

SCIENTIFIC DIRECT & BIOSIS SELECT

CUSTOMIZABLE LIST SERVICES FOR PUBLISHERS



Scientific Direct™ & Biosis Select, customized list services from Thomson Reuters, offers names and email addresses of leading researchers from around the world who are publishing in the top peer-reviewed journals in their fields. These world leading scientific specialists can be selected based on numerous criteria including: academic and non-academic publishing institutions; disciplines or fields of interest; geographic details and by specific journals. Consult with one of our highly-trained experts to find out how to create a highly customized search profile.

SUBJECT AREAS (PARTIAL LISTING; OVER 700 AVAILABLE)

We have created over 700 customizable profiles to help you target the individuals you want to reach, including:

- Agriculture
- Biotechnology
- Chemistry
- Economics
- Social & Behavioral Sciences
- Engineering & Technology
- Life Sciences
- Medicine
- Pharmacology & Medicinal Chemistry
- Physics

To perform a customized search on all categories, visit <http://scientific.thomson.com/cgi-bin/sd/search.cgi>

SPECIALTY SECTIONS:

- Recency
- Journal titles
- Businesses vs. academic institutions
- Country/geographic region
- State/zip code/SCF

For additional selections, contact your Thomson Reuters Account Manager

LIST SOURCE

The Thomson Reuters database contains the addresses of more than a million pre-qualified active researchers publishing in about 10,000 top peer-reviewed scientific journals. All e-mail addresses have been previously contacted by Scientific Direct. All procedures and elements are 100% compatible with international data privacy and anti-spam regulations.

LIST DEMOGRAPHICS

- 40% North America
- 60% International
- 924,000 Email addresses available: North America 43%/Asia Pacific 34%/Europe 11%/ROW 7%/Latin America 7%
- 720,000 Postal addresses available: Europe 37%/Asia Pacific 27%/North America 26%/ROW 6%/Latin America 4%

* figures are de-duped between Scientific Direct and Biosis Select

PRICING

Standard Pricing

- E-mail selection & delivery\$325.00/M
- Additional selections.....\$25.00/M

Additional Resources

- HTML campaign (includes required suppression file)\$625.00/campaign
- Create HTML copy.....\$500.00/campaign
- Create Text copy.....\$250.00/campaign
- Journal personalization.....\$400.00/campaign
- Click-through counter.....\$250.00/campaign
- Name Personalization.....\$100.00/campaign

General Information

- Minimum order.....5,000 names
- Terms.....net 30 days

Scientific Direct™ & Biosis Select

To consult with a list specialist to create your focused profiles or place an order, please contact Custom Sales at:

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