

Your content marketing partner for life sciences

MEDIA KIT 2024



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An online, peer-reviewed, open access journal with a translationalfocus

VACCINE INSIGHTS SPOTLIGHT ON: Understanding immune responses

AUGUST 2023

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.



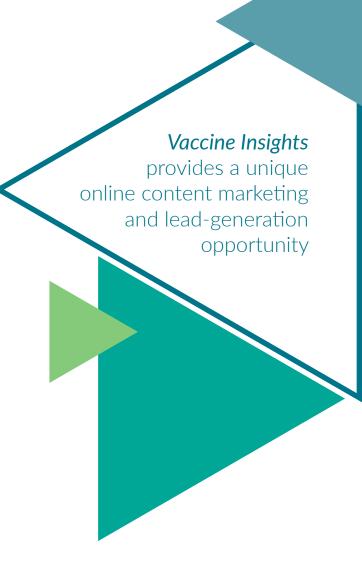
Is it important for **your company to demonstrate its capabilities** to scientists and/or business leaders making key technology platform decisions at an early stage in a vaccines development?

Do you need to **generate qualified leads** from companies involved in viral vector: 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, spinouts, 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



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.



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, PATH and IAVI
- Investors and analysts
- Solution and service providers

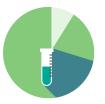








22% Academic



18%
Large Vaccine
Manufacturer



Government, NGO, Public Health Body



2% Investor/ Analyst

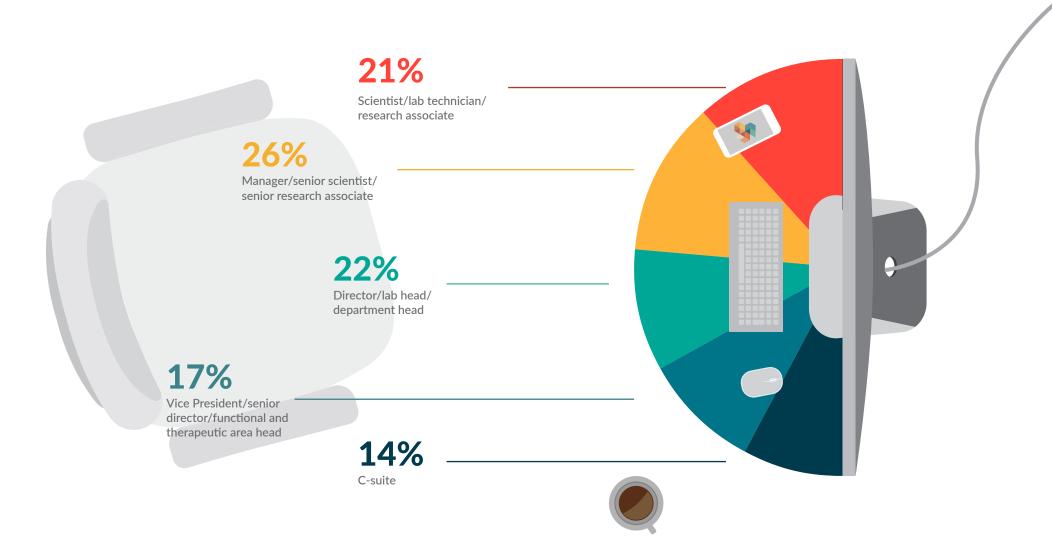


22%
Solution/
Service Provider

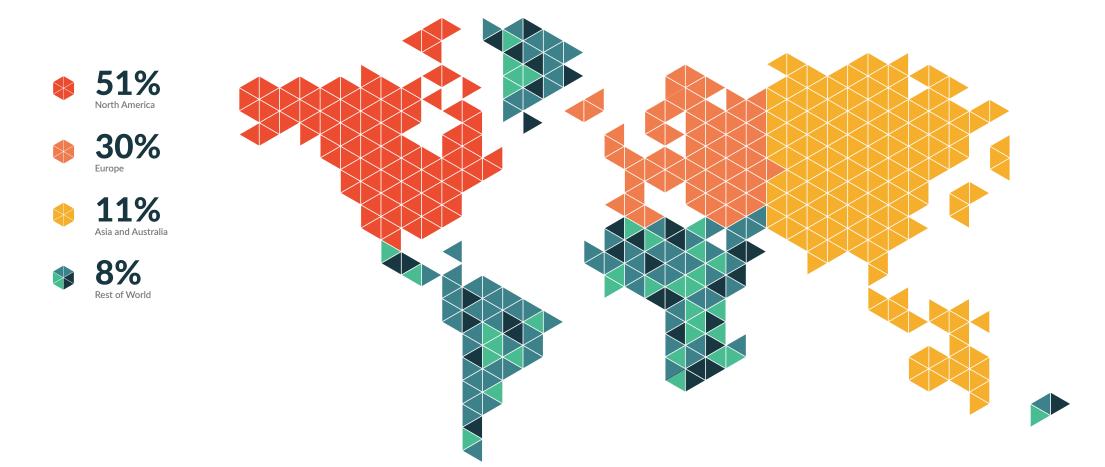
We currently have 7,000 registered users

