

SCIENCE NEWS MEDIA GROUP

Trusted Science Journalism for Curious Thinkers

Contact:

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SCIENCE NEWS MEDIA GROUP

Science News Media Group is an award-winning source for news on the latest in science, medicine, and technology. Our mission is to provide independent journalism that helps people understand science's impact and make informed choices for their lives, families, communities, and the world.



Science News

The pinnacle of credible and comprehensive science journalism, delivering accurate, unbiased reporting that attracts diverse audiences who value trustworthy information and insightful analysis.



Science News Explores

An award-winning monthly magazine and website for curious minds aged 10 and up. Explores is dedicated to helping young learners make sense of the vast world of science around them.



Science News Learning

Nationwide distribution to more than 5,800 classrooms of relevant, evidence-based Science News and Science News Explores content. With standards-aligned lessons and activities to empower educators to inspire students.

INTELLECTUALLY CURIOUS AUDIENCES

Delivering your message to curious minds of all ages with a passion for science and a thirst for learning.

Science News

A print magazine, website, mobile apps, newsletters and podcasts delivered to a broad audience of science enthusiasts, legislators, thought leaders, professionals, and next-generation innovators.

315,000+ magazine readers

120,000 monthly print subscribers

1.5 million unique monthly online users

7.6 million+ social media followers

200,000+ newsletter subscribers

4,000+ members of Congress, Supreme Court, federal agencies, and states' governors

Science News Explores

A highly engaged audience of middle school teachers, students, parents, and administrators. This growing portfolio allows you to reach the next generation of science innovators and their support networks.

26,000+ monthly print subscribers

600,000+ unique monthly online users

1 million social media followers

30,000 + newsletter subscribers

Science News Learning

The Society's Science News Learning program brings Science News magazine and other educational resources to students, educators, and middle and high schools across the United States and worldwide.

5.7 million + students

17,500+ educators

5,860 middle and high schools

SOCIETY FOR SCIENCE

Society for Science's mission is to help humanity meet shared challenges with insight, responsibility and a commitment to a better future for everyone. It achieves this through its **world-class STEM competitions**, **award-winning journalism**, and **outreach and equity programming**.



Prestigious Science Competitions

World-class science research competitions for students, including the Regeneron Science Talent Search, the Regeneron International Science and Engineering Fair and the Thermo Fisher Scientific Junior Innovators Challenge.



Award-Winning Science Journalism

Independent, accurate, and unbiased coverage of the latest developments from the world of science, delivered in print, online, in inboxes, to the science curious.



Outreach & Equity Programs

Nationwide distribution of Science News and Science News Explores content with standards-aligned lessons, teacher training and conferences, and peer learning empowers educators to inspire students and promote STEM literacy and equity.

SCIENCE NEWS

Science News is the pinnacle of credible and comprehensive science journalism, attracting audiences who value trustworthy information and insightful reporting. With smart, original reporting on crucial scientific advances, Science News is an essential resource for the curious-minded who crave up-to-date news and insights to help them make sense of the science behind the issues that impact their lives and world.

Published by the Society for Science, a non-profit organization dedicated to expanding scientific literacy, effective STEM education and scientific research, the platforms of Science News are uniquely positioned to deliver your message to a wide range of intellectually curious audiences with a thirst for knowledge.

315,000+ magazine readers

120,000 monthly print subscribers

1.5 million unique monthly online users

7.6 million+ social media followers

200,000+ newsletter subscribers

4,000+ members of Congress,
Supreme Court, federal agencies,
and states' governors



THE NEW SCIENCE NEWS MAGAZINE

January 2025 - The reimagined Science News magazine offers a high-quality experience with engaging journalism, stunning photos and illustrations, and intriguing data visualizations designed for intellectually curious readers

Bridging Science and Everyday Life

Connects groundbreaking scientific discoveries to readers' lives and the world around them, making science accessible and relevant through a mix of short- and long-form articles.

Expert Contributions

Insights by Science News reporters, renowned science luminaries, and diverse contributors, make it a trusted source for exploring vital issues across science, health, technology, and the environment.

Thought Leadership and Big Questions

Essays and Q&A sections with thought leaders encourage readers to explore cutting-edge research and critical scientific debates, offering deeper intellectual engagement.



