



### 2018 MEDIA KIT



#### Science News | MARCH 5, 2016 **VIRAL DELIVERY**

In a multivirus competition, a newcomer came out on top for its ability to transport genetic cargo to a mouse's brain cells. The engineered virus AAV-PHP.B was best at delivering a gene that instructed Purkinje cells, the dots in the micrograph shown, to take on a whitish glow. Such cargo could one day replace faulty genes in people's brains, potentially transforming how we treat brain disease and injury.

# MEDIA KIT

Science News has been a trusted source of concise, accurate, and inspirational science journalism for more than 90 years. Published by the Society for Science & the Public, a nonprofit organization dedicated to expanding scientific literacy, effective STEM education and scientific research, each biweekly issue of Science News reaches nearly 113,000 print subscribers, and ScienceNews.org averages 1,000,000 unique visitors each month.

Science News and ScienceNews.org will deliver an audience that is educated. affluent, highly loyal and passionate about science. And Science News for Students, our award-winning companion site, averages over 500,000 unique monthly visitors and brings the latest developments in science, technology, engineering and math to anyone in middle school or older.

Advertising with us helps support our mission of promoting 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.

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Science News | SEPTEMBER 17, 2016

WORLD NEXT DOOR A world at least 1.3 times as massive as Earth appears to orbit the closest star to the sun: Proxima Centauri, a dim red orb about 4.2 light-years away. Dubbed Proxima b, the planet (illustrated) is cozied up to its star, needing just 11.2 days to complete one orbit, and has temperatures just right for liquid water, researchers report.





#### MAKING WAVES

Scientists have been searching for gravitational waves for decades. Discussions of these subtle signals from dramatic and distant phenomena appear dozens of times in the Science News archives, starting as early as the 1950s. Their long-awaited discovery, the top story of 2016, touched off the celebration of a new era in astronomy.

Science News | DECEMBER 24, 2016





#### CIRCULATION

Total Paid &

Readers Per Copy .....

**Total Audience:** 

#### DEMOGRAPHICS

Male

Age 35-64

Avererage Household income

#### **HIGHLY EDUCATED**

College Graduate

Completed postgraduate study

#### **READER AREAS**

Astronomy/ Astrophysics 

Biomedicine .....

Environment/ **Climate Change** 

### AT A GLANCE







90%

59%

#### **BONUS DISTRIBUTION**

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

PAID COPIES ARE **DISTRIBUTED TO** 



via our Science News in High Schools program (see page 22) and reach nearly a quarter of all U.S. STEM students.

#### ENGAGED

82% read four out of four issues 

52% pass it along to one or two other readers

OF SCIENCE IN	TEREST	
80%	Human Health/ Nutrition	68%
74%	Computer Science/ Robotics	62%
72%		

# 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	<b>Non-Bleeding</b> (width x height)	<b>Bleeding</b> (width x height)
SPREAD	14.9167" 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 10.5"	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
1/24 PAGE	2.1667" x 1.0833"	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**

Upload electronic files to: ftp.societyforscience.org

User name: media/Password: sciencenews

Or e-mail files to: ads@sciencenews.org

Contracts and insertion orders may be e-mailed to: kwilson@sciencenews.org

Inserts: Please inquire for shipping address and instructions.

#### CONTACT FOR DETAILS

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

2018 PUBLICATION SCHEDULE			
Publication Date	Ad Close	Material Close	Online Pub Date
JANUARY 20	12/13/17	12/20/17	01/06/18
FEBRUARY 3	12/27/17	01/03/18	01/20/18
FEBRUARY 17	01/10/18	01/17/18	02/03/18
MARCH 3*	01/24/18	01/31/18	02/17/18
MARCH 17	02/07/18	02/14/18	03/03/18
MARCH 31	02/21/18	02/28/18	03/17/18
APRIL 14	03/07/18	03/14/18	03/31/18
MAY 12**	04/04/18	04/11/18	04/28/18
MAY 26	04/18/18	04/25/18	05/12/18
JUNE 9	05/02/18	05/09/18	05/26/18
JUNE 23	05/16/18	05/23/18	06/09/18
JULY 7	05/30/18	06/06/18	06/23/18
JULY 21	06/13/18	06/20/18	07/07/18
AUGUST 4	06/27/18	07/04/18	07/21/18
AUGUST 18	07/11/18	07/18/18	08/04/18
SEPTEMBER 15	08/08/18	08/15/18	09/01/18
SEPTEMBER 29	08/22/18	08/29/18	09/15/18
OCTOBER 13	09/05/18	09/12/18	09/29/18
OCTOBER 27 ***	09/19/18	09/26/18	10/13/18
NOVEMBER 10	10/03/18	10/10/18	10/27/18
NOVEMBER 24	10/17/18	10/24/18	11/10/18
DECEMBER 8	10/31/18	11/07/18	11/24/18
DECEMBER 22	11/14/18	11/21/18	12/08/18

\* Issue distributed at Regeneron Science Talent Search

\*\* Issue distributed at Intel International Science and Engineering Fair

\*\*\* Issue distributed at Broadcom MASTERS

ScienceNews for Students



Science News | DECEMBER 24, 2016

ATTRACT TO ATTACK

#### **BLAST OFF**

On August 14, 2016, a SpaceX Falcon 9 rocket launched from Cape Canaveral Air Force Station in Florida and safely shepherded a commercial communications satellite into Earth's orbit. By the end of 2016, the aerospace company had reported six successful landings – two on land and four at sea – of its reusable Falcon 9 rocket. Such rockets could transform spaceflight by making it cheaper and more efficient.

