VACCINE INSIGHTS

Your content marketing partner for life sciences

MEDIA KIT 2023

Your content marketing partner for life sciences

INDEX

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 in a vaccines development?

Do you need to **generate qualified leads** from companies involved in 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, PATH and IAVI
- **Investors and analysts**
- **Solution and service providers**

Biotech

Academic/
Hospital

Pharma/
Large Biotech

Government/
NGO

Investor/
Analyst

Solution/Service
Provider

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

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 device development
- Public health and market access

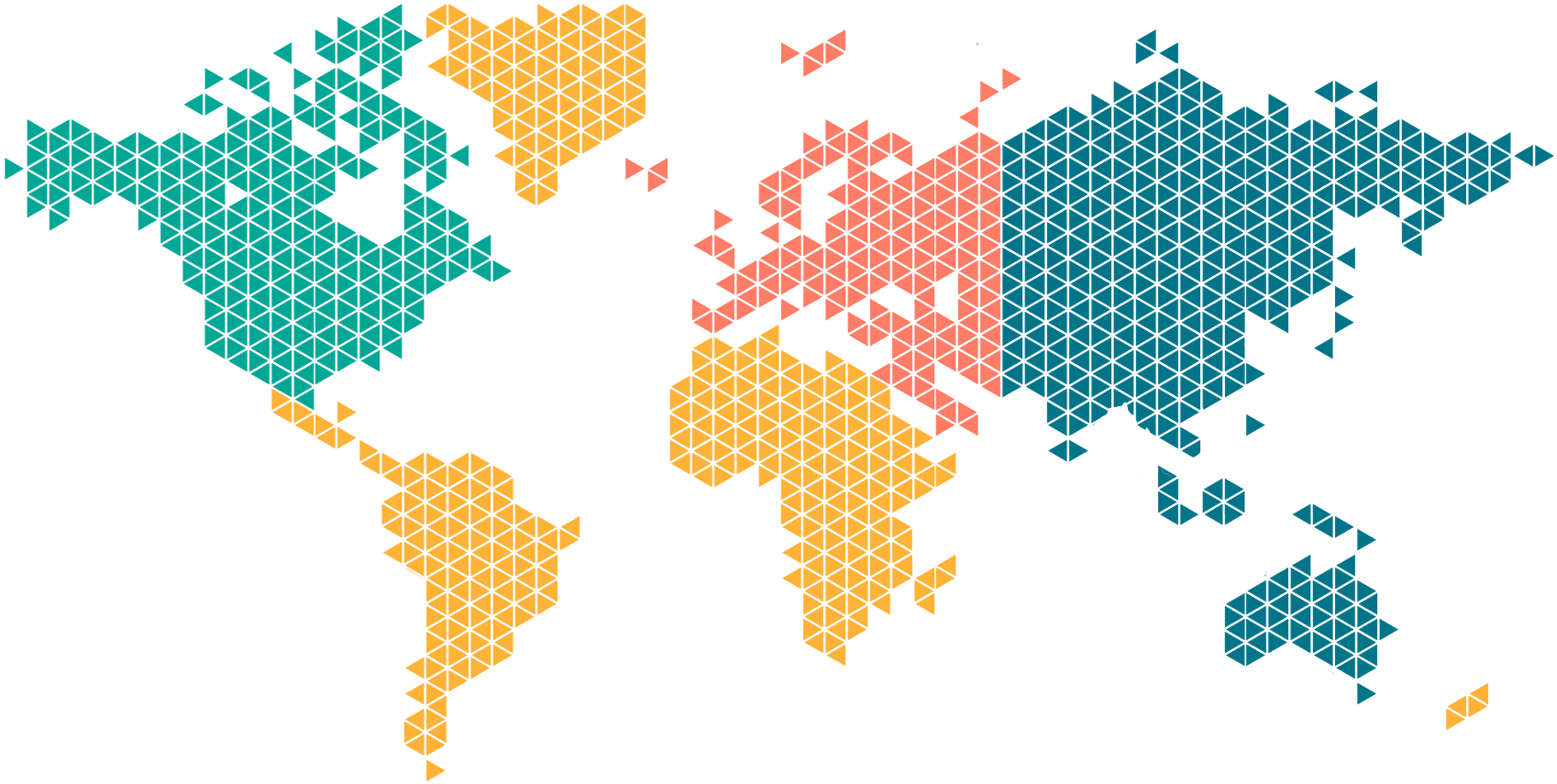
Data by location

51%
North America

30%
Europe

12%
Asia and Australia

7%
Rest of World



2023 Editorial Calendar

JANUARY

Preclinical R&D & next-gen platforms
GUEST EDITOR: Isis Kanevsky, Pfizer

- Promising new vaccines and approaches in preclinical development
- Scientific, regulatory, and manufacturing challenges of new and emerging platforms
- Progress toward vaccines for challenging diseases: HIV, malaria, HCV
- Beyond antibody response: harnessing cytotoxic T cells and trained immunity
- New technology and approaches in cancer vaccines

FEBRUARY

Raw materials & supply chain

- Regulatory agency expectations for raw and starting materials
- Improved demand forecasting and inventory management of raw materials and critical consumables
- Increasing consistency, scalability, and standardization - and reducing costs
- Managing complex international supply chains
- Unique challenges for LMIC

MARCH

RNA vaccines Part 1: Exploring future potential

- Emerging applications for RNA vaccines
- Business and finance
- Exploring the potential for rapid response vaccine production
- Next-generation RNA vaccines – circular RNA, self-amplifying RNA

APRIL

Advances in vaccine manufacturing Part 1: Upstream advances and intensifying production

- Upstream bioprocessing
- Emerging production systems e.g., yeast and BICS
- Intensifying vaccine production
- Disruptive technologies for vaccine manufacturing

MAY

Pandemic preparedness: Getting ready for the next "Disease X"

- Tackling new SARS-CoV-2 variants and novel coronaviruses
- Rapid response vaccine development & manufacture
- Moving from product to platform in regulatory evaluation
- Veterinary vaccines & One Health
