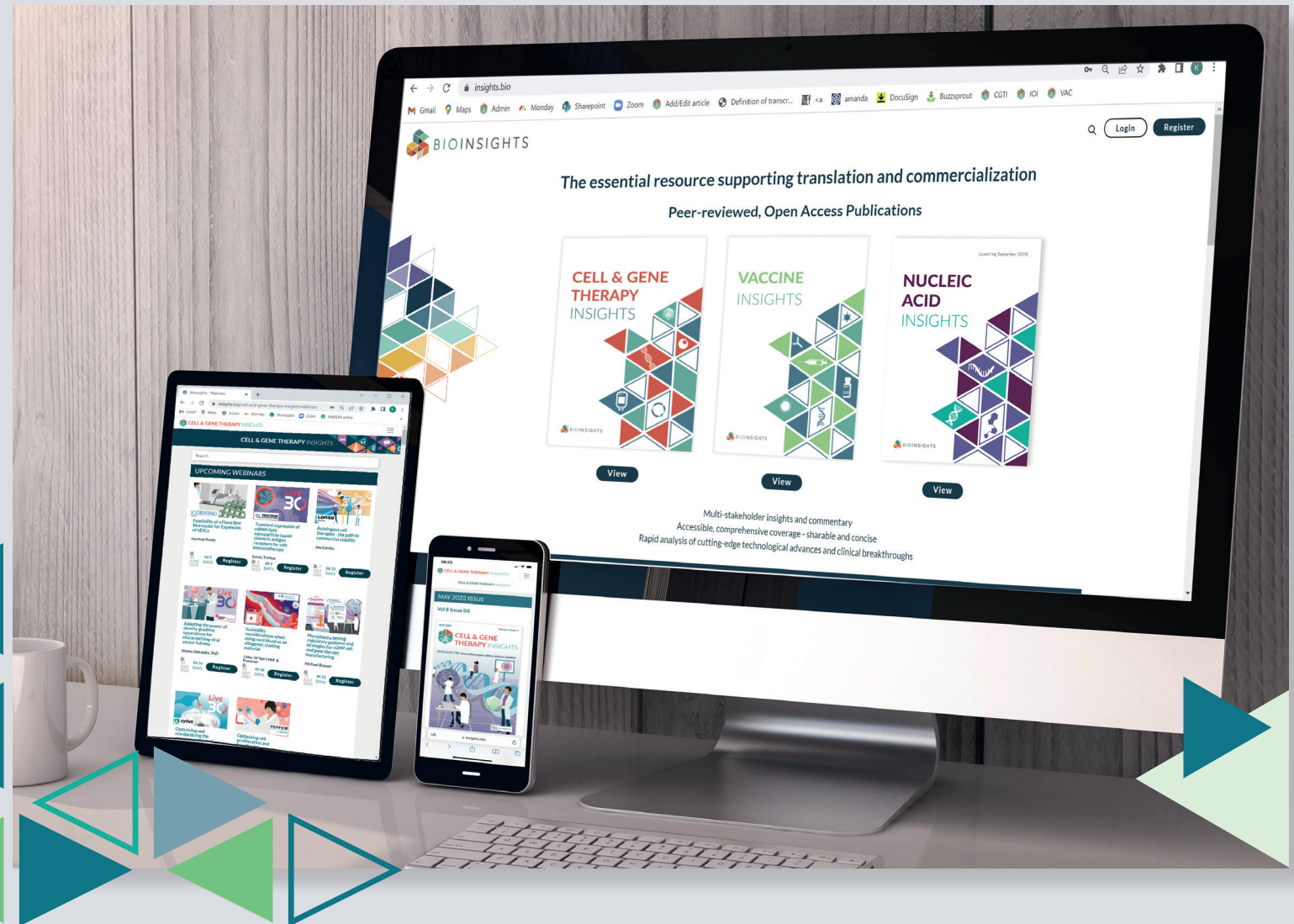


MEDIAKIT 2025



INDEX

Vaccine Insights—your
content marketing partner
for life sciences

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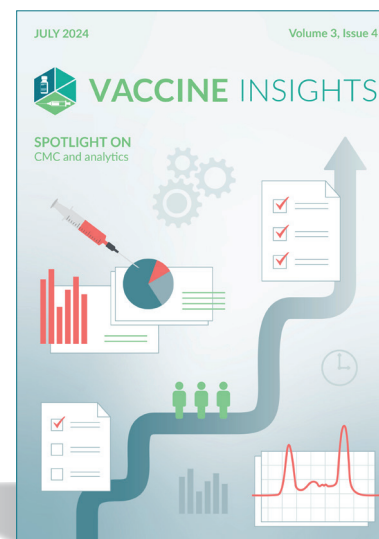


ABOUT

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

Vaccine Insights is a peer-reviewed, open-access journal providing detailed coverage of the development and manufacture of 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.