Note: visuals for design direction purposes only

SPARKS IMAGINATION WHILE EDUCATING READERS

Diverse Story Formats

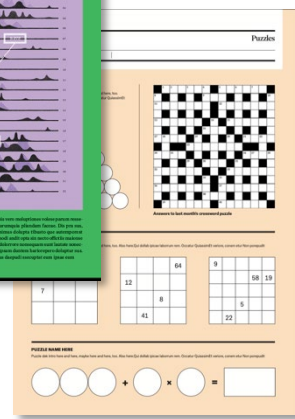
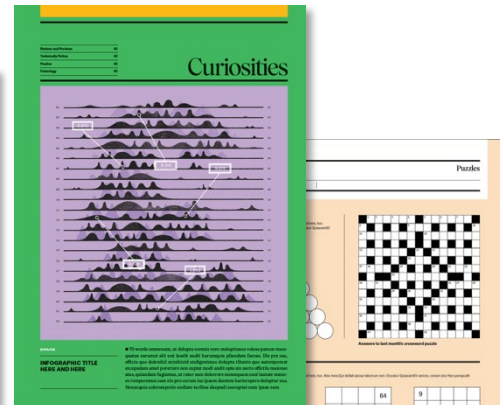
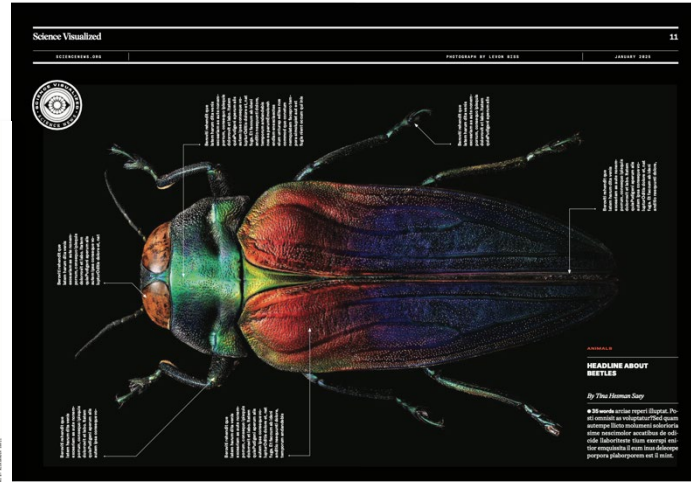
From concise briefings on the latest breakthroughs and deep dives on emerging trends to conversations with scientists on the cutting edge.

Reader Engagement

Answers to readers' questions about personal health, extreme weather, and other issues that affect their lives.

Exploring the World

Reports from all seven continents on adventures in science, from the challenges of field research to the marvels of nature.



Visual Appeal

Vivid photography, original illustrations and data visualizations make the beauty and wonder of discovery accessible to all.

Connection to Pop Culture

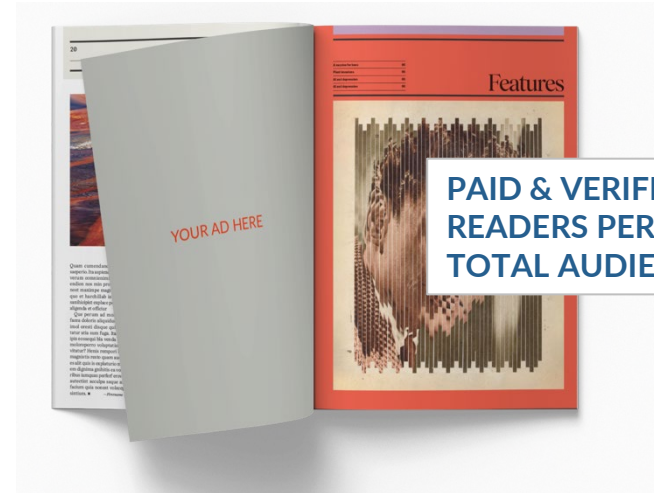
Book and movie reviews, puzzles, and our popular column answering questions like “Could Godzilla actually breathe fire?” bring the fun to the fundamentals of science.

Note: visuals for design direction purposes only

DELIVERS READER AND ADVERTISER VALUE

Science News is published monthly. With its luxurious look and feel, it is a collectible item with long-term appeal, cementing its value among dedicated readers and advertisers.

Our subscribers are members of the science community and curious-minded professionals - senior leaders in business and society, scientists and researchers, educators and students, and members of the public who actively seek out credible, accurate information.



PAID & VERIFIED CIRCULATION 125,000
READERS PER COPY: 2.5+
TOTAL AUDIENCE: 312,000+

PRINT SUBSCRIBER PROFILE

Readership/Unique Monthly Users	312,000+
Average mean income	\$135,000*
Male/Female	77%/23%
College Graduate	90%
Completed Post-Grad Study	59%
Read 4 out of 4 Issues	82%

CONSUMER PROFILE

Average spent on online purchases in the last 12 months	\$1,090
Bought science books in the last 12 months	73%
Environmentally active in past year	51%
Enrolled in continuing education	31%
Average number of trips per year	4