- Broadly protective & multivalent vaccines
- The importance of equity in global countermeasures
- Developing better early-warning systems

JUNE

Advances in formulation & administration

- Advances in alternative administration routes, including transdermal, intranasal, inhaled, and oral
- Deepening our understanding of adjuvant mechanisms and predicting the adjuvants of the future
- Tailoring adjuvants to specific populations
- Eliminating cold chain with lyophilization or liquid stabilization

JULY

Clinical development

- Challenges facing vaccine clinical trials
- Improving communication between CROs, sites, and developers.
- Improving the efficiency of clinical trials via better clinical trial design
- Creating a global network of clinical trial sites
- Human challenge trials
- Decentralized trials

AUGUST

Understanding immune responses

- Understanding immune responses to better predict immunogenicity of candidate vaccines at all ages
- Omics as an emerging tool for understanding early immune responses and optimizing regimes
- Correlates of protection: can they be used to license forthcoming vaccines?
- Immune responses in infants/elderly/pregnant

SEPTEMBER

CMC & analytics

- Accelerating vaccine lot release without compromising quality
- Meeting evolving regulatory guidance at all stages of development
- Best practice in assay development - from immunogenicity to exposure and safety
- Moving from preclinical and early clinical to GMP production
- Extracting actionable information from large analytical data sets
- New and emerging analytical technologies, including advances in process analytical technology (PAT), to reduce time to market

OCTOBER

RNA vaccines Part 2: Addressing ongoing challenges

- Tackling stability, immunogenicity, and cost of materials
- Overcoming challenges in mRNA process development and manufacturing
- Improving delivery with modified LNPs or polymer-based delivery systems
- Regulatory considerations

NOVEMBER

Advances in vaccine manufacturing Part 2: Downstream bottlenecks and increasing manufacturing capacity

- Downstream bioprocessing & fill/finish
- Technological and policy innovations to boost vaccine manufacturing capacity worldwide
- Localized and flexible vaccine manufacturing approaches to allow more efficient and equitable distribution
- Speeding up technology transfer in LMIC

DECEMBER

Tools of tomorrow

- Enabling tools and emerging vaccine platforms likely to make a splash in 2024.