Vaccine 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 vaccine's development?

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

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

WHAT CAN WE DO FOR YOU?

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

We can:

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

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

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



USER DEMOGRAPHICS

We currently have
6,000 registered users

Data by sector

- ▶ Large vaccine manufacturers
 - ▶ 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 *Vaccine Insights* offers an unparalleled opportunity to target this particular audience
- ▶ Solution and service providers
 - ▶ Public health bodies, government-funded organizations (such as NIH, BARDA and PATH) and NGOs (such as Bill & Melinda Gates and the Malaria Vaccine Initiative)



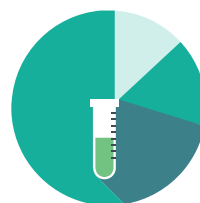
26%

BIOTECH



23%

ACADEMIC/
HOSPITAL



19%

PHARMA/
LARGE BIOTECH



24%

SOLUTION/
SERVICE PROVIDER,
including CDMOs



1%

INVESTOR/
ANALYST

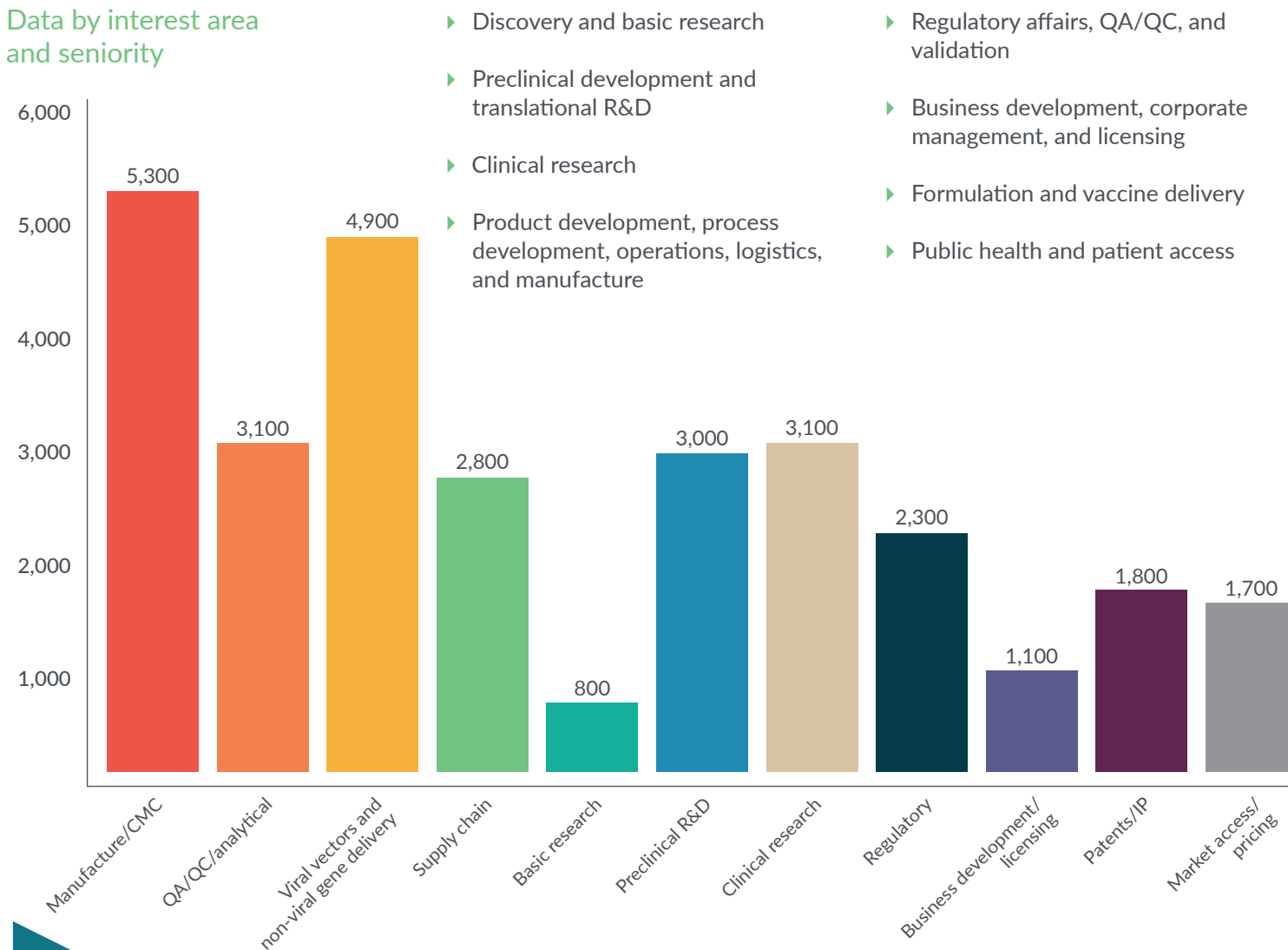


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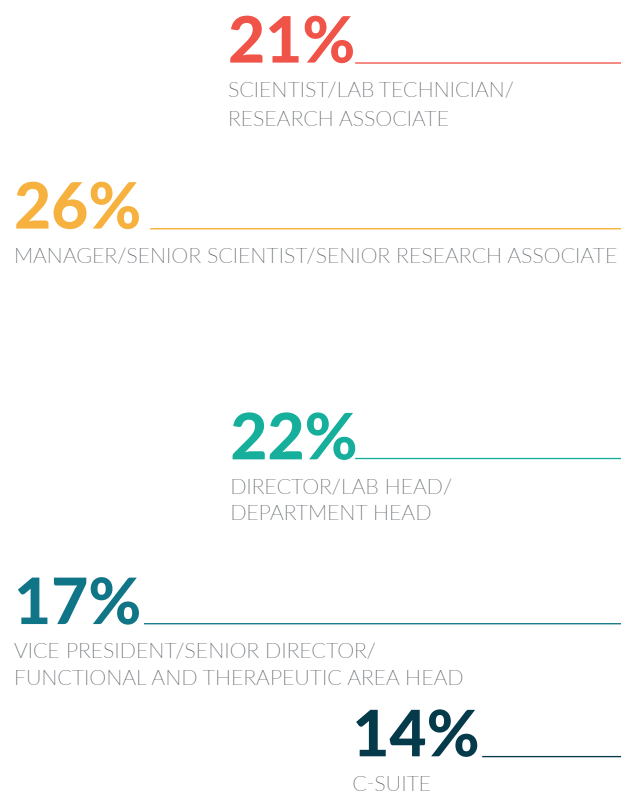
GOVERNMENT/
NGO

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

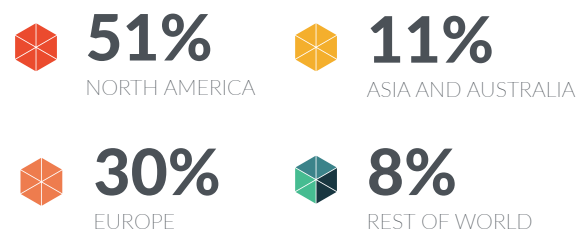
Data by interest area and seniority



Data by interest area and seniority (continued)

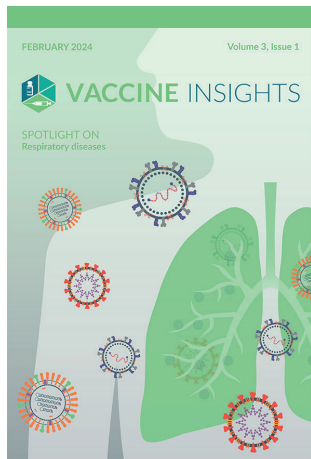


Data by location



VACCINE INSIGHTS

EDITORIAL CALENDAR 2025



FEBRUARY	MARCH	APRIL	MAY	JUNE
Combination vaccines	RNA vaccine R&D	Pandemic preparedness	Vaccine manufacturing: upstream processing and raw materials	Analytical innovation
Immune Response Update	Vaccine Clinical Update	Immune Response Update		Vaccine Clinical Update
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Vaccine manufacturing: downstream processing and supply chain	mRNA-LNP vaccine production	How close are we to meeting the 100 days target to produce a vaccine?	
	Vaccine Clinical Update	Immune Response Update	Vaccine Clinical Update	

