

Faculty of 1000 is the publisher of four unique services that support and inform the work of life scientists and clinicians. F1000Prime and F1000Trials provide a layer of expert opinion and guidance on published articles, and *F1000Research* and F1000Posters present original work via open access websites that encourage transparency, sharing and debate.

MEDIA KIT 2014

SUMMARY OF PRODUCTS



F1000Prime

Continually updated directory of top research articles in biology and medicine, as recommended by F1000's faculty of experts.



F1000Research

An open science journal for the life sciences offering rapid publication and open peer review.



F1000Trials

A comprehensive listing of clinical trial articles reviewed by F1000's faculty of experts, with recommended articles highlighted.



F1000Posters

The open access repository for posters and slide presentations in biology and medicine.

MEDIA KIT 2014

ADVERTISING REACH

AVERAGE MONTHLY ACTIVITY

495,000

Total pageviews

1.5 million

Ad impressions served

3

Pageviews per visit

JOB TYPE

PERCENT OF REGISTERED USERS *

Professor/Associate Professor

Research Director/Institute Head

Assistant Professor/Junior Faculty

Principal Investigator/Lab Head

Lecturer/Senior Scientist

Research/Laboratory Scientist

Postdoctoral Researcher/Staff Scientist

Researchers - 39%

Clinical Trials Coordinator

Lab Technician/Assistant

Specialist/Consultant/Attending Physician

Senior Registrar/Senior Resident

Fellow/Specialist Registrar

Surgeon

Family Doctor/General Practitioner

Resident/Senior House Officer

Intern/Junior Doctor

Nurse/Nurse Practitioner/Physician Assistant

Healthcare
Professionals - 27%

Postgraduate

Graduate/PhD/Medical student

Undergraduate Student

Students - 20%

President/CEO/Director

Product Manager

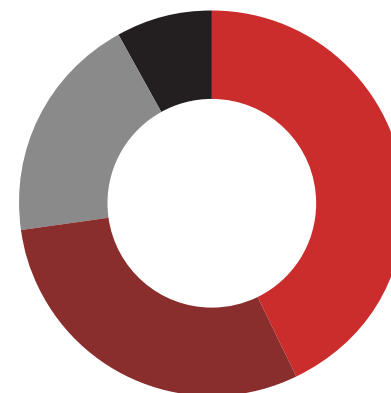
Librarian/Information Specialist

Journalist/Writer/Editor

Other

Other - 14%

AVERAGE MONTHLY TRAFFIC



US 43%

Europe 30%

Asia 19%

Rest of World 8%

*Figures are calculated from the 211,000+ registered users of F1000.com. It is not mandatory to register on the website. These numbers do not reflect the Faculty of over 10,000 scientists and clinicians who contribute to the website.

SUBJECT AREAS AVAILABLE FOR TARGETING

Biology

Biochemistry
Bioinformatics & Computational Biology
Biotechnology
Cancer Biology
Cardiovascular Biology
Cell Biology
Chemical Biology
Developmental Biology
Ecology
Evolutionary Biology
Gastrointestinal Biology
Genomics & Genetics
Immunology
Metabolic & Endocrine Science
Microbiology
Molecular Biology
Molecular Medicine
Neuroscience
Pharmacology & Drug Discovery
Physiology
Plant Biology
Renal Biology
Respiratory Biology
Structural Biology

Medicine

Anesthesiology & Pain Management
Cardiovascular Disorders
Critical Care & Emergency Medicine
Dermatology
Diabetes & Endocrinology
Gastroenterology & Hepatology
Hematology
Infectious Diseases
Nephrology
Neurological Disorders
Oncology
Ophthalmology
Otolaryngology
Psychiatry
Public Health & Epidemiology
Research Methodology
Respiratory Disorders
Rheumatology & Clinical Immunology
Urology
Women's Health

