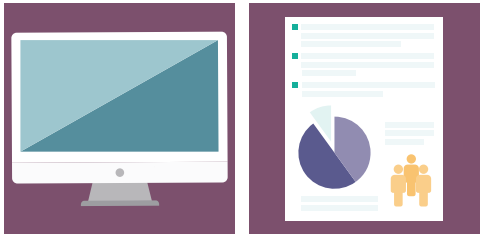
VIEW THE WEBINAR HERE

EXPERT ROUNDTABLES

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

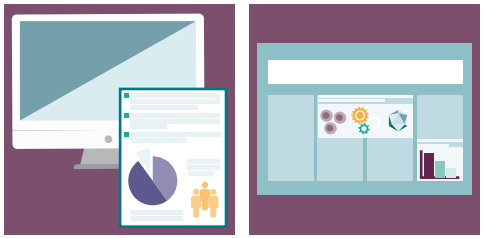
On-demand video expert roundtables provide powerful tools for you to generate qualified leads and/or position your thought leader(s) at the heart of the debate around a topic of key importance to your company.

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
Thermo Fisher Scientific



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

Client
Corning

ARTICLES

NUCLEIC ACID INSIGHTS

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
Dr Nina Bauer
Associate Director, Commercial Development, Lonza, Switzerland

READ THE ARTICLE HERE

INTERVIEWS AND PODCASTS

NUCLEIC ACID INSIGHTS

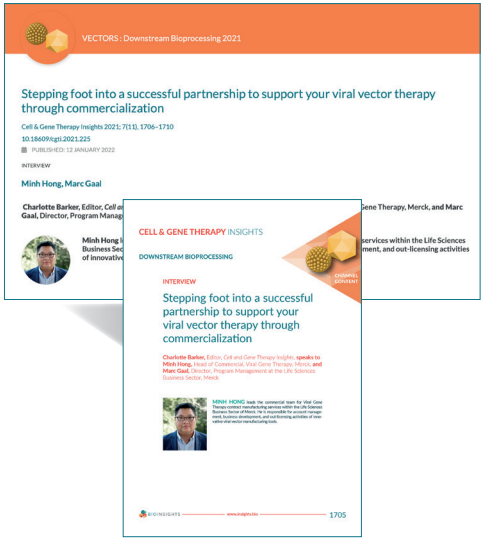
Here are some examples of interviews for our clients:

Interviews are a great way to raise awareness within the nucleic acid 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

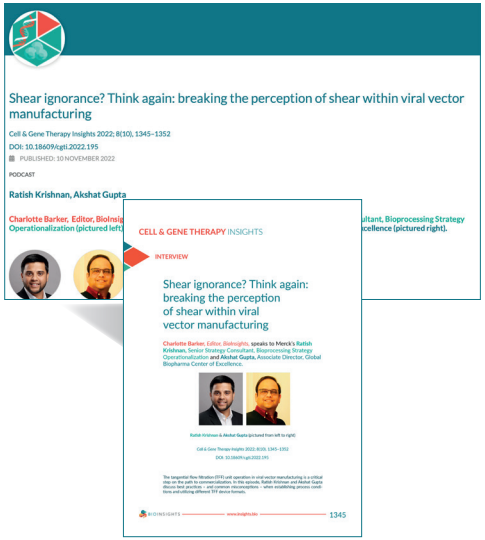
Client
Merck



WATCH THE VIDEO AND READ THE ARTICLE HERE

Format
Podcast and written

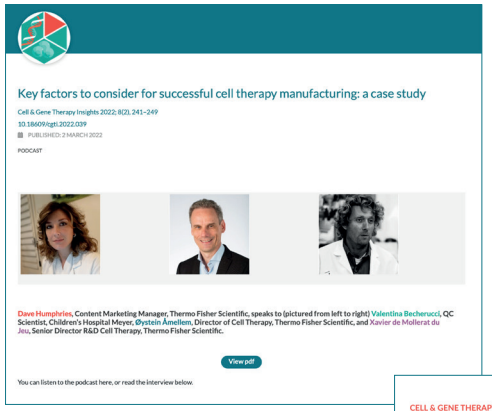
Client
Merck/Millipore Sigma



HEAR THE PODCAST AND READ THE ARTICLE HERE

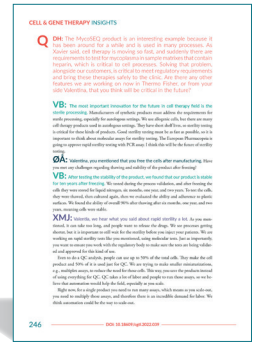
Podcasts in a variety of formats and lengths can also be produced, either in series or as one-offs

