



NUCLEIC ACID INSIGHTS

Your content marketing partner for life sciences

MEDIA KIT 2024



INDEX

Your content
marketing
partner for life
sciences

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ABOUT

Nucleic Acid Insights

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); 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; diagnostics.

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

Online,
peer-reviewed,
open access content with a
translational focus

Launching September 2020

NUCLEIC ACID INSIGHTS

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, preclinical, or clinical development?

***Nucleic Acid 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:** universities, spin-outs, biotechs, pharma, hospitals, investors and analysts
- ▶ An **alternative to the ever-more expensive conference market**
- ▶ A means by which you can **access the people making the key new discoveries**, those individuals driving the delivery of safe and effective vaccines and therapies to patients, and those manufacturing the RNA/DNA products of the future



Nucleic Acid 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.

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

Data by sector

- ▶ **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
- ▶ **Prolific academic institutions and research hospitals**, in particular those that generate spin-outs based on RNA and DNA product candidates and technologies
- ▶ **Pharmaceutical companies and large biotechs** with a major or growing focus on nucleic acids
- ▶ **Government-funded organizations** (such as NIH) and NGOs
- ▶ **Investors and analysts**
- ▶ **Solution and service providers**



Biotech



Academic/
Hospital



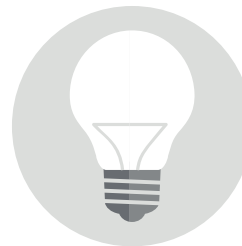
Pharma/
Large Biotech



Government/
NGO

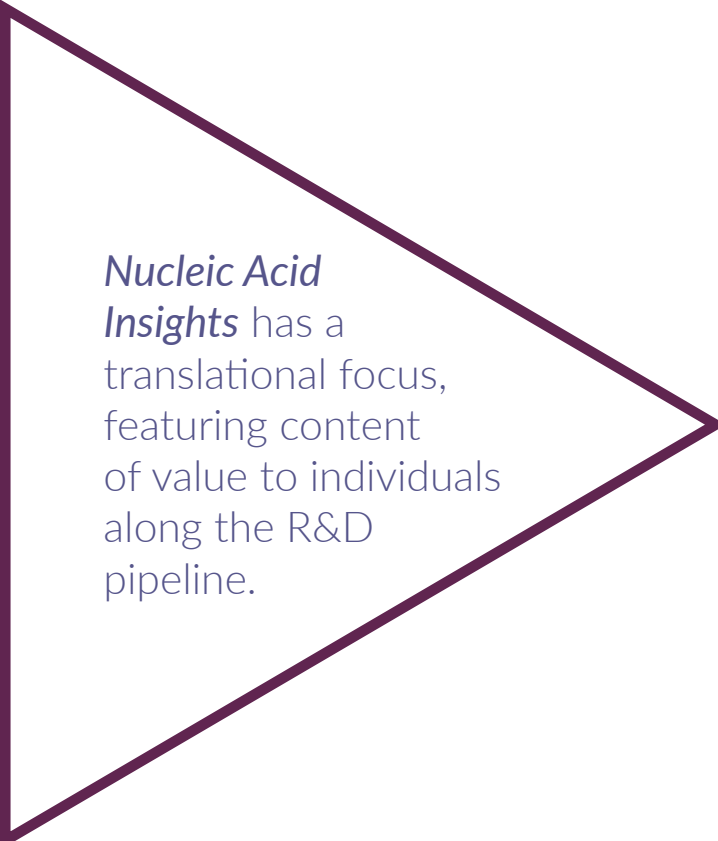


Investor/
Analyst



Solution/
Service Provider





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

Data by interest area & 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

Readership includes individuals focused on:

- ▶ 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
- ▶ Formulation and delivery platform development
- ▶ Public health and market access

