



**DDN** EXPLORING  
DRUG DISCOVERY  
AND DEVELOPMENT

**2025**

MEDIA KIT

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*we are more than*  
**DRUG DISCOVERY**

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# our IMPACT

DDN tells the stories behind the sciences to a focused audience in the drug discovery, drug development, and clinical research markets.

**Now is a fantastic time to partner with DDN.**

**4.1 million+**

newsletters received by subscribers

**31% growth**

in less than 12 months

**2 million+**

emails sent to subscribers

3rd party  
subscribers

**84,164**

**29.64%**

average open rate

**35,000**

print subscribers

**15,000** | **20,000**

print | digital

Sourced from the July 2024 issue.  
\*Publisher's own data.

**66,107**

newsletter subscribers

**21.1%**

average open rate

**33,000**

facebook followers

**632**

clicks per post

delivered

**15,000**

leads in less than  
12 months

*we are more than*  
**DRUG DISCOVERY**

This list represents many of the areas covered by *DDN*.  
If you want to cover a topic but don't see it on the list, ask us!

**We will be happy to help match your topic with  
our audience's interests!**

### Biopharma

- ADME/Toxicology
- Analytical Chemistry
- Antibody-Drug Conjugates
- Biologics
- Biomarkers
- Biosafety
- Process Scale Up
- Clinical Trials
- CMO, CPO, CMC
- Compound Libraries
- Drug Delivery
- Drug Kinetics
- Drug Manufacturing
- Drug Repurposing
- Drug Targets
- Extracellular Vesicles
- Exosomes
- Formulation/Solubility
- Fragment-Based Drug Discovery
- High-Throughput Screening
- Lab Automation
- Medical Devices
- Medicinal Chemistry
- Natural Products
- Precision Medicine
- Pharmacology
- Pharmacovigilance
- Phenotypic Screening
- Protein-Protein Interactions
- QA/QC
- Small Molecule Drugs
- Target-Based Drug Discovery
- Toxicology
- Virtual Screening

### Cancer Research

- Animal Models
- Biologics
- Cell Cycle
- Cell Therapy
- Cell Signaling
- cfDNA
- Checkpoint Inhibitors
- Epigenetics
- Genetics
- Immunology
- Immunotherapy
- Liquid biopsies
- Neoantigens
- Precision Medicine
- Small molecule drugs
- Stem Cell Research
- Tumor Biology
- Tumor Microenvironment

### Disease Models

- Animal Models
- Artificial Intelligence
- Digital Twins
- Drosophila
- In Vitro Cell Culture
- Isomorphic
- Machine Learning
- Microfluidics
- Murine
- Novel Model Organisms
- Organ On A Chip
- Organoids
- Porcine
- Rodent
- Spheroids

### Cell Biology

- 3D Cultures/Organoids
- Biobanking
- Bioprinting/Biofabrication
- Cell Biology
- Cell Culture
- Cell Cycle
- Cell Differentiation
- Cell Imaging
- Cell Signaling
- Cell Therapy
- Cryopreservation
- Embryonic Stem Cells (ESC)
- Exosomes
- Induced Pluripotent Stem Cells (iPSC)
- Microscopy
- Microvesicles
- Pluripotency
- Regenerative Medicine
- Single Cell Analysis
- Stem Cell Research
- Tissue Engineering

### Informatics

- AI/Machine Learning
- Big Data
- Bioinformatics
- Chromatography Data Systems (CDS)
- Cloud Computing
- Data Compliance
- Data Integrity
- Data Reproducibility
- Informatics & Software
- Lab of the Future/Lab 4.0
- LIMS & ELN
- Systems Biology

### Diagnostics

- Clinical-omics
- cfDNA
- Lateral Flow
- Liquid Biopsies
- Molecular Medicine
- Pathology
- Point of Care
- Precision Medicine

### Immunology

- Antibodies
- Antibody-Drug Conjugates
- Antigens
- Autoimmune Disease
- Bispecific Antibodies
- Blood-Transfusion
- Bone Marrow Transplant
- Cancer Vaccine
- Cell Surface Proteins
- Cell Therapy
- Cell Transplantation
- Chimeric Antigen Receptor (CAR)
- Cytokine
- Cytotherapy
- Flow Cytometry
- Hematology
- Immune Cells
- Immune Checkpoint Inhibitor
- Immune Responses
- Immunotherapy
- Inflammation
- Lymphocytes
- Macrophages
- Monoclonal Antibodies
- Natural Killer Cells
- Neoantigens
- Oncolytic Viruses
- Pathogens
- T cells
- Tumor Microenvironment

## Genomics/Genetics

Acetylation  
Bisulfite Sequencing  
CRISPR Screening  
CRISPR/Cas9  
CRISPRa  
CRISPRi  
DNA sequencing  
Epigenetics  
Expression Profiling  
Functional Genomics  
Gene Drives  
Gene Expression  
Gene Imprint  
Genetic Engineering  
Genome Editing  
Genomic Screening  
Genomics  
Genotyping  
GWAS  
Histone Modifications  
Methylation  
Microarrays  
Next Generation Sequencing  
Noncoding  
Nucleic Acids/Oligos  
Oligonucleotides  
PCR  
qRT-PCR  
RNA Interference  
RNA Sequencing  
RNA-Seq  
RT-PCR  
Single Cell Sequencing  
Single Nucleotide Polymorphism (SNP)  
Small Interfering RNA (siRNA)  
Synthetic Biology  
TALEN  
TALE  
Transcriptomics  
Zinc Finger Nuclease (ZFN)

## Infectious Disease, Microbiology, Vaccines

Bacteria  
Common Cold  
COVID-19  
Dengue  
E-coli  
Fungi  
Hepatitis  
HIV/AIDS  
Infectious Diseases  
Influenza  
Malaria  
Metagenomics  
Metatranscriptomics  
Microbiome  
Mononucleosis  
Parasite  
Transmission  
Tuberculosis  
Vaccine Delivery  
Vaccine Development  
Virology  
Virus-like particles  
Viruses

## Gene Therapy

Adeno Associated Viruses (AAV)  
CRISPR  
Gene Therapy  
Genome Editing  
Genome Engineering  
Immunosuppression  
Nucleotide  
Organ Transplant  
Retroviruses  
RNA Interference (RNAi)  
Small Interfering RNA (siRNA)  
TALEN  
Zinc Finger Nuclease (ZFN)

## Neuroscience

Electrophysiology  
Neural Circuits & Systems  
Neurodegeneration & Aging  
Neurogenomics  
Neuroimaging  
Neurotechnology  
Psychedelics  
Psychology & Psychiatry

## Tools & Techniques

Automation  
Artificial Intelligence  
Bioinformatics  
Bioprocessing  
Cell Imaging  
Chromatography/Separation  
Crystallography  
Drug-Target Interactions  
Electrophoresis  
Flow Cytometry  
Gas Chromatography  
Glycan Analysis  
Glycoproteomics  
ICP-MS/ICP-QQQ  
ICP-OES  
Imaging/Microscopy  
Immunoassays  
IR/FTIR  
Label Free Quantification  
Lipidomics

Liquid Chromatography/HPLC/  
uHPLC  
Liquid Handling  
Mass Spectrometry  
MALDI Imaging  
Metabolomics  
Microarrays  
Microplate Analysis  
Microbial Metabolites  
Microfluidics  
Microphysiological Systems  
Microscopy  
Multiomics  
Next Generation Sequencing  
Nucleic Acids Isolation and Purification  
Nuclear Magnetic Imaging  
Organ-on-a-Chip  
PCR/RT-PCR  
Peptide Mapping  
Proteomics  
RNA sequencing  
Sample Prep  
Single Cell RNA Sequencing  
Spatial Transcriptomics  
Spectroscopy  
Structural Biology  
Systems Biology  
Transcriptomics  
UV/VIS Spectroscopy

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***"I appreciate the clarity and accessibility of DDN's content. The well-presented materials are not only easy to understand but also enhance the learning experience. The diverse range of resources, including webinars, podcasts, and other materials, has been instrumental in keeping me informed about the latest developments in the field."***

- Priscila Yamamoto, PhD student, University of Florida  
Nov 14, 2023 - AAPS PharmSci360 contest winner