Here is an example:



Format
Serial podcast and written interview

Client
Thermo Fisher Scientific



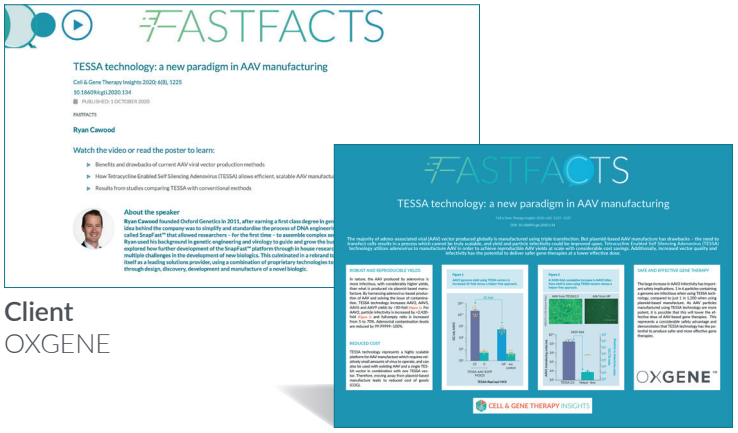
VIDEO PRESENTATIONS

NUCLEIC ACID INSIGHTS

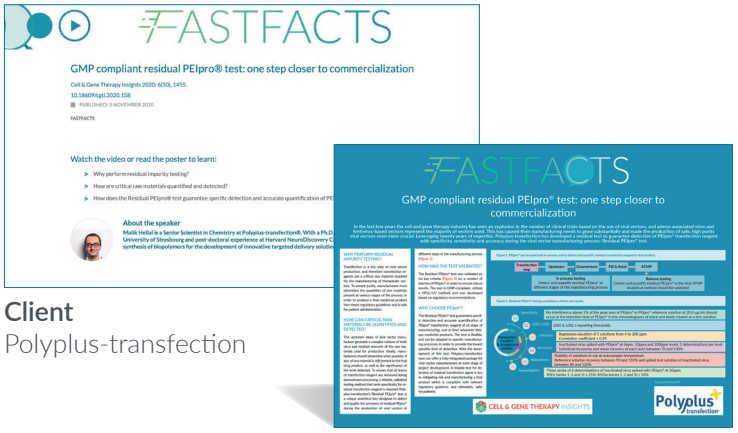
Our FastFacts work well for educational and lead generation purposes

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.



