VACCINE INSIGHTS

Your content marketing partner for life sciences

MEDIA KIT 2024

INDEX

Your content marketing partner for life sciences

An online, peer-reviewed, open access journal with a translational focus

ABOUT

Vaccine Insights

Vaccine Insights is a peer-reviewed, open-access journal providing detailed coverage of the development and manufacture of novel vaccines. The journal brings together leading experts from pharma, biotech, academia, NGOs, 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 R&D and delivery across all disease areas.

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 of a vaccine's development?

Do you need to **generate qualified leads** from companies involved in viral vector or mRNA vaccine development?

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

Vaccine 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, governments and NGOs, 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 to patients, and those manufacturing the novel vaccines of the future

Vaccine 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 Nicola McCall at n.mccall@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

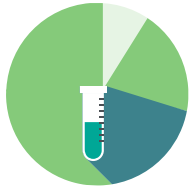
USER DEMOGRAPHICS

Data by sector

- **Biotech companies**, including those at a relatively early stage of development.
- **Prolific academic institutions**, in particular those researching and testing new vaccines and vaccine-related technologies.
- **Pharmaceutical companies and large biotechs** with a major or growing focus on vaccines
- **Government-funded organizations** (such as BARDA) and NGOs such as Bill & Melinda Gates Foundation, PATH and IAVI
- **Investors and analysts**
- **Solution and service providers**

28%
Biotech

22%
Academic



18%
Large Vaccine Manufacturer

8%
Government, NGO, Public Health Body

2%
Investor/ Analyst

22%
Solution/ Service Provider

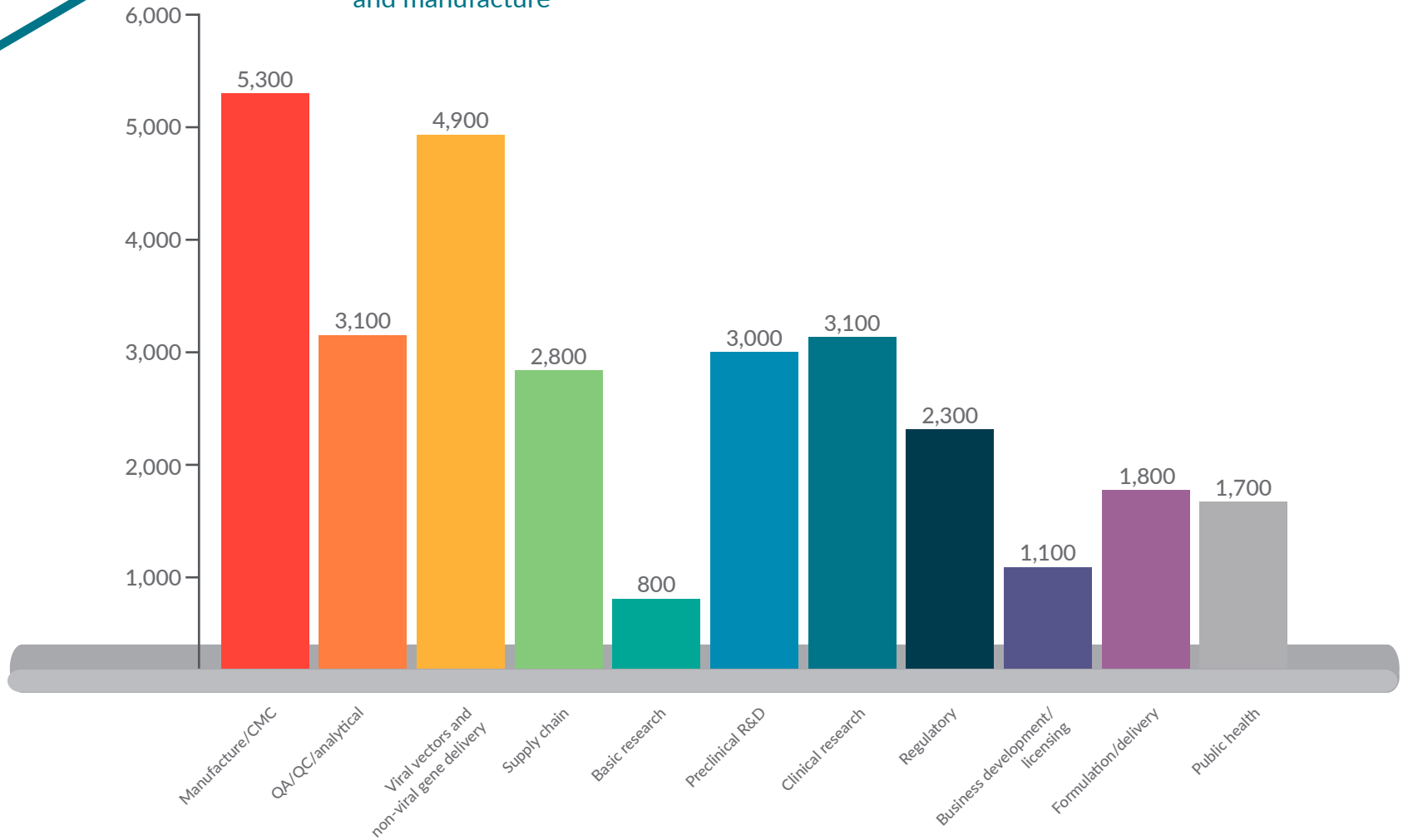
We currently have 7,000 registered users