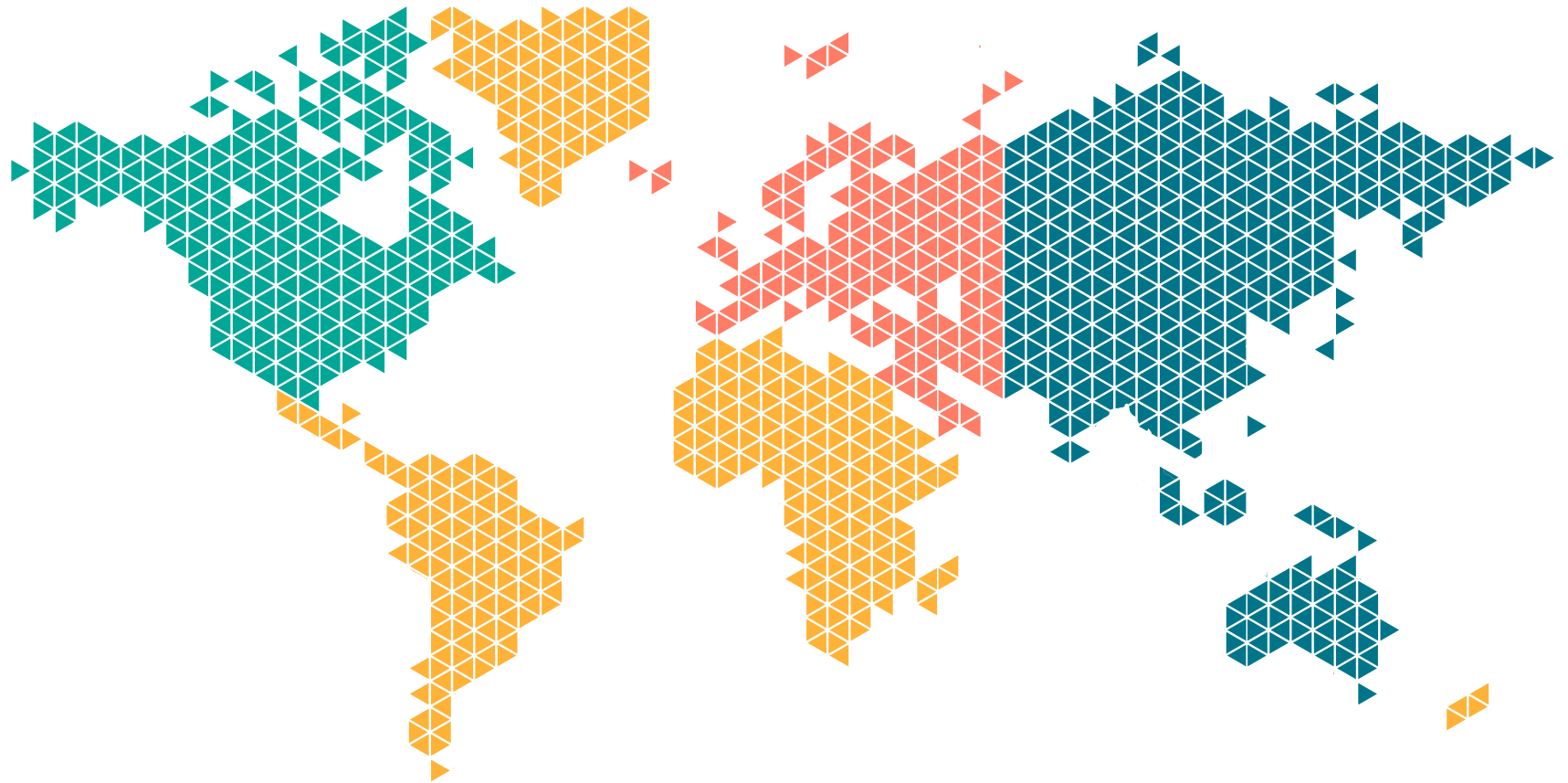
Data by location

▶ **54%**
North America

▶ **34%**
Europe

▶ **9%**
Asia and Australia

▶ **3%**
Rest of World



EDITORIAL CALENDAR



Spotlights

Quarterly Spotlights focus 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 and Reviews, Opinion pieces, Interviews, Webinars, Podcasts, FastFacts videos, Infographics, and more...



Channels

Channels allow us to zoom right in on specific aspects that are of special interest to BioInsights members, including mRNA, plasmid DNA, oligonucleotides, and delivery systems. Specifically themed content is added to each and every channel 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.

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

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Editions		Delivery & Formulation			mRNA Processing & Analysis	
Monthly content focus			 mRNA: Processing	 mRNA: Regulation		 mRNA: Engineering and design
			 Oligonucleotides: Targeting & delivery	 Oligonucleotides: Manufacturing		 Oligonucleotides: Analytics & CMC
			 pDNA: Analytics & CMC	 pDNA: Processing		 pDNA: Supply chain
			 Formulation & delivery: Regulation	 Formulation & delivery: LNPs		 Formulation & delivery: Stability
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Editions			Oligonucleotide Manufacture & Supply Chain			Plasmid DNA
Monthly content focus	 mRNA: Preclinical & translational tools	 mRNA: Clinical development strategy		 mRNA: Processing	 mRNA: Analytics & CMC	
	 Oligonucleotides: Clinical development strategy	 Oligonucleotides: Emerging modalities		 Oligonucleotides: Conjugated oligos	 Oligonucleotides: Research, preclinical and translational R&D strategy	
	 pDNA: Analytics & CMC	 pDNA: Processing		 pDNA: Next-generation technologies	 pDNA: Regulation	
	 Formulation & delivery: Guide RNA innovation	 Formulation & delivery: Extracellular vesicles		 Formulation & delivery: LNPs	 Formulation & delivery: RNA/DNA delivery of genome editing platforms	

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 be tailored to match your current marketing and business development priorities.