Source: DataAxle

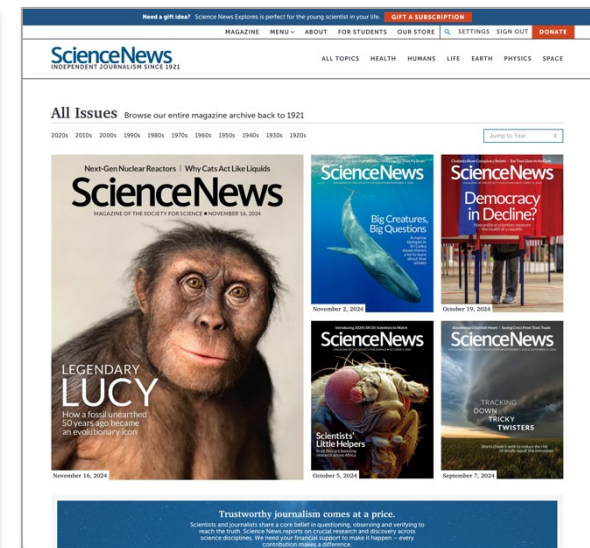
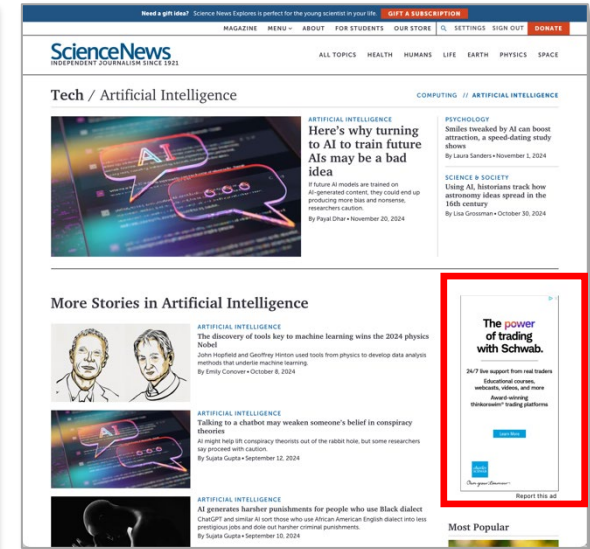
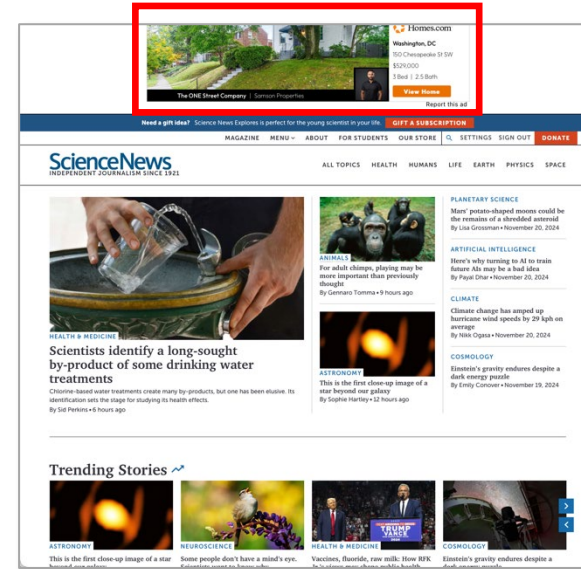
AREAS OF SCIENCE INTEREST

Astronomy/Astrophysics	80%
Biomedicine	74%
Computer Science/Robotics	72%
Environment/Climate Change	68%
Human Health/Nutrition	62%

SCIENCENEWS.ORG

Real-time coverage of the latest news in science, technology and medicine.

- Independent newsroom of award-winning reporters, many of whom have PhDs in the fields they cover
- Complete access to archived content of award-winning scientific articles and print issues
- Digital PDF editions of all Science News magazines
- More than 1.5 million monthly unique visitors and 2.6 million page views



SCIENCE NEWS EXPLORES

Educators and the next generation of science leaders read Science News Explores to make sense of the vast world of science around them. It is the ultimate monthly magazine and website for curious minds aged 10 and up.

- **Fascinating facts & well-rounded, thought-provoking stories** to help younger readers dive into the world of science, technology, engineering, and math (STEM)
- **Eye-catching photos & diagrams** that make complex concepts easy to understand and enjoy
- **Fun experiments & puzzles** to encourage hands-on activities that promote problem-solving and investigative skills
- **Science News Explores Cheat Sheet**, a newsletter reaching more than 30,000+ educators and parents each week



