

A satellite is shown in the center of the frame, oriented vertically. It has a large, dark, conical upper section and a smaller, cylindrical lower section. Various instruments, antennas, and solar panels are visible on its exterior. The background is a vibrant, fiery orange and yellow, with numerous vertical light streaks that create a sense of motion and depth, resembling a comet's tail or a starburst effect.

ScienceNews

2020 MEDIA KIT



Science News | JULY 21, 2018

In August, NASA's Parker Solar Probe roared off for a close encounter with the sun; it's the first spacecraft to explore that star's corona, a rolling inferno of plasma heated to several million degrees Celsius. The spacecraft is already sending data back to Earth and will make 24 orbits before spiraling into the sun.

NASA/BILL INGALLS

ScienceNews

2020 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 issue of *Science News* reaches **over 114,000 subscribers**, and ScienceNews.org averages **1.2 million 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 600,000 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.

ScienceNews Magazine



Science News | MARCH 31, 2018

The first twinkles of starlight brightened the heavens about 180 million years after the universe was born; scientists have captured that moment for the first time by detecting how that ultra-violet light influenced the hydrogen gas that filled the cosmos back then. The technique may make it possible to learn more secrets of the early universe.

N.R. FULLER/NATIONAL SCIENCE FOUNDATION



Science News | FEBRUARY 17, 2018

These two healthy baby macaques are the first primates to be cloned using the same technique that created Dolly the Sheep in 1996. More than 20 species of mammals have been cloned through somatic cell nuclear transfer since Dolly, but using the technique to clone primates proved elusive. Cloning primates could help scientists study diseases in humans.

QIANG SUN AND MU-MING POO/CHINESE ACADEMY OF SCIENCES

AT A GLANCE

CIRCULATION

Total Paid & Verified Circulation	115,381
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) when

49,000⁺
PAID COPIES ARE DISTRIBUTED TO

4,900⁺
HIGH SCHOOLS IN ALL 50 STATES

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

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

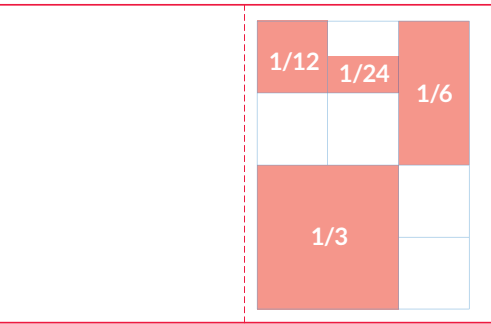
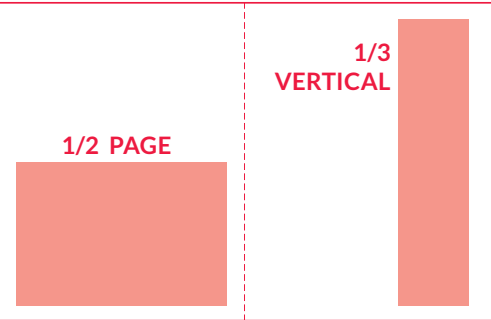
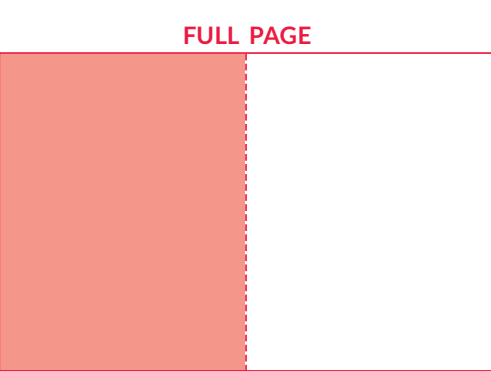
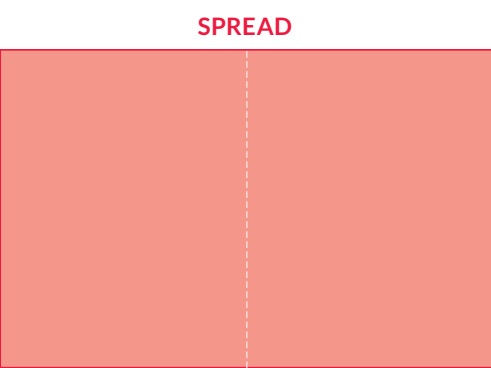
*call your account executive for pricing