SPOTLIGHTS

Peer-reviewed articles
Webinars
Podcasts, written and video interviews
On-demand roundtable discussions



CHANNEL EDITIONS



Immune Response Update



Vaccine Clinical Update

Vaccine 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 vaccines R&D

OPPORTUNITIES

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

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

WEBINARS

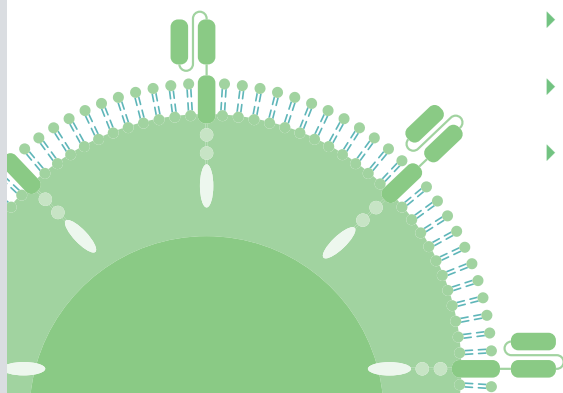
Webinars can stand alone or can be included in a Spotlight, depending on the topic and timing fit

Our 2025 webinar schedule is filling up fast

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

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

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



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

Our webinar packages include:

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

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

You can view all of our
on-demand webinars
here

Here are some examples
of previous webinars for
our clients:



Format

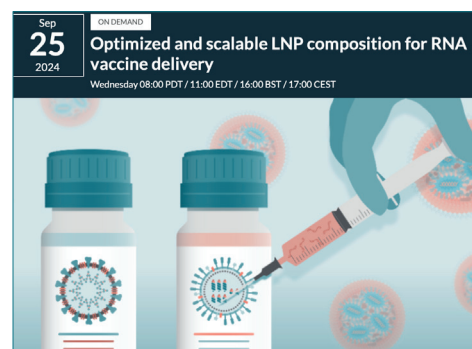
Panel-style webinar with accompanying transcript-based article

Client

Thermo Fisher Scientific

[VIEW THE WEBINAR HERE](#)

[READ THE ARTICLE HERE](#)



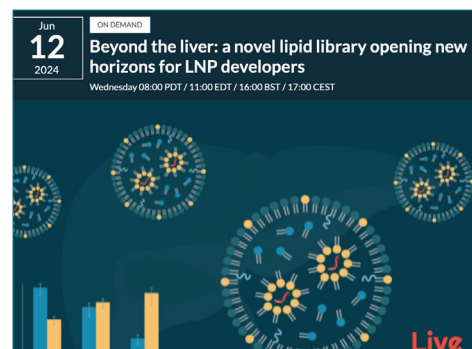
Format

Presentation-style webinar with Q&A

Client

Cytiva

[VIEW THE WEBINAR HERE](#)



Format

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

Client

Polyplus-transfection

[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.

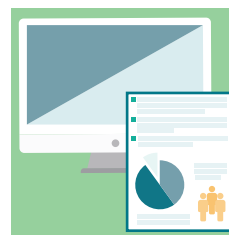


Format

Video (l.) and article (r.)

Client

Thermo Fisher Scientific



Format

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

Client

Corning



ARTICLES

Here are some examples of articles for our clients:



Format

A full independently peer reviewed, data-based article

Author

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

[READ THE ARTICLE HERE](#)



Format

An independently peer reviewed commentary-style article

Author

Bernd Leistler, Vice President Production, Sartorius CellGenix GmbH

[READ THE ARTICLE HERE](#)

INTERVIEWS AND PODCASTS

Here are some examples of interviews for our clients:

Interviews are a great way to raise awareness within the 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.