Client
OXGENE



Client
Polyplus-transfection

Client
Protein Simple

Client
Berkeley Lights

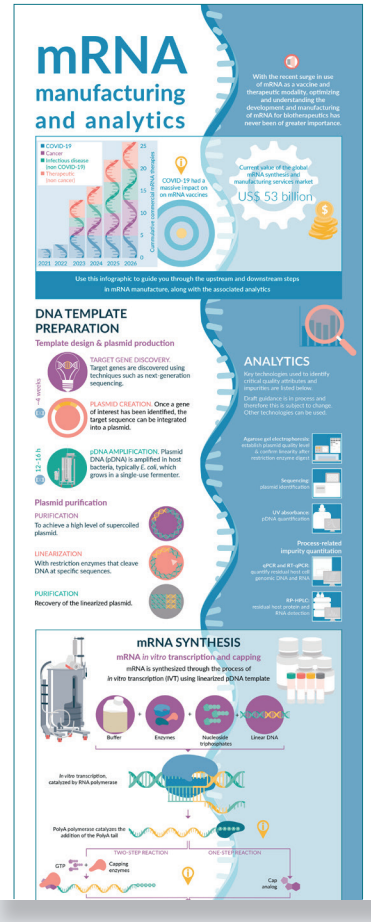
INFOGRAPHICS

NUCLEIC ACID INSIGHTS

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

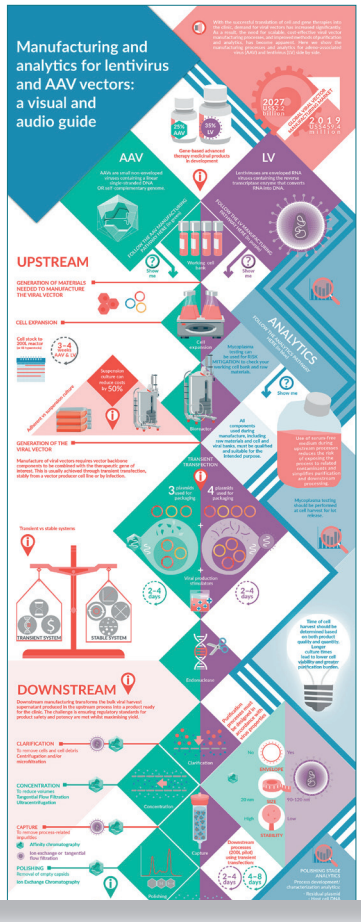
Our team are experts in communicating complex scientific information via visual formats, including infographics (static, voiced, and animated), PPT presentations and illustrations.