WEBINARS

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
- ▶ 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 n.mccall@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 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
- ▶ 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 with accompanying transcript-based article for Bio-Techne

Presentation-style webinar with Q&A for Polyplus-transfection

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

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

Feb 11 2021 ONDEMAND Sponsor **bio-techné**

Fitting product to process: raw materials customization for cell therapy manufacturing success
Thursday 08:00 PST / 11:00 EST / 16:00 GMT / 17:00 CET

CELL & GENE THERAPY INSIGHTS

RAW & STARTING MATERIALS SPOTLIGHT

INNOVATOR INSIGHT

Fitting product to process: raw materials customization for cell therapy manufacturing success

SB Bhatnagar, Michael Bradic, Lindsey Clarke, Raymond Lake & John Paul Tomkinson III

Cell therapy manufacturing involves highly complex processes, with high numbers of steps and demands for high purity of products. As a result, aspects of cell therapy are an ideal environment for a customized manufacturing of cell therapy products. For achieving the best results, and the right process, you need to consider the raw material customization. Raw materials are the building blocks for cell therapy manufacturing. Raw materials customization and the choice of all the cell therapy products can enable you to achieve the best results. For more information, visit the cell therapy manufacturing website. Register for a customized webinar. This webinar will cover the theory and practice of the theory and practice of raw materials customization, the benefits and challenges of raw materials customization and the challenges of cell therapy manufacturing are discussed.

Call & New Times Insights: 0203 750 1700
0203 750 1700 (toll-free)

SMALL CHANGES THAT CAN TRANSLATE TO BIG BENEFITS

Case study & insight: **Raw materials customization for cell therapy manufacturing success**

When considering customized raw materials, you need to consider the challenges and the benefits. This webinar will cover the theory and practice of the theory and practice of raw materials customization, the benefits and challenges of raw materials customization and the challenges of cell therapy manufacturing are discussed.

Call & New Times Insights: 0203 750 1700
0203 750 1700 (toll-free)

Jan 19 2021 ONDEMAND Sponsor **Polyplus-transfection**

Case study: Optimization of lentiviral vector production from early stages to GMP
Tuesday 08:00 PST / 11:00 EST / 16:00 GMT / 17:00 CET

WEBINAR

Feb 10 2022 ONDEMAND Sponsor **OXYGENE**
A Biontech Therapeutics Company

TESSA technology: A new era for AAV manufacture
Thursday 08:00 PST / 11:00 EST / 16:00 GMT / 17:00 CET

Live 30

YOUR EMAIL ADDRESS

Watch now

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:

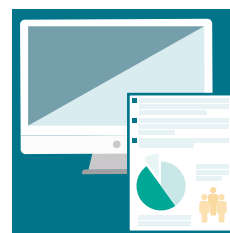


Video

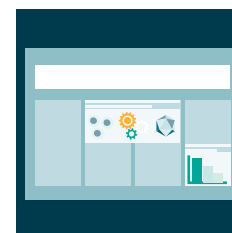


Article

Evolving autologous and allogeneic cell therapy manufacturing models in the commercial setting (sponsored by **Roche**)



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:

Process & analytical insights for GMP manufacturing of mRNA lipid nanoparticles

Cell & Gene Therapy Insights 2022; 8(4), 621-635
DOI: 10.18609/cgti.2022.095
PUBLISHED: 2 JULY
INNOVATOR INSIGHT

Emmanuelle Cameau, Peiqing Zhang, Shell Ip, Linda Mathiasson, Katarina Stenke

The successful development and rapid deployment of the messenger RNA (mRNA) vaccines to enable breakthrough treatments for cancer, rare diseases and more. Indeed, technologies that underpin the COVID-19 vaccines have far-reaching potential to treat relatively new technology, there remain barriers to successful industrialized manufacturing (LNP). The manufacturing of the mRNA-LNP drug product can be broken down into manufacturing, mRNA drug substance synthesis and purification, mRNA-LNP formulation, analytical testing. This article will first examine each step and discuss challenges and opportunities for the manufacturing facilities.