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

- Generate qualified leads from amongst the global 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 2023 webinar schedule is filling up fast.

Contact n.mccall@insights.bio to discuss options & availability.

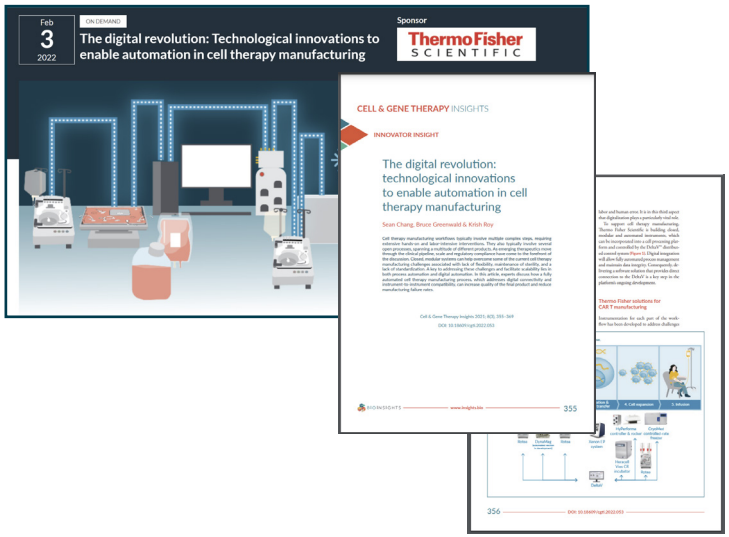
Presenting a webinar with us is an efficient and cost-effective way to generate qualified leads.

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 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

Embracing transformation: how big data, AI and digitization are changing cell and gene therapy manufacture (for Cytiva)

Video & article

Poster summarising key learning points

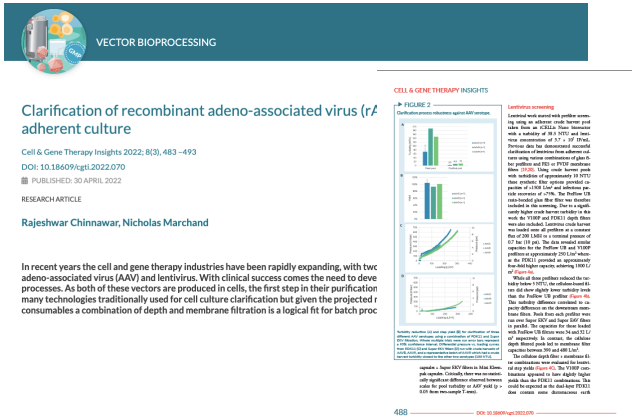
Strategies for scaling up and out in gene therapy manufacturing: addressing AAV's growing pains (for Corning)

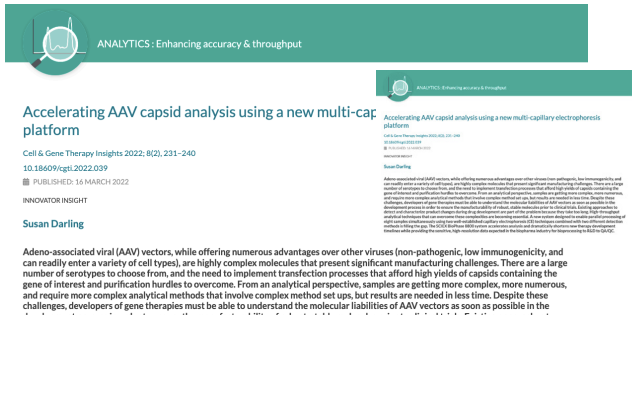
ARTICLES

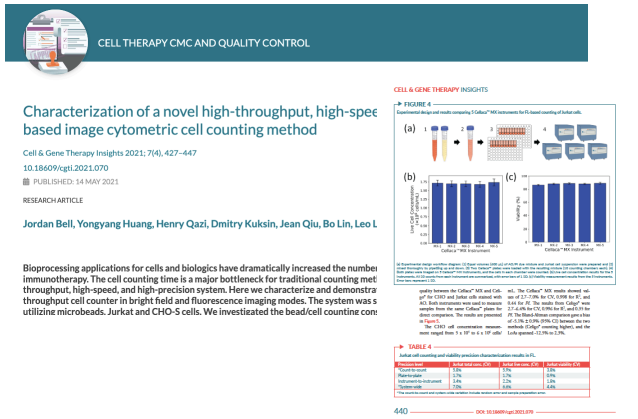
Free access publication of submitted articles remains the gold standard for sharing data with scientists across the sector.

