



ScienceNews

2021 MEDIA KIT

Science News for Students | JUNE 6, 2019

"Grid," by math artist Henry Segerman, explores mathematical concepts using projections. This 3D-printed sculpture is a patterned sphere. When light shines through the openings from above, the shadows form a square grid.

H. SEGERMAN

2021 MEDIA KIT

For nearly a century, *Science News* has been a trusted source of concise, accurate and inspirational science journalism. Published by the Society for Science, a nonprofit organization dedicated to expanding scientific literacy, effective STEM education and scientific research, each issue of *Science News* reaches **more than 113,000 subscribers**, and ScienceNews.org averages **1.4 million unique visitors** each month.

Science News and ScienceNews.org deliver an intellectually curious audience that is educated, affluent, highly loyal and passionate about science. And *Science News for Students*, our award-winning companion site, brings the latest developments in STEM to anyone in middle school or older, and averages over **600,000 unique monthly visitors**.

Advertising with *Science News* also helps the Society promote the understanding and appreciation of science to the public through our award-winning publications, outreach programs and world-class science education competitions for middle and high school students.

Contact us today to connect with exceptional readership in print, online or via e-mail advertising.

ScienceNews

ScienceNews Magazine



Science News | MARCH 30, 2019

Maybe only 30 out of 1,000 icebergs have a green hue, earning them the nickname “jade bergs.” Now scientists may know why the ice has this unusual color.

STEVE NICOL



Science News | JULY 6, 2019
Science News astronomy writer Lisa Grossman visits the pristine sample lab at NASA's Johnson Space Center in Houston in March. The display case holds rocks collected during Apollo 15 and 16.
FELIX SANCHEZ

AT A GLANCE

CIRCULATION

Total Paid & Verified Circulation	113,144
Readers Per Copy	2 ⁺
Total Audience:	200,000 ⁺

DEMOGRAPHICS

Male	77%
Age 35–64	41%
Average Household income	\$131K ⁺

HIGHLY EDUCATED

College Graduate	90%
Completed post-graduate study	59%

READER AREAS OF SCIENCE INTEREST

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

BONUS DISTRIBUTION

Your message receives additional exposure during the school year (Sept.–June)

50,000⁺
COPIES
DISTRIBUTED TO
5,068⁺
HIGH SCHOOLS
IN ALL 50 STATES

via our Science News in High Schools program which reaches 16,000+ educators and 4.8 million U.S. STEM students.

ENGAGED

82%
read four out of four issues

52%
pass it along to one or two other readers

PRINT ADVERTISING

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
1/12 PAGE	\$725	\$609	\$551	\$465

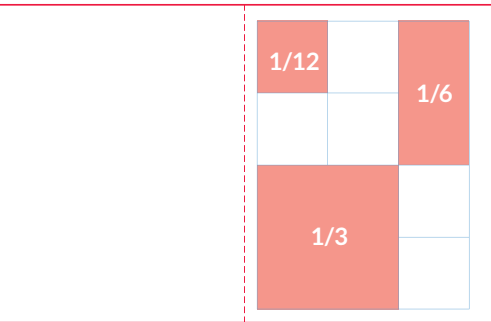
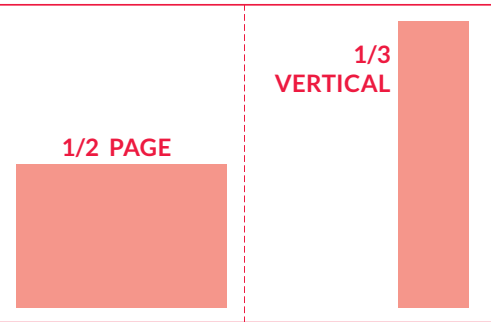
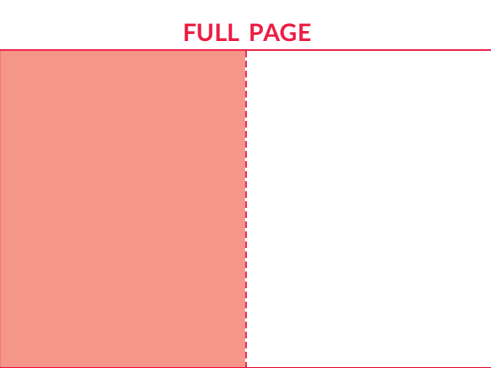
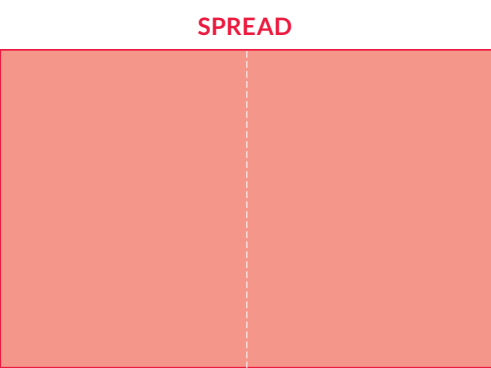
*call your account executive for pricing