# AF A GLANCE **ScienceNews**

TRAFFIC	RAFFIC DEMOGRAPHICS		
Monthly Unique Visitors	1 M+	Male	64%
Page Views	2.2 M	Age 35-64	61%
Available Ad Impressions:	2.5 M	Average household inco	<sub>me</sub> 118K
Average time spent on article pages	4:04 minutes		SOCIAL MEDIA REACH
HIGHLY EDUCAT	ED	1	f 77 M
College Graduate	82%		$\angle$ / $ \vee $
Completed post- graduate study	63%		y
			2.6 M TWITTER FOLLOWERS
READER AREAS	OF SCIENCE IN	TEREST	
Environment/ Climate Change	71%	Human Health,	′ 68%
Biomedicine	69%	Computer Science/ 629 Robotics	
Astronomy/ Astrophysics	69%		

### Scientists are seekin strategies to fight m sclerosis To find clues to origins of MS, researchers look beyond th

BY ASHLEY YEAGER 3:30PM, NOVEMBER 29, 2017



James Davis used to be an avid outdoorsman. He surfed, h the 48-year-old from Albuquerque barely gets out of bed sclerosis, known as primary progressive MS, a worsening system. Diagnosed in May 2011, Davis relied on a wheel

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25,2017

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ER 17, 2017

to go to the bathroom or grab a snack from the fridge.

Davis hoped life might improve when he was chosen in called ocrelizumab. The drug offered a first sliver of ho something to slow down the disease's staggering marc some of the roughly 60,000 people in the United State I learning for natients with the

# $A \mid A \mid A \mid A \mid$ **ScienceNews** for Students





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

# DIGITAL AD RATES & SPECIFICATIONS



#### **WEBSITE ADS**

**Square:** 300x250 Leaderboard: 728x90 **Rate:** \$15 per thousand impressions

#### **ACCEPTABLE MEDIA**

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

#### **DIGITAL EDITIONS**

Display space is available on the digital edition of *Science News*; single sponsors are also accepted. This includes messaging on e-mail delivery and "blow-in" advertising within the digital magazine.



![](_page_8_Picture_4.jpeg)

#### Science News | AUGUST 6, 2016 HAVE A HEART

Even robots can use a heart. Or heart cells, at least. A new stingray bot about the size of a penny relies on light-sensitive heart cells to swim. Zaps with light force the bot's fins to flutter, letting researchers drive it through a watery obstacle course. Similar bots may one day be used in biomedicine or for environmental cleanup.

# VFO + RATES

#### SOCIETY FOR SCIENCE & THE PUBLIC MONTHLY E-NEWSLETTER

The Society's monthly e-mail newsletter reaches over 30,000 subscribing members including alumni, donors and friends of the organization. Expose your message to thousands of members including Nobel Laureates, leaders in science, business and education, and the leading high school researchers from around the globe. See example here.

#### RATES

- \$700 per send
- Discount packages are available for multiple newsletter sends

#### **SCIENCE NEWS** WEEKLY E-NEWSLETTER

"Latest from Science News" (delivered on Tuesday and Thursday) and "Science News Editors Picks" (delivered on Sunday) reach a combined total of 90,000 recipients. A one-week package includes your banner in the three separate newsletter sends.

#### RATES

- One-week package (all three deliveries): \$1,600
- Single newsletter delivery: \$800 each

![](_page_9_Picture_11.jpeg)

SCIENCE NEWS FOR STUDENTS WEEKLY E-NEWSLETTER

Sent every Saturday, the Science News for Students e-mail newsletter reaches more than 20,000 teachers, parents, students and science fans.

#### RATES

• \$700 per send • Discount packages are available for multiple newsletter sends

![](_page_9_Picture_16.jpeg)

#### $\sim$ .

Quantum mysteries dissolve if possibilities are realitie OCT 01 2017 05-10 AM Quantum mysteries can be avoided if reality encompasses possibilities as well as actualities, a new paper proposes. Read More

#### Southern New Hampshire University

#### More Headlines from Science News

Quantum video chat links scientists on two different A Sept. 29 ultrasecure quantum video chat

nonstrates the potential for quantum communications across the globe. Read More SEP 29, 2017 03:09 PM

#### IENCE & AMP; THE PUBLIC New questions about Arecibo's future swirl in the wake

of Hurricane Maria The iconic Arecibo Observatory was damaged in

Hurricane Maria, but not as much as originally thought. But its funding is still in doubt. Read More SEP 29, 2017 01:09 PM