Our sponsored article publication package includes full peer review, a license for you to reproduce the article on your own website, and a comprehensive 2-month promotional package to maximise readership.

Examples of articles for our clients:







Clarification of recombinant adeno-associated 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 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 3 of your scientists, executives, partners or clients, with the resulting video, podcast and/or written version included in an issue of the online journal.


VECTORS : Downstream Bioprocessing

Stepping foot into a successful partnership to support y
through commercialization

Cell & Gene Therapy Insights 2021; 7(11), 1706–1710
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 Co
Gaal, Director, Program Management at the Life Sciences Business Sector, Merck

INTERVIEW

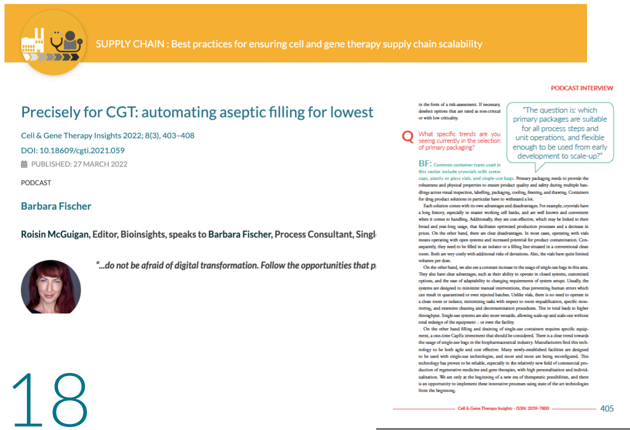
"...a robust manufacturing process requires process development insight at every stage of the product lifecycle."
- Minh Hong

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

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

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

1707


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

Precisely for CGT: automating aseptic filling for lowest

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, Singl

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

PODCAST INTERVIEW

"The question is: which primary packages are suitable for all process steps and unit operations, and flexible enough to be used from early development to scale-up?"

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

405

Examples of previous interviews for our clients:

Video & written

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

Podcast & 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

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

Cell & Gene Therapy Insights 2022; 8(2), 241–249

10.18609/cgti.2022.039

PUBLISHED: 2 MARCH 2022

Valentina Becherucci, Øystein Åmellem, Xavier de Mollerat du Jeu

You can listen to the podcast at the bottom of this page or read the interview belo

View pdf

PODCAST INTERVIEW

ØÅ: That makes sense. When you have a four-week manufacturing time, that means that the cells are undergoing several passages. Do you have criteria for how many passages you run in your manufacturing process, in order to not lose the cell's characteristics? Do you count the number of passages so that you get to the desired end point of your drug?

VB: The data of all culture comes out after process validation. The goal is to reach the therapeutic dosage. The culture can be shorter – you can stop it at three weeks and not four weeks. It cannot be more than four weeks because, according to the literature, if you culture for more than four or five weeks, you can get some unwanted effects on cells. For example, you can get genetic variation that is not good for the patient. The four weeks comes from our process validation, where we produced five batches of MSCs, and in these batches we saw that the variability was low in terms of the number of cells after four weeks of culture. We also checked other parameters of MSCs, for example the antigen expression of specific markers that must be positive or negative according to International Society of Cell Therapy.

XMJ: Valentina, in this four-week process, how do you ensure you maintain sterility? Do you do weekly/daily QC monitoring on your process?