MEDIA KIT 2014 WEBSITE ADVERTISING

BANNER AD PRICING

Run of Site **\$30 CPM**

Targeted by
Subject area **\$55 CPM**

DISCOUNTED PACKAGES

Global, Run of Site

\$25 CPM **50K** impressions
minimum/month

Targeted to all Biology subjects

\$45 CPM **50K** impressions
minimum/month

Targeted to all Medicine subjects

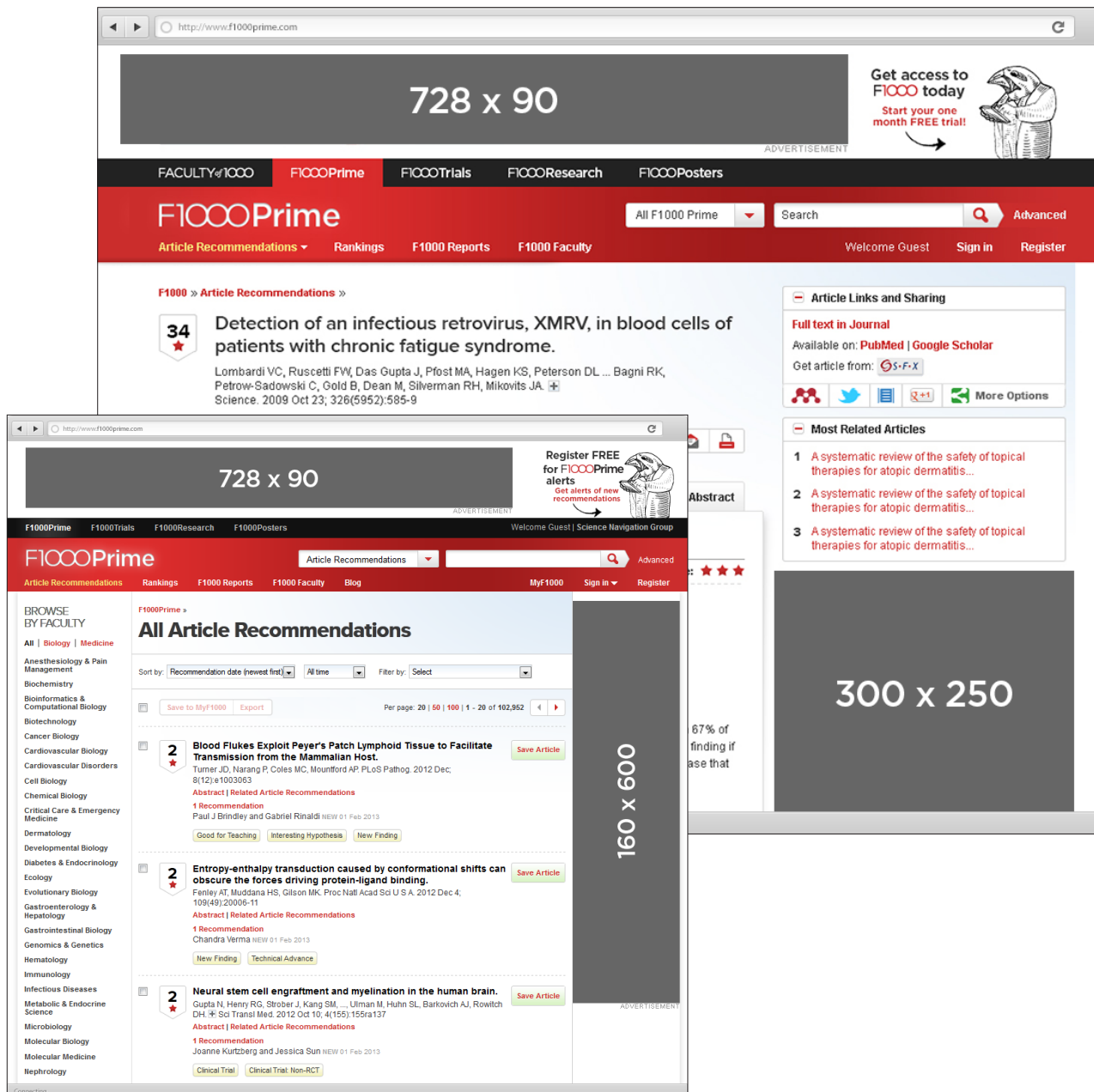
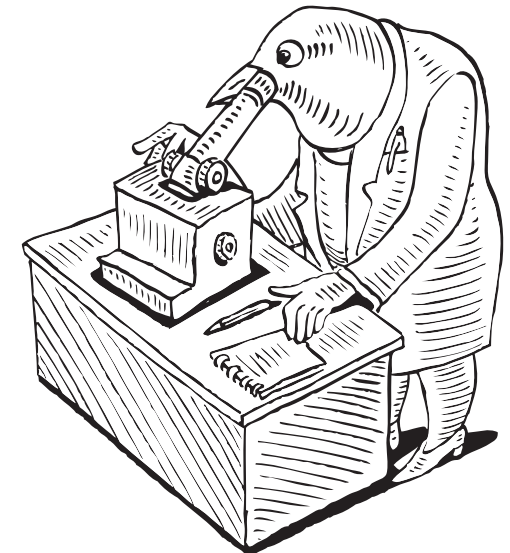
\$45 CPM **50K** impressions
minimum/month