Data by interest area & seniority Discovery and basic research Regulatory affairs, QA/QC and validation Vaccine Preclinical development and translational Business development, corporate **Insights** has a R&D management and licensing translational focus. Clinical research Formulation and delivery device development featuring content Product development, process development, operations, logistics and Public health and market access of value to individuals manufacture along the R&D 6,000 pipeline 5,300 4,900 5,000 4.000 -3,100 3,100 3,000 3,000 -2,800 2,300 2,000 -1,800 1.700 1.100 1,000 -800

Data by interest area & seniority (continued)



Data by location



EDITORIAL CALENDAR 2024

FEBRUARY APRIL MAY

Respiratory diseases

- What's next for COVID vaccines?
- Respiratory syncytial virus (RSV):
- Invasive pneumococcal disease:
- Quantifying the risk from avian influenza and developing vaccines

Manufacturing: upstream & raw materials

- ▶ How can manufacturers mitigate supply chain disruption?
- Localized vs centralized manufacturing
- Optimizing manufacturing footprint
- 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 vs single-use bioreactors for vaccine manufacture
- Maintaining "warm base" capacity for pandemic preparedness
- ▶ Challenges for training and tech transfer in vaccine manufacturing

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-bycase 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
- Systems serology to decode vaccine-induced immune responses
- Understanding individual immune response to vaccination
- Standardizing data recording, storage, and sharing
- Embracing Al 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 innovativations
- Advances in process analytical technology
- 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 nextgen delivery particles
- ▶ Toward temperature-stable formulations
- Overcoming hurdles in production
- Analytical methods and control strategy for mRNA-LNP

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 and solutions in cold chain/controlled temperature chain

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



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.

VECTOR

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

WEBINARS

Presenting a webinar with Cell & Gene Therapy Insights gives you an efficient and cost-effective way to:

- ▶ Generate qualified leads from amongst the global cell and gene therapy 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.

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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 transcript-based article for Thermo Fisher Scientific



Presentation-style webinar with Q&A for Lonza



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

You can view all of our on-demand

EXPERT ROUNDTABLES



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:





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

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

(for Corning)

Video

Article

Video and article





Poster summarising key learning points

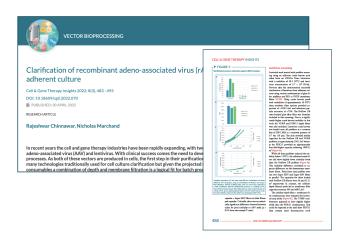


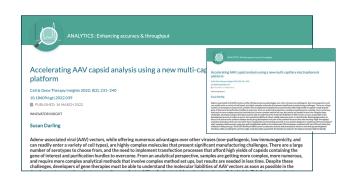
ARTICLES

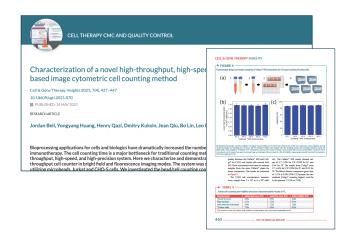
Free access publication of submitted articles remains the gold standard for sharing data with scientists across the sector.