VB: In our process, we perform initial sterility before starting the culture directly on the bone marrow. Then, we perform an in-process control of sterility after two weeks of culture, and at the end of the culture, before freezing. In our process, cells will be frozen after four weeks of culture and then stored in liquid nitrogen until you get the patient. In this case, the sterility is performed both on cells and on the cell culture media, on the supernatant.

Q DH: What are the QC or analytical tests you implement in your process to ensure the safety and quality of the product?

VB: According to the regulatory specification, the testing methods must be validated, and mandatory regular testing includes testing of the sterility, endotoxin, mycoplasma, and karyotype, and in our case, we also perform cell identification with flow cytometry. All these tests are performed as in-process control at different steps of the process, and also for the lot-release at the end of the process.

ØÅ: Valentina – as you are using flasks, you operate in Class A cell culture conditions. Have you tested bags, or a more closed system that you could operate in a hood?

VB: We have tested different kinds of flasks with more surface for culture. However, we do not use bags. Bags are only used in the final step for freezing and storage in liquid nitrogen. We only use open system and flasks.

XMJ: You mentioned it is a Phase 2 process. As you move to Phase 3 and commercial, you will need to scale this process. How are you thinking about doing this?

For example:

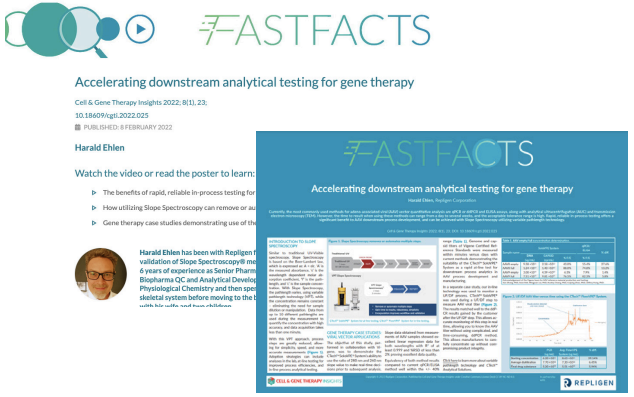
Key factors to consider for successful cell therapy manufacturing: a case study (for Thermo Fisher Scientific)

VIDEO PRESENTATIONS

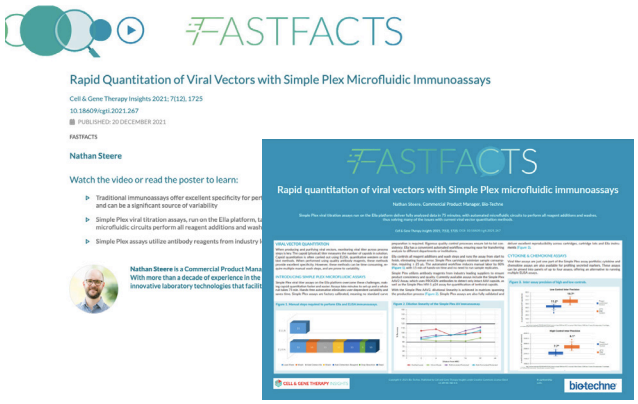
Our FastFacts videos are 10-15 minute edited presentations, accompanied by a poster summarising the key learning points. They are designed for the presentation of app notes, validation data, case studies, scientific posters or product demonstrations, and work well both for educational purposes and for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

Here are some examples:

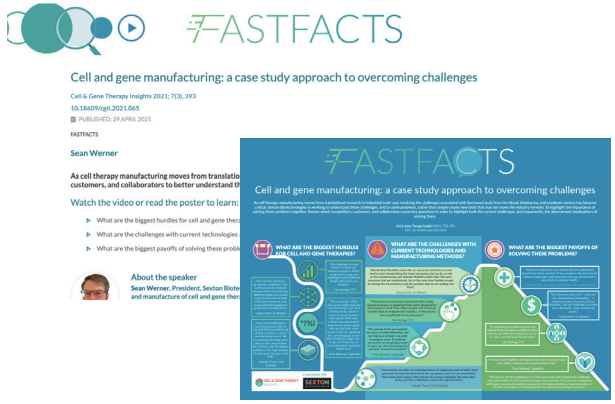
A demonstration of the Cocoon® platform: a bespoke solution to minimize manual touchpoints in cell therapy manufacturing (for Lonza)