Audience Reach

26,000+ monthly print subscribers

600,000+ unique monthly online users

1 million social media followers

30,000+ newsletter subscribers

SCIENCE NEWS LEARNING

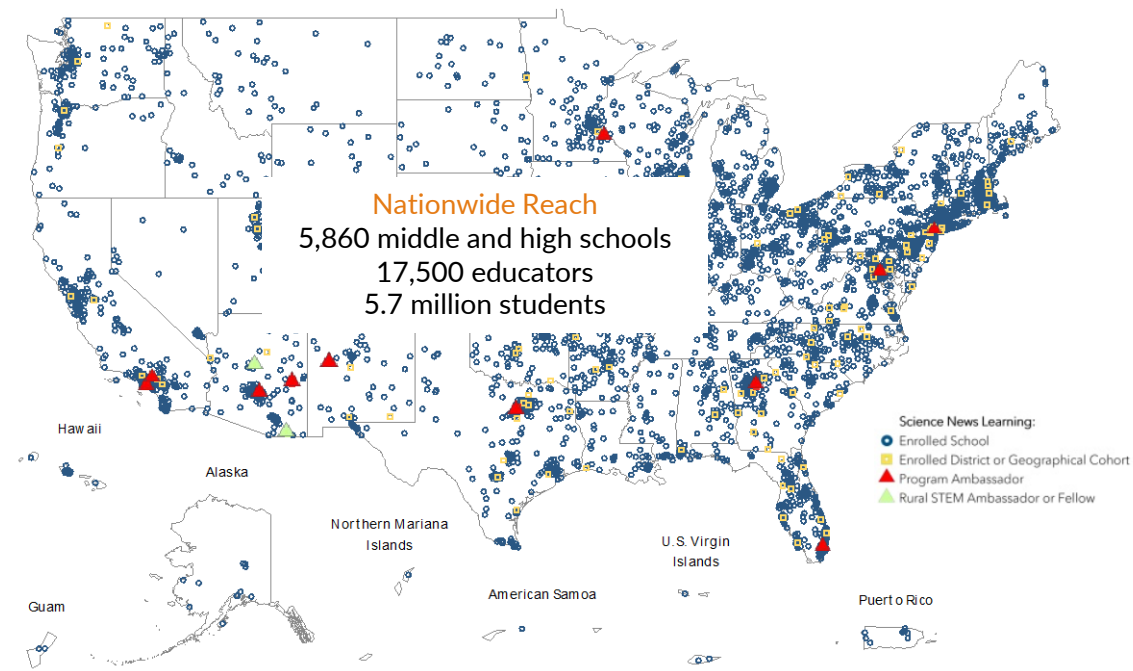
Educators access Science News Learning to promote STEM literacy and inspire their students with relevant, evidence-based science content and correlated, standards-aligned lessons and activities in the classroom.

Participants receive:

- Ten print copies of **Science News** magazine (per issue)
- Ten print copies of **Science News Explores** magazine (per issue)
- Year-round access to **Science News** and **Science News Explores** online resources and full archives
- Access to the digital **Educator Portal**. Ready-to-use lesson plans inspired by and paired with a **Science News** and/or **Science News Explores** article

Thank you so much for providing this great resource for my students! [Science News] is making a huge difference in my students' education! My students have access to cutting-edge science and information that is relevant to their lives. They get to see science in action and be scientists as they engage with the information.

– Kevin Molohon, Champlin Park High School, Minnesota



2025 PRINT RATES AND SCHEDULE

PRINT COLOR RATES

	1x to 3x	4x to 6x	7x to 12x	13x or more
SPREAD	*	*	*	*
FULL PAGE	\$4,000	\$3,400	\$3,075	\$2,623
1/2 PAGE	\$2,695	\$2,280	\$2,062	\$1,759
1/3 VERTICAL	\$1,850	\$1,565	\$1,415	\$1,206
1/3 SQUARE	\$1,850	\$1,565	\$1,415	\$1,206
1/6 PAGE	\$1,045	\$883	\$795	\$681

*call your account executive for pricing

PRINT COVER RATES

	1x to 3x	4x to 6x	7x to 12x	13x or more
COVER 2	\$4,585	\$3,750	\$3,380	\$2,856
COVER 3	\$4,255	\$3,629	\$3,275	\$2,755
COVER 4	\$4,480	\$3,830	\$3,465	\$2,923