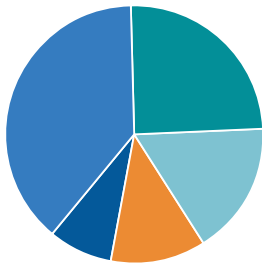
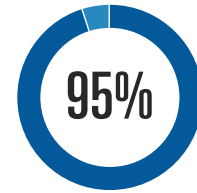
## our AUDIENCE

### Our readers are your customers.

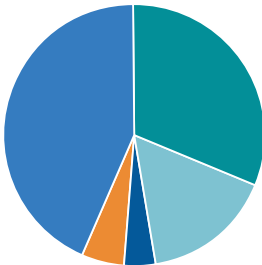
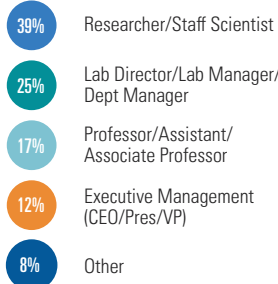
We offer a variety of ways to share your message with our audience, from traditional print and banner ads to newsletters, graphics, articles, and webinars. **Check it out!**

95% of *DDN* subscribers are involved in some aspect of the the purchasing decisions for **new products and technologies in the lab.**

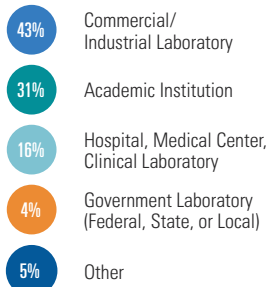
- based on data from a 2023 Reader Survey



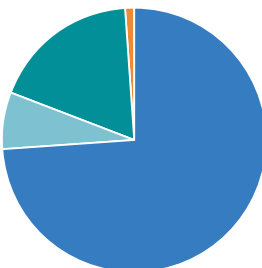
#### DDN subscriber job titles and positions



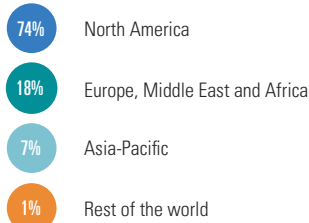
#### DDN subscriber institution types



- based on data from a 2023 Reader Survey



#### DDN geographical breakdown



***"I like that the content is informative and scientific and covers a range of interesting topics. I also like that the information is presented in a way that is easily understood for topics I do not have much experience with."***

- Senior Product Manager, MOBILion Systems



## DDN is now accepting material for client coverage!

We will host your contributed articles and republish your press releases on our website\*.

### Industry Perspectives

Showcase key industry trends and innovations in a Q&A or interview format, demonstrating how they connect to your products and services. This approach will provide our readers with a clear and engaging overview.

### Innovator Insights & Visionary Views

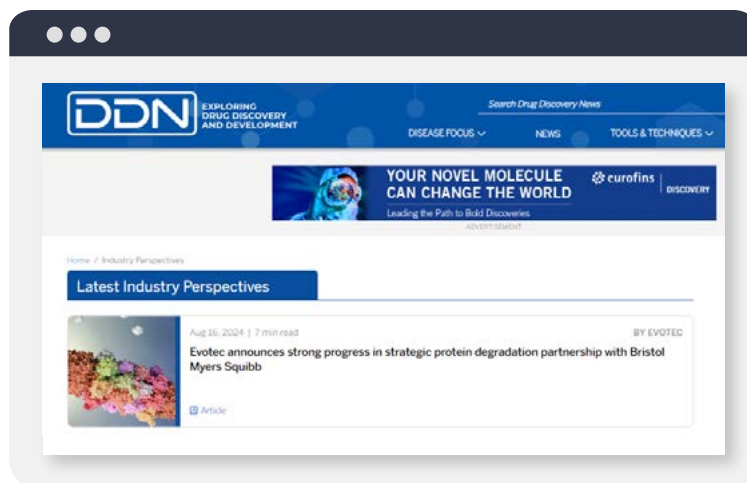
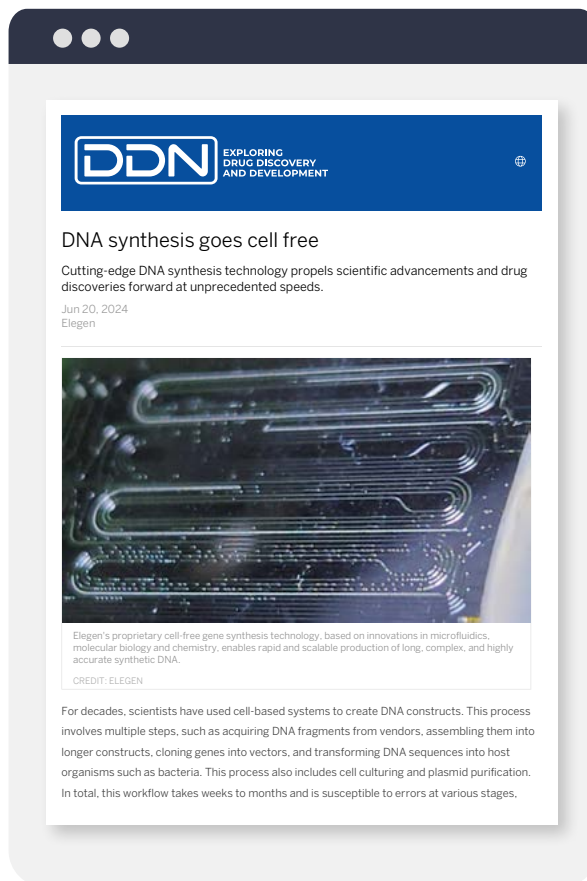
Expert-authored contributed articles on the latest scientific advancements and detailed analyses of specialized topics, technologies or products. Each article provides authoritative perspectives from leading thought leaders, ensuring our readers stay informed on cutting-edge research and insights.

### Press Releases

Post your most recent product and technology announcements and press releases in our new designated press release section of our website.

\* For more information or to receive a copy of our press release and contributed articles policy, please contact your local representative.

**Please send your press release to:**  
clientcoverage@drugdiscoverynews.com



# lead GENERATION

We will provide you with the **highest quality leads that will convert to sales.**

## Multisponsored options

- Explainer Articles
- Science Milestone Articles
- Posters
- Webinars
- Technology guides

View the multisponsored topics in our editorial calendar.

## Content we create for you

- Posters
- Technical Guides
- Custom Articles
- Explainer Articles
- Science Milestones

View examples in our custom content gallery.

## Your content

- eBooks
- Infographics
- White Papers
- App Notes

We'll help you select content that will resonate with our audience.

## Customer experience package

- Full page tab ad
- Receive feedback on your campaign
- Ad experience survey

Receive up to 42 leads per package.

NEW!

## Lead library

- Explore the *DDN* lead library
- Select a piece of content
- Collect leads

Discover more details on the following page.

# 15,000

leads delivered  
in less than  
12 months

***"When it comes to lead generation in your target market, Drug Discovery News delivers. The team is responsive and incredible to work with. We look forward to working with them on future campaigns."***

- VP Commercial Marketing, DNA Script

DNASCRIPT



Lead  
LIBRARY

Follow our 4-step Process

**Quickly promote leads with engaging content created by our team!**

**STEP 1: Pick your topic**

Select content from our library that will attract the audience you want to reach.

**STEP 2: Inform us of your lead goals**

Inform us of your lead goals, including the quantity and type of leads required for each content piece (e.g., basic, targeted, sales qualified, or a mix of leads).

**STEP 3: Send us your logo**

Forward us your logo and we'll add it to the registration page.

**STEP 4: We'll collect leads**

Our team will begin generating your leads through targeted promotion to your desired audience until we reach your lead goal.

