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# Science doesn't stop in summer

16th August 2018

And neither should your marketing campaigns.

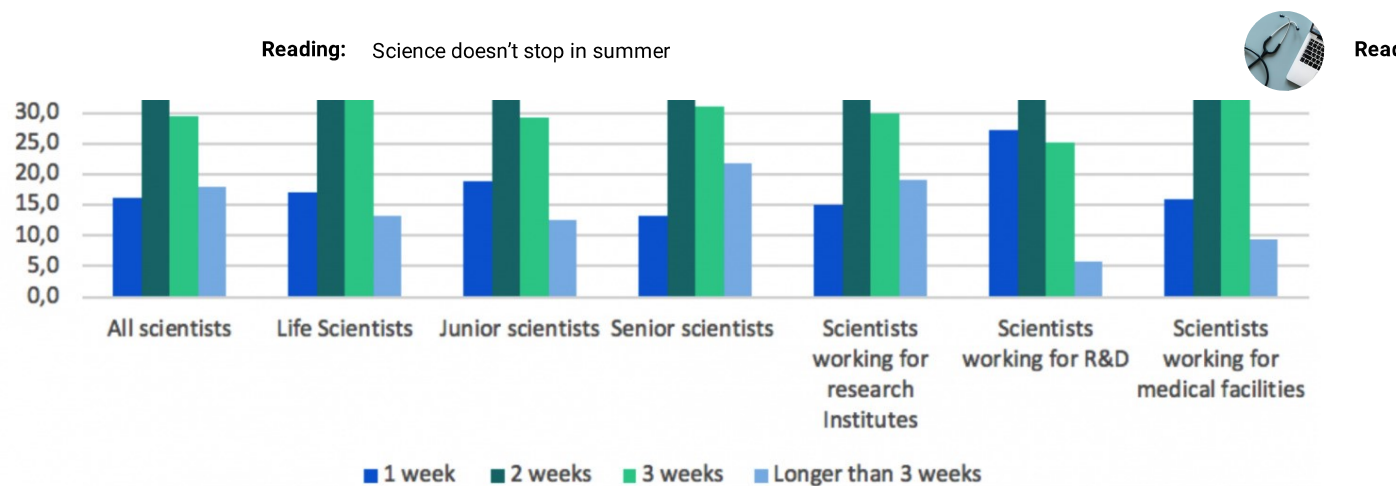
It's a common misconception among marketers that when university classes end for the summer, scientists go on vacation for months and won't engage with ads. In reality, our numbers suggest summer is a great time for scientists to get work done without being interrupted by classes and meetings. This means summer is a great time to get their attention.

We asked 3,000 researchers on ResearchGate about their summer plans. Here's what we found out:

## If scientists go on vacation at all, they're not gone for long

Roughly 60% of the scientists we surveyed take some time off, but most are only gone for one or two weeks. Also, 70% of those scientists who don't go on vacation said they never take any time off.

### How long do scientists take off in summer?



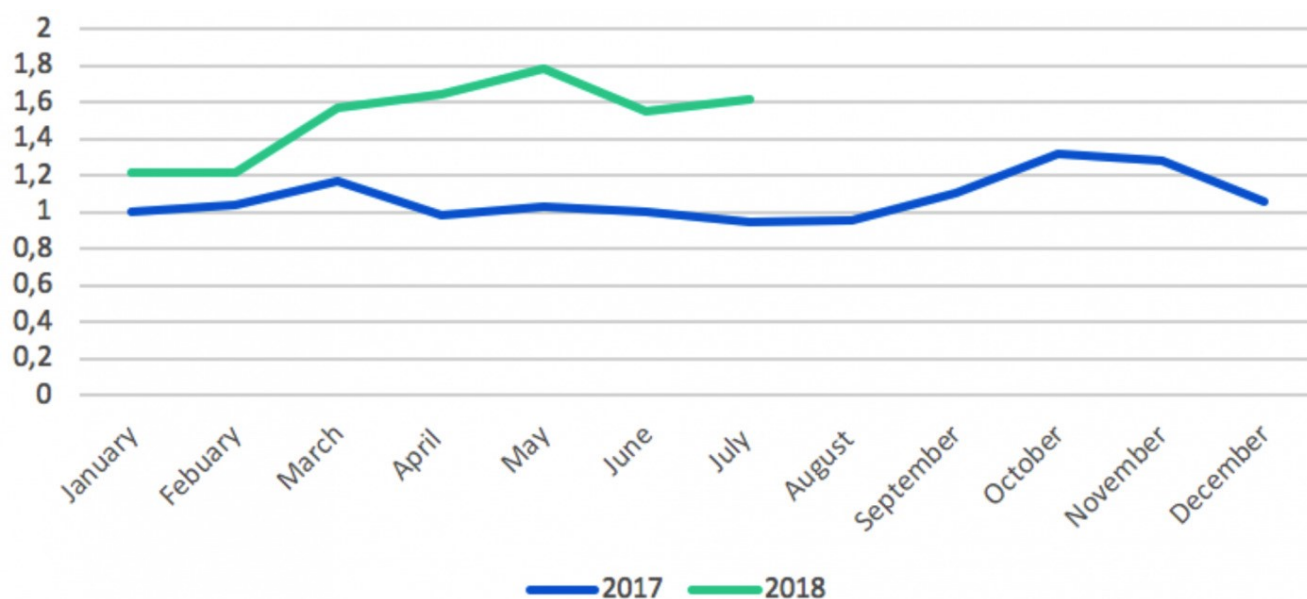
## Scientists spend more time at their benches during the summer

When asked which tasks they spend more time on, many scientists report that they catch up on experiments, reading, and writing scientific papers during the summer months. 60.6% of scientists said they had more time for research in the summer.

## Visits and engagement on ResearchGate remain high

Even if scientists do make it to the beach, most take their research with them. About 84% say they check ResearchGate on vacation, and that's reflected in our traffic numbers. There's no significant summer dip in people viewing content on ResearchGate, and the number of members who log in to the network is just as high as in other seasons. So, science never stops, and neither does ResearchGate.

### Sessions by month



The summer months are a great time to reach scientists working on their research projects. Don't pause or wait to start your campaigns until Fall — make use of the higher attention share now.

**Reading:** Science doesn't stop in summer**Rea**

ResearchGate is a professional network exclusively for scientists. 15+ million verified scientists connect with peers on the network, collaborate, and share updates about their research. Our mission is to connect the world of science and make it open to all. As a part of this mission, our business solutions connect players in the scientific marketplace with scientists at the bench. Our data offers insights into what's happening in science, and our advertising and recruiting solutions help you leverage this insight and reach targeted scientific audiences on the network – all year-round.

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