PUBLICATION SCHEDULE

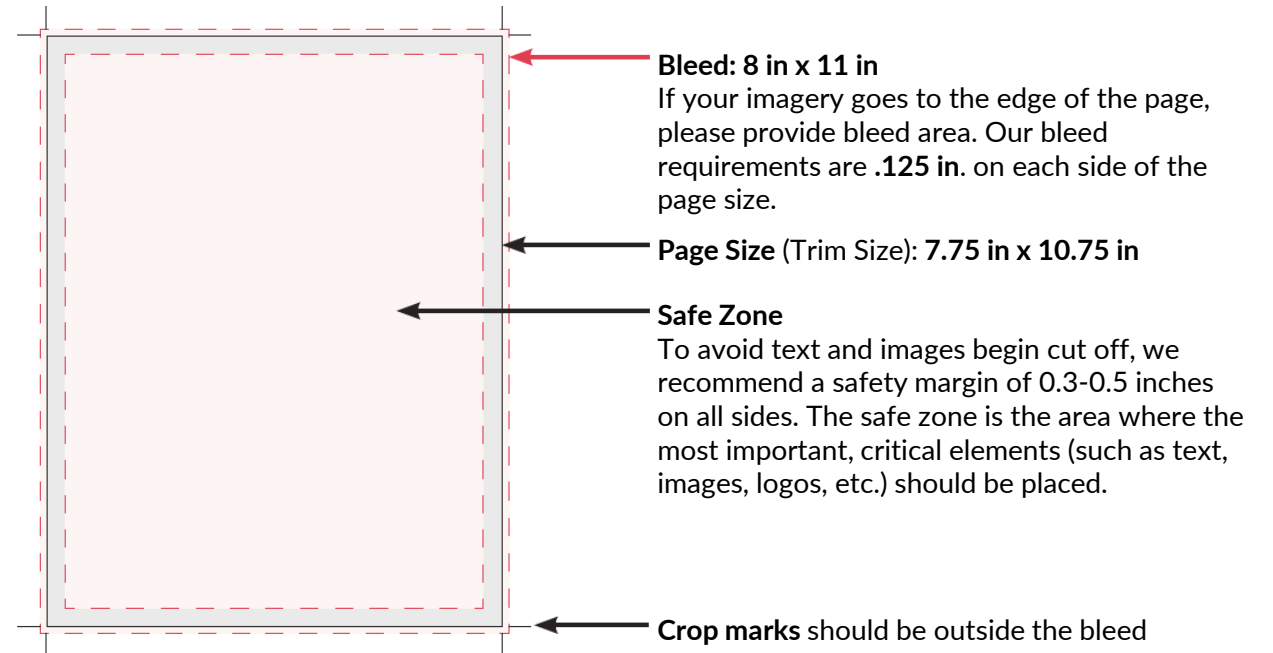
Cover Date	Advertising Close Date	Ad Materials Due
January 2025	11/12/2024	11/20/2024
February 2025	12/16/2024	12/23/2024
March 2025	1/13/2025	1/22/2025
April 2025	2/10/2025	2/19/2025
May 2025	3/3/2025	3/12/2025
June 2025	4/7/2025	4/16/2025
July 2025	5/5/2025	5/12/2025
August 2025	6/2/2025	6/11/2025
September 2025	7/7/2025	7/16/2025
October 2025	8/4/2025	8/13/2025
November 2025	9/2/2025	9/10/2025
December 2025	10/6/2025	10/15/2025

FULL PAGE AD SPECIFICATIONS

MATERIAL IN ORDER OF PREFERENCE

- Color images must be in CMYK
- PDF: High resolution with all fonts and images embedded in file. PDF files should be saved using PDF X-1A
- “Highest Quality Print,” or “Press” settings in Acrobat to ensure high-resolution PDF
- Tiff: 300 DPI
- Line screen: 150
- All typographic elements should be output from Illustrator or InDesign whenever possible.

AD SPECS FULL PAGE AD



Fractional page sizes are also available at the following sizes.

- 1/2 page: 6.55" x 4.75"
- 1/3 square: 4.3" x 4.3"
- 1/3 vertical: 2.05" x 9.7639"
- 1/6 vertical: 2.05" x 4.75"

DIGITAL ADVERTISING

Promote your message with BANNER ADS on ScienceNews.org, which averages more than 1.5 million unique users each month. Targeted options are available.

WEBSITE

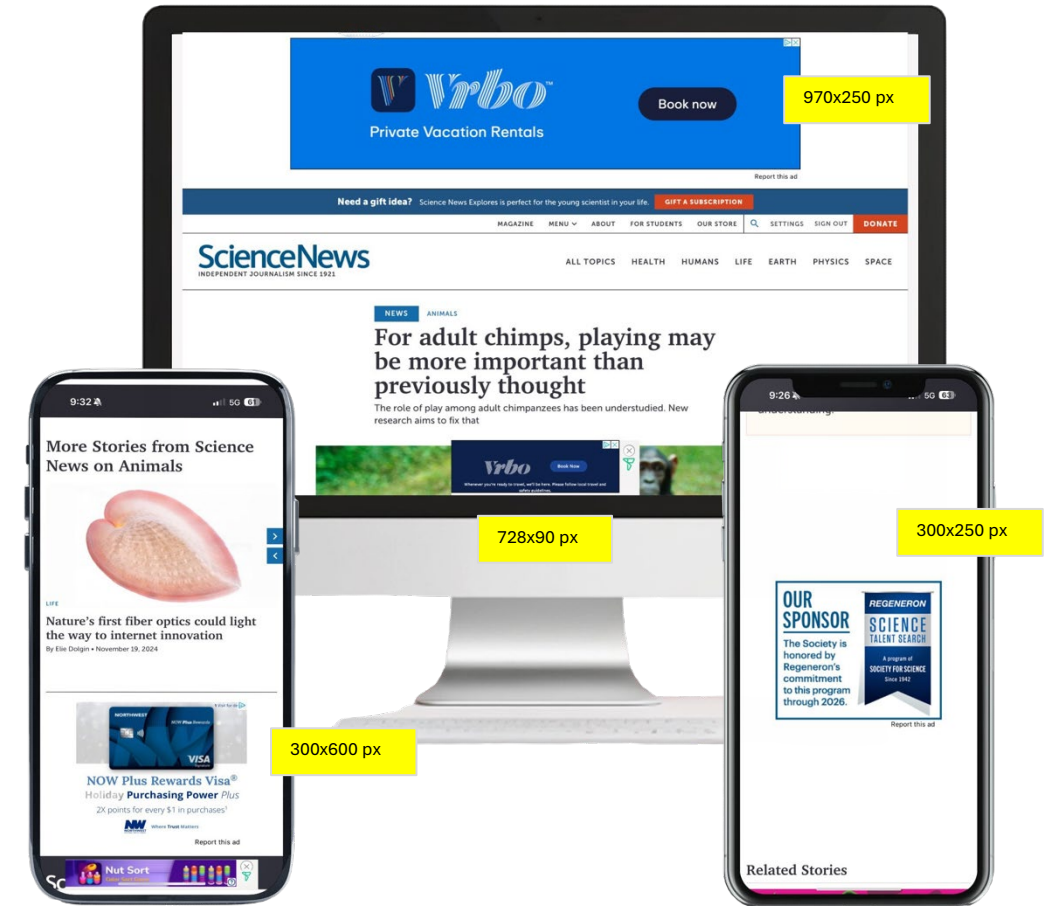
Unique monthly users	1.5 million
Monthly Page Views	2.6 million
Male/Female	58%/42%
College Graduate	90%
Completed post-graduate study	63%

