



“The field is rapidly advancing from basic research into translation and commercialization, however, there are still many complex challenges ahead. Thus the time is now for a truly multidisciplinary journal to provide a forum for debate and discussion by all stakeholders committed to progressing this field and converting scientific innovation into life-changing therapies”

Prof. Chris Mason, Senior Editor *Cell & Gene Therapy Insights*

Cell & Gene Therapy Insights is:

An open access, peer-reviewed, online journal

With a translational focus, publishing original research, reviews, commentary articles, clinical trial reports and much more.

AND

An online hub

Featuring high quality, relevant, engaging and interactive content including live webinars, podcasts, White Papers, conference reports and daily news updates on key milestones such as spin-outs, financings, candidates entering the clinic, and approvals.

The year-round initiative brings together all stakeholder groups in the cell, gene and tissue therapy communities to find solutions to common challenges being faced by those charged with driving products through to the market, whether they be in R&D, funding and partnerships, product development and manufacture, regulatory affairs, or commercialisation.

All content is free-to-view and, in the coming months, members will be carefully profiled. This will enable them to enjoy a personalised interaction with the content depending on their therapeutic focus, their technology area(s) of interest, and their job function, thus ensuring their long-term, active engagement.

Cell & Gene Therapy Insights Provides a Unique Online Content Marketing and Lead Generation Opportunity



An alternative to the ever-more-crowded and expensive conference market.



Active engagement of key stakeholders from across the community all year round.



The chance to target organisations at varying stages of the R&D pipeline: Universities, spin-outs, biotechs, pharma and hospitals.



A means by which you can access the people funding the sector, those making the key new discoveries, and the individuals who are driving the delivery of safe and effective therapies to patients.



“As the field of Cell and Gene Therapy begins to show some of its early promise, we are reminded on a regular basis there are still many challenges ahead on the path to developing solutions for patients. This transition is where we still need to focus and learn how to utilise the great ideas of academics and start-ups alongside the experience and expertise of larger companies. The need for a translational journal focussed on bringing all of these groups together in a collaborative, open forum cannot be over-emphasised.”

Dr Sven Kili, VP & Head of Gene Therapy Development, GSK

BioInsights – the publisher of *Cell & Gene Therapy Insights* – is your content marketing partner for life sciences.

We can:

- Work closely with you to create quality content of high value to your target audience, including video and animations
- Offer you opportunities to re-purpose scientific and educational content you have already developed and use it for marketing purposes
- Raise your company's profile and enhance your reputation as a thought-leader in the sector
- Play a key role in your lead identification activities
- Provide support in the development of your content marketing strategy and tactics for this sector
- Ensure your leading scientists are seen as Subject Matter Experts throughout your target market
- Help you disseminate your content to a highly targeted, but global, audience within cell therapy, gene therapy or tissue therapy.

Who Can You Target?

Cell & Gene Therapy Insights users are carefully profiled, enabling you to target your investment and content at specific audience groups.

You can target by;

- Organisation type – academic centres, biotechs, big pharma, investors and analysts, technology and service providers, government bodies, NGOs and hospitals
- Geographic location
- Technology focus, for example cell therapy vs. gene therapy
- Therapeutic area focus
- Job function, title or seniority
- ? Is it important for your company to maximise its visibility amongst scientists and/or business leaders making key technology platform decisions at an early stage in a product's development?
- ? Or perhaps your priority is to raise your company's profile within the investment community or big pharma?
- ? Maybe you need to provide educational materials to individuals focused on clinical development or regulatory affairs?

Whoever you need to target in the fast-moving cell and gene therapy community, BioInsights can help.

We offer a range of content marketing, educational and lead generation options, all of which can be tailored to meet your current objectives

- **Sponsorship of Cell & Gene Therapy Insights website as a whole**, positioning your company as a leading supporter of the translation of these exciting technologies into medical practice
- **Sponsorship of Spotlights** – regular focused features comprising articles, webinars, infographics and animations, interviews, PPTs, surveys and podcasts. The perfect chance to be seen as a thought-leader in a specific topic area of key importance to our users
- **Participating in our webinar programme**. You provide the topic and speaker(s), we take care of all the arrangements, promote your session to our users and host the recording in our webinar archive
- **Acting as a Resource Provider**, supplying your content to be hosted on your own page on the Cell & Gene Therapy Insights website, guaranteeing global distribution, generating leads, stimulating traffic to your own site, and enabling you to easily track results

How can we partner with you?

There are numerous ways in which we can collaborate with you to maximise the value of content marketing to your organisation, including;

- We can work closely with you – and your Scientific Advisory Board if you wish – to develop high quality content to demonstrate your thought-leadership:
 - Your own Spotlight, on a topic of your choice
 - Client case studies and co-presentations
 - Videos, animations and webinars
- **We seek to find out as much as we can** about who you are targeting, and then work to ensure the maximum number of relevant individuals are interacting with your content
- **We don't sell off-the-shelf solutions.** All the packages we provide are tailored to your precise marketing, educational and business development objectives.



For more information on **Cell & Gene Therapy Insights**, and to discuss your needs please contact Nicola McCall;

EMAIL n.mccall@insights.bio

PHONE +44 (0)1732 463215