Contact Nicola McCall at n.mccall@insights.bio to discuss thought leadership and lead-generation opportunities

Vaccine 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
- Formulation and delivery device development
- Public health and market access



Data by interest area & seniority
(continued)

21%
Scientist/lab technician/
research associate

26%
Manager/senior scientist/
senior research associate

22%
Director/lab head/
department head

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

14%
C-suite

Data by location

51%
North America

30%
Europe

11%
Asia and Australia

8%
Rest of World

EDITORIAL CALENDAR 2024

FEBRUARY

Respiratory diseases

- What's next for COVID vaccines?
  - prospects for developing next-gen vaccines capable of generating durable, broad-based antibody and T cell immunity
- Respiratory syncytial virus (RSV):
  - what will be the impact of newly approved RSV vaccines?
  - determining the most appropriate schedule of RSV and other respiratory vaccines to maximize uptake and effectiveness
- Invasive pneumococcal disease:
  - the impact of new low-cost vaccines in a competitive market
  - the race for higher valency—where is the limit?
  - harmonizing pneumococcal vaccine schedules
- Quantifying the risk from avian influenza and developing vaccines

APRIL

Manufacturing: upstream & raw materials

- How can manufacturers mitigate supply chain disruption?
- Localized versus centralized manufacturing
- Optimizing manufacturing footprint:
  - in-house manufacturing versus CMO
  - could combined/flexible facilities improve efficiency?
- Scaling up vaccine manufacturing
- Novel expression systems for vaccine production
- Toward 100% chemically defined media, and easier generation of chemically defined media for individual processes
- Stainless steel versus single-use bioreactors for vaccine manufacture
- Maintaining "warm base" capacity for pandemic preparedness
- Challenges for training and tech transfer in vaccine manufacturing

MAY

RNA vaccines: research directions

- What will be the next testing ground for RNA vaccines? Where, when, and how will it prove its capabilities, and how much optimization will be needed on a case-by-case basis?
- Will RNA be broadly applicable or only suited to narrow applications such as pandemic vaccines?
- Evolving knowledge on mechanisms of action—decreasing reactogenicity while retaining potency
- Modifying mRNA vaccines to induce mucosal immune responses
- Adapting mRNA for use in personalized cancer vaccines
- How will the drive towards cancer vaccines impact infectious disease applications?
- Latest on next-gen RNA vaccine platforms
- Regulatory expectations for RNA vaccines—a platform technology?

JUNE

Understanding & enhancing immune responses

- Addressing immune imprinting/original antigenic sin for COVID-19 and other circulating RNA viruses
- Advances in immune profiling and understanding mechanisms of action:
  - profiling immune cells with single-cell analysis tools
  - applying tools such as NGS, flow cytometry, CyTOF
- Systems serology to decode vaccine-induced immune responses
- Understanding individual immune response to vaccination
- Standardizing data recording, storage, and sharing
- Embracing AI and machine learning for resolving immunological data and antigen design
- Understanding and targeting mucosal immunity
- Novel adjuvants, adjuvant platforms, and combinations