AREAS OF SCIENCE INTEREST

Astronomy/Astrophysics	69%
Biomedicine	69%
Computer Science/Robotics	62%
Environment/Climate Change	71%
Human Health/Nutrition	68%

WEB BANNER RATES:

50K impressions guaranteed	— \$500 (\$10.00 CPM)
100K impressions guaranteed	— \$800 (\$8.00 CPM)
200K impressions guaranteed	— \$1,300 (\$6.50 CPM)
400K impressions guaranteed	— \$1,800 (\$4.50 CPM)
Content and custom targeting available at additional CPM	



WEB BANNER SPECS:

Available sizes (WxH): 300x250, 300x600, 728x90 and 970x250 pixels
Acceptable Formats: JPG, GIF, PNG
File size must not exceed 1MB

E-NEWSLETTER ADVERTISING

Reach our engaged, educated audiences with a Sponsored Message or Banner Ad in Science News and Science News Explores newsletters.

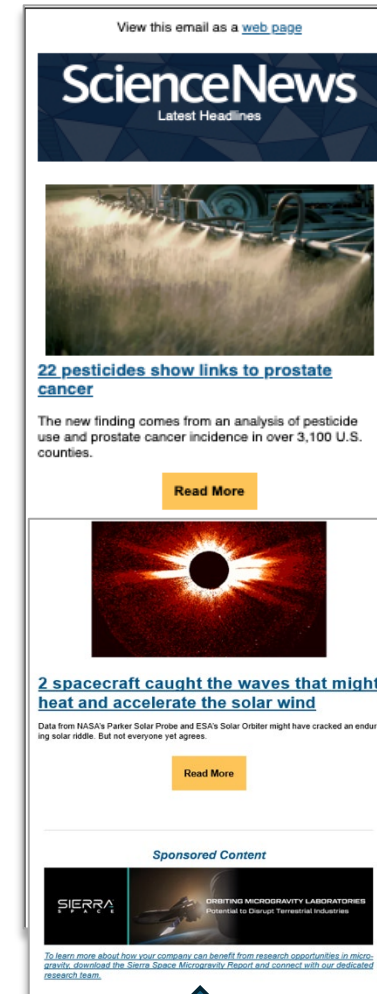
- **Science News Headlines** (200,000+ subscribers), delivered on Thursdays
- **Health & Medicine** (40,000+ subscribers), delivered every other Tuesday
- **Science News Explores Cheat Sheet** (targets 30,000+ educators and parents), delivered on Mondays
- **Science News Learning** educator e-mail (13,000+ educators), delivered on Fridays
- **Space News** (35,000+ space and astronomy enthusiasts), delivered every other Friday

SPONSORED MESSAGES

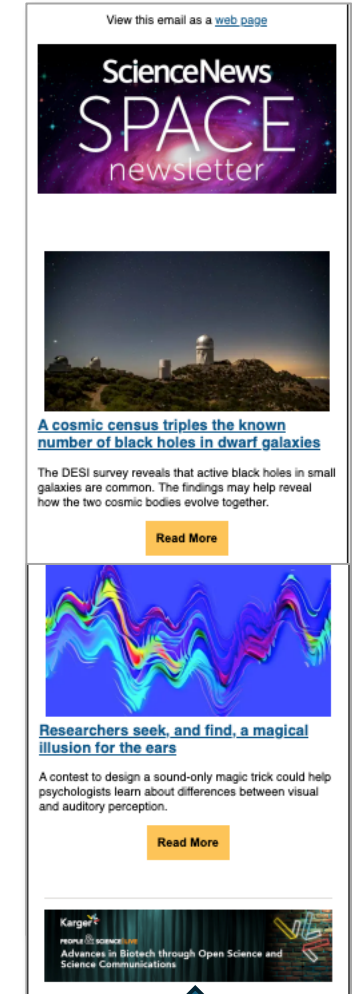
- Single message: \$1,400
- 3 messages: \$3,200

BANNER ADS

- 3 delivery dates: \$1,800
- Single delivery date: \$800



E-newsletter
Sponsored Message



E-newsletter Banner Ad

SPONSORED CONTENT

Promote your custom content on the ScienceNews.org homepage and relevant content category page.