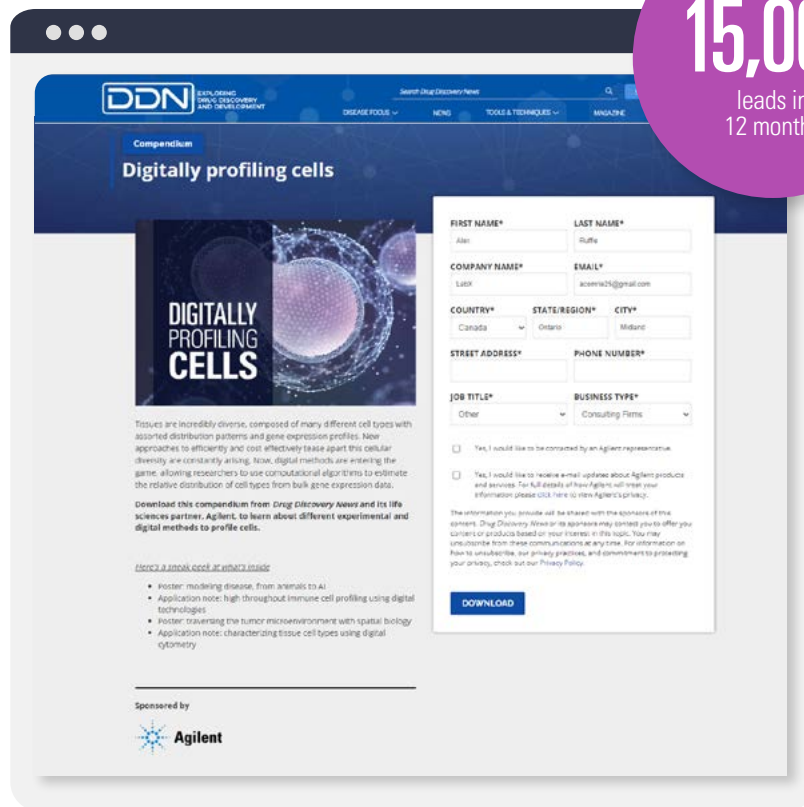


# landing PAGES

## Looking to generate leads from your educational content?

Our Landing pages offer the ability to gate multiple pieces of content to drive marketing qualified or sales qualified leads, ready for your sales team.

Lead Type:
Nurture Lead
Region Specific Nurture Leads
Industry Specific Nurture Leads
Marketing Qualified Leads
Regional Marketing Qualified Lead
Industry Marketing Qualified Lead
Sales Qualified Lead
Region Specific Sales Qualified Leads
Industry Specific Sales Qualified Leads
*Double Opt-In Sales Qualified Leads



***"We had a really good response from the DDN audience for our PPL campaign!"***

*- Marketer, Agilent, August 2024*



# email MARKETING

## Our subscribers are your customers.

With an average open rate of 29.64%, email marketing with *DDN* provides a reliable form of communication between your brand and our subscribers (**your customers**).

- Targeted and personalized content
- Boost sales
- Increase traffic to your website
- Build credibility
- Brand recognition
- Option to select audience
- Opportunity to A/B test subject lines

Custom Email  
emails created by  
*DDN* see a  
**90%**  
increase in ad clicks

**29.64%**  
average open rate

**84,164**  
engaged 3rd party  
opt-in subscribers

*DDN's* database  
is GDPR compliant



Use the free Stain-iT™ Cell Staining Simulator to choose a cellular structure and color, and visualize your virtual cell.

**ThermoFisher  
SCIENTIFIC**

Save time. Save reagents. Save cells.

Try the Stain-iT Cell Staining Simulator now **Start staining**

**Plan your multiplex cell staining experiment virtually with the Invitrogen™ Stain-iT™ Cell Staining Simulator**

Create and save your virtually stained cell in three easy steps:

- Select it:** Choose a live or fixed cell, your cellular structure of interest, and the color of the fluorophore that fits your experiment and/or equipment. Compatible reagent options are then listed from hundreds of available reagents.
- See it:** Preview the expected staining pattern of your selected reagents on a virtual cell, which updates in real time. Spectral emission and excitation information will also be displayed.
- Stain-iT simulator:** Upon completion of the simulation, the user can add their preferred reagents to their cart, browse similar or alternative reagents, save the selections for later, or share them with colleagues.

It's never been easier to plan a multichannel imaging experiment  
[Start staining now »](#)

invitrogen

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**ThermoFisher  
SCIENTIFIC**

Pages

**"The *DDN* team is  
great to work with!"**

- Marketer, ATCC

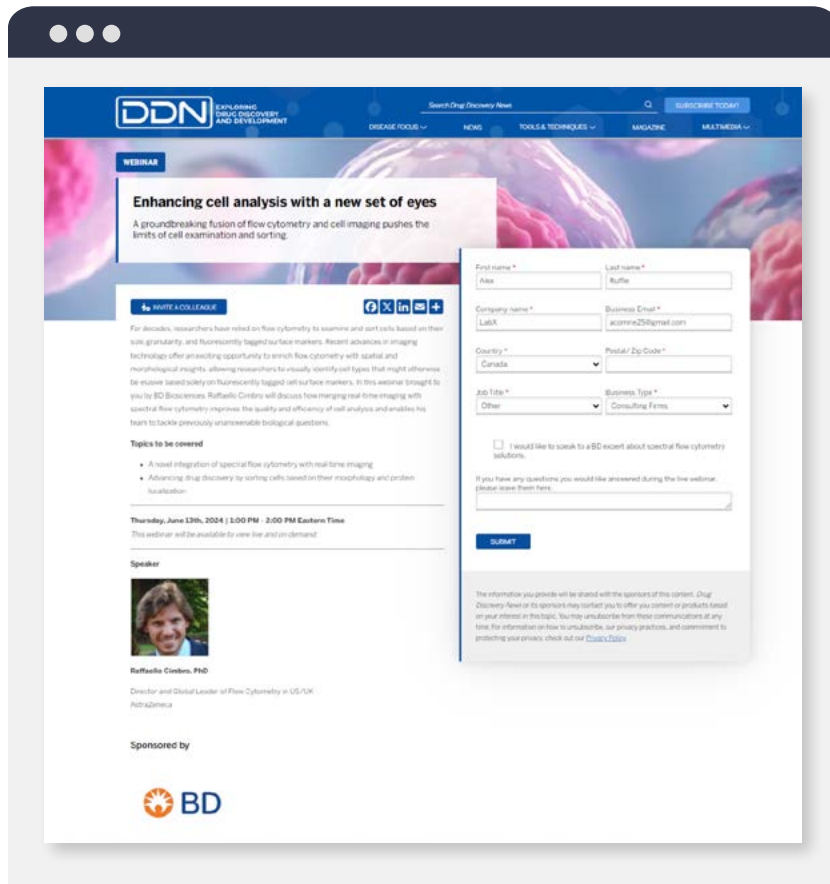


# custom WEBINARS

DDN specializes in creating custom webinars tailored to your needs, whether to introduce a new technology, highlight groundbreaking research, or engage with our audience on scientific advancements. Our expert team ensures an interactive, impactful experience.

## Webinar Sponsorship Includes:

- Registrant list
- Webinar promotion
- MP4 of the webinar
- Webinar topic development
- On-demand viewing capability
- Option to host your content for attendees, complete with full tracking



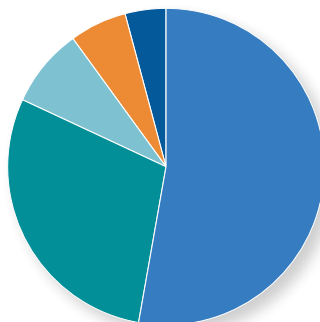
***"We are extremely pleased with how the webinar went and the metrics that came from it." (650 Registrants!)***

- Manager, Downstream Marketing, BD Life Sciences



***"Thanks again for your efforts in making the recent webinar a success."***

- Sr. Market Development Manager, ThermoFisher Scientific



## DDN webinar business type

- 53% Commercial
- 29% Academic Institution
- 8% Clinical Lab, Hospital, Medical Centre
- 6% Other
- 4% Government

\*Based on subset of 2024 DDN webinar data

# custom content CREATION

We collaborate with you every step of the way, whether it's a **small project or a comprehensive campaign.**

Rest assured, your content will connect with **your target audience, and we even offer guaranteed leads.**

We tailor your content to your brand, ensuring it aligns perfectly with your style and corporate standards, **ensuring lasting impact!**

## What we can provide:

- Technology Guide eBooks
- Explainer Articles
- Science Milestone Articles
- Infographics
- Webinars
- eBooks/Compendiums
- White Papers
- Case Studies
- Articles
- Videos
- SEO Articles
- Video Amplifier

**somaLogic**  
**Next Generation Proteomics**  
High-Plex Biomarker Discovery

**High-Plex Protein Profiling**  
The SOMAscan® assay is a high-throughput, label-free protein microarray. It uses a high-density array of protein microarrays to detect and quantify thousands of proteins simultaneously. The assay uses a high-density array of protein microarrays to detect and quantify thousands of proteins simultaneously. The assay uses a high-density array of protein microarrays to detect and quantify thousands of proteins simultaneously.

