

CASE STUDY



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Launched in 1869 to bring 'scientific work and discovery to a wider and more general recognition', *Nature* is still one of the world's leading life science publications – both on and off line. As well as being a major scientific title, it also takes a scientific approach to its own marketing. With a truly global readership – and potential readership – the magazine wanted to know more about how its different audiences – from leading academics to industry leaders in fields like bio-technology – read the magazine and reacted to its online content.

Dan Penny, Head of Business Development, at Nature Publishing Group, was keen to research not only how existing subscribers interacted with the title, but also how people who had never come across *Nature* before reacted to it and its content.

Says Penny, "Because it is cross-disciplinary, the print version of the magazine tends to have high levels of readership among both junior scientists, who are just starting out in their careers and may not yet have fixed upon a core discipline, and well established senior scientists who have an interest in keeping abreast of wider scientific developments. But what about those in the middle? What needs do they have – and how can we best meet them – both now and in the future? This – and questions around the way in which on and off line content work together – were matters we were keen to explore with a wide cross section of people, from life scientists to business leaders."

The answer was to recruit a reader panel. Clearly data on subscribers was already to hand, but how could *Nature* find those individuals in industry, science and business who were not subscribers, but who might have an interest in joining the panel? That's when they turned to Mardev.

Using Mardev's international database of academics and leading business people, *Nature* was quickly able to draw up a selected contact list of likely panel members, and then contact them and sign them up. Says Penny, "An essential 15 to 20 per cent of the reader panel was recruited thanks to Mardev – and they now provide a vital insight into how the publication is read, and how we can build the title, including its online content, to bring in new readers and open up new opportunities."

If you'd like to know more about how Mardev can help you explore new markets, contact Nicola Dedman, Account Manager on 020 8652 4525 or email enquiries@mardev.com

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