- Four weeks of exposure of sponsor content on the Science News homepage
 - Two weeks as featured content
 - Two weeks in sponsored position (middle of fold)
- Articles range from 800-1200 words
- Three backlink opportunities included
- Content reviewed by Science News experts for relevancy and highest engagement

The screenshot displays the ScienceNews.org homepage with various content sections. At the top, there is a navigation bar with links for MAGAZINE, MENU, ABOUT, FOR STUDENTS, OUR STORE, SETTINGS, SIGN OUT, and DONATE. Below this, the ScienceNews logo is prominently displayed, along with the tagline 'INDEPENDENT JOURNALISM SINCE 1921'. The main content area features several articles, including 'Ants nest' and 'A hurricane's aftermath may spur up to 11,000 deaths'. A blue arrow points to a sponsored content article titled 'The Most Profound Industrial Revolution Is Underway In Low-Earth Orbit', which is highlighted with a blue box. Another blue arrow points to a 'Sponsored Partner Content' section at the bottom of the page, which features a thumbnail for the same sponsored article and a 'SUBSCRIBE' button. The Science News Magazine section is also visible, with a thumbnail for 'The fruit fly revolutionized biology. Now it's boosting science in Africa'.

SPONSORED DEDICATED E-MAILS

Deliver your sponsored message directly to targeted audiences in these Science News, Science News Explores, and Society for Science e-mail communities:

SCIENCE NEWS HEADLINES

- 200,000+ science enthusiasts
- Open Rate – 25–27%
- Click To Open Rate – 3.0–4.0%

CHEAT SHEET (Science News Explores)

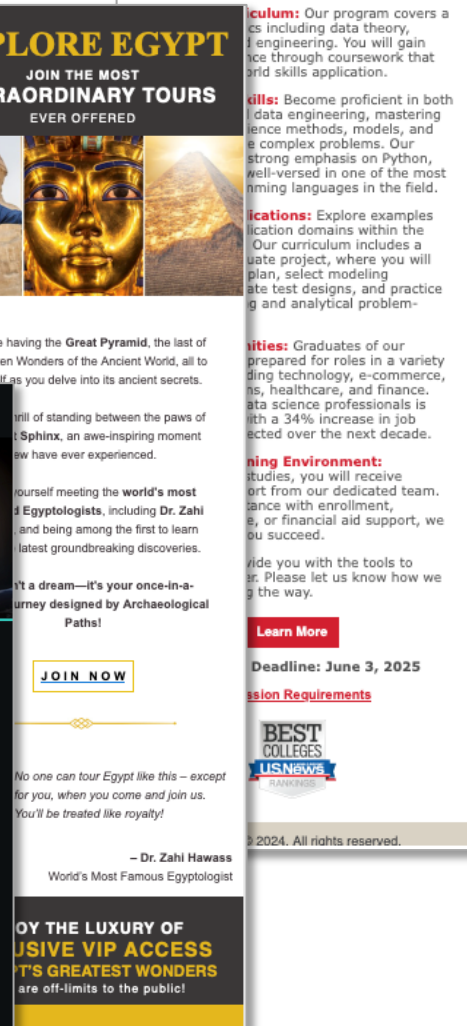
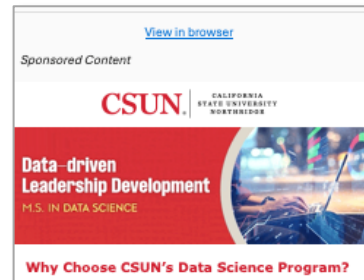
- 30,000 teachers, parents, science fans
- Open Rate – 20–23%
- Click To Open Rate – 19–20%

INTERNATIONAL SCIENCE AND ENGINEERING FAIR (ISEF) ALUMNI

- 30,000+ former high school student finalists who have competed at ISEF, the world's largest high school STEM competition

SCIENCE NEWS LEARNING

- 13,000+ high school educators
- Open Rate – 27–32%
- Click To Open Rate – 20–22%



SOCIAL MEDIA

Share your message with our highly-engaged audience on social media:

- X/Twitter (5 million+ followers)
- Facebook (2.6 million followers) feeds

Posts are subject to the publisher's approval.