**Protein Biomarkers**  
Protein biomarkers are molecules that can be used to detect and quantify specific proteins. They are used in a variety of applications, including disease diagnosis, prognosis, and treatment monitoring.

**High Affinity SOMAmers® Reagents**  
SOMAmers are high-affinity, protein microarray reagents that are used to detect and quantify specific proteins. They are used in a variety of applications, including disease diagnosis, prognosis, and treatment monitoring.

**Driving Drug Discovery**  
SOMAscan is used to identify potential drug targets and to monitor the effects of drugs on protein levels. It is used in a variety of applications, including drug discovery, drug development, and drug evaluation.

**milestone**  
The Quest for Ultra-Sensitive Protein Detection

**1992**  
Amplifying the signal

**1996-1960**  
From colorimetry to radioactive isotopes

**1966-1971**  
The birth of ELISA

**2002-2007**  
Multiplexing and reducing false positives

**2010**  
Single molecule detection sensitivity

**2020**  
Removing background reveals the answer to liquid biopsy

**ALAMAR BIOSCIENCES**

**illumina explained**

**WHAT IS METATRANSCRIPTOMICS?**  
The complex assortment of bacteria, fungi, and viruses that occupy the microbiome play significant roles in human health and disease.

**WHAT IS THE HUMAN MICROBIOME?**  
The microbiome consists of diverse populations of bacteria, fungi, and viruses. These microorganisms inhabit various parts of the human body, including the skin, mouth, nose, and gut.

**HOW DO SCIENTISTS DETECT AND MEASURE MICROBIAL FUNCTIONS?**  
Scientists use a variety of methods to detect and measure microbial functions. These include DNA microarrays, RNA sequencing, and mass spectrometry.

**HOW CAN RESEARCHERS APPLY METATRANSCRIPTOMIC DATA TO DRUG DISCOVERY?**  
Metatranscriptomic data can be used to identify potential drug targets and to monitor the effects of drugs on microbial functions. It can also be used to identify potential biomarkers for disease diagnosis and prognosis.

**A MULTILAYERED APPROACH**  
A multilayered approach to metatranscriptomics involves combining data from multiple layers of the microbiome, including DNA, RNA, and proteins. This approach provides a more comprehensive view of the microbiome and its functions.

# video MARKETING

NEW FOR  
2025  
VIDEO!



## Video Amplifier

### 1. Submit Your Video

Your video should be informative, educational, or promotional.

### 2. Optimal Video Length

The ideal video length is 60 seconds or less, though we can accommodate videos up to 3 minutes long.

### 3. Social Media Promotion

Our team will create a post and share it across our social audience.

### 4. Receive Your Report

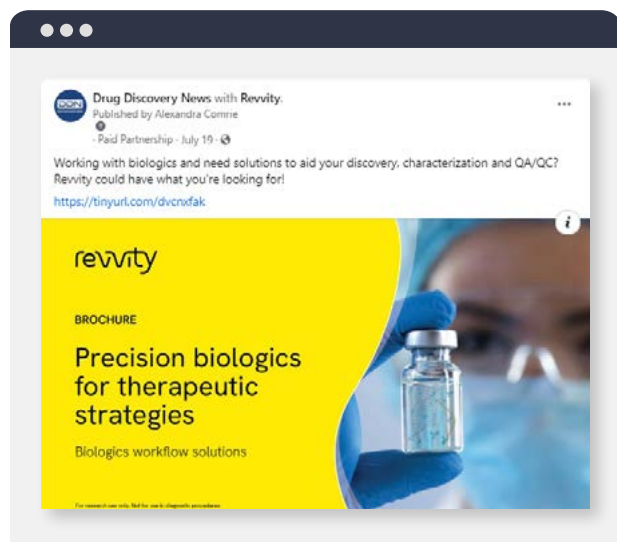
Once the guaranteed views are reached, you'll receive a detailed report.

## Shaping Science Video Series

We are excited to be launching our latest video product designed to elevate your status as a thought leader in the scientific community. Optimized for key B2B social media platforms like LinkedIn, this interview-based format is perfect for showcasing your expertise to your target audience. Leveraging our extensive video production and social media experience, we assist in producing compelling content that resonates with our global audience of scientists.

### Highlight your innovations and insights through professionally crafted videos that include:

- Option to select from one of three interview focuses: Products & Services, Customers or Partners in Academia or Industry, Corporate Initiatives
- 3-5 social media-optimized short form videos
- Onsite video listing
- Integrated marketing program including social media and eNewsletter placements



## Social Media Posts

### Social media marketing is a breeze with **DDN**

Share the message you want to convey and our team will create a strategy to gain the attention of your customers!

# editorial CALENDAR SPONSORSHIPS

Our 2024 Editorial Calendar enables you to sponsor a wide variety of content pieces from across the topics we cover with **guaranteed leads!**

Choose from **100 or 200 leads** with sponsorship.

## Our 2025 calendar offers:

- Technology Guide eBooks
- eBooks
- Explainer Articles
- Science Milestone Articles
- Infographics
- Webinars
- "Tell us what you know" Videos
- "Here is what we know" Articles



**milestone**

### THE DEVELOPMENT OF Imaging Mass Cytometry

Imaging mass cytometry is a harmonious convergence of several distinct technologies. Through mass spectrometry, a high-throughput platform that identifies thousands of cellular analytes, and fluorescence-based tissue imaging, this creates a multidimensional data set for single-cell proteomic analysis, made possible through interdisciplinary collaboration and innovation.

#### 2007 A meeting of minds

In a field of high-dimensional proteomics, David Basler, now at the University of California, Berkeley, was one of the first to use mass spectrometry to study cells. He was looking for ways to study cells in their natural environment, rather than in a petri dish. He was looking for ways to study cells in their natural environment, rather than in a petri dish. He was looking for ways to study cells in their natural environment, rather than in a petri dish.



#### 2005 From flow to mass

In the 2000s, flow cytometry was the standard method to analyze cells, which meant you had to analyze one cell at a time. Flow cytometry was the standard method to analyze cells, which meant you had to analyze one cell at a time. Flow cytometry was the standard method to analyze cells, which meant you had to analyze one cell at a time.



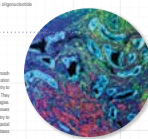
#### 2014 The integration of imaging

Imaging mass cytometry came along in the late 2000s, allowing scientists to see thousands of proteins in a single cell. This was a major breakthrough in the field of single-cell proteomics. This was a major breakthrough in the field of single-cell proteomics.



#### 2018 Bridging proteomics and genomics

Combining proteomics and genomics allows researchers to understand the relationship between genes and proteins. This is a key area of research in systems biology. This is a key area of research in systems biology.



#### 2018-Present Expanding applications

Imaging mass cytometry is being used in a wide range of applications, from basic research to clinical diagnostics. This is a key area of research in systems biology. This is a key area of research in systems biology.

### explained HOW DOES CANCER SPREAD?

Once cancer metastasizes, there is little that scientists and physicians can do to stop its spread. Understanding how cancer cells travel from stationary structures to mobile tissue-colonying conglomerates may offer clues to stopping metastasis before it even starts.

### CAN ALL CANCER CELLS METASTASIZE?

Not all cancer cells are created equal. Some are more likely to spread than others. Understanding the factors that influence metastasis could help researchers develop more effective treatments.

The diagram illustrates the process of cancer metastasis. It shows a primary tumor site where cancer cells are initially located. Some cells break through the basement membrane and enter the bloodstream. From there, they can travel to other parts of the body, where they can form secondary tumors. The diagram also shows the role of the immune system in fighting off these cells.

The Editorial Calendar has provided **20,000+** leads in the past 12 months

# 2025 Editorial Calendar

	January	February	March	April	May	June
Infographic	Cancer		Gene therapy			Microscopy/ Imaging
Explainer Article	Biomarkers			Antibodies in drug discovery		
Milestone Article				Biologics		
Listen-In Webinar and Webinars	Proteomics	Listen-In: Drug Discovery	Immunology	Cancer	Symposia: Developments in drug discovery	Stem cells/ cell therapy
Technology Guides and eBooks		Organoids/3D cell culture	Vaccine development		Cell & Gene therapy	Spatial biology
Here is What We Know		AI/machine learning			Precision medicine	
Tell Us What You Know		CRISPR	PFAS	PROTAC	Mass spectrometry	Sustainability

## Infographics

Versatile and cost-effective tools that are visually pleasing that will enhance your brand's visibility and drive engagement.