PRINT COVER RATES

	1x to 3x	4x to 6x	7x to 12x	13x to 26x
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

PRINT ADVERTISING SPECIFICATIONS

Ad Size	Non-Bleeding (width x height)	Bleeding (width x height)
SPREAD	16.25" x 10.5"	16.5" x 10.75"
FULL PAGE	8.125" x 10.5"	8.375" x 10.75"
1/2 PAGE	6.8333" x 4.5"	n/a
1/3 VERTICAL	2.1667" x 9.1667"	n/a
1/3 SQUARE	4.5" x 4.5"	n/a
1/6 PAGE	2.1667" x 4.5"	n/a
1/12 PAGE	2.1667" x 2.1667"	n/a



PRODUCTION REQUIREMENTS

- **Magazine Trim Size:** 8.125" wide x 10.5" high
- **Bleeds:** All bleeding ads should include .125" bleed on all four sides; this bleed amount has been included in the table above.
- **Safety:** Keep all LIVE matter not intended to trim .5" away from the trim edges.
- **Gutter Safety:** For spread ads, allow .375" on each side of the gutter (.75" total gutter safety).
- **Print Process:** Web offset
- **Cover Paper Stock:** 70-pound coated
- **Text Paper Stock:** 45-pound coated
- **Binding:** All issues are saddle stitched.

REPRODUCTION REQUIREMENTS

Material in order of preference:

- **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.
- **Supplied CD:** *Science News* uses Adobe InDesign/ Mac OS X. All fonts, images and a color page proof must be supplied. Fonts and files must be compatible with our OS.
- **Tiff:** 300 DPI
- **Line screen:** 150
Color images must be in CMYK.
All typographic elements should be output from Illustrator or InDesign whenever possible.

DELIVERY INSTRUCTIONS

E-mail ad files to: ads@sciencenews.org

Contracts and insertion orders may be e-mailed to: danderson@societyforscience.org

Inserts: Please inquire for shipping address and instructions.

CONTACT FOR DETAILS

Daryl Anderson | Media Sales Manager | 202.872.5127 | danderson@societyforscience.org

2021 PUBLICATION SCHEDULE

Publication Date	Ad Close	Material Close	Online Pub Date
JANUARY 16	12/09/20	12/16/20	01/06/21
JANUARY 30	12/23/20	12/30/20	01/20/21
FEBRUARY 13	01/06/21	01/13/21	02/03/21
FEBRUARY 27*	01/20/21	01/27/21	02/17/21
MARCH 13	02/03/21	02/10/21	03/03/21
MARCH 27	02/17/21	02/24/21	03/17/21
APRIL 10	03/03/21	03/10/21	03/31/21
APRIL 24	03/17/21	03/22/21	04/14/21
MAY 08**	03/31/21	04/07/21	04/28/21
JUNE 5	04/28/21	05/05/21	05/26/21
JUNE 19	05/12/21	05/19/21	06/09/21
JULY 3	05/26/21	06/02/21	06/23/21
JULY 31	06/23/21	06/30/21	07/21/21
AUGUST 14	07/07/21	07/14/21	08/04/21
AUGUST 28	07/21/21	07/28/21	08/18/21
SEPTEMBER 11	08/04/21	08/11/21	09/01/21
SEPTEMBER 25	08/18/21	08/25/21	09/15/21
OCTOBER 09***	09/01/21	09/08/21	09/29/21
NOVEMBER 6	09/29/21	10/06/21	10/27/21
NOVEMBER 20	10/13/21	10/20/21	11/10/21
DECEMBER 4	10/27/21	11/03/21	11/24/21
DECEMBER 18	11/10/21	11/17/21	12/08/21