Automation and digital solutions

Full stack of technologies to enable sequence to patient manufacturing in a fast and standardized process

cytiva **PALL** **PRECISION NANOS**

CELL & GENE THERAPY INSIGHTS

FIGURE 2

Manufacturing process for the mRNA-LNP drug product

Step	Key Activities	Key Challenges	Key Solutions
1. mRNA synthesis	Transcription, purification, quality control	Low yield, high cost, variability	Optimized reaction conditions, improved purification
2. mRNA purification	Removal of host cell proteins, endotoxins	Loss of mRNA, low purity	Advanced purification technologies
3. mRNA-LNP formulation	Encapsulation, optimization	Low encapsulation efficiency, stability issues	Optimized lipid formulations, improved mixing
4. Purification	Removal of unencapsulated mRNA, lipids	Loss of product, low purity	Advanced purification technologies
5. Final formulation	Final formulation, quality control	Stability issues, low yield	Optimized storage conditions, improved packaging

628 DOI: 10.18609/cgti.2022.095

Process and analytical insights for GMP manufacturing of mRNA lipid nanoparticles for Pall Biotech

Two new capture options for improved purification of large mRNA

Cell & Gene Therapy Insights 2020; 6(7), 1035-1046
10.18609/cgti.2020.114
PUBLISHED: 31 AUGUST
COMMENTARY

Pete Gagnon, Blaž Goričar, Špela Peršič, Urh Černigoj, Ales Strancar

One of the barriers to development of industrial purification platforms for large mRNA performing capture-purification tools. Hybridization-affinity uses a polythymidine (U) of mRNA. It can be used for capture but it cannot discriminate dsRNA (double-strand RNA) cleaning with 100 mM sodium hydroxide. Traditional anion exchangers elute on columns are heated to 50–70°C. Hydrophobic interaction chromatography (HIC) and from dsRNA and short transcripts, but their sensitivity to fouling by proteins and egg for capture. Better capture options are needed to meet the needs of large clinical trial a new spectrum of gene therapy treatments await. This article introduces two new c/ transition to either HIC or RPC provides high-resolution orthogonal polishing.

CELL & GENE THERAPY INSIGHTS

FIGURE 4

Elution profile of mRNA on a column

1038 DOI: 10.18609/cgti.2020.114

[View pdf](#)

Two new capture options for improved purification of large mRNA for BIA Separations

INTERVIEWS & PODCASTS

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

VECTORS: Downstream Bioprocessing

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

Cell & Gene Therapy Insights 2021; 7(11): 1706–1710
DOI: 10.18609/cgti.2021.225
PUBLISHED: 12 JANUARY 2022

Minh Hong, Marc Gaal

Charlotte Barker, Editor, Cell and Gene Therapy Insights, speaks to Minh Hong, Head of Commercialization, and Marc Gaal, Director, Program Management at the Life Sciences Business Sector, Merck.

Minh Hong leads the commercial team for Viral Gene Therapy contract manufacturing at Merck. He is responsible for account management, commercial strategy, and regulatory affairs.

INTERVIEW

Q: Once you understand the customer's needs, how do you support them through the manufacturing process?

MC: Once the manufacturing plan assessment is completed, a risk analysis is performed. The Project Manager is involved in the assessment and the Commercialization Team. The Project Manager then helps to set up the manufacturing process. The Project Manager then helps to set up the manufacturing process. The Project Manager then helps to set up the manufacturing process. The Project Manager then helps to set up the manufacturing process.

Q: How exactly has your organization chosen to invest in cell and gene therapy manufacturing?

MC: Our new upstream gene therapy manufacturing facility is a combination of cell and gene therapy manufacturing. It is a combination of cell and gene therapy manufacturing. It is a combination of cell and gene therapy manufacturing. It is a combination of cell and gene therapy manufacturing.

Q: What led your organization to determine that this was the right time to invest in a new gene therapy manufacturing facility?

Cell & Gene Therapy Insights | ISSN 2099-7900 | 1707

Podcast and written

Precisely for CGT: automating aseptic filling for lowest volumes for Single Use Support

SUPPLY CHAIN: Best practices for ensuring cell and gene therapy supply chain scalability

Precisely for CGT: automating aseptic filling for lowest volumes for Single Use Support

Cell & Gene Therapy Insights 2022; 8(3): 403–408
DOI: 10.18609/cgti.2021.059
PUBLISHED: 27 MARCH 2022

PODCAST

Barbara Fischer

Roisin McGuigan, Editor, Bioinsights, speaks to Barbara Fischer, Process Consultant, Single Use Support.