JULY

CMC & analytics

- Greater connection of CMC with clinical design and understanding quality expectations to avoid bottlenecks
- How will control strategy evolve with digital twin and digitalization?
- Patient-centric specifications
- What is needed from a CMC perspective to achieve CEPI's 100 days goal for pandemic vaccines? Risk-based approaches and innovations
- Advances in process analytical technology:
  - monitoring online in real-time
  - overcoming limitations of current technology (e.g., sensitivity)
  - lowering barriers for implementation
  - increased automation
- High-throughput tools for process development and analytics—forward-looking methods while remaining QC-compliant

SEPTEMBER

Preclinical & clinical research

- Closing the gap between preclinical and clinical results: better animal and in vitro models
- Measuring a wider range of immune markers
- Could evidence from human infection models support approvals?
- Clinical trials in populations with varied levels of immune competence
- Correlates of protection—regulators and licensure criteria
- Vaccine development for special populations
- Use of AI to clean up clinical data sets and reduce protocol deviations
- Making the most of real-world vaccine efficacy data
- Safety—understanding adverse events after vaccination
- What is a platform technology and how will they be regulated?
- Regulatory harmonization between regions

OCTOBER

RNA vaccines: formulation & production

- Sourcing and supply of raw materials—addressing the cost of goods
- Addressing expense, manufacturing complexity, and IP hurdles of LNPs with next-gen delivery particles
- Toward temperature-stable formulations
- Overcoming hurdles in production:
  - traditional versus cell-free plasmid DNA production
  - streamlining IVT and capping
  - optimizing purification, especially of larger RNA constructs—chromatography, TFF
- Analytical methods and control strategy for mRNA-LNPs:
  - evolving tools (e.g., NGS and mass spectrometry) for characterization
  - moving to next-gen assay panels, specific to RNA products
  - improved methods for detecting residual dsRNA (e.g., dPCR)

NOVEMBER

Manufacturing: downstream, fill/finish, & delivery

- Exploring the need for better purification solutions across platforms
- The environmental sustainability of vaccine manufacturing operations
- Shared challenges and solutions for vaccines, biologics, and advanced therapy manufacturers
- Addressing extremes of volume:
  - challenges of small-scale cancer vaccine production
  - efficient scale-up to meet pandemic preparedness needs
- Challenges and solutions in cold chain/controlled temperature chain:
  - routine and corrective maintenance
  - sustainability
  - role of automation and AI

Vaccine Insights provide 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 vaccines R&D

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 ***Vacinne Insights*** gives you an efficient and cost-effective way to:

- Generate qualified leads from amongst the vaccine 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.

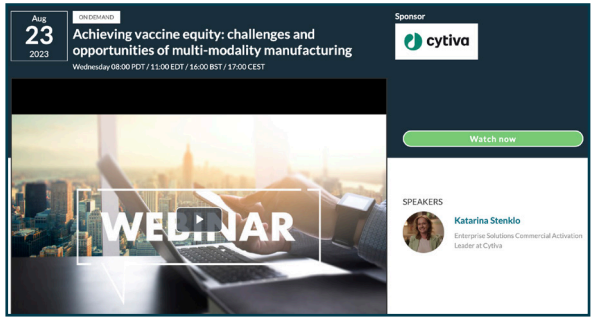
Our webinar packages include:

- 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 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 with accompanying roundtable article for **Thermo Fisher Scientific**



Presentation-style webinar with Q&A **for Cytiva**

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

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

Contact Nicola McCall at n.mccall@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

Expert Roundtable: leveraging cutting edge tools to convert I-O data into knowledge

Video and article

Poster summarising key learning points

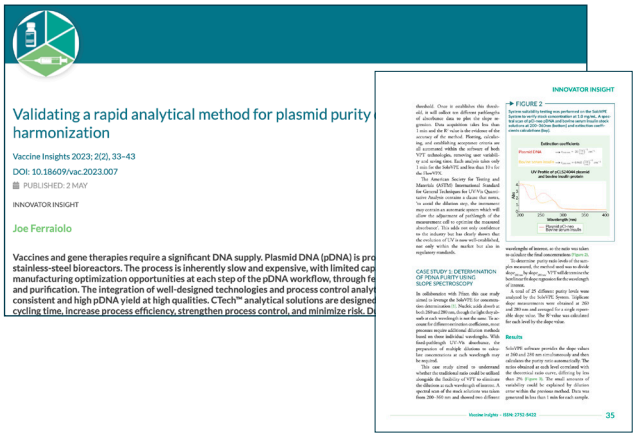
Strategies for scaling up and out in gene therapy manufacturing: addressing AAV's growing pains (for **Corning**)