* Issue distributed at Regeneron Science Talent Search

** Issue distributed at Regeneron International Science and Engineering Fair

*** Issue distributed at Broadcom MASTERS

ScienceNews

ScienceNews
for Students

Websites



Science News | SEPTEMBER 28, 2019
This monster sunspot, AR 2192 (orange in the center of this image from NASA's Solar Dynamics Observatory), emitted lots of bright flares in 2014, but no coronal mass ejections. A magnetic cage may have restrained the coronal mass ejections.

TAHAR AMARI ET AL/CENTER FOR THEORETICAL PHYSICS, ÉCOLE POLYTECHNIQUE, JOY NG/NASA GODDARD

AT A GLANCE

ScienceNews

TRAFFIC

Monthly Unique Visitors	1.4 M ⁺
Page Views	2.2 M
Available Ad Impressions:	2.5 M
Average time spent on article pages	4:04 MINUTES

DEMOGRAPHICS

Male	64%
Age 35–64	61%
Average household income	118K

SOCIAL MEDIA REACH


2.6 M
FACEBOOK FOLLOWERS


3.4 M
TWITTER FOLLOWERS

HIGHLY EDUCATED

College Graduate	82%
Completed post-graduate study	63%

READER AREAS OF SCIENCE INTEREST

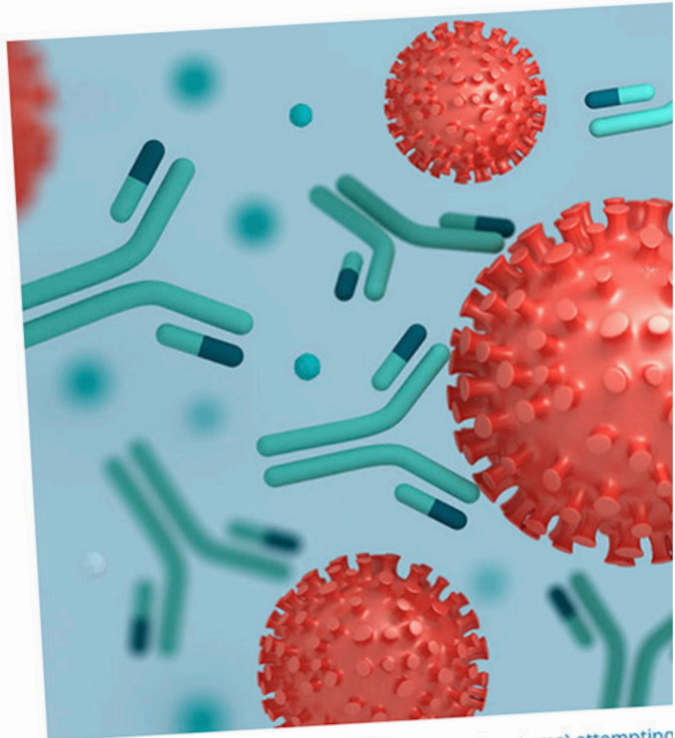
Environment/ Climate Change	71%	Human Health/	68%
Biomedicine	69%	Computer Science/ Robotics	62%
Astronomy/ Astrophysics	69%		

ScienceNewsforStudents

HEALTH & MEDICINE

Explainer: What are

The body makes this chemical ammo to fight



An artist's illustration of antibodies (blue-green structures) attempting to bind to red, spherical viruses. Antibodies are one of the major players in the immune system's defense against pathogens.



By **Avery Elizabeth Hurt**
July 24, 2020 at 6:30 am

A world of germs is vying to invade your body. Your system can assemble a mighty army to protect you: a personal team of superheroes. They are de-

And antibodies are among their strongest defenders. (GLOBE-NOH-you-linz), or Ig's, these are de-

The job of these antibodies is to locate and destroy pathogens that don't appear to belong in the body.