Accelerating downstream analytical testing for gene therapy (for Repligen)



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



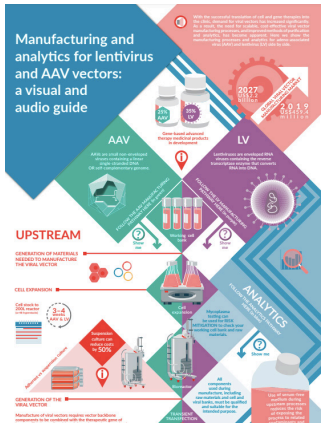
Cell and gene manufacturing: a case study approach to overcoming challenges (for Sexton Biotechnologies)

Our FastFacts work well for educational and lead-generation purposes

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

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:

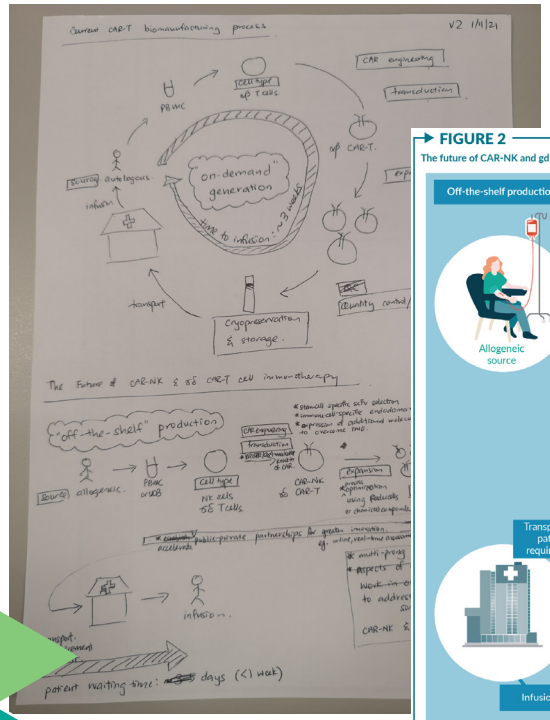
Voiced infographic

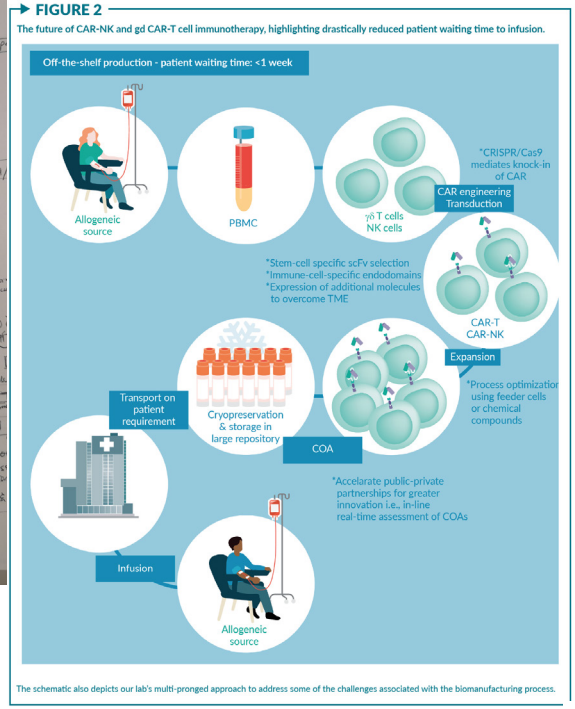
Manufacturing and analytics for lentivirus and AAV vectors: a visual and audio guide (for Thermo Fisher Scientific)

