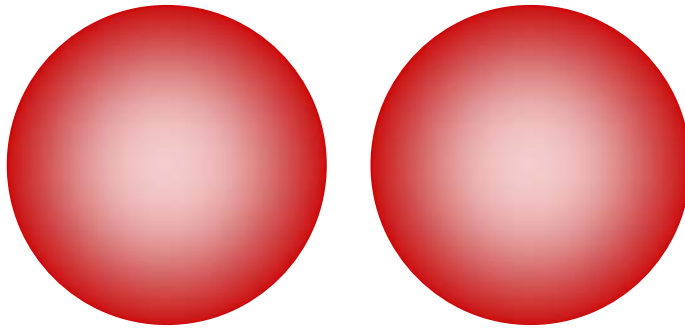


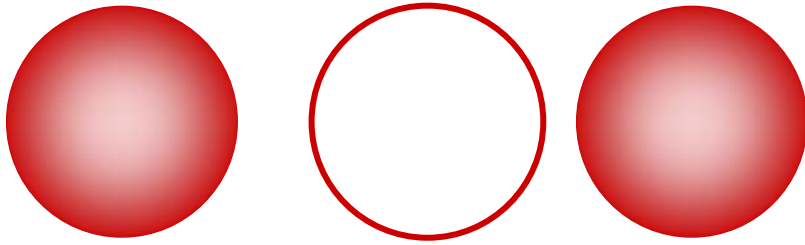
Discover the latest
Nature Publishing Group (NPG)
publications and developments in 2006



Rocio Machhaus
Villy Ioannou
24th May 2006



Content

- 
- Site License
 - NPG – The story so far
 - New from NPG
 - Physical Science Portfolio
 - Nature Protocols
 - Nature Clinical Practice
 - Post-cancellation rights

NPG's flexible site license

- Select the titles that best suit your users
- Flexible start dates
- Pricing according to institution type
- Administrate your own account
 - Librarian Gateway
- Dynamic customer service
- COUNTER compliant User statistics

NPG – The story so far: www.nature.com



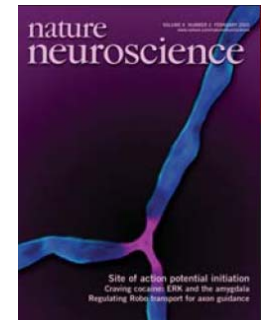
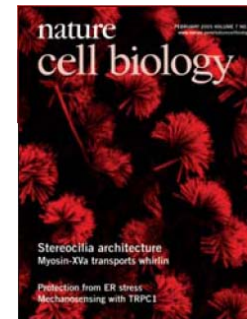
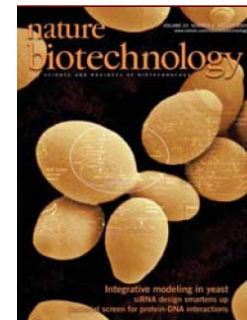
Nature : www.nature.com

- leading **weekly**, international journal
- Impact factor: **32.182*** → **No. 1**
- publishing the finest peer-reviewed research in all fields of science and technology
- *Nature* also provides rapid, news and interpretation of coming trends affecting science, scientists and the wider public
- Online archive via site License: from January 1997
- *Nature* archives back to 1950 now available



8 Nature research journals

- **Original, Peer-reviewed Research**
only the most significant research articles in their disciplines
- **Unique Insight**
up-to-date coverage and analysis of the latest developments in the global research community and relevant industries
- **Topical Focuses**
informative supplements and special focuses in print and online
- **Nature Research Journals Archive**
collection (from issue 1, volume 1)



7 Nature Reviews series

- **Authoritative, accessible Review information**
full-length articles, commissioned & written by acknowledged leaders in their field.
- **Unrivalled Breadth and Depth**
full coverage of its discipline, focusing on a variety of topics of major significance in the field.
- **Superb Teaching Resource**
full-colour diagrams; slide shows; animations; online links to further reading and databases
- **Advanced User Functionality**
easy navigation and quick overview of scientific terminology.
- **Strong Impact Factors**
amongst the highest impact journals in their respective disciplines.
- **Reviews complement primary research journals**