These foreign invaders contain substance antigens, these can be parts of bacteria, viruses, or things that cause allergies can have antigens that match their blood type — during surgery, these antigens can cause a reaction.

AT A GLANCE

ScienceNews

for Students

ScienceNewsforStudents

ALL TOPICS LIFE HUMANS EARTH SPACE TECH

GENETICS

Explainer: How CRISPR works

This technique lets scientists edit DNA in plants and animals



Scientists are using a tool called CRISPR/Cas9 to edit DNA.

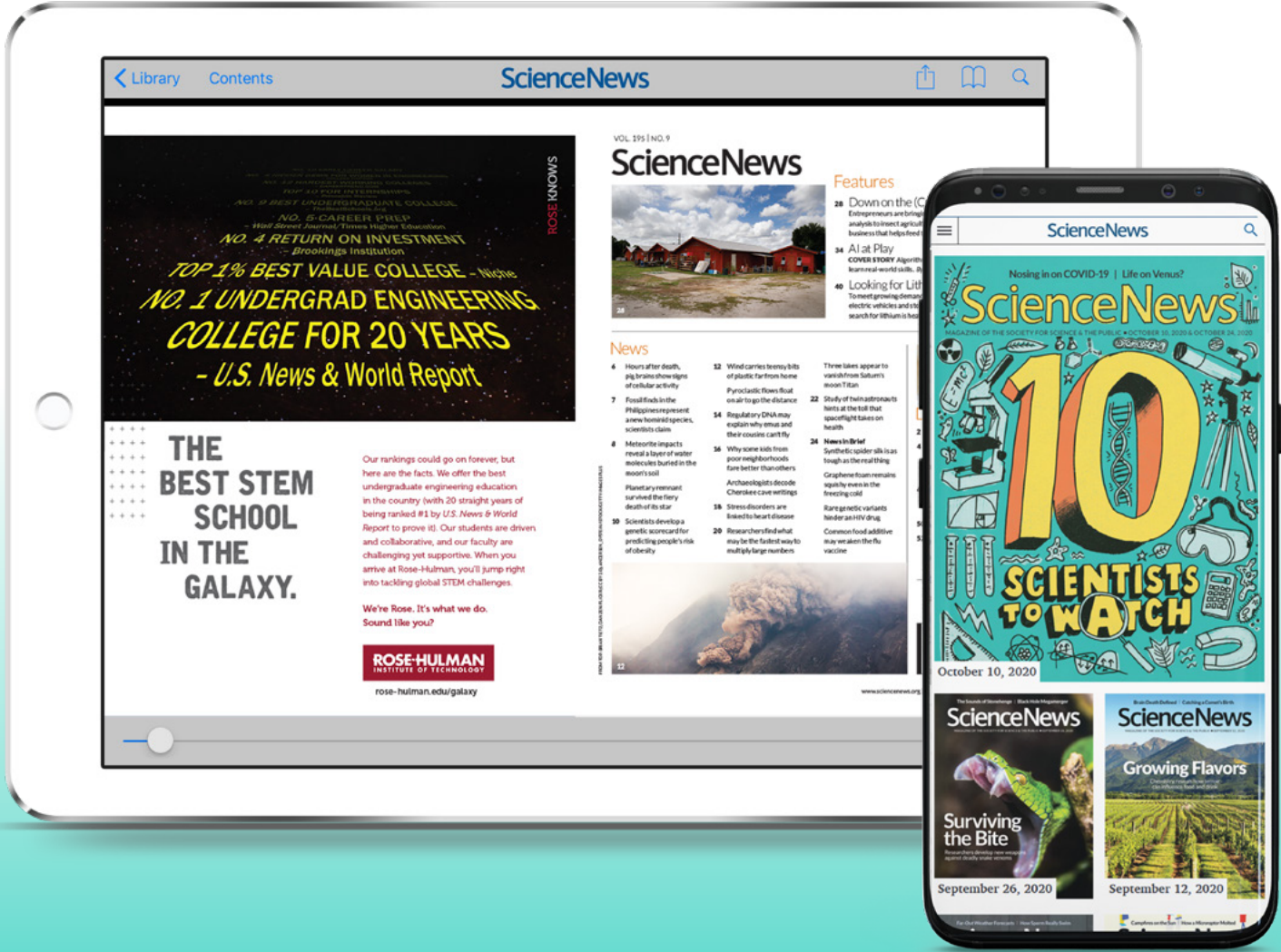
SOCIAL MEDIA REACH


1 M
FACEBOOK FOLLOWERS

TRAFFIC

Monthly Unique Visitors	600K ⁺
Page Views	1.2 M
Available Ad Impressions:	1.1 M
Average time spent on article pages	2:00 MINUTES

WEB BANNER RATES & SPECIFICATIONS



WEB BANNER SIZES

- Square:** 300x250 pixels
- Rectangle:** 300x600 pixels
- Leaderboard:** 728x90 pixels

- Rate:**
 - 4 week/one month banner (Min. 100K unique impressions guaranteed) –\$750
 - 2 week banner (Min. 50K unique impressions guaranteed) –\$500

ACCEPTABLE FORMATS

Science News can accommodate standard image banners (GIF, PNG, JPG, BMP), Flash (SWF) ads, text ads and RichMedia (HTML code) ads.

ScienceNews



Science News | MARCH 16, 2019