...do not be afraid of digital transformation. Follow the opportunities that...

PODCAST INTERVIEW

Q: What specific trends are you seeing currently in the selection of primary packaging?

BF: Customers are looking for solutions that can handle small volumes. They are looking for solutions that can handle small volumes. They are looking for solutions that can handle small volumes. They are looking for solutions that can handle small volumes.

Q: How do you see the future of aseptic filling for low volumes?

BF: The future of aseptic filling for low volumes is bright. It is a combination of cell and gene therapy manufacturing. It is a combination of cell and gene therapy manufacturing. It is a combination of cell and gene therapy manufacturing.

Cell & Gene Therapy Insights | ISSN 2099-7900 | 405

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



The screenshot shows a webpage for a podcast interview. At the top left is a logo with a stylized 'C' and 'G' in a circle. The main title is "Key factors to consider for successful cell therapy manufacturing: a case study". Below the title, it says "Cell & Gene Therapy Insights 2022; 8(2): 241-249" and "10.18409/cgti.2022.039". The authors listed are "Valentina Becherucci, Øystein Åmellem, Xavier de Mollerat du Jeu". A "View pdf" button is visible. Below the button are three small portrait photos of the authors. To the right of the main content is a "PODCAST INTERVIEW" section with a list of questions and answers (Q&A) in a Q&A format. The page number "243" is at the bottom right.

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:

FASTFACTS
Cell & Gene Therapy Insights 2022; 8(11): 1373;
DOI: 10.18609/igti.2022.1373
PUBLISHED: 14 DECEMBER

FASTFACTS
Sara Lewandowski

Watch the video or view the poster to:

- Review the cell therapy manufacturing cycle
- Learn why optimizing the cell collection is so important
- Learn about the factors that play a role in the success or failure of an operation
- Understand how data analytics can help optimize cell collections for cell therapy

Sara Lewandowski has a master's degree in biomedical engineering and started her career in the aerospace industry and after she shifted her focus to her current role in Global Services and cell gene therapy manufacturers.

FASTFACTS
Cell collection in cell therapy – quality matters

Manufacturing cell therapy requires a complex and multi-step process. Cell collection is a critical step in the process, and it is essential to ensure that the cells are collected in a way that maintains their quality and viability. This poster discusses the challenges of cell collection and provides insights into how data analytics can help optimize the process.

Key points include: the importance of cell collection, the challenges of cell collection, and the role of data analytics in optimizing the process.

Cell collection in cell therapy – quality matters for Terumo

FASTFACTS
Cell & Gene Therapy Insights 2022; 8(10): 1267;
DOI: 10.18609/igti.2022.1267
PUBLISHED: 11 NOVEMBER

FASTFACTS
Sophia Lollies

Watch the video or read the poster to learn more:

- Current challenges in manufacturing CAR-T cells and approaches to overcome them
- An overview of Miltenyi Biotec's cell manufacturing platform
- Insights into the fully automated CAR-T cell manufacturing process
- Options for non-viral engineering

Sophia Lollies is a Global Product Manager for working with the R&D and Clinical Development teams, with a particular focus on CAR-T cell manufacturing. She is a member of the Miltenyi Biotec's CellMACS® Prodigy for industrial customers, Screening and Automation, following the completion of her MSc in Biotechnology.

FASTFACTS
A flexible & fully automated process for CAR T cell manufacturing

Manufacturing CAR-T cells is a complex and multi-step process. The process involves the collection of T cells, their genetic modification, and their expansion. This poster discusses the challenges of CAR-T cell manufacturing and provides insights into how a flexible and fully automated process can help overcome these challenges.

Key points include: the challenges of CAR-T cell manufacturing, the benefits of a flexible and fully automated process, and the role of automation in improving the process.

A flexible & fully automated process for CAR T cell manufacturing for Miltenyi Biotec

FASTFACTS
Cell & Gene Therapy Insights 2022; 8(10): 1371;
DOI: 10.18609/igti.2022.1371
PUBLISHED: 17 NOVEMBER

FASTFACTS
Andi Ushijima, Henry George

Watch this FastFacts to discover:

- How the VirusExpress® 293 AAV Production Platform can help speed up AAV manufacturing
- How high-throughput screening has enhanced efficiency of the platform
- How improvements to transfection and cell culture media impact AAV production
- How our platform performs with GFP model virus in serotypes AAV1-9

Andi Ushijima is a Scientist in the Viral Vector Innovation Center, bringing her bioprocessing experience working on bioreactor development and cell culture. She received her BSc in Bioengineering at UCL.