### Sponsors Receive:

- Logo on infographic and landing page
- 100 or 200 guaranteed leads

## Explainer Articles

Each article breaks down complex topics into manageable parts, offering thorough answers from scientists. Custom graphics enhance understanding of even the most intricate subjects.

### Sponsors Receive:

- Logo on Article
- 100 or 200 guaranteed leads

## Science Milestone Articles

Detail the fascinating key events leading up to fundamental advances in life science research.

### Sponsors Receive:

- Logo on Article
- 100 or 200 guaranteed leads

## Listen-In Tech Talks

Authentic live Q&A discussions with a scientific leader, where we ask them about their latest discoveries and the big unanswered questions facing their field.

### Sponsors Receive:

- 15 minute speaker spot
- Provide 2 pieces of educational content for registrants
- Logo on landing page
- All Registrant and Attendee Info
- List of all questions



	July	August	September	October	November	December
Infographic			Immunology	Regenerative medicine		Transcriptomics/genomics
Explainer Article	Immuno-oncology					
Milestone Article	Biomarkers/diagnostics			Disease/animal models		
Listen-In Webinar and Webinars	Mass spectrometry	Multomics	Listen in: 3D cell culture	Symposia: drug discovery in cancer	PCR/NGS	Gene editing
Technology Guides and eBooks		High throughput screening in drug discovery			Flow cytometry Sustainability	
Here is What We Know		Genomics/sequencing				CRISPR
Tell Us What You Know	Spatial biology		Organoids	Cell to cell in cancer		

### Webinars

Our editorial team curates trending topics that match our audience's interests, ensuring our webinar lineup stays at the forefront of the latest research.

#### Sponsors Receive:

- Mention or special thanks
- Share 2 pieces of content for registrants
- Logo on landing page
- All Registrant and Attendee Info
- List of Questions

### Technology Guides

Provide the information scientists need to get started with new instruments, methods, and services. A great opportunity to showcase your product or solution.

#### Sponsors Receive:

- Full page ad
- Logo on front cover and landing page
- 100 or 200 guaranteed leads

### eBooks

DDN's eBooks offer readers premium content featuring exclusive material, created in-house and are designed to make scientific information more accessible, interactive, and manageable for researchers.

#### Sponsors Receive:

- Full page ad
- Logo on front cover and landing page
- 100 or 200 guaranteed leads

### Here Is What We Know Articles

We collaborate with scientists and medical experts to provide a comprehensive understanding of what current research reveals about a specific topic or condition.

#### Sponsors Receive:

- In Article Advert
- 50 guaranteed leads

### Tell Us What You Know Videos

In an alternative to Here's What We Know Articles, we invite you to – Tell Us What You Know! Share in a short video interview what your experts know about a research area or human condition and how your company is working on solutions. A great opportunity to discuss your products and innovations!

#### Sponsors Receive:

- Choice of 10,000 or 15,000 guaranteed views
- Video featured on site (1 month)
- Newsletter promotion

**Our science symposia are online events that really draw a crowd.**

This year, we are offering seminars on Developments in Drug Discovery and Drug Discovery in Cancer. These events present a broader view of the latest advances in a scientific field.

Title	Description	Month
Developments in Drug Discovery	This symposia will provide a broad overview of the key developments driving progress in drug discovery.	May
Drug Discovery in Cancer	From bench to bedside: emerging approaches in cancer drug discovery	October

**Sponsorship Opportunities**

DDN's online events offer a proven, effective alternative to in-person gatherings, allowing sponsors to connect with industry decision-makers globally.

Sponsors benefit from qualified leads and comprehensive analytical reports, making these online events a hassle-free campaign option.



**Standard Sponsorship**

- Your logo on all promotional material and registration
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- Receive all registrant and attendee info



**Premium Sponsorship**

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- 20 minute talk in presentation
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**Executive Sponsorship**

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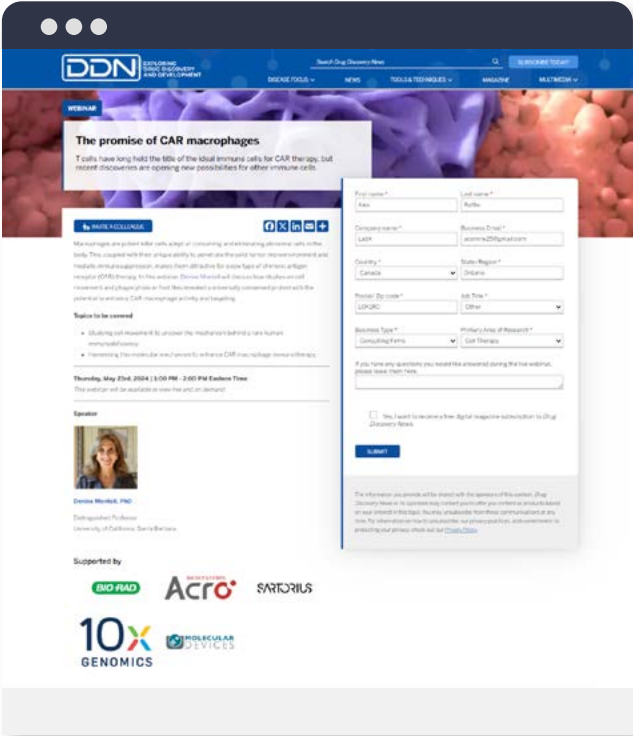
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**Our 2025 multisponsored webinars focus on the following topics:**

**"Great presentation!"**

- Senior Director, Global Alliances at Bristol-Meyers Squibb



January	Proteomics	July	Mass Spec
February	Drug Discovery	August	Multomics
March	Immunology	September	3D Cell Culture
April	Cancer	October	Symposia: Developments in Cancer
May	Symposia: Developments in Drug Discovery	November	PCR/NGS
June	Stem Cells/ Cell Therapy	December	Gene Editing

# 2025 CSD Content Calendar

## January

Print	Metabolic Disease, Women's health, Cancer, Microbiology
Infographics	<p><b>Cancer</b> <b><i>Autophagy in cancer: friend or foe?</i></b></p> <p>This poster will explore the dual nature of autophagy in cancer biology, highlighting the challenges and potential strategies for targeting this process in therapeutic interventions.</p> <p>Keywords: autophagy, cancer, tumor suppression, tumor promotion, cellular recycling, cancer therapy, cell survival, chemoresistance, nutrient deprivation, cell stress response, oncogenesis, therapeutic targets, cancer progression, cell metabolism</p>
Explainers	<p><b>Biomarkers</b> <b><i>How can biomarkers improve drug discovery and development?</i></b></p> <p>This explainer article will explore how best to identify, validate, and leverage biomarkers for more streamlined and predictive drug discovery.</p> <p>Keywords: biomarkers, drug discovery, biomarker identification, biomarker validation, precision medicine, drug development</p>
Webinars	<p><b>Proteomics</b> <b><i>Advancing precision medicine through proteomics</i></b></p> <p>In this webinar, we will explore the latest advancements in proteomics research, discussing its applications in drug discovery, biomarker development, and patient stratification. We will also discuss the challenges and opportunities presented by proteomics in the era of precision medicine.</p> <p>Keywords: Proteomics, precision medicine, drug discovery, biomarkers, patient stratification, mass spectrometry, protein analysis, protein profiling, protein interactions, protein networks</p>

## February

Webinars	<p><b>Listen in: Drug discovery</b> <b><i>New drugs on the nanoscale</i></b></p> <p>In this Listen In webinar, an expert will discuss nanoscale innovations, including everything from microscopic controlled-release devices to spherical nucleic acids.</p> <p>Keywords: bioengineering, nanomedicine, drug discovery, drug development, devices, drug delivery, drug formulation, controlled release, biologics</p>
Multi-sponsored eBook	<p><b>Organoids/3D cell culture</b> <b><i>Beyond the petri dish: harnessing 3D cell culture for precision drug development</i></b></p> <p>This ebook will explore how advanced organoid technology is changing precision drug development, offering more accurate and human-relevant models for testing therapeutic candidates.</p> <p>Keywords: 3D cell culture, organoids, drug discovery, precision medicine, nonclinical studies</p>
Here's what we know	<p><b>AI/machine learning</b> <b><i>Here's what we know about AI vs. machine learning vs. deep learning for drug discovery</i></b></p> <p>This article will explore the differences between AI, machine learning, and deep learning and their potential uses in drug discovery.</p> <p>Keywords: AI, machine learning, deep learning, drug discovery, structural biology, generative AI</p>
Tell us what you know	<b>CRISPR</b>