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	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 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
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

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

2020 PUBLICATION SCHEDULE			
Publication Date	Ad Close	Material Close	Online Pub Date
JANUARY 18	12/11/19	12/18/19	01/08/20
FEBRUARY 1	12/23/19	01/01/20	01/22/20
FEBRUARY 15	01/08/20	01/15/20	02/05/20
FEBRUARY 29	01/22/20	01/29/20	02/19/20
MARCH 14	02/05/20	02/12/20	03/04/20
MARCH 28	02/19/20	02/26/20	03/18/20
APRIL 11	03/04/20	03/11/20	04/01/20
APRIL 25	03/18/20	03/25/20	04/15/20
MAY 09**	04/01/20	04/08/20	04/29/20
JUNE 6	04/29/20	05/06/20	05/27/20
JUNE 20	05/13/20	05/20/20	06/10/20
JULY 4	05/27/20	06/03/20	06/24/20
AUGUST 1	06/24/20	07/01/20	07/22/20
AUGUST 15	07/08/20	07/15/20	08/05/20
AUGUST 29	07/22/20	07/29/20	08/19/20
SEPTEMBER 12	08/05/20	08/12/20	09/02/20
SEPTEMBER 26	08/19/20	08/26/20	09/16/20
OCTOBER 10***	09/02/20	09/09/20	09/30/20
NOVEMBER 7	09/30/20	10/07/20	10/28/20
NOVEMBER 21	10/14/20	10/21/20	11/11/20
DECEMBER 5	10/28/20	11/04/20	11/25/20
DECEMBER 19	11/11/20	11/18/20	12/09/20

* Issue distributed at Regeneron Science Talent Search

** Issue distributed at International Science and Engineering Fair

*** Issue distributed at Broadcom MASTERS

ScienceNews
ScienceNews
for Students

Websites



Science News | MARCH 17, 2018

Little skates are rare ocean dwellers; they move along the ocean floor on two footlike fins. Genetic research shows that they share a blueprint for developing nerve cells with vertebrates, suggesting that the wiring for walking developed millions of years before vertebrates moved onto land. The takeaway: vertebrates share a common ancestor, whether they live on water or land.

JUN AN-CHEN

AT A GLANCE

ScienceNews

TRAFFIC

Monthly Unique Visitors	1.1 M ⁺
Page Views	2.2 M
Available Ad Impressions:	2.5 M
Average time spent on article pages	4:04 MINUTES

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%		

DEMOGRAPHICS

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

SOCIAL MEDIA REACH


2.6 M
FACEBOOK FOLLOWERS


3.1 M
TWITTER FOLLOWERS

TOPICS BLOGS COLLECTIONS

ScienceNewsfor

EKA! LAB

test pill coatings, try a stomach in a flask

Teen investigates which type of pill dissolves fastest in the gut

ETHANY BROOKSHIRE JUN 7, 2017 — 6:50 AM EST



...s (in white) may dissolve in the stomach fastest, while compressed caplets (in orange, blue and ...ound.
PHATTANA/ISTOCKPHOTO

LOS ANGELES, Calif. — Pills come in all sorts of shapes and sizes. Some are some are not. Roshni Sen, 17, wondered if a pill's coating can affect how for the pill to break down in the body. To investigate, this senior at the A Science and Technology at The Woodlands College Park in Texas create in a flask. She showed that different types of pills dissolve in different s digestive tract. And that might affect which bottle you would want to re you've got aches and pains.

Roshni presented her results at the Intel International Science and Eng (ISEF). Created by Society for Science & the Public and sponsored by Ir ... students from all over the world together to sh

AT A GLANCE

ScienceNewsfor Students

MENU TOPICS BLOGS COLLECTIONS SCIENCE NEWS

ScienceNewsfor Students

TOP STORY



The moon has power over animals
Consider how critters move, grow and even sing differently when the night's light peaks

SPONSOR

MEL Science

VR-POWERED
NEXT GENERATION
CHEMISTRY SET

LEARN MORE 10+

EDITOR'S PICKS

HEALTH

Explainer: What is a concussion?

