

Media Release

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## Karger Publishers and PubGrade Enter into Partnership in Digital Advertising

**Karger Publishers and PubGrade have entered into a new partnership in digital advertising to offer contextual targeting services.**

This fully integrated platform enables Karger Publishers to offer its advertising clients a cutting-edge digital advertising solution applying contextual targeting. Through the partnership with PubGrade, Karger offers companies from the pharmaceutical and biotech sectors an efficient way to reach scientists and healthcare professionals on Karger's websites.

Contextual targeting aims to show selected advertisements that are thematically relevant to the respective article. This form of advertising adapts to the perspective of the medically and scientifically qualified user and curates the advertisements along the scientific content on the websites. This ensures that advertising is perceived as a meaningful and valuable addition to the scientific content. The increased user acceptance thus results in a better performance of the campaigns.

Iola Forster, Strategic Competence Lead, Industry and Society Services at Karger, comments: "Karger Publishers has been traditionally strong in the field of print advertising and we are now enhancing our digital advertising. We decided to work with PubGrade because we take our readers and their need for information seriously. We want to provide the Health Sciences community with the best possible services as they are in the center of everything we do."

Philipp Eckerle, one of PubGrade's Co-Founders and Managing Director adds: "We are pleased to commence working with Karger and help them grow the digital side of their business. Their high-quality content focusing on medical and health-related research is an important go-to resource for audiences of interest to

various advertisers in the life sciences and pharmaceutical industry. The decision to adopt our granular contextual ad targeting technology also reflects a growing sector belief that the placing of contextually relevant advertisements can enhance reader experience and be less intrusive in the reader's quest for information acquisition."

## About Karger Publishers

Karger Publishers is a worldwide publisher of scientific and medical content based in Basel, Switzerland. It is independent and family-led in the fourth generation by Chairwoman and Publisher Gabriella Karger. Connecting and advancing health sciences since 1890, Karger has been continuously evolving, keeping pace with the current developments and shifts in research and publishing. The publishing house is dedicated to serving the information needs of the scientific community, clinicians, and patients with publications of high-quality content and services in health sciences. Karger Publishers has 240 employees and is present in 15 countries around the globe.

For more information please visit [karger.com](https://www.karger.com)

## About PubGrade GmbH

Since 2013, PubGrade has provided STM publishers with innovative advertising technologies tailored to the needs of both revenue generating external advertisers and their own internal marketing teams. PubGrade's proprietary technology is now used across over 4,100 prestigious peer-reviewed scientific journals by publishers including Springer Nature, PLOS, Cell Press, and the Taylor & Francis Group. PubGrade has enabled precision-targeted delivery of digital ad campaigns for more than 500 international advertisers.

For more information please visit [pubgrade.com](https://www.pubgrade.com)

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