## March

Infographics	<b>Gene therapy</b> <b><i>Nonviral gene therapy</i></b> This infographic will highlight several nonviral vector approaches to deliver gene therapy along with their current challenges/limitations. Keywords: gene therapy, AAVs, viral vectors, nonviral vectors, gene editing, lipid nanoparticles, immunogenicity
Webinars	<b>Immunology</b> <b><i>From target to therapy: using immunology for drug discovery</i></b> In this webinar, experts will discuss different approaches for detecting immune mediators and innovative strategies for turning these targets into functional therapies. Keywords: immunology, drug discovery, immunotherapy, immunomodulation, immune checkpoints, precision medicine
Technology Guides	<b>Vaccine development (with an eye toward novelty and immunology)</b> <b><i>Self-amplifying mRNA vaccines</i></b> Researchers are now developing self-amplifying mRNA vaccines for both infectious diseases and cancer. Keywords: mRNA, self-amplifying mRNA, RNA, cancer, infectious disease, antibody response, drug delivery, vaccine
Tell us what you know	<b>PFAS</b>

## April

Print	Antibody Drugs, Mass Spec, Ophthalmology, Gene Editing
Explainers	<b>Antibodies in drug discovery</b> <b><i>What is the clinical significance of antibody-based therapeutics in modern medicine?</i></b> This article explores the diverse applications of antibodies in drug discovery, from target identification and validation to therapeutic development and clinical trials. Keywords: Antibodies, drug discovery, therapeutic innovation, target identification, clinical trials, monoclonal antibodies, polyclonal antibodies, immunotherapy, targeted therapies, antibody engineering
Milestones	<b>Biologics</b> <b><i>The history of anti-VEGF therapies</i></b> Originally used to treat tumors, anti-VEGF therapies have significantly impacted the treatment of ophthalmologic conditions. Keywords: eye disease, ophthalmology, monoclonal antibodies, biologics, anti-VEGF, angiogenesis, blood vessel, cancer, diabetes, vision loss
Webinars	<b>Cancer</b> <b><i>Sickly sweet: the role of sialoglycans in dampening the immune response to tumors</i></b> To evade killing by the immune system, tumors often cover themselves in sialoglycan molecules involved in this immune suppression. This webinar explores the different ways researchers are fighting back against sickly sweet tumors. Keywords: sugar, tumor, sialidase, glycan, sialoglycans, immune suppression, cancer resistance, cancer, checkpoint inhibitors, T cells, immunology
Tell us what you know	<b>PROTAC</b>

## May

Webinars	<p><b>Symposia: Developments in drug discovery</b></p> <p>This symposia will provide a broad overview of the key developments driving progress in drug discovery. We will cover topics like the role of AI and machine learning in accelerating drug development, the potential of genomics to identify new therapeutic targets, exploring the benefits and challenges of drug repurposing, and addressing the ongoing challenges faced by the pharmaceutical industry, including clinical trial design, regulatory hurdles, and the increasing costs of drug development.</p> <p>Keywords: drug discovery, pharmaceutical industry, ai in drug discovery, genomics, drug repurposing, therapeutic approaches, emerging technologies, challenges in drug development, clinical trials, regulatory affairs</p>
Multi sponsored eBooks	<p><b>Cell &amp; Gene therapy</b></p> <p><b><i>Overcoming roadblocks in cell therapy</i></b></p> <p>This ebook will explore the latest approaches and advancements in addressing roadblocks to cell therapy, such as toxicities, restricted infiltration into and activation within tumors, suboptimal persistence, antigen escape and heterogeneity, and manufacturing issues.</p> <p>Keywords: cell therapy, CAR T cell therapy, cancer, cancer treatment</p>
Here's what we know	<p><b>Precision medicine</b></p> <p><b><i>Here's what we know about the role of genetic variability in precision medicine</i></b></p> <p>This Here's What We Know article will explore how scientists are integrating genetic information into drug design for more precise and effective therapies.</p> <p>Keywords: genetics, genome research, genetic variability, sequencing, precision medicine, pharamcogenomics, genetic markers, genetic progiling</p>
Tell us what you know	<p><b>Mass spectrometry</b></p>

## June

Infographics	<p><b>Microscopy/Imaging</b></p> <p><b><i>Imaging neural activity</i></b></p> <p>This poster delves into the cutting-edge methods that enable neuroscientists to visualize the brain in real time for a better understanding of neurological and psychiatric disorders.</p> <p>Keywords: neuroscience, neural imaging, calcium imaging, two-photon microscopy, neural circuits, brain activity, in vivo imaging, microscopy, imaging, fluorescence microscopy, <i>in vivo</i> microscopy</p>
Webinars	<p><b>Stem cells/cell therapy</b></p> <p><b><i>Nanotechnology shaping stem cell therapy</i></b></p> <p>The webinar will explore how nanotechnology is shaping stem cell therapies and research in areas such as stem cell isolation, lineage determination, differentiation, imaging, active tracking, regenerative medicine, and tissue engineering.</p> <p>Keywords: stem cell nanotechnology, stem cell, nanotechnology, nanoparticles, nanobots, liposomes, nanosystems, tissue engineering, regenerative medicine</p>
Technology Guides	<p><b>Spatial biology</b></p> <p><b><i>A practical guide to spatial biology techniques</i></b></p> <p>This guide empowers researchers to navigate the various techniques used in spatial biology, from sample preparation and imaging to data analysis and interpretation.</p> <p>Keywords: Spatial biology, single-cell analysis, tissue analysis, spatial transcriptomics, spatial proteomics, spatial metabolomics, image analysis, bioinformatics, computational biology, machine learning, deep learning, artificial intelligence</p>
Tell us what you know	<p><b>Sustainability</b></p>

## July

Print	Cell Therapy, Spatial Biology, Drug Formulation, Diagnostics
Explainers	<p><b>Immuno-oncology</b> <b><i>Why does immunotherapy work better for some cancers than others?</i></b></p> <p>This explainer will highlight important differences in tumor types and dive into the latest research investigating ways to improve the effects of immunotherapy for cold tumors.</p> <p>Keywords: immunotherapy, immuno-oncology, cancer, cancer treatment, hot tumor, cold tumor, immune responses</p>
Milestones	<p><b>Biomarkers/diagnostics</b> <b><i>The discovery and clinical application of prostate-specific antigen</i></b></p> <p>The milestone article will trace the controversial discovery of prostate-specific antigen (PSA) and the subsequent purification, characterization, and clinical use of PSA as a biomarker blood test for prostate cancer.</p> <p>Keywords: prostate-specific antigen, PSA, prostate cancer, biomarker, cancer screening, cancer diagnostics, cancer early detection, cancer diagnosis, urology, blood test</p>
Webinars	<p><b>Mass spectrometry</b> <b><i>Applying mass spectrometry in pharmaceutical analysis</i></b></p> <p>In this webinar, experts will discuss new mass spectrometry techniques and how they can be used for pharmacokinetic and pharmacodynamic analyses to improve drug development.</p> <p>Keywords: mass spectrometry, ADME, drug discovery, metabolite profiling, drug safety, drug efficacy</p>
Tell us what you know	<b>Spatial biology</b>

## August

Webinars	<p><b>Multomics</b> <b><i>AI and machine learning in multomics analysis</i></b></p> <p>This webinar will explore the latest development in AI and machine learning methods for multomics analysis and the discoveries they enable.</p> <p>Keywords: artificial intelligence, machine learning, AI, data analysis, multomics, computational biology</p>
Multi sponsored eBooks	<p><b>High throughput screening</b> <b><i>High-throughput screening in modern drug discovery</i></b></p> <p>The ebook will cover key high-throughput screening technologies, strategies for optimizing screening workflows, and case studies showcasing successful applications. It will also highlight emerging trends and future directions, providing a comprehensive guide for researchers and industry professionals.</p> <p>Keywords: high-throughput screening, drug discovery, candidate screening, hit identification</p>
Here's what we know	<p><b>Genomics/sequencing</b> <b><i>Here's what we know about the dark genome</i></b></p> <p>In this Here's What We Know article, we will talk with experts about their favorite techniques to explore this uncharted area of the genome.</p> <p>Keywords: genomics, sequencing, next generation sequencing, drug discovery</p>