ARTICLES

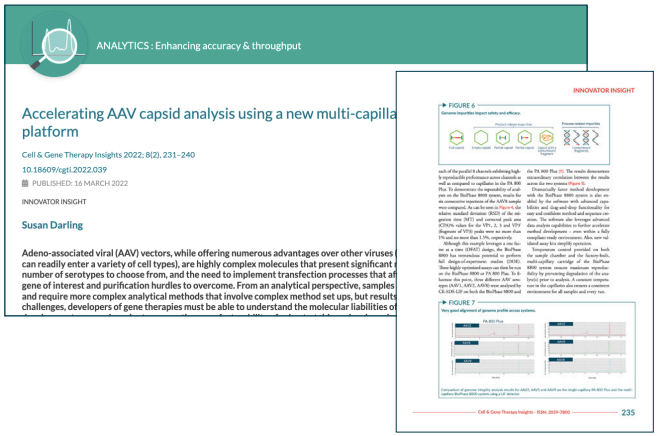
Free access publication of submitted articles remains the gold standard for sharing data with scientists across the sector.

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.

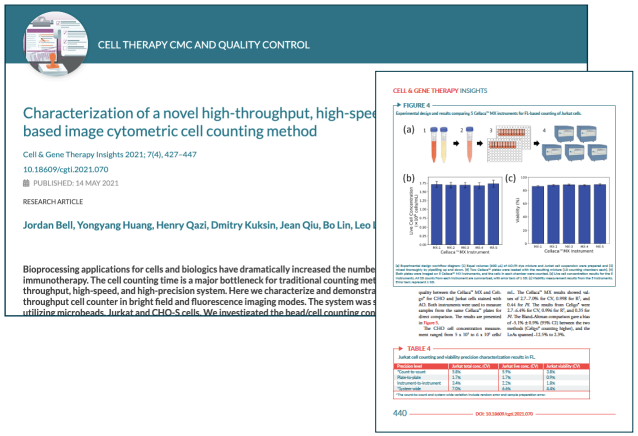
Examples of articles for our clients:



[Validating a rapid analytical method for plasmid purity determination & platform harmonization](#) for **Repligen**



[Accelerating AAV capsid analysis using a new multi-capillary electrophoresis platform](#) for **SCIEX**

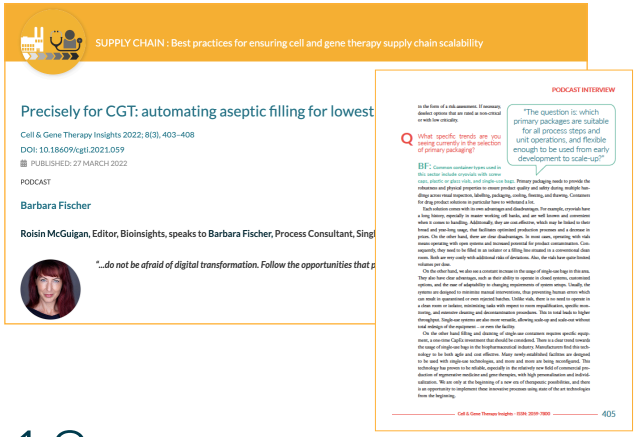


[Characterization of a novel high-throughput, high-speed and high-precision plate-based image cytometric cell counting method](#) for **Nexcelom**

INTERVIEWS & PODCASTS

Interviews are a great way to raise awareness within the vaccine 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

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

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

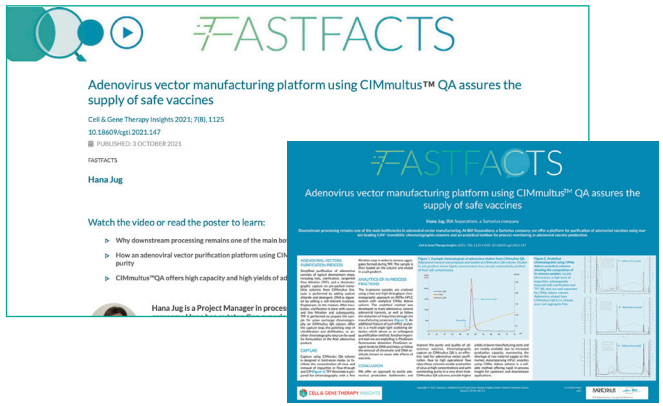
For example:

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

VIDEO PRESENTATIONS

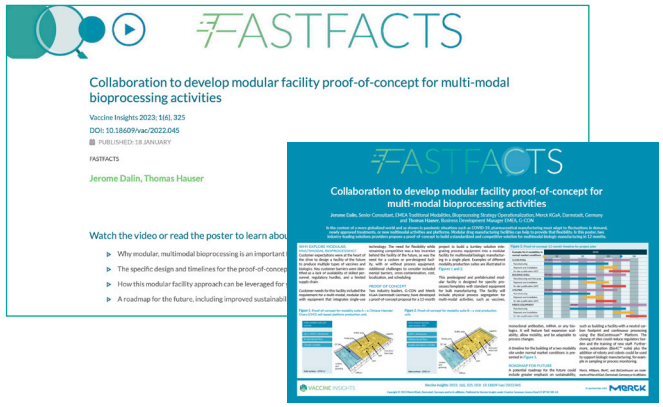
Our FastFacts videos are 10–15 minute edited presentations, accompanied by a poster summarising the key learning points. They are designed for the presentation of app notes, validation data, case studies, scientific posters, or product demonstrations, and work well both for educational purposes and for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

Here are some examples:



[Adenovirus vector manufacturing platform using CIMmultus™ QA assures the supply of safe vaccines](#) for **Sartorius**

[Plasmid processing for mRNA, gene therapy and other vector applications](#) for **Cytiva**



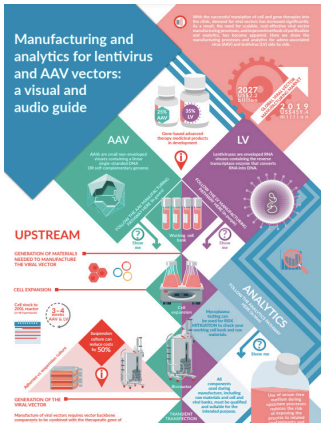
[Collaboration to develop modular facility proof-of-concept for multi-modal bioprocessing activities](#) for **Merck**

[End-to-end solutions for mRNA development and manufacturing](#) for **Thermo Fisher Scientific**

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



Examples include:

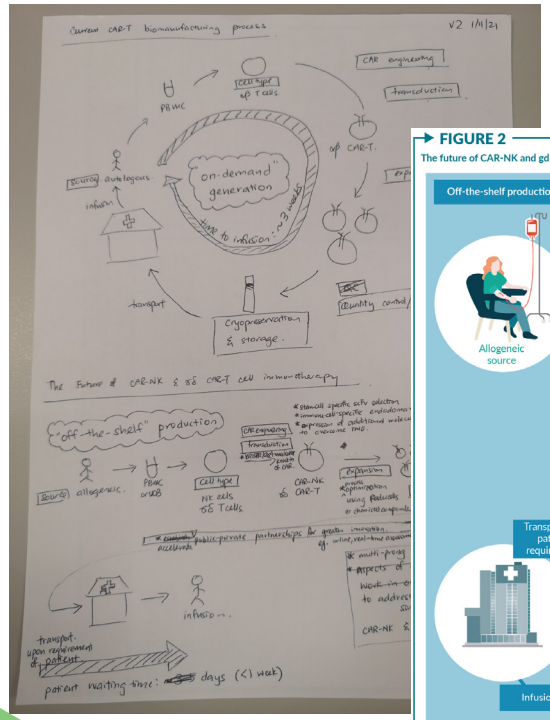
Voiced infographic

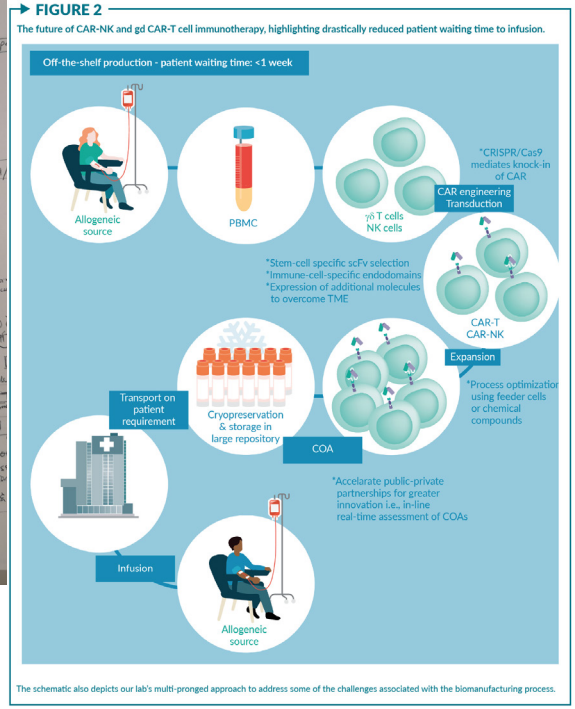
Manufacturing and analytics for lentivirus and AAV vectors: a visual and audio guide
for **Thermo Fisher Scientific**

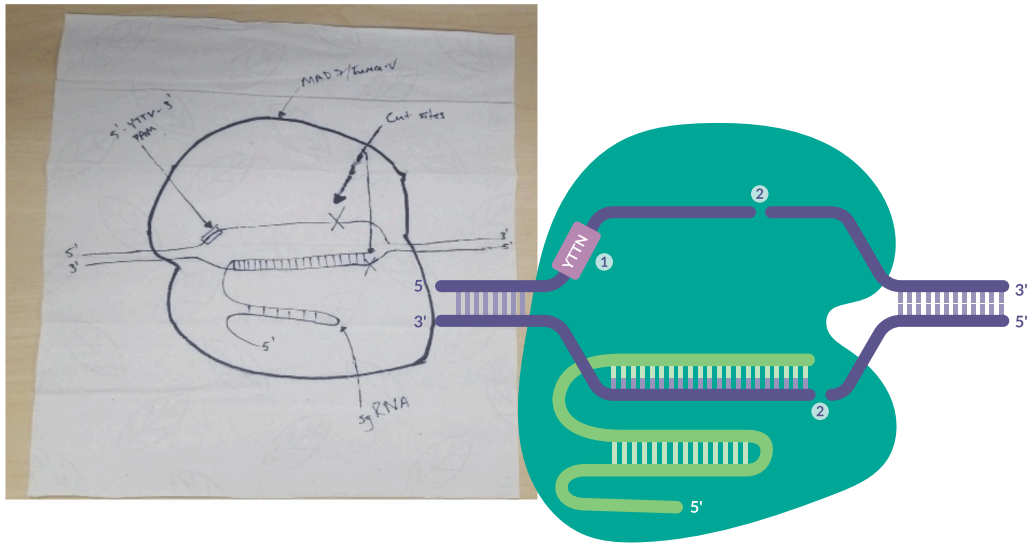
Animated infographic

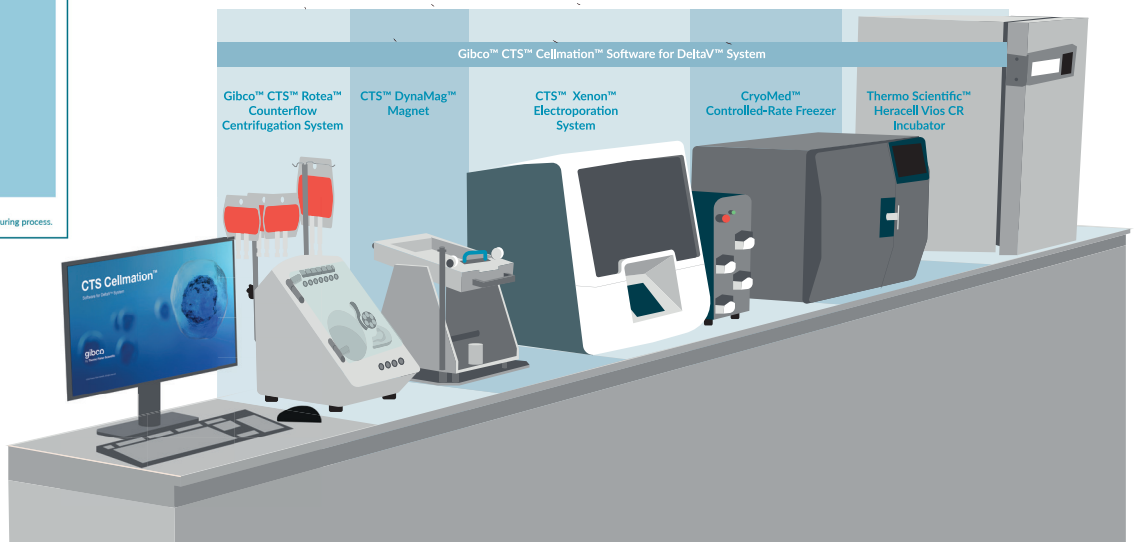
Regulatory FAQs & common concerns for cell & gene therapy raw and starting materials
for **Thermo Fisher Scientific**