Ice in space might flow like honey and bubble like

![](_page_9_Picture_29.jpeg)

![](_page_9_Picture_30.jpeg)

![](_page_9_Picture_31.jpeg)

artificial intelligence and more. Read More

Plant biologist José Dinneny probes the very beginnings of root

are coming up with and testing new ideas in astronomy, archaeology,

#### Science News | AUGUST 6, 2016

DIRECT COLLAPSE A remote galaxy called CR7 (illustrated) might harbor a type of black hole that arises directly from a massive cloud of gas rather than forming after the death of a star. This rare specimen could explain how some galaxies built gargantuan black holes in the first billion years or so after the Big Bang.

**E-NEWSLETTER AD** 

#### **E-MAIL NEWSLETTER ADS**

**Size:** 600 x 150 Rate: \$1,600 per week (three deliveries to 48,000 recipients)

Static ads only in e-mail newsletters.

# ScienceNews IN HIGH SCHOOLS

ANCER'S

![](_page_10_Picture_1.jpeg)

![](_page_10_Picture_2.jpeg)

![](_page_11_Picture_0.jpeg)

"For my students, Science News opens doors, takes down walls, and prompts important questions." JENNIFER PARR, HIGH SCHOOL SCIENCE TEACHER

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.

![](_page_11_Picture_7.jpeg)

### **ScienceNews** IN HIGH SCHOOLS

Participating high schools receive ten copies of each issue of Science News, full digital access for students and teachers, plus an educator guide that offers teachers ways to incorporate the science content into their classrooms.

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

The Intel International Science and Engineering Fair

![](_page_12_Picture_2.jpeg)

# WHAT IS INTEL ISEF?

A program of the Society for Science & the Public, Intel ISEF is the world's largest pre-college science competition, where more than 1,700 of the top high school students from more than 70 countries will present their research and compete for more than \$4 million in awards.

![](_page_13_Picture_2.jpeg)

### WHY SHOULD YOUR **INSTITUTION PARTICIPATE?**

By exhibiting, you can share the benefits of attending your institution with the finalists, as well as mentors, science fair directors, and others who influence college and career decisions. No other event brings this many top science and engineering high school students from around the world together in one place. Contact us to learn more.

### WHO ARE THE INTEL **ISEF FINALISTS?**

![](_page_13_Figure_6.jpeg)

2017 INTEL ISEF

![](_page_13_Picture_8.jpeg)

COUNTRIES, TERRITORIES AND REGIONS REPRESENTED

![](_page_13_Picture_10.jpeg)

**U.S. STATES AND** D.C. INCLUDED

48% 52% MALE FEMAL

Commons at Intel ISEF, where finalists will learn about universities and other organizations with a science and education focus. Fees for participating in the Intel ISEF Commons start at \$2,500 and include:

**THE COMMONS** 

**AT INTEL ISEF** 

 A 10 x 10 exhibit booth in the Intel ISEF Commons area

and be a part of this amazing event by exhibiting at The

- Special access to the Intel ISEF exhibit hall where you'll meet the finalists and see their work
- An invitation to VIP events including VIP seating at the Opening and Grand Awards ceremonies
- Advertising in the Intel ISEF program
- The option to present a Symposium on a STEM topic to Intel ISEF finalists and attendees
- 50% discount on Science News advertising which, via our Science News in High Schools program, exposes your institution's message to educators and students in more than 4,300 high schools in all 50 states

62%

**U.S. AND TERRITORIES** 

38%

INTERNATIONAL

"[Intel] ISEF finalists have distinguished themselves as some of the most outstanding young researchers from their regions and around the globe. Many current and former MIT students (and even several of our faculty) are ISEF alumni, and their creative, conscientious research continues to enrich our community - and the world"

![](_page_13_Picture_23.jpeg)

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

#### FRONT COVER, TOP:

#### Science News | DECEMBER 27, 2014

#### **BEES, UP CLOSE AND PERSONAL**

It's easy to miss the shiny face of *Augochloropsis anonyma* without a microscope – the bee grows to only about 8 millimeters long. But this iridescent bee, native to the south-eastern United States, is one of the insects finally getting appreciation thanks to the unexpected popularity of technical documentation for monitoring bees. Unlike birds or butterflies, the 4,000 or so bee species buzzing around the United States don't have identification traits that amateur enthusiasts can spot without collecting specimens. This bee specimen was collected and photographed as part of an ongoing project to monitor how bees in 47 national parks respond to climate change.

FRONT COVER, BOTTOM: Science News | DECEMBER 24, 2016

#### **ONLY THE ESSENTIALS**

One of biology's biggest achievements in 2016 was intentionally as small as possible: building a bacterium with only 473 genes. That pint-size genetic blueprint is a milestone in a decades-long effort to create an organism containing just the bare essentials of life. Ultimately, such cell templates could transform the field of medicine, as well as agricultural and chemical industries.