## September

Infographics	<p><b>Immunology</b></p> <p><b><i>Exploring unconventional T cells</i></b></p> <p>This poster will explore the different types of unconventional T cells and their roles in immune responses and disease mechanisms.</p> <p>Keywords: unconventional T cells, gamma delta T cells, natural killer T cells, mucosal-associated invariant T cells, CD1-restricted T cells, MR1-restricted t cells, innate-like T cells, adaptive immunity, innate immunity, T cells, autoimmune diseases, cancer immunity, infectious diseases, immune responses</p>
Webinars	<p><b>Listen in: 3D cell culture</b></p> <p><b><i>Advancing drug discovery with 3D cell culture: trends, challenges, and opportunities</i></b></p> <p>During this Listen In webinar, we will talk with a drug discovery expert about emerging trends in 3D cell culture, the challenges of implementing 3D systems, and the opportunities these models present for accelerating drug development.</p> <p>Keywords: 3D cell culture, drug discovery, predictive models, cell culture</p>
Tell us what you know	<p><b>Organoids</b></p>

## October

Print	<p>Neuroscience, AI, Immunology, Disease Models</p>
Infographics	<p><b>Regenerative medicine</b></p> <p><b><i>Tissue engineering for drug discovery</i></b></p> <p>This infographic will highlight how to create tissue models, their applications in drug efficacy and toxicity testing, and their potential for improving precision drug discovery.</p> <p>Keywords: tissue engineering, regenerative medicine, 3D cell models, organoids, organ-on-a-chip, cell culture, ADME, pharmacokinetics, drug discovery, precision medicine</p>
Milestones	<p><b>Disease/animal models</b></p> <p><b><i>3D bioprinting disease models</i></b></p> <p>This Science Milestone will explore the origins of 3D bioprinting and where scientists hope to take it in the future.</p> <p>Keywords: bioprinting, 3D bioprinting, stem cells, disease models, organoids, toxicology, safety testing, drug development, drug discovery</p>
Webinars	<p><b>Symposia: Drug discovery in cancer</b></p> <p><b><i>From bench to bedside: emerging approaches in cancer drug discovery</i></b></p> <p>In this symposium, experts will discuss insights into cutting-edge techniques, from novel drug targets to advanced screening methods, and reveal their secrets for moving from translational research to application.</p> <p>Keywords: cancer, drug targets, precision medicine, translational science</p>
Tell us what you know	<p><b>Cell to cell in cancer</b></p>



## November

Webinars	<p><b>PCR/NGS</b></p> <p><b><i>From gene to drug: leveraging PCR and NGS in drug development</i></b></p> <p>This webinar will explore how advanced NGS and PCR techniques enhance drug discovery processes, from identifying novel drug targets to understanding genetic therapy responses.</p> <p>Keywords: genomics, genetics, next generation sequencing, genetic variation, precision medicine, drug discovery</p>
Technology Guides	<p><b>Flow cytometry</b></p> <p>This ebook will explore the role of flow cytometry in drug discovery, highlighting its significance in identifying drug targets, assessing therapeutic efficacy, and monitoring cellular responses.</p> <p>Keywords: flow cytometry, drug discovery, fluorescence, drug targets, cellular analysis</p>
Multi sponsored eBooks	<p><b>Sustainability</b></p> <p><b><i>A guide to sustainable life science practices in the lab</i></b></p> <p>This ebook will highlight actionable strategies for reducing waste, conserving energy, and minimizing the use of hazardous chemicals, while maintaining scientific rigor and efficiency. It will focus on specific techniques and methodologies that can be modified to reduce environmental footprint, such as optimizing reagent usage, improving waste disposal, and utilizing energy-efficient equipment.</p> <p>Keywords: sustainability, life sciences, laboratory practices, waste reduction, energy conservation, chemical management, green chemistry, environmental impact</p>

## December

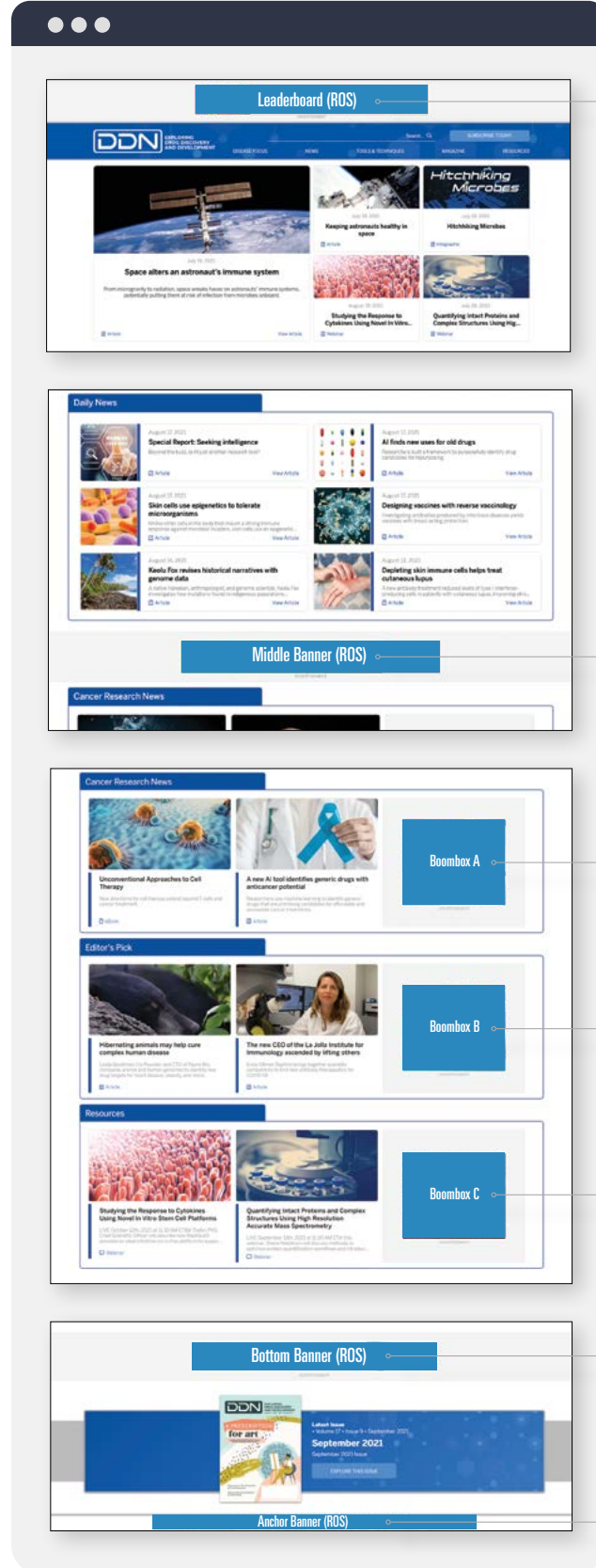
Infographics	<p><b>Transcriptomics/genomics</b></p> <p><b><i>Programming biology</i></b></p> <p>Using AI and machine learning, researchers are building predictive models for how a change in the DNA will affect its corresponding RNA and/or protein. This infographic will explore the different ways researchers are attempting to program biology.</p> <p>Keywords: AI, machine learning, genomics, transcriptomics, proteomics, synthetic biology, cellular networks, RNA, DNA, protein</p>
Webinars	<p><b>Gene Editing</b></p> <p><b><i>Is gene editing forever?</i></b></p> <p>How long-lasting is gene editing really, based on the actual evidence accrued so far? This webinar will explore a variety of gene therapies that aim to be a permanent solution to disease.</p> <p>Keywords: gene therapy, gene editing, longevity, side effects, disease, AAV, drug delivery</p>
Here's what we know	<p><b>CRISPR</b></p> <p><b><i>Here's what we know about mitigating CRISPR's off-target effects</i></b></p> <p>In this Here's What We Know article, we will explore how researchers are improving the precision of CRISPR technology by refining guide RNA design, enhancing Cas protein specificity, and employing advanced detection methods to identify and address off-target modifications.</p> <p>Keywords: CRISPR, CAS9, RNA, gene editing, guide RNA, gene targeting</p>