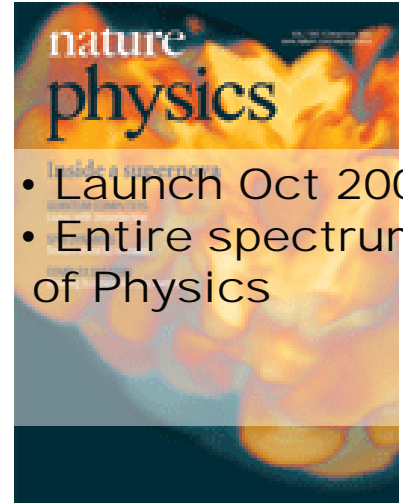
New! Physical Science Portfolio



- Launch Sep 2002
- Latest research
- The Nr.1
- Impactfactor: 13.531



- Launch Jun 2005
- Interface of Chemistry and Biology
- Graphical information



- Launch Oct 2005
- Entire spectrum of Physics



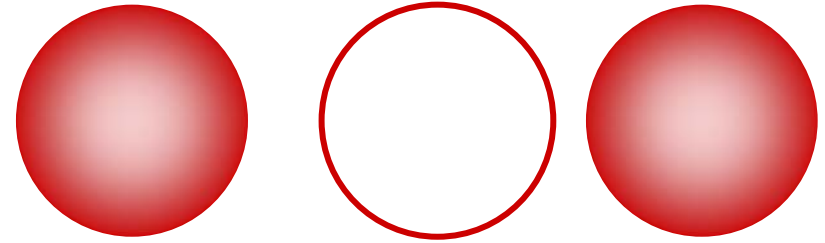
- Launch Oct 2006
- Covers all areas of Nanotechnology



- Launch Jan 2007
- Research at the cutting edge of the field
- Lively mix of content

Pre- Publication Discount

Nature Protocols: *www.natureprotocols.com*



The screenshot shows the Nature Protocols website interface. At the top, there's a navigation bar with 'nature protocols' logo, 'REGISTER >', 'MY ACCOUNT >', 'SUBSCRIBE >', and 'E-ALERT SIGN UP >'. Below that is a search bar and 'ADVANCED SEARCH >'. The main content area displays the article title 'Stable expression of fluorescently tagged proteins for studies of mitosis in mammalian cells' by Patricia Wadsworth¹, Nasser M Rusan^{1,2}, U Serdar Tulu^{1,2}, and Carey Fagerstrom¹. The article text begins with 'Cultured mammalian cells have been a popular and useful system for studying mitosis^{1,2,3}. In particular, the direct observations of fluorescently tagged cytoskeletal and chromosomal proteins in live cells have furthered our understanding of the dynamics of cell division^{4,5,6}. Although cultured cells are not suitable for manipulation using genetic methods, they are simply grown and maintained in the laboratory and easily transfected with dominant-negative or constitutively active constructs, and RNA interference can be used to selectively reduce or eliminate the expression of specific genes. Cultured cells are somatic rather than embryonic and have an extended G1 phase of the cell cycle. They are therefore ideal for studies of the regulation of the somatic cell cycle (http://doi.org/10.1038/nprot.2006.101)'. On the right side, there are links for 'FULL TEXT', 'Table of contents', 'Download PDF', 'Send to a friend', 'Rights and permissions', and 'Save this link'. At the bottom right, there are 'nature jobs' listings for 'Faculty Positions in Bioinformatics', 'Postdoctoral Research Fellowship', and 'Bioinformatics'.

The Portal

- Online only
- Exciting new interactive online resource for laboratory protocols
- Step-by-step format, in „Recipe style“
 - cautions,
 - critical steps,
 - pause points,
 - and troubleshooting guides
- Interactive Forum to post own protocols and comment on and rank those posted by others
- c. 400 protocols by 2006

● Details

Launch 22nd June 2006

● Pre- Publication Discount

20% until 31 May 2006

New from NPG Nature Clinical Practice Journals



- NPG is committed to Clinical Publishing. Nature Clinical Practice brings Nature's highest editorial standards to medical publishing

- the only series that looks at how a research article impacts on practice over a period of time



Ask for your free trial now!

Academic and society journals

33 high-impact society and academic journals

Authoritative information at the level you want:

- in depth coverage of specialist subjects
- guaranteed editorial quality and accuracy
- community led and focused

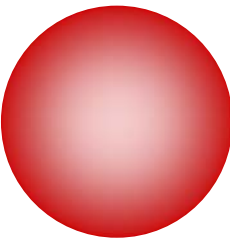
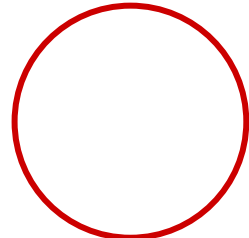
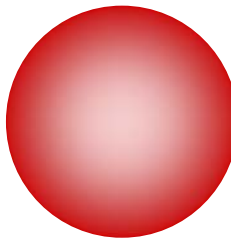
- integrated easily into your existing site license
- single account administration to all online subscriptions
- flexibility - select only the titles you need