Format

Video and written

Client

Merck

Format

Podcast and written

Client

Merck/Millipore Sigma



WATCH THE VIDEO AND
READ THE ARTICLE HERE



HEAR THE PODCAST AND
READ THE ARTICLE HERE

Here is an example:

[illegible]

Format

Serial podcast and written interview

Client

Thermo Fisher Scientific

VIDEO PRESENTATIONS

Our FastFacts work well for educational and lead generation purposes

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

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

FASTFACTS

TESSA technology: a new paradigm in AAV manufacturing

Cell & Gene Therapy Insights 2020, 430, 1225
10.1009/cgti.2020.1225
PUBLISHED 1 OCTOBER 2020

FASTFACTS

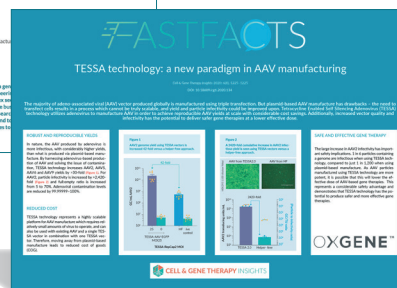
Ryan Cawood

Watch the video or read the poster to learn:

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

About the speaker
Ryan Cawood founded Genetix (now Genetix) in 2015, after serving a first class degree in genetics. He joined the company to simplify and standardise the process of DNA engineering called 'CRISPR-Cas9' and to develop a new paradigm in AAV manufacturing. Ryan used his background in genetic engineering and strategy to gain and grow the business. He is currently focused on the development of the 'TESSA' platform through his recent research challenges in the development of new biotech. This platform is a self-sustaining AAV production system that allows for the production of AAVs in a scalable and efficient manner.

Client
OXGENE



FASTFACTS

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

Cell & Gene Therapy Insights 2020, 430, 1445
10.1009/cgti.2020.1445
PUBLISHED 1 NOVEMBER 2020

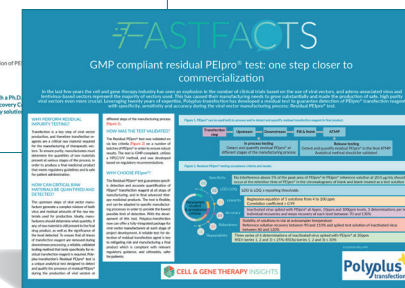
FASTFACTS

Watch the video or read the poster to learn:

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

About the speaker
Maha is a Senior Scientist in Chemistry at Polyplus-transfection. With a PhD in Chemistry from the University of Strasbourg, she has extensive experience in the development of innovative large-scale delivery vehicles.

Client
Polyplus-transfection



FASTFACTS

Simplifying AAV protein analytics with Maurice

Cell & Gene Therapy Insights 2021, 710, 207
10.1009/cgti.2021.207
PUBLISHED 20 APRIL 2021

FASTFACTS

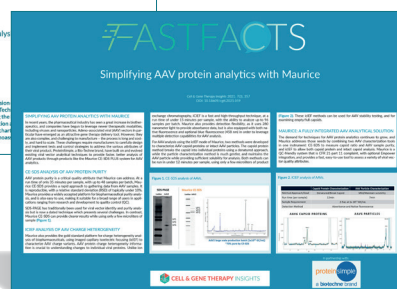
Chris Heeger PhD

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

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

About the speaker
Dr Chris Heeger, Director of Application Science for the Analytical Solutions Division, has been instrumental in the development of Maurice CE-SDS PLUS system, which simplifies AAV protein analytics and improves the efficiency of the process.

Client
Protein Simple



FASTFACTS

Identify and select optimal T cell phenotypes

Cell & Gene Therapy Insights 2021, 710, 81
10.1009/cgti.2021.81
PUBLISHED 22 FEBRUARY 2021

FASTFACTS

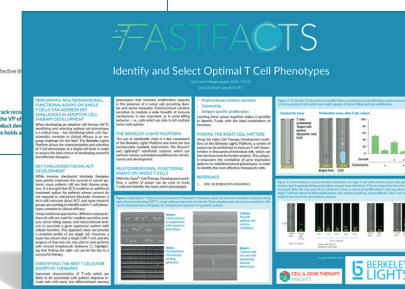
James Lougren

Watch the video or read the poster to learn:

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

About the speaker
James Lougren is an accomplished science executive with a distinguished track record in the development and commercialisation of innovative cell therapy products. He is currently serving as the VP of Research and Development at Berkeley Lights.