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Boombbox B

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- Researcher, CDC



Monday, July 22nd, 2024



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- A new addition to the [DNA repair toolkit](#)
- [Mini-retinas](#) model human disease in a dish
- CAR T cells [in a SNAP](#)
- How a mother’s immune system can [shape her baby’s brain](#)



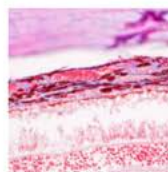
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**[Mini-retinas model human disease in a dish](#)**

Researchers use retinal organoids to screen drugs and hope to transplant them into the eyes of people with blindness in the coming years. [Read more](#)



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A modular CAR T cell could make cancer therapy safer and more effective. [Read more](#)



**[How a mother’s immune system can shape her baby’s brain](#)**

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- Cell Therapy
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- Disease Models
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- Gene Therapy
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- Infectious Disease
- Metabolic Disease
- Microbiology
- Neuroscience
- Stem Cells
- Tools and Techniques
- Vaccines

### 2. Choose a month.

### 3. Send us one banner ad.

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- Lab Manager, Texas Tech University



Thursday, May 16th, 2024

**Poster: Primary normal human cells and media** Advertisement  
Curious about what specialty media to use with your human primary cells?  
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**Today's highlights:**

- Young blood [reverses aging](#) in old organs
- A [cell type guide](#) to the right media Advertisement
- [Sniffing plasma](#) helps COVID-19 patients smell again
- Blood stem cells [without a donor](#)

**Young blood reverses aging in old organs**  
Young blood rejuvenates aging organs in rodents. Researchers are studying the potential to use young blood-based treatments in aging humans too.  
[Read more](#)

By: Allison Whitten, PhD

**A cell type guide to the right media** Advertisement  
Primary cells directly derived from human tissues offer advanced models for mimicking in vivo cellular physiology and producing highly relevant biological data. Explore this poster to discover a range of human primary cell culture media for studying various tissue types.  
[Learn more](#)

By: Lunza Group

**Sniffing plasma helps COVID-19 patients smell again**  
People with COVID-19 sometimes lose their sense of smell. But a clinical researcher has a possible solution: the patient's own blood.  
[Read more](#)

By: Natalya Ortolano, PhD

**Blood stem cells without a donor**  
Using a zebrafish model, researchers developed a method for producing blood stem cells anywhere in the body with the goal of eventually eliminating the need for bone marrow donors.  
[Read more](#)

By: Chungweij Huang, PhD

**Allison Whitten, PhD**  
ASSISTANT EDITOR

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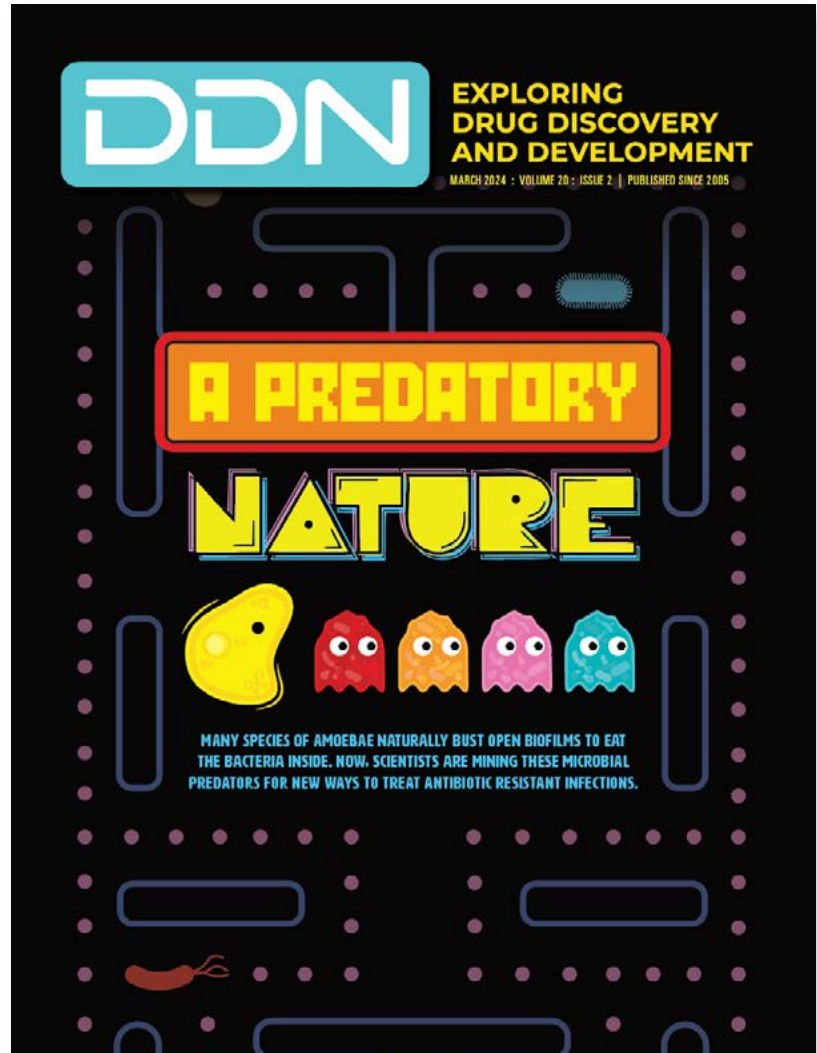
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- CEO, Epredia



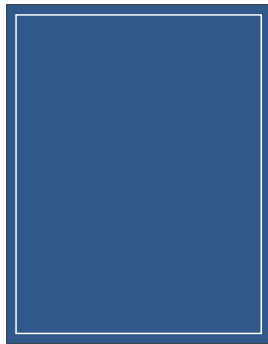
# print SCHEDULE

MONTH	Print Section	Events & Bonus Distribution	Ad Close	Material Due
March	Metabolic Disease, Women's Health Cancer, Microbiology	BIO Eu - March 17-19 AACR - April 25-30 PEGS - May	1/20/2025	1/27/2025
June	Antibody Drugs, Mass Spec Ophthalmology, Gene Editing	ASMS - June 1-5 ASM - June 19-23	4/18/2025	4/25/2025
September	Cell Therapy, Spatial Biology, Drug Formulation, Diagnostics	SFN - November 15-19 ASHG - October 14-18 ELRIG - October 21-23	7/21/2025	7/28/2025
July	Neuroscience, AI, Immunology, Disease Models	SLAS 2006	10/20/2025	10/27/2025

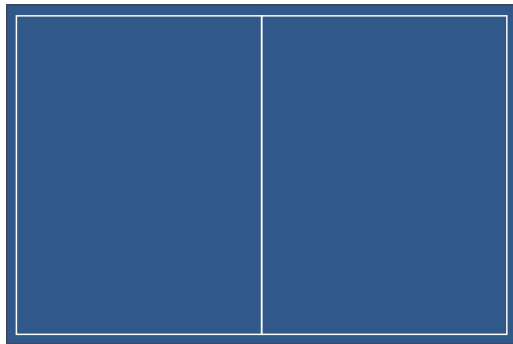


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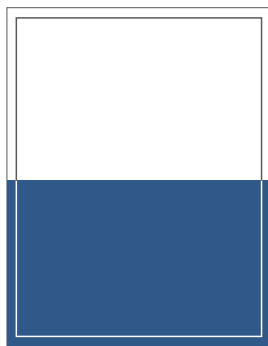
Full Page



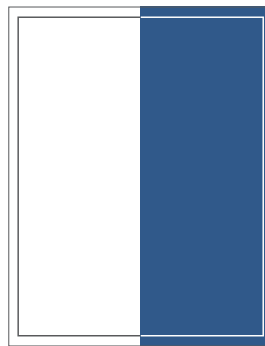
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1/2 Page Horizontal



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**Print Spread**

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with Bleed - 17.25"w x 10.75"h

**1/2 Page Horizontal**

Trim - 8.5"w x 5.125"h  
with Bleed - 10.75"h x 8.75"w

**1/2 Page Vertical**

Trim - 10.5"h x 8.5" w  
with Bleed - 10.75"h x 8.75"w

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