SCIENTIFIC ILLUSTRATIONS









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

Contact Nicola McCall at n.mccall@insights.bio to discuss thought leadership and lead-generation opportunities

eBLASTS

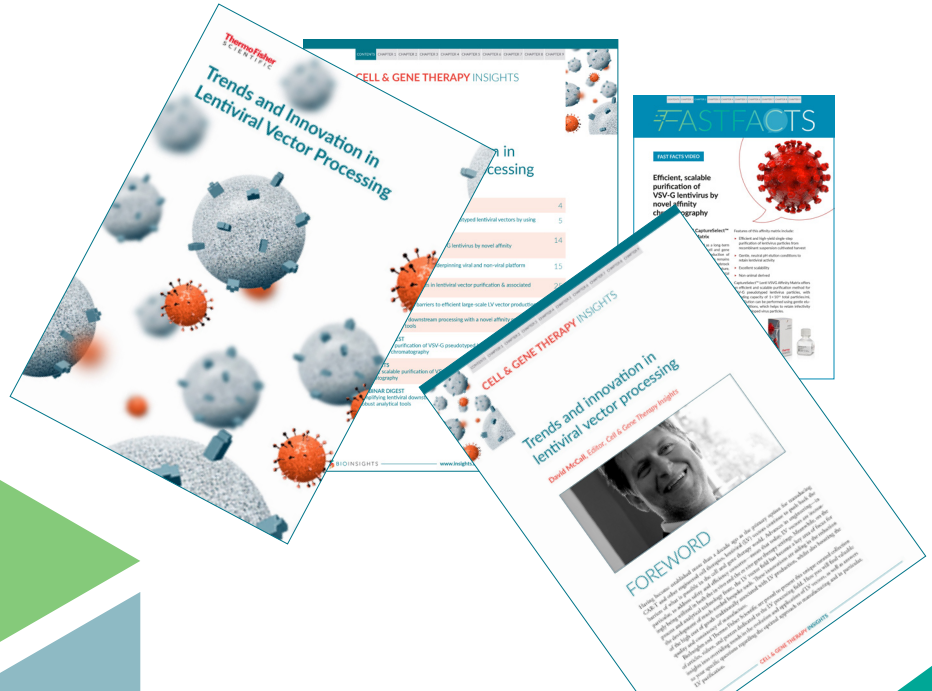
We offer a strictly limited number of third-party eblasts to our registered users.

