

Audience Demographics



Cell & Gene Therapy Insights is designed to meet the needs of all stakeholders across the global cell and gene therapy community. We currently hold a 3rd party database of **16,500 individuals**, just under 14,000 of which are registered Cell & Gene Therapy Insights users.

Data by Sector

- Prolific academic institutions and research hospitals, in particular those that generate spin-outs based on cell and gene therapy candidates and technologies
- Investors and analysts

- Biotech companies, including those at a relatively early stage of development. Our research shows that these earlier stage companies attend fewer industry conferences than those at a later stage, so Cell & Gene Therapy Insights offers an unparalleled opportunity to target this particular audience

- Solution and service providers
- Pharmaceutical companies and large biotechs with a major or growing focus on cell and gene therapies
- Government-funded organisations (such as NIH) and NGOs



37%
Biotech



30%
Academic/
Hospital



13%
Pharma/
Large Biotech



5%
Government/
NGO



1%
Investor/
Analyst



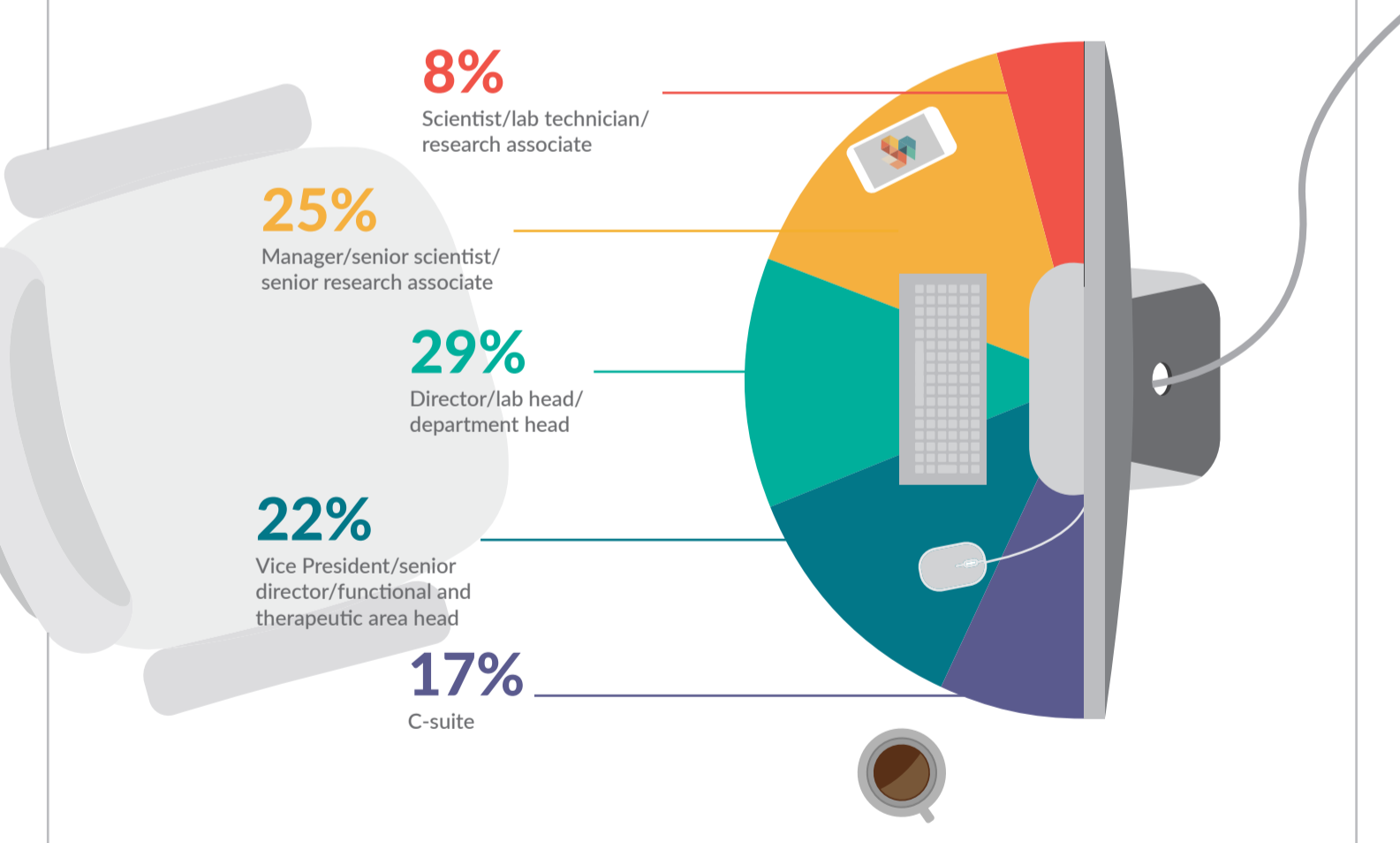
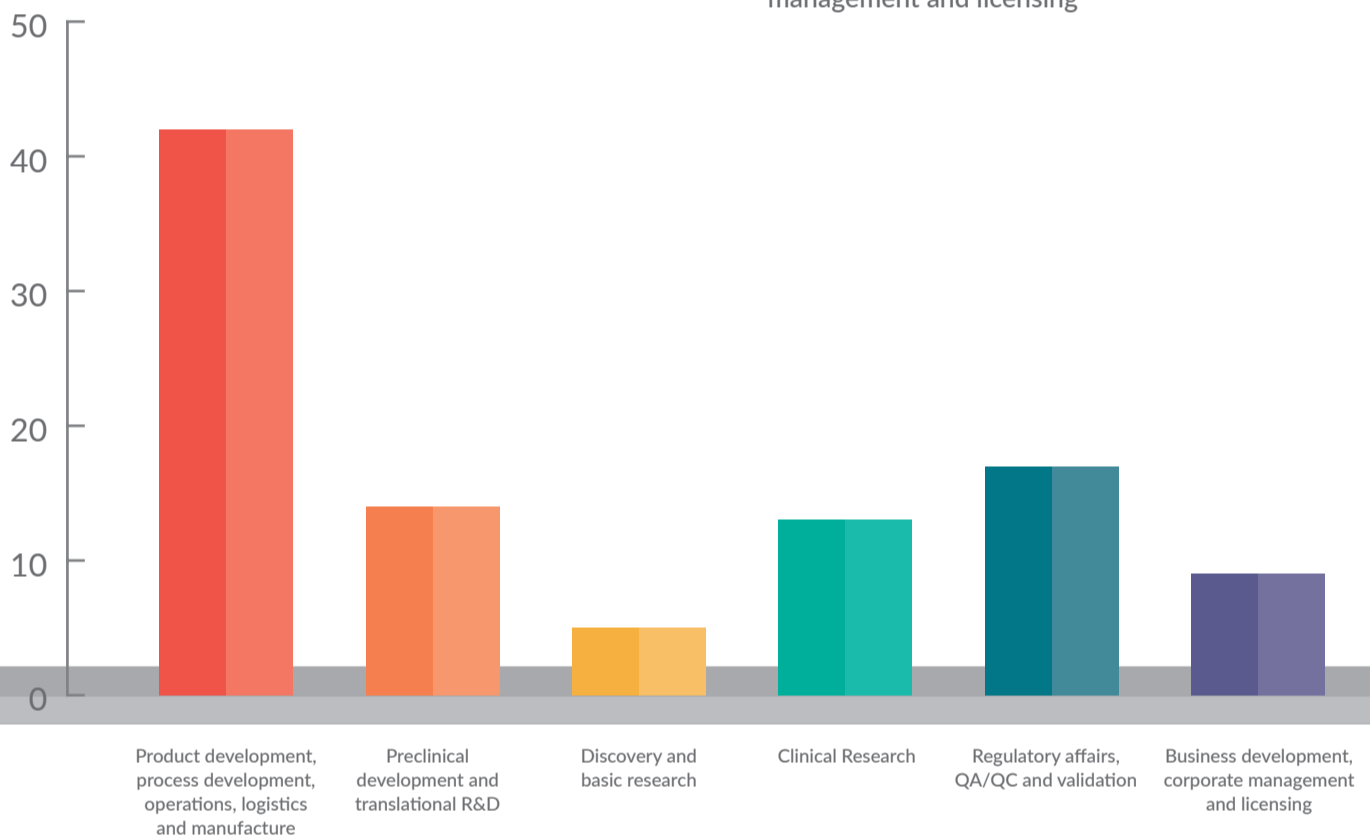
13%
Solution/Service
Provider

Data by Job Function & Seniority

Cell & Gene Therapy Insights has a translational focus, featuring content of value to individuals along the R&D pipeline:

- Discovery and basic research
- Preclinical development and translational R&D
- Clinical research

- Product development, process development, operations, logistics and manufacture
- Regulatory affairs, QA/QC and validation
- Business development, corporate management and licensing



Data by Location



In the short term we are continuing to focus our data build around the major markets of North America and Europe

In the medium term, we are focusing on building membership in Central & South America and Asia