

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 have **27,000 registered users**.

Data by Sector

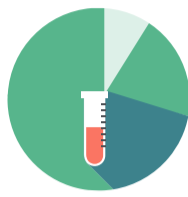
- Prolific academic institutions and research hospitals, in particular those that generate spin-outs based on cell and gene therapy candidates and technologies
- Investors and analysts
- Biotech companies, including those at a relatively early stage of development. Our research shows that these earlier 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 organizations (such as NIH) and NGOs



31%
Biotech



30%
Academic/
Hospital



13%
Pharma/
Large Biotech



6%
Government/
NGO



2%
Investor/
Analyst

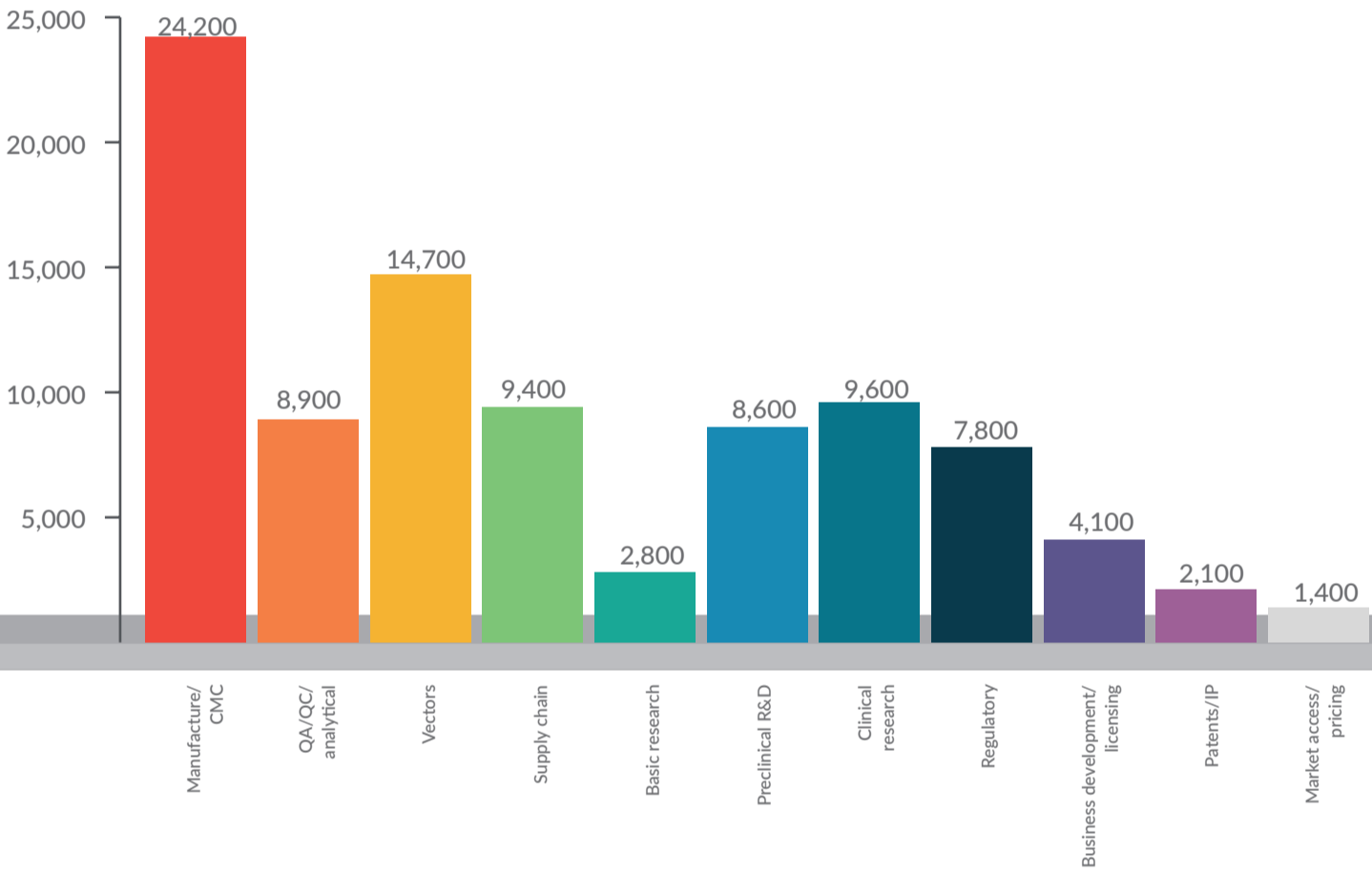


21%
Solution/Service
Provider

Data by Interest Area & 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



23%
Scientist/lab technician/
research associate

24%
Manager/senior scientist/
senior research associate

19%
Director/lab head/
department head

18%
Vice President/senior
director/functional and
therapeutic area head

16%
C-suite



Data by Location

- 54%**
North America
- 34%**
Europe
- 9%**
Asia and Australia
- 3%**
Rest of World