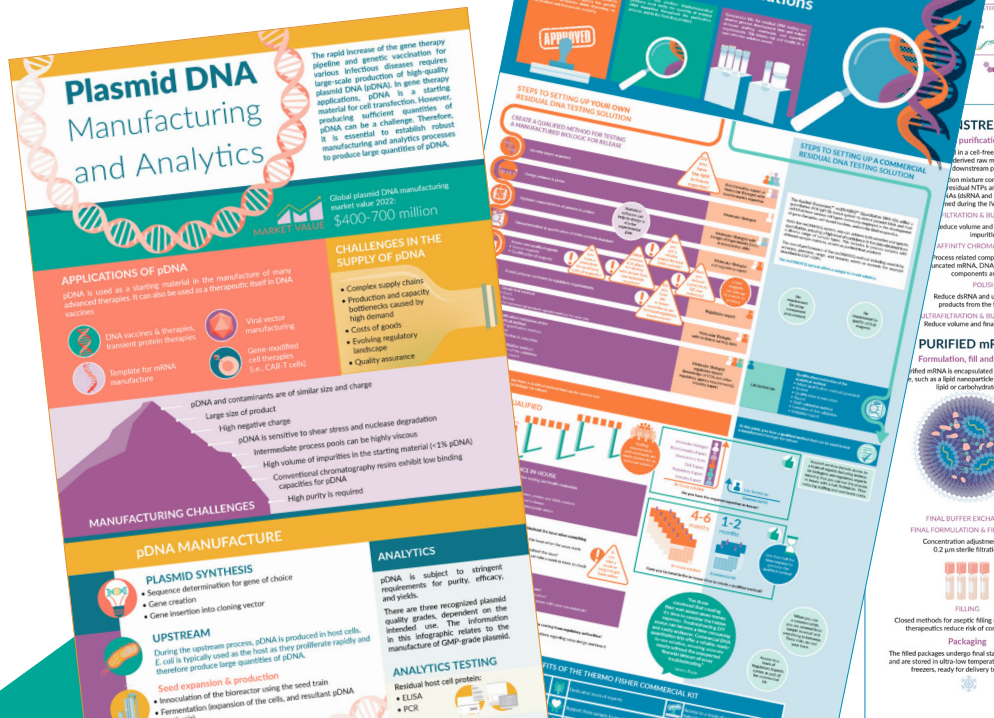
Our 2024 schedule is open for bookings. Please contact **Nicola McCall** at **n.mccall@insights.bio**.

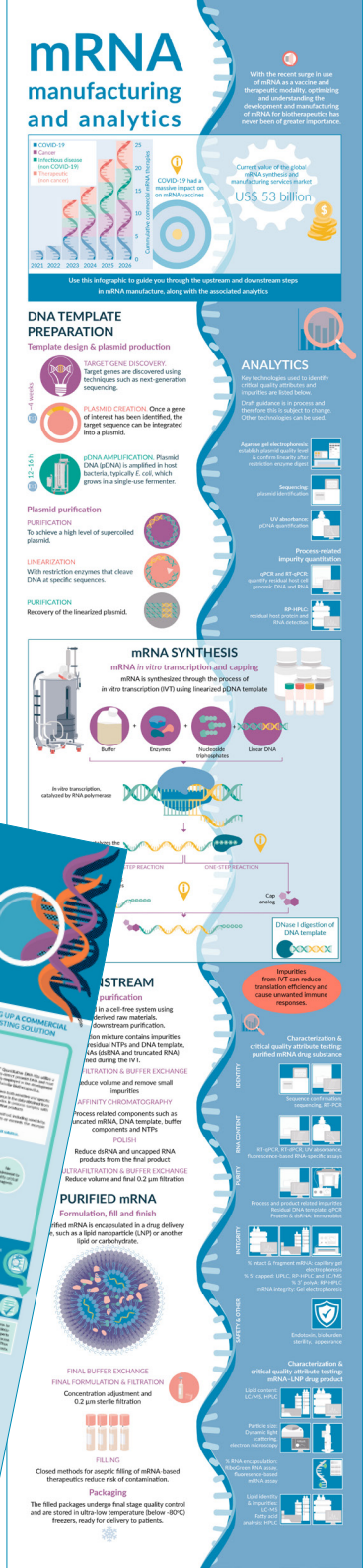
PREMIUM SERVICES

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 ***Vaccine Insights***, BioInsights also publishes:

Cell & Gene Therapy Insights

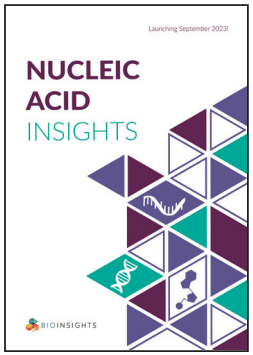
Launched in 2014, *Cell & Gene Therapy Insights* is our inaugural online, open access, peer-reviewed journal with a translational focus.

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.

Immuno-Oncology Insights

Immuno-Oncology Insights is an open access, independently peer reviewed publication specifically designed to fill a number of clear and important gaps in the current slate of journals for the industrial and academic immuno-oncology communities.

Guided by an editorial board lead by Jon Wigginton and Renier J. Brentjens, *Immuno-Oncology Insights* places R&D challenges and progress across a wide variety of technology fields in context.



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).