Client
Berkeley Lights



INFOGRAPHICS

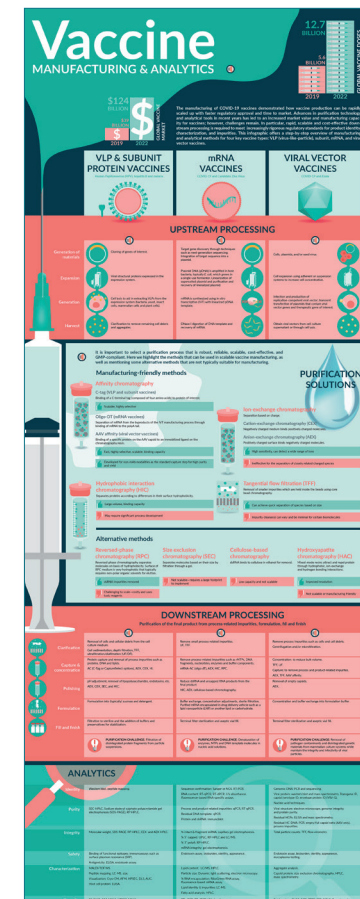
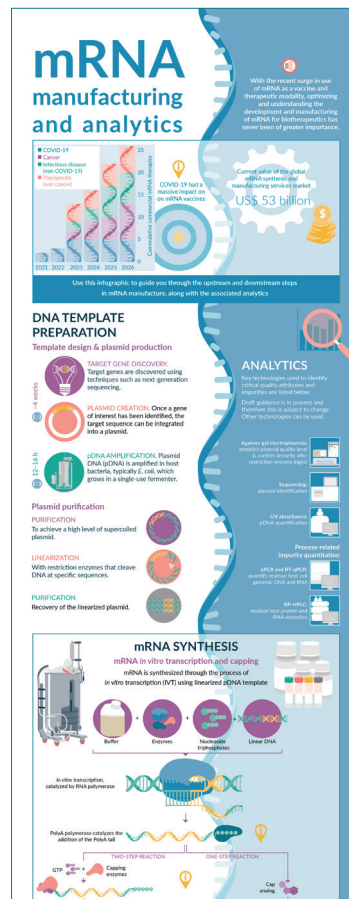
Here are some examples of infographics that we have produced for our clients:

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

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

Format
Interactive, voiced infographic

Client
Thermo Fisher Scientific

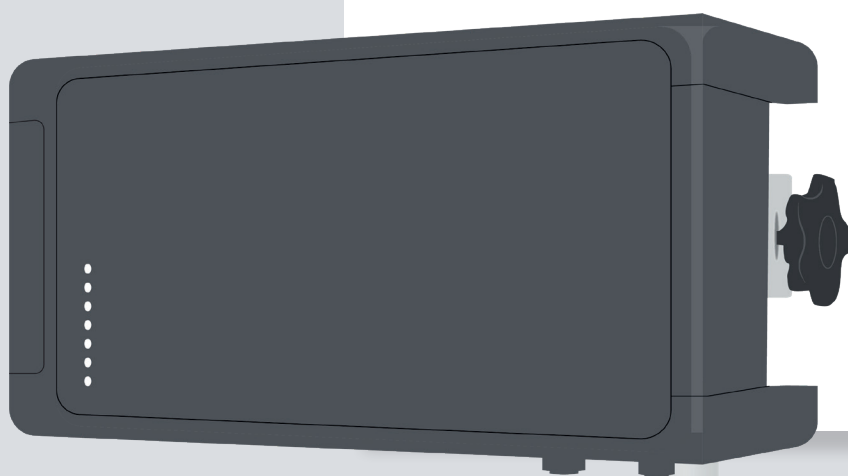
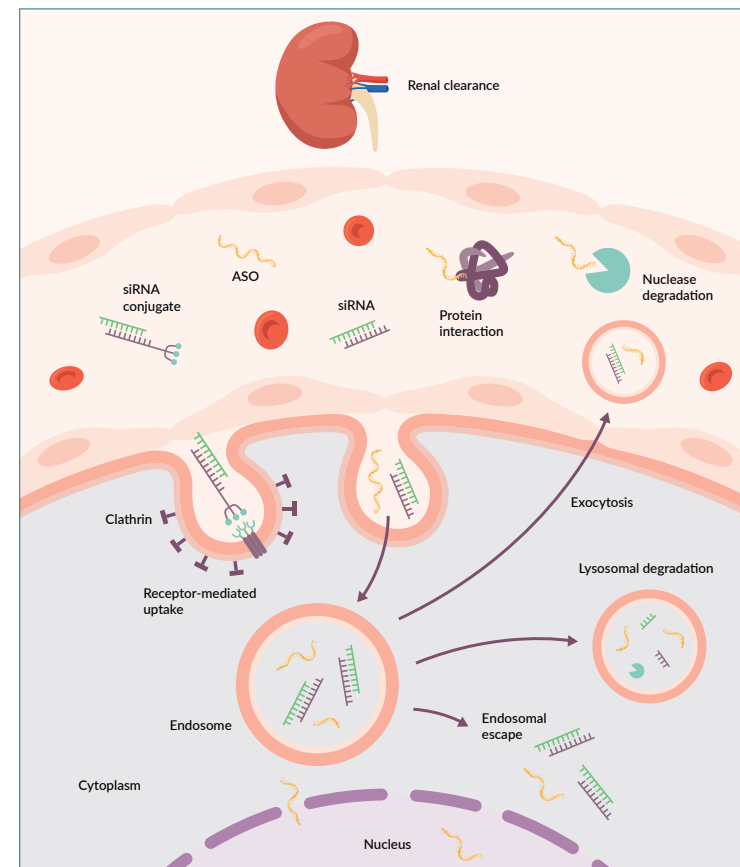
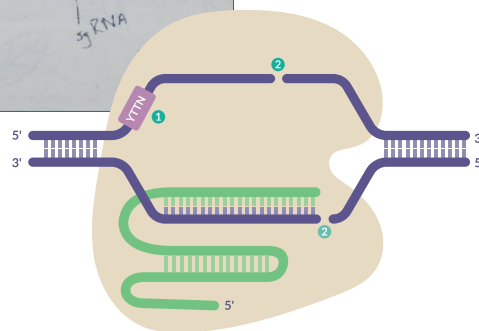
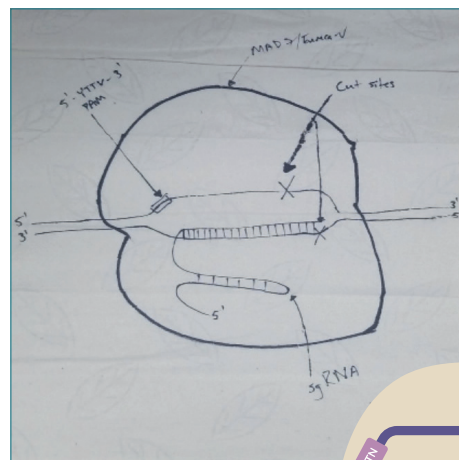