Spring blooms of phytoplankton add swirls of color to the Chukchi (shown in this satellite photo) and Bering seas. In 2018, the absence of sea ice in the southern Bering Sea delayed the blooms that form the base of the food web for several months.

NORMAN KURING/NASA'S OCEAN COLOR WEB

INFO + RATES

SCIENCE NEWS WEEKLY E-NEWSLETTERS

A banner or sponsored message in one of our e-newsletters lets you share your message with thousands of science lovers, educators and students. Select from the following options:

“**Science News Headlines**” (delivered on Tuesday and Thursday) and “**Science News Editors Picks**” (delivered on Sunday) each reach 90,000 science enthusiasts.

Science News for Students

Sent every Monday to 20,000 teachers, parents, students and science fans

Science News in High Schools

Sent to more than 16,000 high school educators every Friday during the school year (August – June)

Society for Science Monthly

Sent each month to more than 30,000 supporters of the Society for Science

RATES

- **Banner ads**

E-newsletters and Social Media

Single delivery date: \$800

3 delivery dates: \$1,600

Sponsored Message

Single message: \$1,400

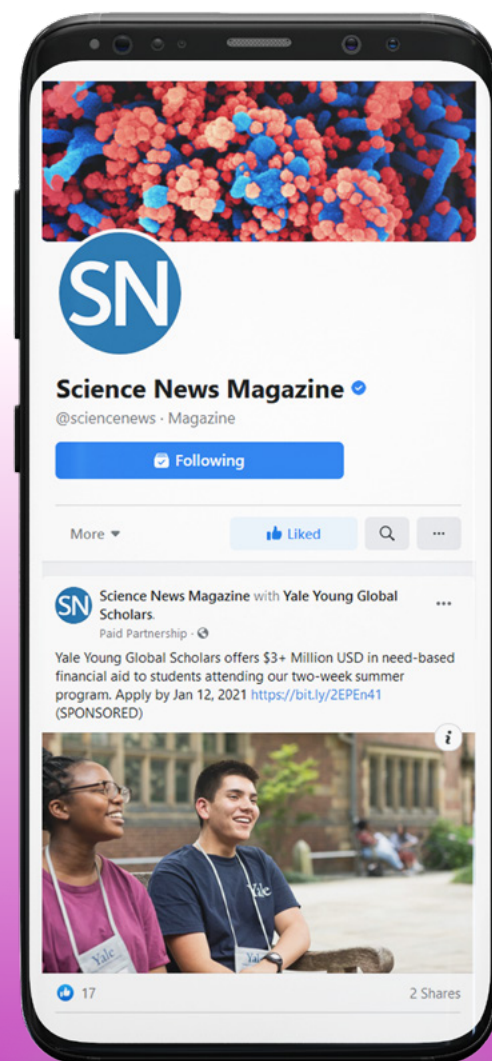
3 messages: \$3,200

SPONSORED SOCIAL MEDIA POSTS

Share your message on our **Facebook** (2.6 million followers) or **Twitter** (3.4 million followers) feeds. *Posts are subject to publisher's approval.*