SPONSORED POSTS

- \$800 per post
- \$700 per post (3+ posts)
- \$600 per post (6+ posts)

Science News Magazine July 16

SPONSORED: Opportunity alert! Apply to [The Aspen Institute #OurFutureIsScience](#) virtual mentorship program. High schoolers and grad students explore how STEM can improve social issues. Visit www.ourfutureisscience.org/mentorship

OUR FUTURE IS SCIENCE
aspen institute

2024-2025 VIRTUAL STEM MENTORSHIP PROGRAM

Apply Today!

Our Future Is Science (OFIS) is a Mentorship Program that pairs U.S. high school students with graduate STEM (Science, Technology, Engineering, and Math). OFIS emphasizes scientific learning, community engagement, and career exploration, with the goal of bridging gaps between science and societal issues.

HIGH SCHOOLER (10-12th grade):

- Explore links between science and social justice
- Connect with mentors, scientists, and activists
- Design a Capstone Project
- Receive a \$1,000 honorarium

GRADUATE STEM STUDENTS:

- Cultivate future scientists
- Connect your research interest to society
- Boost CV
- Expand professional network
- Receive a \$1,500 honorarium

MENTEE APPLICATION
Applicants must apply bit.ly/OFISMentee24 by August 5, 2024.

MENTOR APPLICATION
Applicants must apply bit.ly/OFISMentor24 by August 5, 2024.

Visit: www.ourfutureisscience.org
[@OurFutureIsScience](#) | info@ourfutureisscience.org

Science News @ScienceNews

SPONSORED: Experience Egypt like royalty: VIP access, private visits, luxury stays, and exclusive tours with renowned archaeologists, including Dr. Zahi Hawass. Explore Egypt's wonders on the most extraordinary tour!

Discover More: ArchaeologicalPaths.com

1:15 PM · Aug 29, 2024 · 12.7K Views

Science News @ScienceNews

(SPONSORED): What color is the universe? Do all planets spin the same way? Explore the biggest questions of the cosmos with *Astroquizzical: Solving the Cosmic Puzzles of Our Planets, Stars, and Galaxies* by Jillian Scudder from [@mitpress](#).

ALT

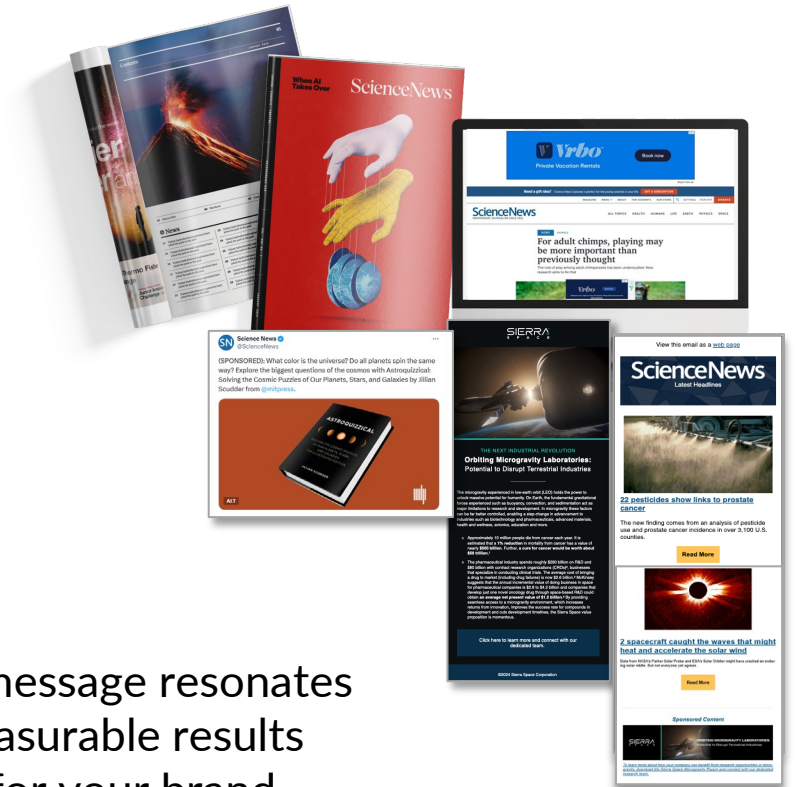
CUSTOM SOLUTIONS TAILORED TO YOUR GOALS

At Science News Media Group, we understand that every brand has unique marketing needs. That's why we offer customizable advertising programs designed to scale and adapt to your specific objectives—whether you're focused on brand awareness, lead generation, or performance marketing.

Our team works with you to create a tailored strategy that connects your brand with our engaged, science-savvy audience through:

- Targeted Display Ads
- Sponsored Content & Native Advertising
- Email Newsletters & Custom E-Blasts
- Podcast & Video Sponsorships
- Event & Webinar Integrations

With a commitment to accurate, trustworthy content, we ensure your message resonates with audiences who value credible information, helping you achieve measurable results and long-term impact. Let's build a custom solution that drives success for your brand.



THANK YOU

Contact:

Daryl Anderson | Senior Media Sales Manager

E-mail: danderson@societyforscience.org

Phone: 202-872-5127