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



Format
Interactive, voiced infographic

Client
Thermo Fisher Scientific



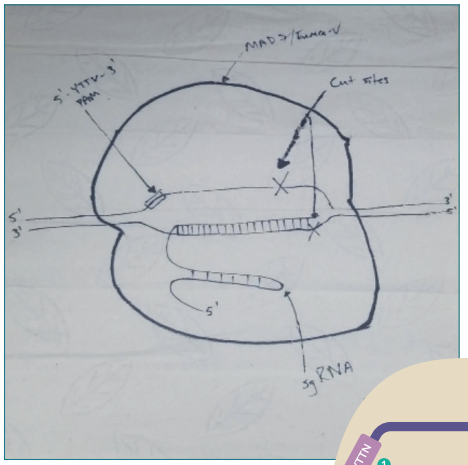
Format
Interactive, voiced infographic

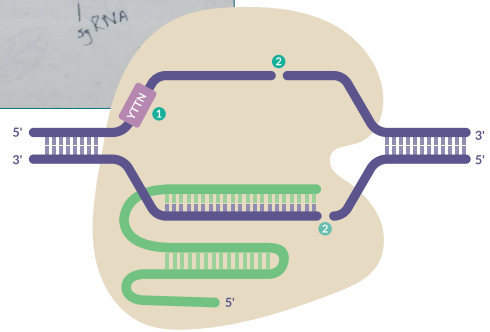
Client
Thermo Fisher Scientific

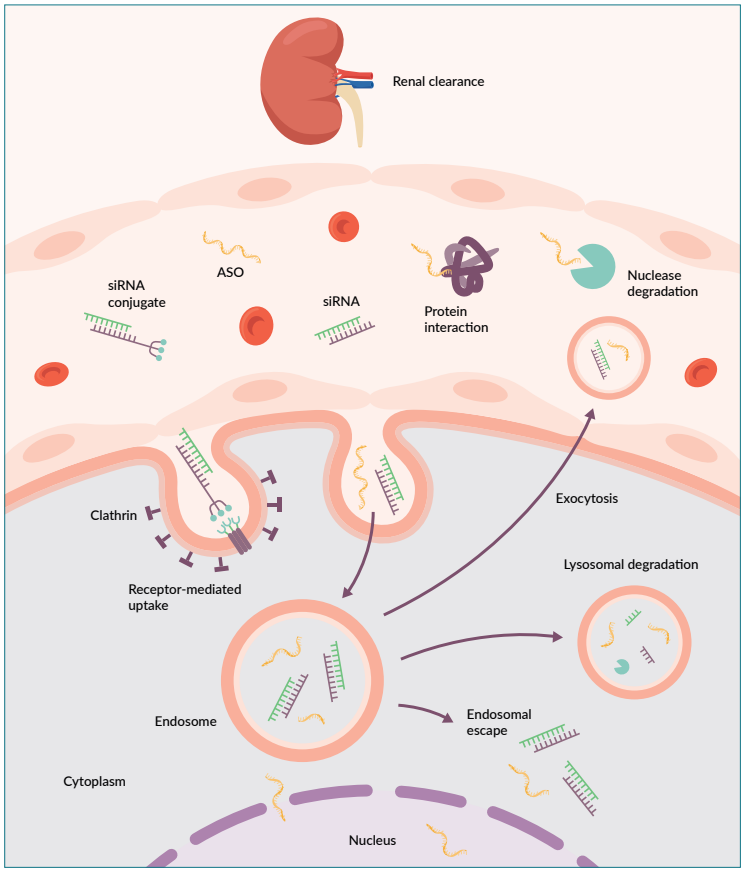
SCIENTIFIC ILLUSTRATIONS

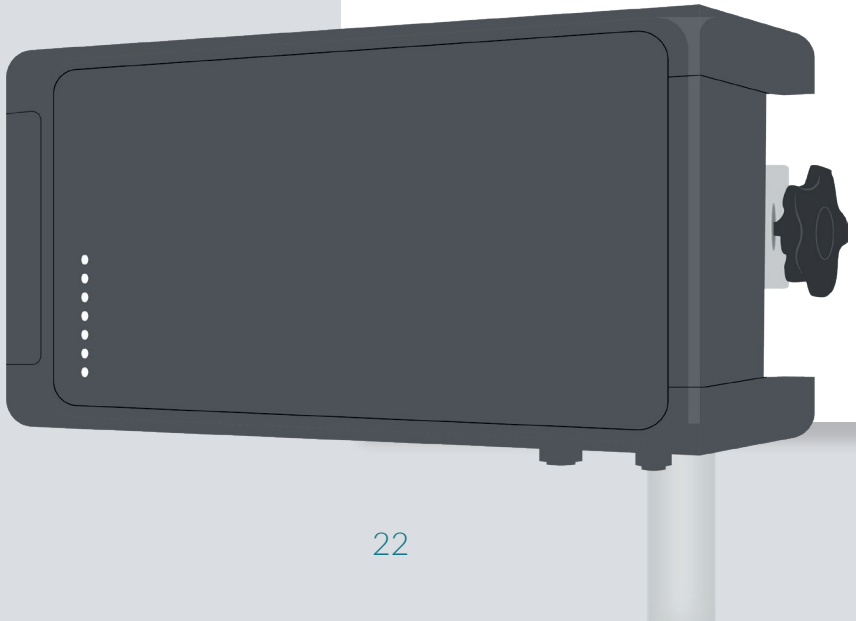
NUCLEIC ACID INSIGHTS

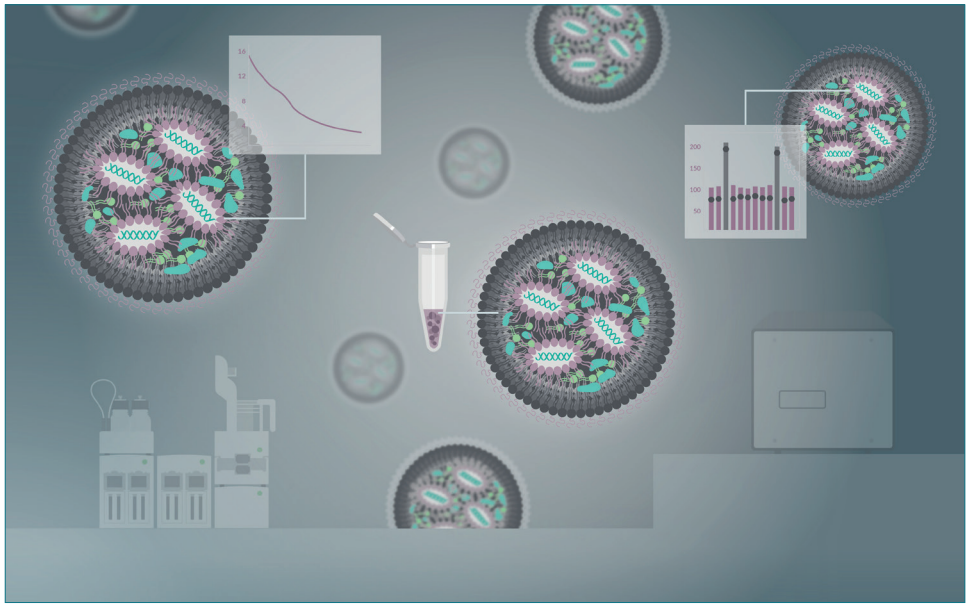
We work from your sketch or concept to create schematics or illustrations of your products or services