RATES

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



Science News | APRIL 27, 2019
The first-ever image of a black hole shows the monster in galaxy M87, 55 million light-years from Earth.
EHT COLLABORATION ET AL

E-NEWSLETTER BANNER AD



Thank you for subscribing to Science News Coronavirus Update. If you like this newsletter, share it with a friend. Did a friend forward this to you? [Sign up for our weekly updates](#). Got questions, suggestions or comments? Drop us a line at feedback@sciencenews.org and put “Coronavirus Update” in the subject line. We'll answer selected questions in future newsletters.

Sponsored Content



SPONSORED MESSAGE

What would it look like to dive into a black hole? See this and more with The Great Courses Plus - 12,000+ video streaming lectures taught by award winning professors and experts. Sign up today and get a [Free Month Trial](#).

E-MAIL NEWSLETTER ADS

Size: 600 x 150 pixels

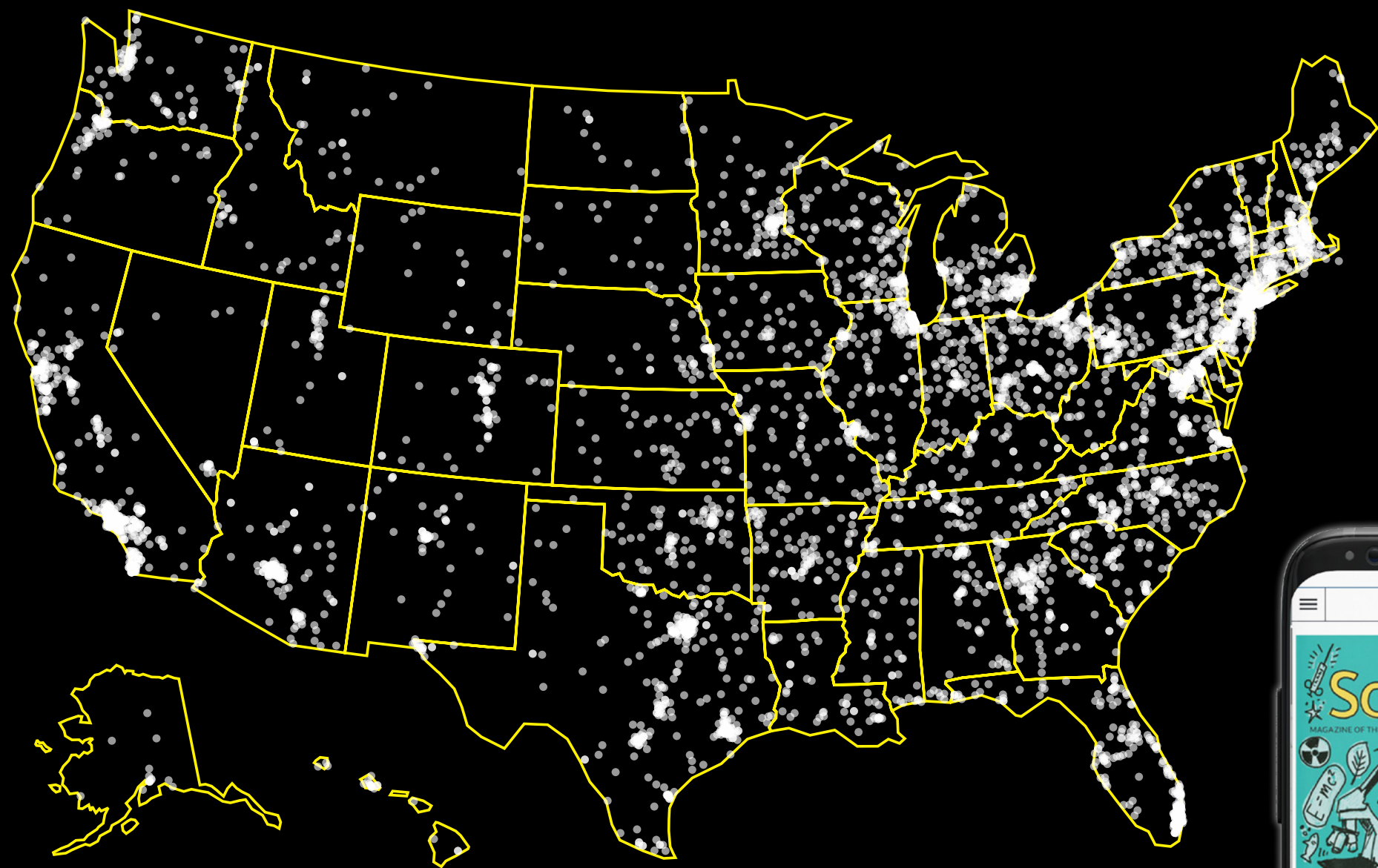
Format: GIF, JPG, PNG, or BMP

Static ads only.



ScienceNews IN HIGH SCHOOLS

5,068 | 16,000+ | 4.8 M
SCHOOLS | TEACHERS | STUDENTS WITH ACCESS



ScienceNews IN HIGH SCHOOLS

