

Thank you for booking an Inside View with Nature Research. Please carefully complete the below form in English. The form captures your preferences and objectives for the advertorial and therefore becomes an essential resource for our editorial and design teams. Completed forms should be emailed to the project manager.

	Enter Details
Name of organization *	
Journal(s) in which Inside View will be published *	
Anticipated Inside View publication date(s) *	
Your name *	
Your email address *	
Job title of interviewee *	
URL of interviewee's webpage/personal profile *	
Interviewee's availability (dates/times incl. time zone) and contact information *	
<p>Summary of advertorial objectives *</p> <p>Who? Who is your target audience? Is your audience global or is there any geographical focus?</p> <p>What? What is your key message? What information do you want your audience to take home from this piece?</p> <p>Why? Why is this subject important? What is the wider context?</p> <p>When? Is there an event or announcement you want to peg the article to? If so, please provide details.</p>	
I enclose a headshot of the interviewee (Y/N) *	
I enclose the organization's logo (Y/N) *	
Form completed by (type name) *	
Date form completed *	

Please return completed form to rebecca.jones@nature.com

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