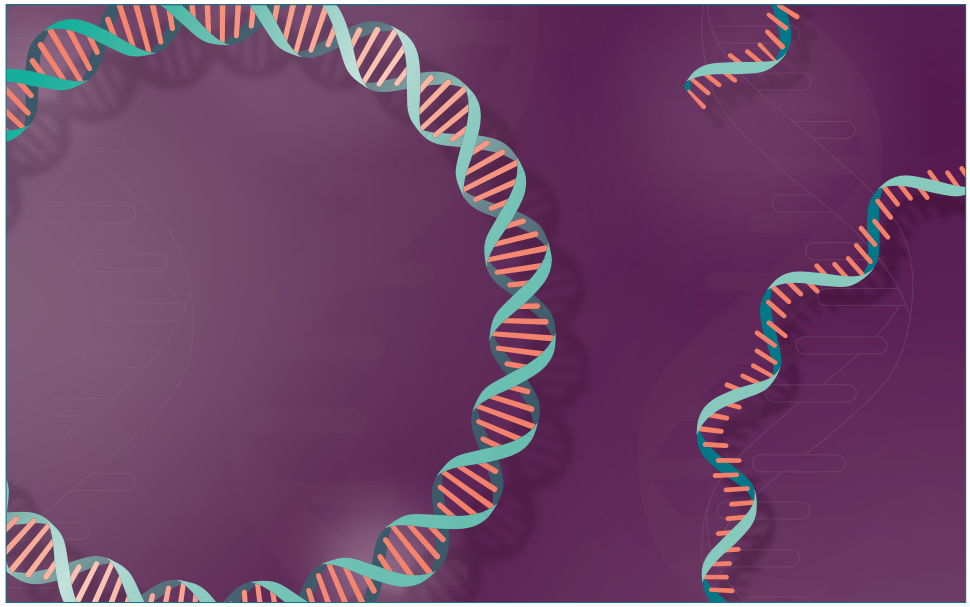












e-BLASTS

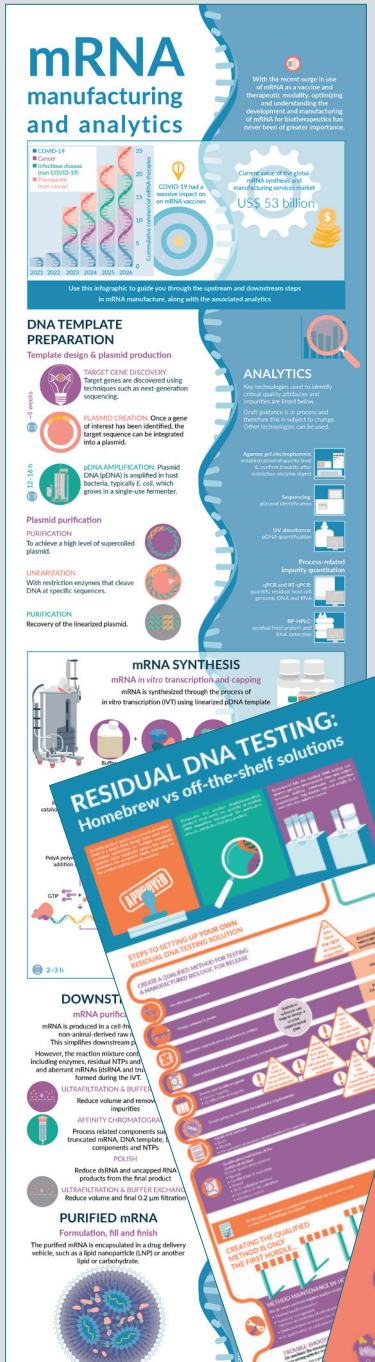
Our 2025 schedule is open for bookings

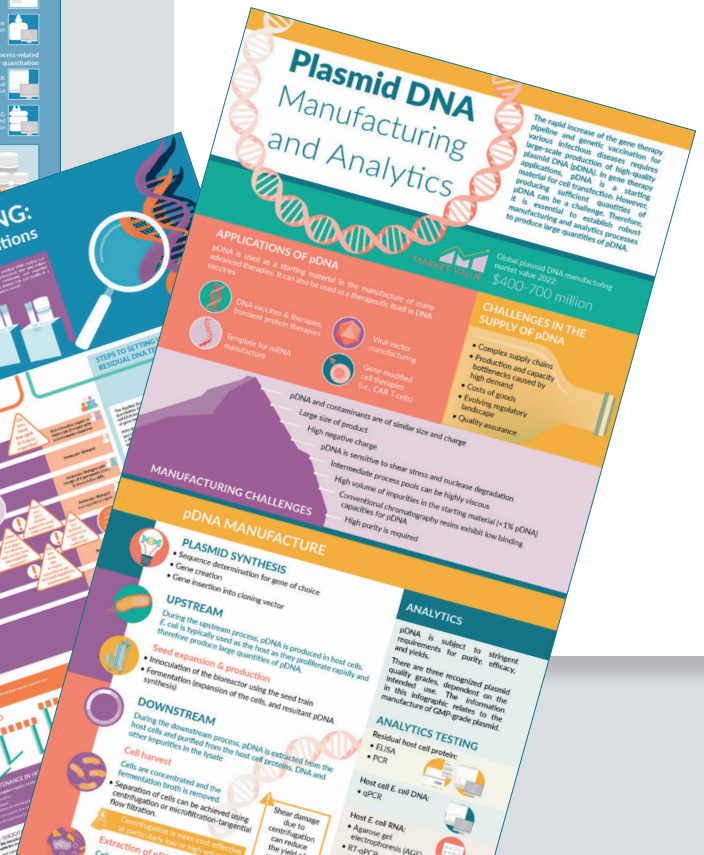
Contact **jamie.cox@insights.bio** to discuss options and availability

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

PREMIUM SERVICES

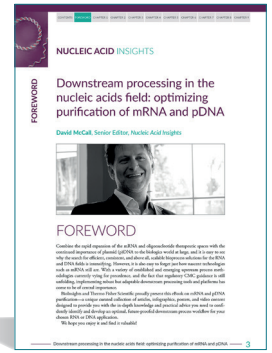
NUCLEIC ACID INSIGHTS

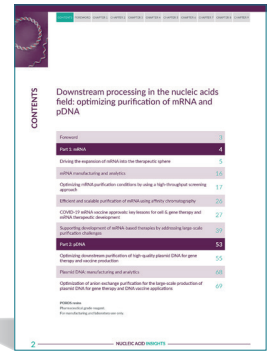


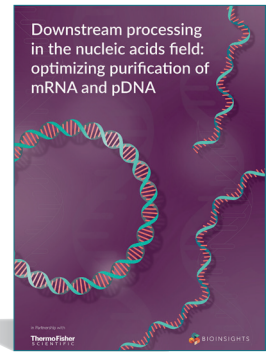


We offer a number of premium options, both for content creation and for market research. These include:

- 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

NUCLEIC ACID INSIGHTS

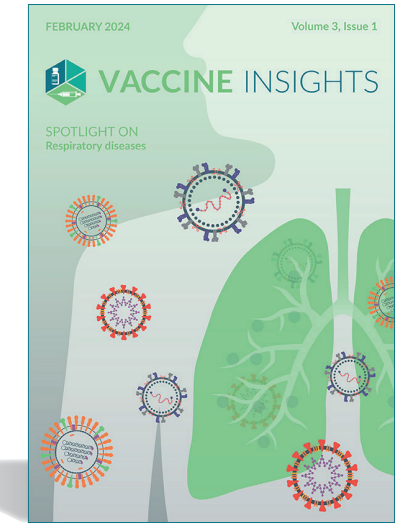
In addition to *Nucleic Acid Insights*, BioInsights also publishes *Cell & Gene Therapy Insights* and *Vaccine Insights*

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

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.