MEDIA KIT 2014

WEBSITE SPECIFICATIONS

SPECIFICATIONS

- » Ad formats are GIF, JPG, and Flash.
- » Animations should stop after a maximum of 15 seconds.
- » All Flash ads should have embedded click tags - not an embedded URL, which must be provided separately.
- » Maximum file size accepted is 40KB.
- » All ads with a white or pale background must have a border.



468 x 60

ADVERTISEMENT

F1000Prime F1000Trials F1000Research F1000Posters Having trouble? View in your browser.

FACULTYof1000 MONTHLY update

F1000Prime
Identifying great research in biology and medicine

F1000Research
The fastest way to publish

Send your articles to **F1000Research!**
Articles are published within a week. Once they pass peer review they are indexed in PubMed and other major bibliographic databases.
F1000Research
The fastest way to publish.
SUBMIT NOW

1,390 recommendations added in the past month. Below is a selection:

Clever mosquito hearts
Hearts aren't just for loving. This article uses innovative methods to document the role of mosquito hearts in the control of infections.

Evil genius bacteria
This exceptional study shows for the first time that a bacterium is capable of reprogramming differentiated cells and of changing the developmental commitment of these cells during infection.

Say cheese! A snapshot of cellulose synthesis
A major milestone for a molecular understanding of the first steps in cellulose synthesis.

F1000Prime Reports
Open-access journal, reporting on the hottest topics.



Polyclonal free light chains: a biomarker of inflammatory disease or treatment target?
Recent revelations that free antibody light chains are elevated in many inflammatory diseases suggest that they may be novel therapeutic targets. *F1000Prime Report* by Judith A. Brebner and Robert A. Stockley.

Our innovative open access journal offering immediate publication, open peer review and open data.

Below is a selection of our latest peer reviewed articles:

RESEARCH ARTICLE
De novo genetic variation revealed in somatic sectors of single Arabidopsis plants [v1; ref status: indexed, f1000r.es/hw]
Published: 10 Jan 2013
Hopkins MT, Khalid AM, Chang PC et al.
F1000Research 2:5

WEB TOOLS
Construction and accessibility of a cross-species phenotype ontology along with gene annotations for biomedical research [v1; ref status: indexed, f1000r.es/p5]
Published: 1 Feb 2013
Köhler S, Doelken SC, Ruef BJ et al.
F1000Research 2:30

SHORT RESEARCH ARTICLE
Memory enhancement produced by post-training exposure to sucrose-conditioned cues [v1; ref status: indexed, f1000r.es/ur]
Published: 23 Jan 2013
Holahan MR, White NM.
F1000Research 2:22

Publish by this time next week: view our author guidelines and submit now to research@f1000.com for rapid, hassle-free publication.

Submit your article

F1000Trials
Comprehensive assessment of clinical trials

F1000Posters
Broadcast to a wider audience

Coming Soon!

F1000Trials will identify all the clinical trials and systematic reviews published in the key general medical and specialist journals.

Our expert Faculty Members will evaluate articles within days of publication, rating and recommending studies of particular significance. F1000Trials will alert you to the trials in your field avoiding the need to consult multiple journals and databases.

Discover practice-changing studies of new treatments that physicians rely on to provide the very best in patient care.

[Learn more](#) about this up-coming service.

Open Repository for posters and slide presentations. Below is a selection:

STRUCTURAL BIOLOGY



Crystal structure of glycoprotein C from Rift Valley fever virus
Moshe Dessau, Yorgo Modis.

IMMUNOLOGY



Extra dietary antioxidants may promote allergy
Gostner J et al.

Deposit a Poster

468 x 60

ADVERTISEMENT

You have received this message because you asked to receive updates to your registered email address from Faculty of 1000. If you do not wish to receive any further messages, you may [unsubscribe](#) at any time. For further information or enquiries please contact Customer Services at info@f1000.com.