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

Examples of articles for our clients:







Clarification of recombinant adenoassociated virus (rAAV) & lentivirus from adherent culture for Pall Biotech Accelerating AAV capsid analysis using a new multi-capillary electrophoresis platform for SCIEX

Characterization of a novel highthroughput, 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

VACCINE

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



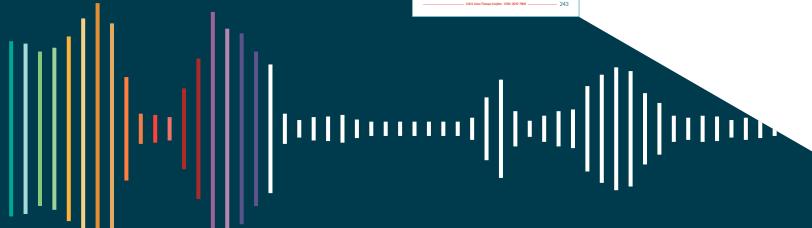






For example:

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



VIDEO PRESENTATIONS

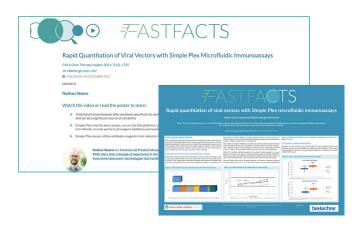
Our FastFacts videos are 10–15 minute edited presentations, accompanied by a poster summarising the key learning points. They are designed for the presentation of app notes, validation data, case studies, scientific posters or product demonstrations, and work well both for educational purposes and for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



Here are some examples:



A demonstration of the Cocoon® platform: a bespoke solution to minimize manual touchpoints in cell therapy manufacturing for Lonza



Rapid quantitation of viral vectors with Simple Plex microfluidic immunoassays for Bio-Techne



Accelerating downstream analytical testing for gene therapy for Repligen



Cell and gene manufacturing: a

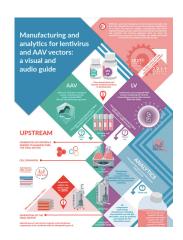
case study approach to overcoming

challenges for Sexton Biotechnologies

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

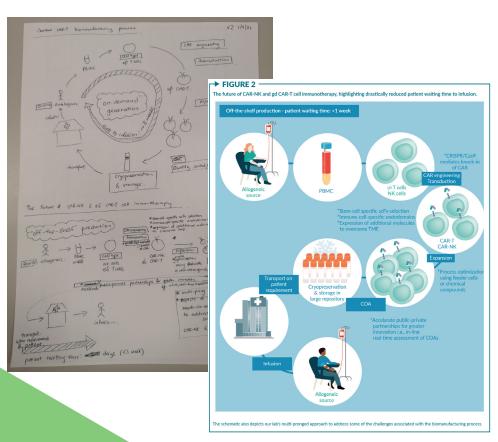


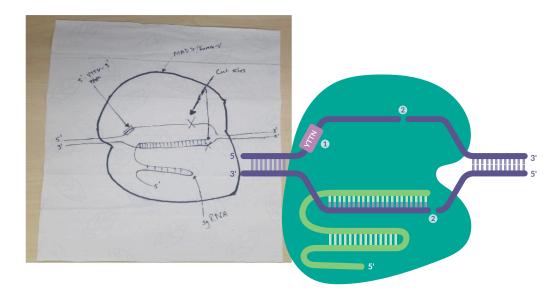
Animated infographic

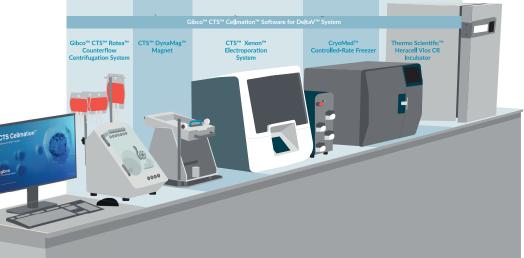
Regulatory FAQs & common concerns for cell & gene therapy raw and starting materials for Thermo Fisher Scientific



SCIENTIFIC ILLUSTRATIONS







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

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.



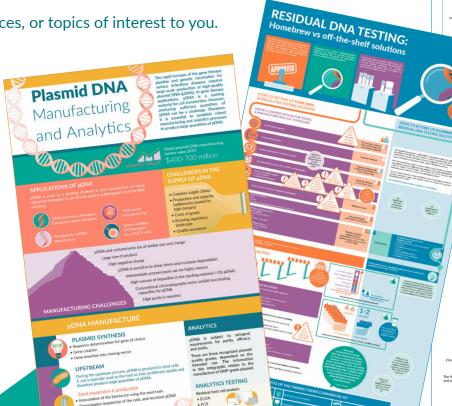


PREMIUM SERVICES

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.





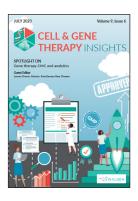
mRNA manufacturing

and analytics

DNA TEMPLATE

OUR OTHER PUBLICATIONS

In addition to Vaccine Insights, BioInsights also publishes:





NUCLEIC ACID INSIGHTS

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).