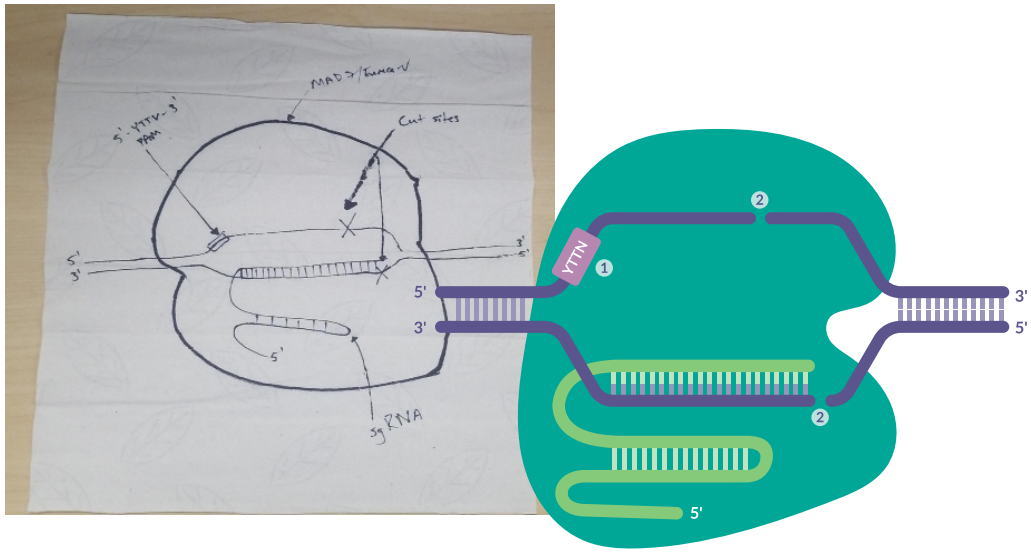
Animated infographic

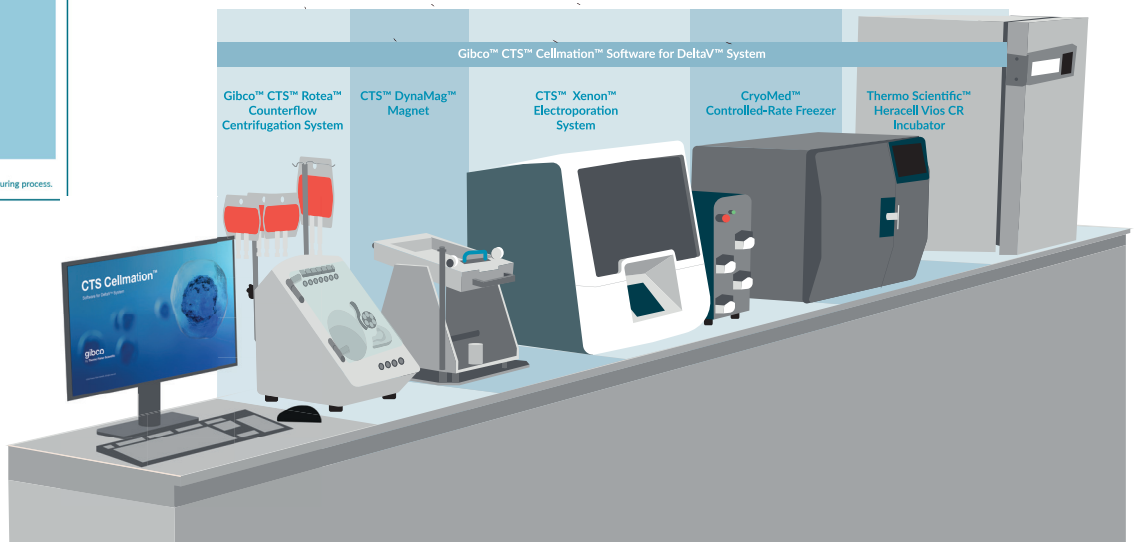
Animated infographic - Regulatory FAQs & common concerns for cell & gene therapy raw and starting materials (for Thermo Fisher Scientific)

SCIENTIFIC ILLUSTRATIONS









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

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eBLASTS

We offer a strictly limited number of 3rd party eblasts to our registered users.

Our 2023 schedule is open for bookings. Please contact Nicola McCall at n.mccall@insights.bio.

OUR OTHER PUBLICATIONS

In addition to *Vaccine Insights*, BioInsights also publishes:

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.

Cell and 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.