FASTFACTS
Driving the viral vector expressway: speeding through AAV manufacturing

AAV manufacturing is a complex and multi-step process. The process involves the production of AAV particles, which are then used for gene delivery. This poster discusses the challenges of AAV manufacturing and provides insights into how the VirusExpress 293 AAV Production Platform can help speed up the process.

Key points include: the challenges of AAV manufacturing, the benefits of the VirusExpress 293 AAV Production Platform, and the role of high-throughput screening in improving the process.

Driving the viral vector expressway: speeding through AAV manufacturing for Millipore Sigma

FASTFACTS
Cell & Gene Therapy Insights 2022; 8(9): 1079;
DOI: 10.18609/igti.2022.1079
PUBLISHED: 29 SEPTEMBER

FASTFACTS

Watch the video or read the poster to learn:

- How to use a single, automated platform for both viral vector titration and process-related impurity analysis
- Why fully automated, microfluidic immunoassays provide a time and cost advantage
- How to deploy a strategy for shortening analysis time, reducing risk and increasing throughput

Justine Cutler-Brosse after graduating from the University of Cambridge worked 6 years in a Swiss Biotech company in a preclinical program from the preclinical phase to Phase I. She is currently a Specialist supporting customers in the development, vaccines and cell and gene therapies, joined the Product and Market Management team.

FASTFACTS
Leveraging oncology gene expression signatures to accelerate research

High-throughput, automated analysis of viral vector titer and process-related impurities accelerates downstream process development of AAV-based gene therapies. This poster discusses the challenges of AAV-based gene therapy development and provides insights into how high-throughput, automated analysis can help accelerate the process.

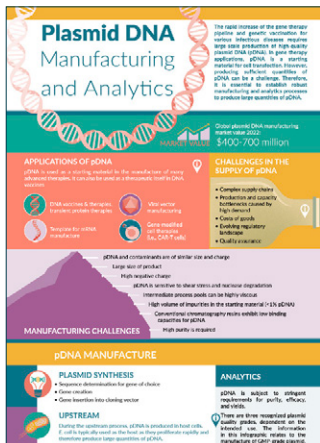
Key points include: the challenges of AAV-based gene therapy development, the benefits of high-throughput, automated analysis, and the role of automation in improving the process.

High-throughput, automated analysis of viral vector titer and process-related impurities accelerates downstream process development of AAV-based gene therapies for Gyros Proteins Technologies

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 *Nucleic Acid Insights* or simply provided to you for your own use.



Examples include:

Voiced infographic

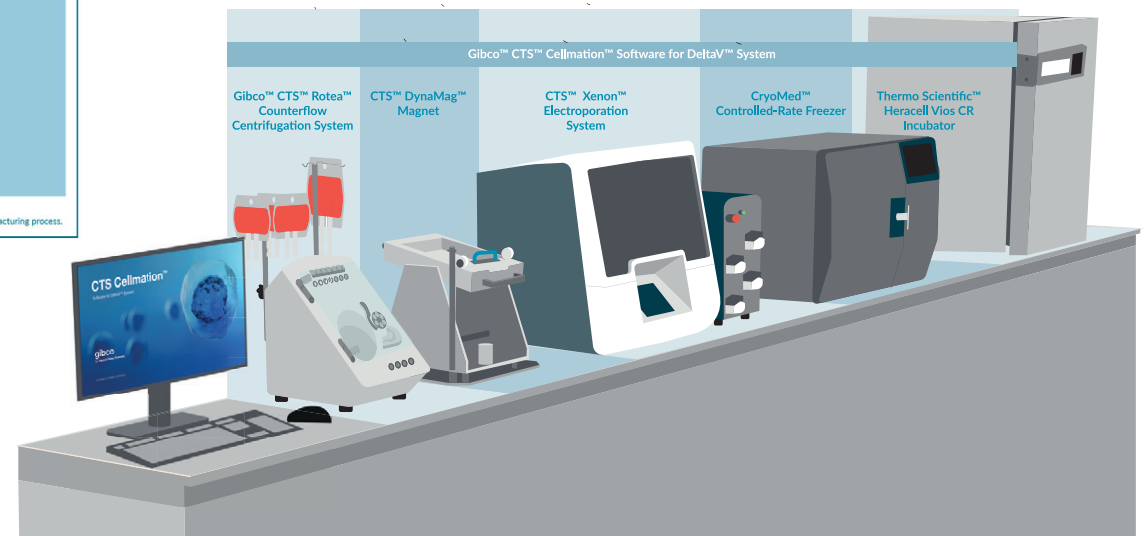
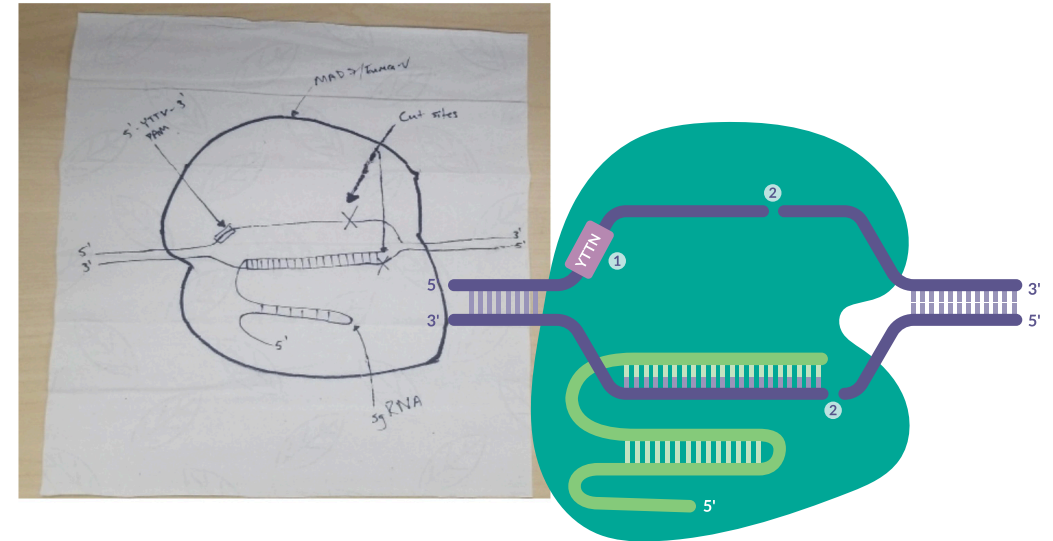
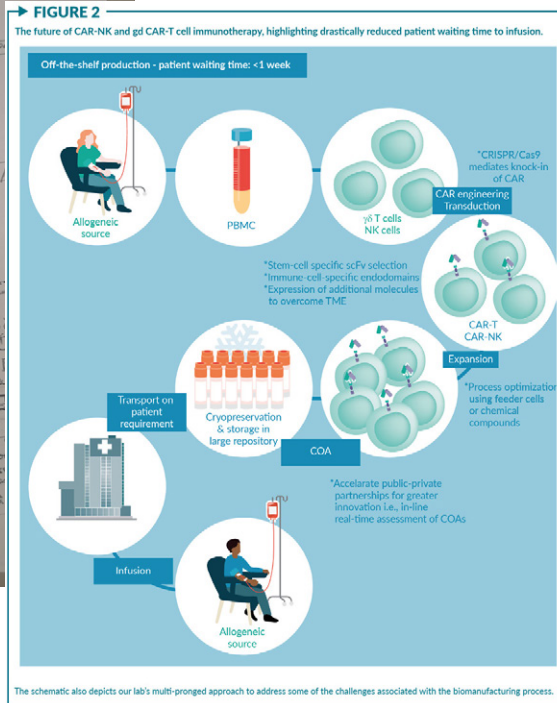
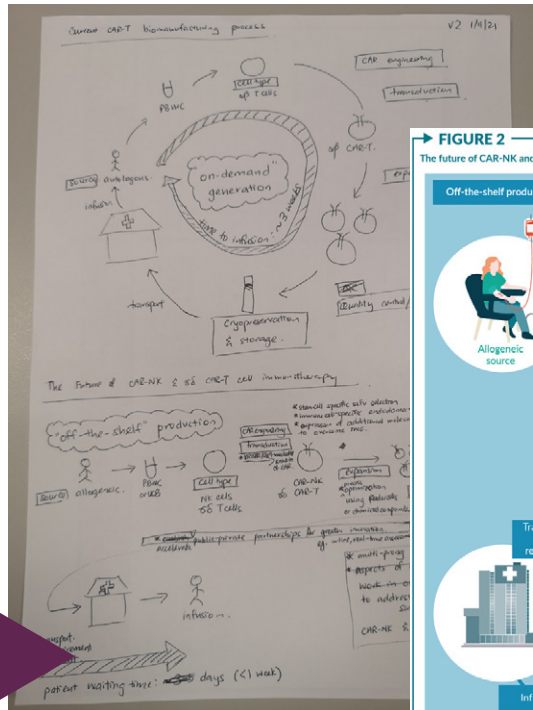
Plasmid DNA manufacturing and analytics for Thermo Fisher Scientific



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.