Put your message in front of STEM students and educators while they're engaged with science content.

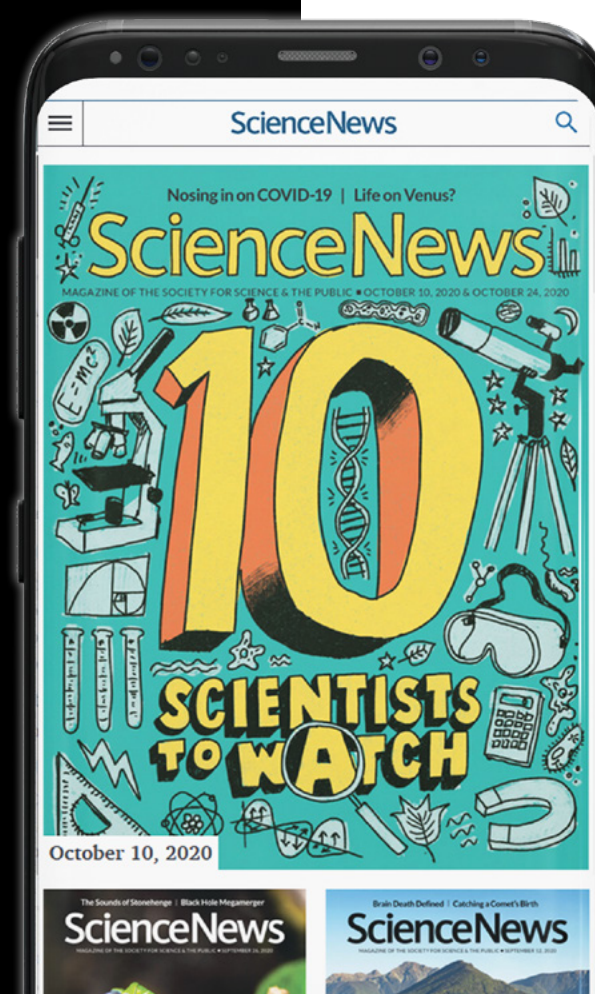
The *Science News* in High Schools program ensures that teachers can help their students link what they are learning in their textbooks and labs to the latest discoveries, making topics more current, relevant and understandable to inspire more young people to pursue science careers.

More than 5,000 participating high schools receive ten copies of each issue of *Science News*, including full digital access for students and teachers, plus corresponding educator guides, enabling them to incorporate the *Science News* content into their classroom and distance learning.

Our advertising options help you reach students — and the teachers, counselors and mentors who influence them — as they discover their interest in science.

“For my students, *Science News* opens doors, takes down walls, and prompts important questions.”

JENNIFER PARR, HIGH SCHOOL SCIENCE TEACHER



FOR DETAILS, CONTACT:
Daryl Anderson, Media Sales Manager
202.872.5127 | danderson@societyforscience.org

FRONT COVER:
GSI HELMHOLTZZENTRUM FÜR SCHWERIONENFORSCHUNG GMBH/JAN MICHAEL HOSAN 2018