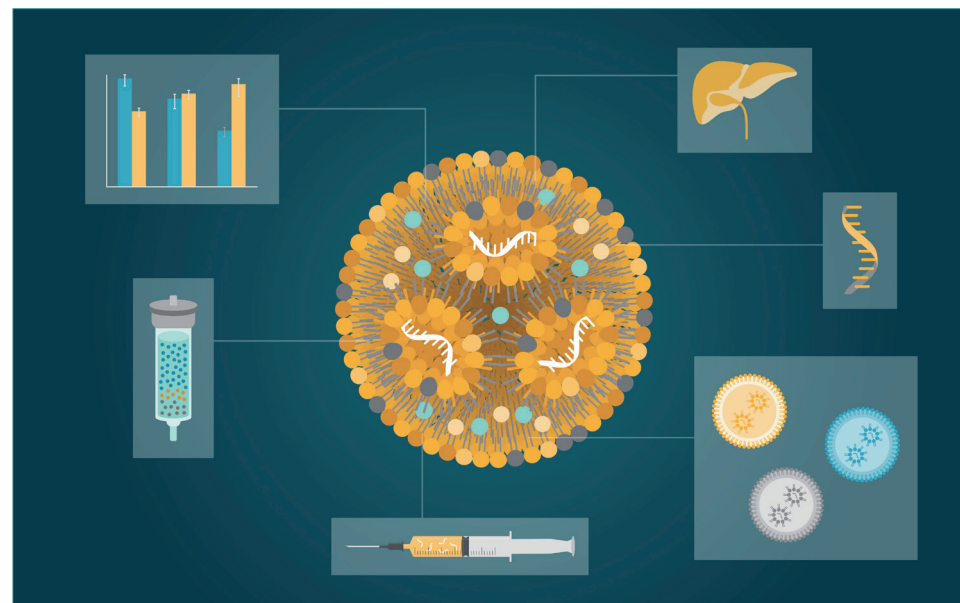
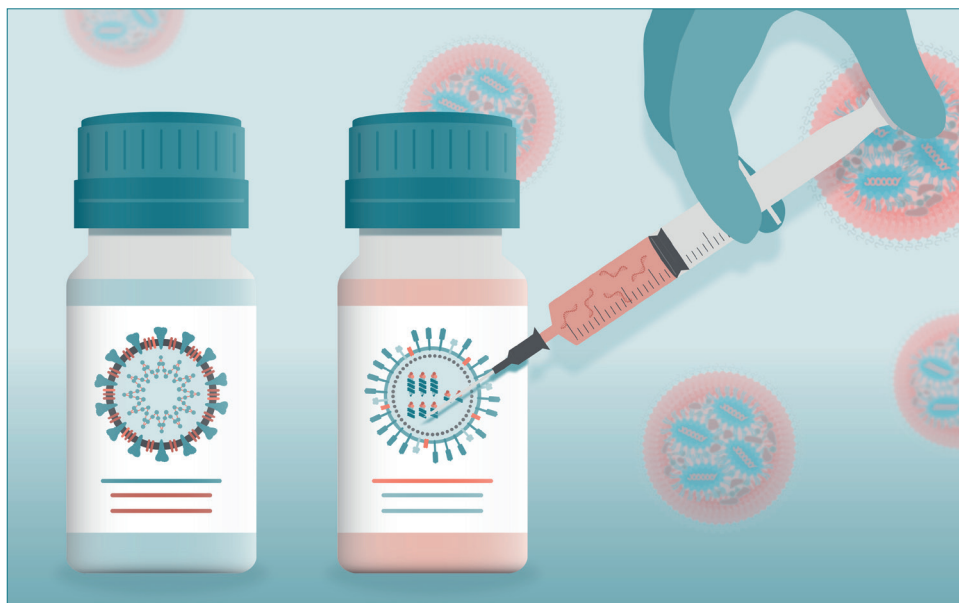
Format
Interactive, voiced infographic