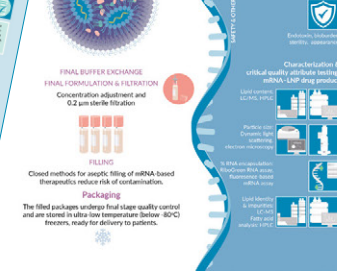
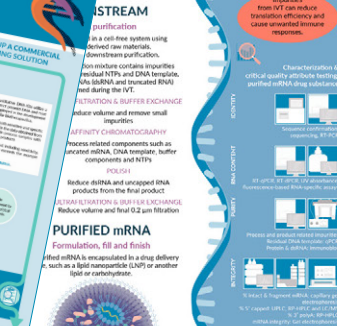
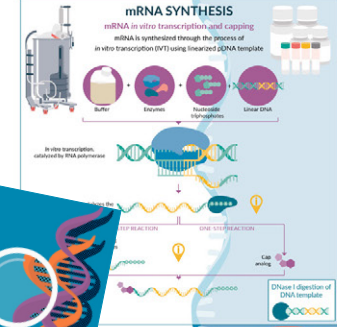
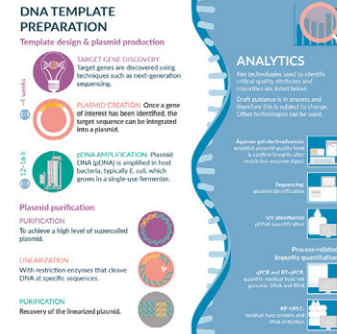
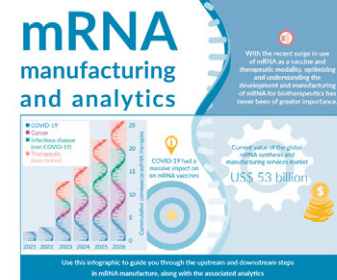
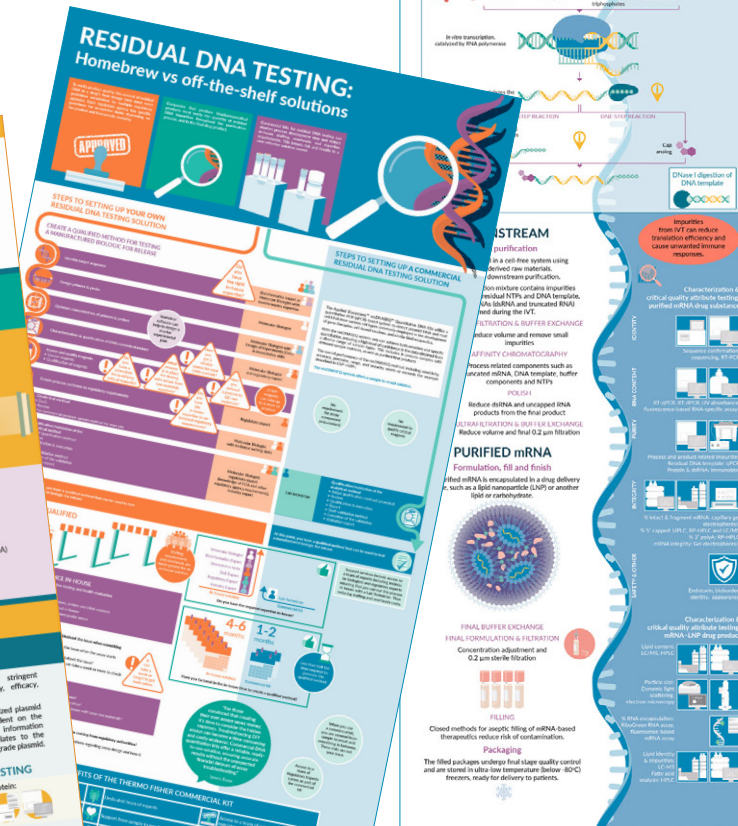
Our 2024 schedule is open for bookings. Please contact **Nicola McCall** at n.mccall@insights.bio.



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