



October 2008

## **Nature Publishing Group in live production with 5 fifteen's ad DEPOT for its next generation advertising system**

5 Fifteen today announce that Nature Publishing Group's advertising department is in live production with ad DEPOT, across all of its titles.

As an integrated software solution, based on web services and with a SOA architecture, ad DEPOT enables Nature Publishing Group to maximize advertising revenues by leveraging an integrated advertising sales process across its entire range of publications. ad DEPOT facilitates ad booking, placing, chasing and general contact management from a single, integrated solution. Delivered through a web browser, ad DEPOT works natively across three continents with sales teams sharing detailed information without the need for 3<sup>rd</sup> party deployment technologies.

"With our range of specialist titles, both print and online, we needed a system and a company that can provide us with the flexibility to support all of our current and future advertising requirements," states Adam Sewell, Head of Business Systems for Nature Publishing Group. " ad DEPOT meets our requirements for serving our scientific, technical and medical communities throughout the advertising lifecycle. We were impressed with 5 Fifteen's personal, professional service and commitment to deliver."

Nature Publishing Group is the scientific publishing arm of Macmillan Publishers Ltd, combining the excellence of: *Nature*, *Nature Research Journals*, *Nature Reviews* and a range of prestigious academic journals, databases and online services. Nature.com, awarded the 2008 Webby Award for Best Science Website, provides access to all NPG publications and services including *Naturejobs*, the premier science jobs recruitment website. Nature Publishing Group is a global company, with principal offices in London and New York and offices worldwide. More than half of the company's business activity is in North America; it is also a market leader in Europe and Japan.

Rod Fenwick, Managing Director, 5 Fifteen Ltd, comments, "We are delighted that Nature Publishing Group are in live production with ad DEPOT. Our relationship with Nature Publishing Group goes back many years, and we are thrilled to be providing them with relevant technology solutions that are agile and able to adapt to constantly changing business models."

Designed and produced specifically for the magazine publishing industry, ad DEPOT is an integrated web services solution for advertising, sales order processing and page planning.

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### **Nature Publishing Group**

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic and professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through *Nature News*. Scientific career information and free job postings are offered on *Naturejobs*.

NPG is a global company with principal offices in London and New York and offices in Basingstoke, Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Melbourne, Munich, Paris, San Francisco, Tokyo and Washington DC. For more information, please go to [www.nature.com](http://www.nature.com).

### **5 fifteen Ltd**

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' advertising, circulation, and new media applications. 5 fifteen works with more than 100 publishing operations worldwide, including IPC Media, Elsevier-Science, Reed Business Information and Macmillan Publishers Ltd. For more information, 5 fifteen can be contacted at [www.5fifteen.com](http://www.5fifteen.com) and [www.addepot.co.uk](http://www.addepot.co.uk)

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