Client
Thermo Fisher Scientific

SCIENTIFIC ILLUSTRATIONS

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





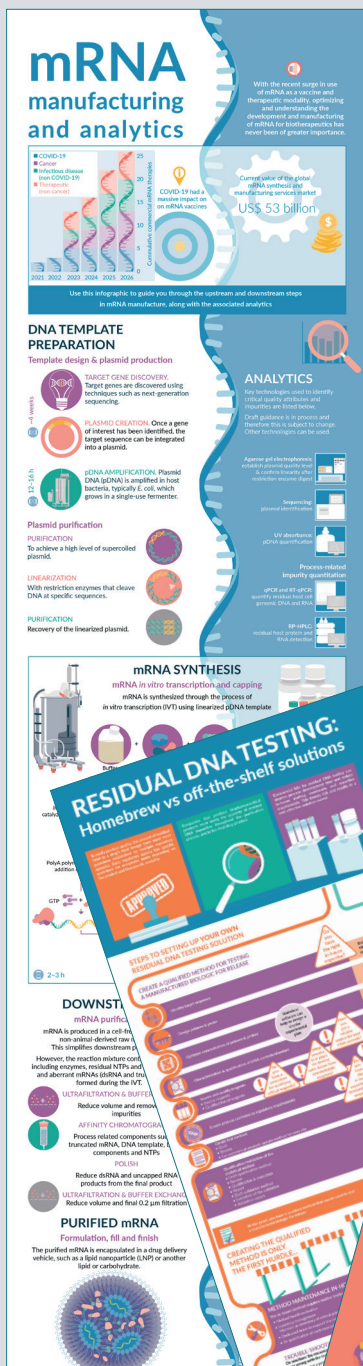
e-BLASTS

Our 2025 schedule is open for bookings

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

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

PREMIUM SERVICES



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

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



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

OUR OTHER PUBLICATIONS

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

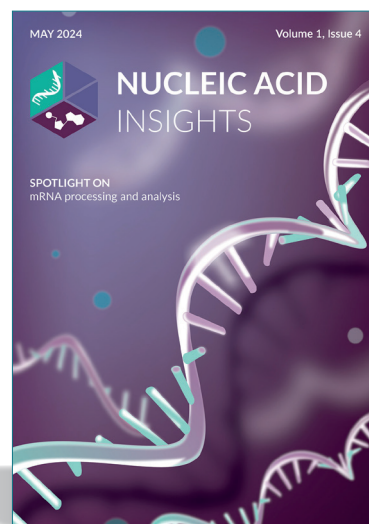
If you would like to distribute content to more than one of the cell and gene therapy, nucleic acid, and vaccine communities, we can promote it across multiple journals and market it to more than one set of users



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.



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).