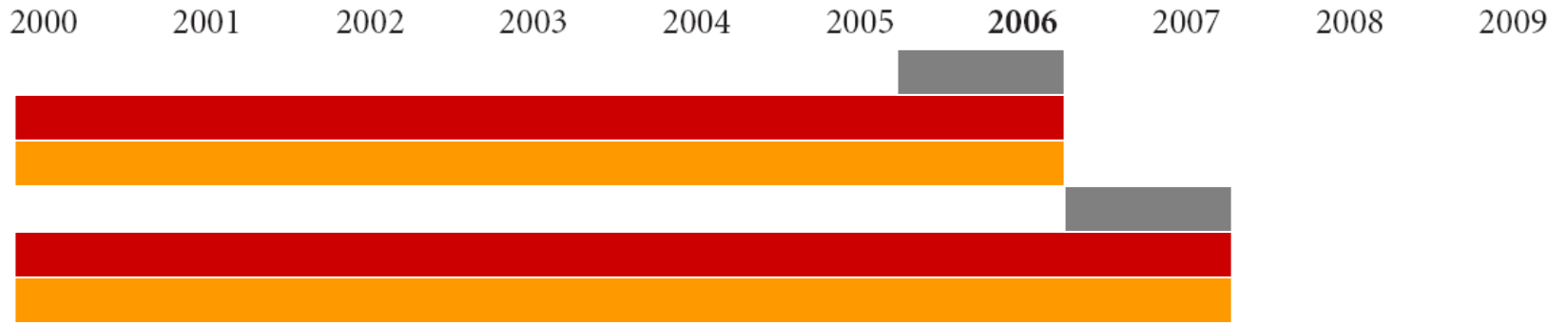
Post-cancellation rights

- If you renew a Site License in 2006
- If you are a new client in 2006
- If you add content in 2006
- If you already renewed your Site License in 2006

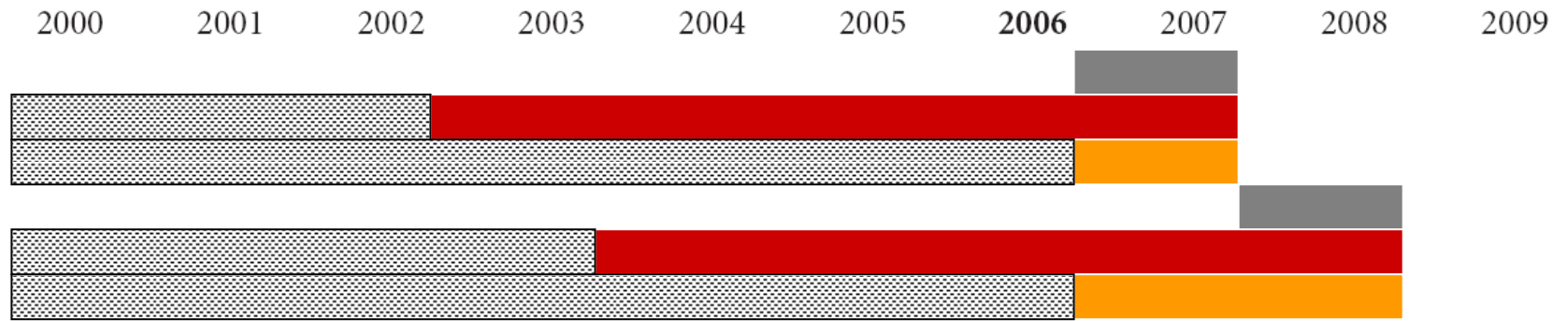
Post-cancellation rights



Licensed Material in 2006



Licensed Material in 2007, and thereafter

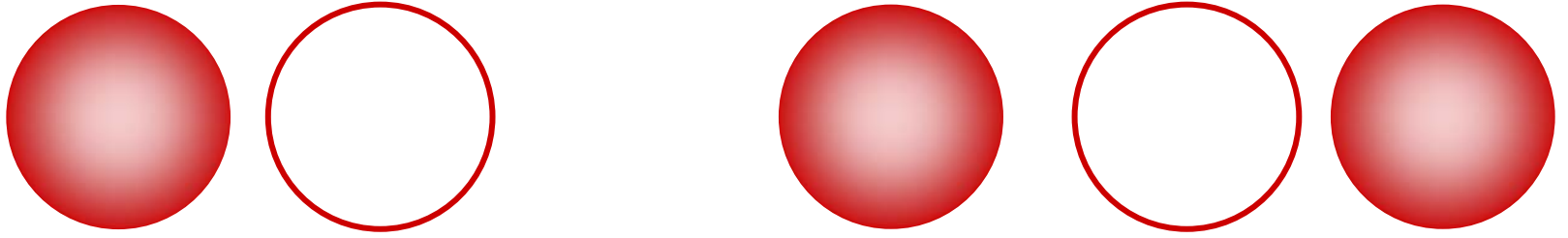


specified back archive, accessible during supply period

supply period

content to which post-cancellation rights apply

content not accessible



Thank you!

Come and visit us at our stand

NPG Site Licenses:

more content, more flexibility, more value