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Monthly Update

83,000 recipients

17.50% average open rate

0.13% average ad CTR

Monthly Update emails provide information about recent developments at F1000, new features of the service, forthcoming F1000 attendance at conferences, and featured article recommendations.

The single-sponsor format provides advertisers with 3 banner placements per email to exclusively reach the recipients of the Monthly Update.

MEDIA KIT 2014 MONTHLY UPDATE EMAIL

EMAIL PRICING

\$2,250 per month

Single sponsor

Approximately 41,000 impressions served per Monthly Update.

METRICS REPORT

The report will include:

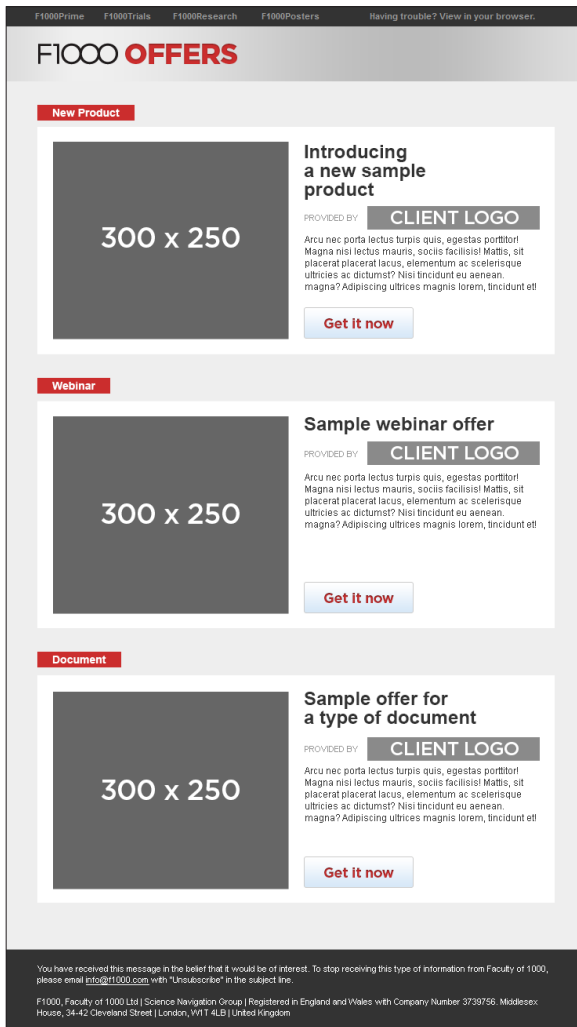
Number of opened emails

Number of impressions served

Click-through rate (CTR)

AD SPECIFICATIONS

- » The 3 placements are two 468 x 60 ads and one 160 x 600 ad.
- » Ad formats are static GIF and JPG. Flash and animated ads are not accepted.
- » The maximum file size is 30KB.
- » All ads with a white or pale background must have a border.



Offers

6,700+ recipients

23% average open rate

0.80% average ad CTR

F1000 Offers is a monthly email that features up to 3 unique offers from the life sciences industry. It is delivered to 6,700+ subscribers who opt-in to receive it.

The email template allows advertisers to graphically feature their offer and logo, as well as provide several points outlining the details of the offer to encourage subscribers to click.

MEDIA KIT 2014 OFFERS EMAIL

EMAIL PRICING

\$950 per offer/month

METRICS REPORT

The report will include:

Number of opened emails

Number of impressions served

Click-through rate (CTR)

AD SPECIFICATIONS

- » One 300x250 image in static GIF or JPG format, max file size of 40KB.
- » 50-70 words of text, bulleted or in paragraph form describing the offer.
- » Client logo in GIF or JPG format, max dimensions 220x30.
- » One URL to the offer.
- » All ads with a white or pale background must have a border.



Special Promotion

6,700+ recipients

18% average open rate

2% average ad CTR

The Special Promotion email is a quarterly, single-sponsored opportunity for clients to present special promotions to F1000 subscribers.

The email template allows the advertiser to supply custom static HTML content.

MEDIA KIT 2014 SPECIAL PROMOTION EMAIL

EMAIL PRICING

\$3,250 per email/quarter

METRICS REPORT

The report will include:

Number of opened emails

Number of impressions served

Click-through rate (CTR)

AD SPECIFICATIONS

- » HTML file or static image.
- » 50-70 words of text.
- » Link(s) to the promotion.

FACULTY_{of}1000
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