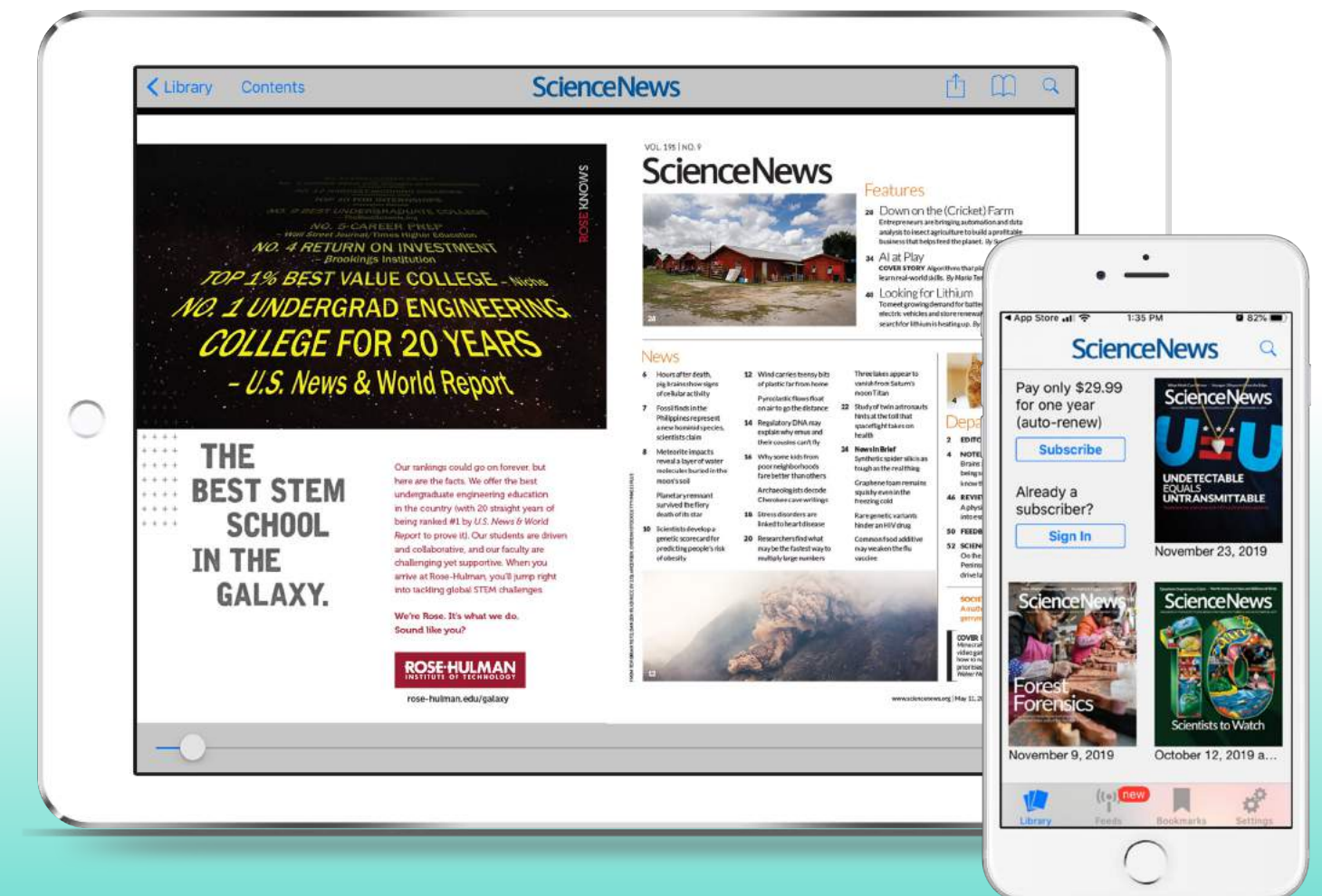
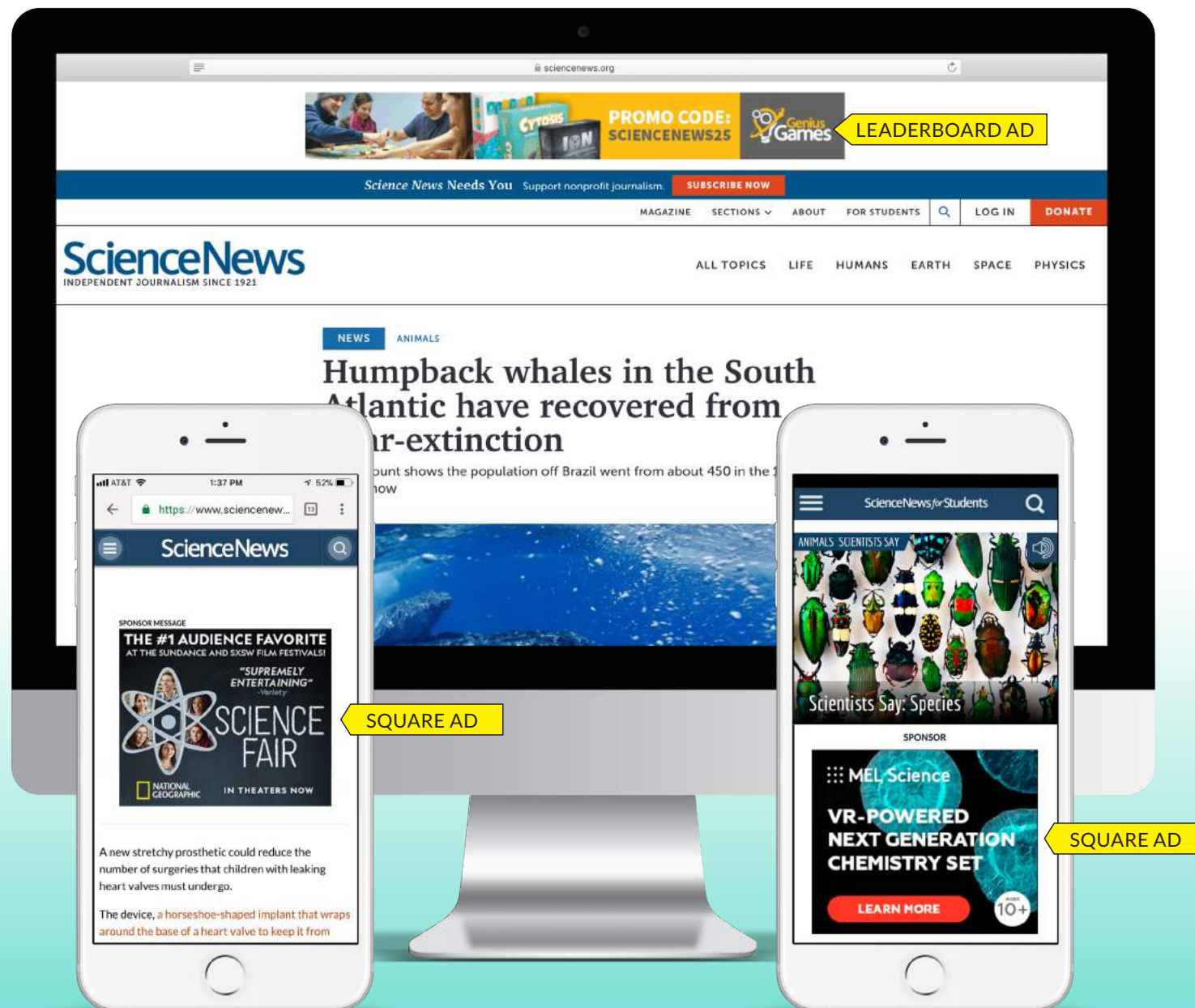
SOCIAL MEDIA REACH


1.1 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

DIGITAL AD RATES & SPECIFICATIONS



WEBSITE ADS

Square: 300x250,
Rectangle: 300x600
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.

ScienceNews

E-Newsletters



Science News | JANUARY 20, 2018
A polyester sheet with hydrogels (colored disks) printed in a precise configuration folds up so the hydrogels stack similarly to the cells in an electric eel's electric organ.

THOMAS SCHROEDER, ANIRVAN GUHA

INFO + RATES

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

SCIENCE NEWS WEEKLY 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 FOR STUDENTS WEEKLY E-NEWSLETTER

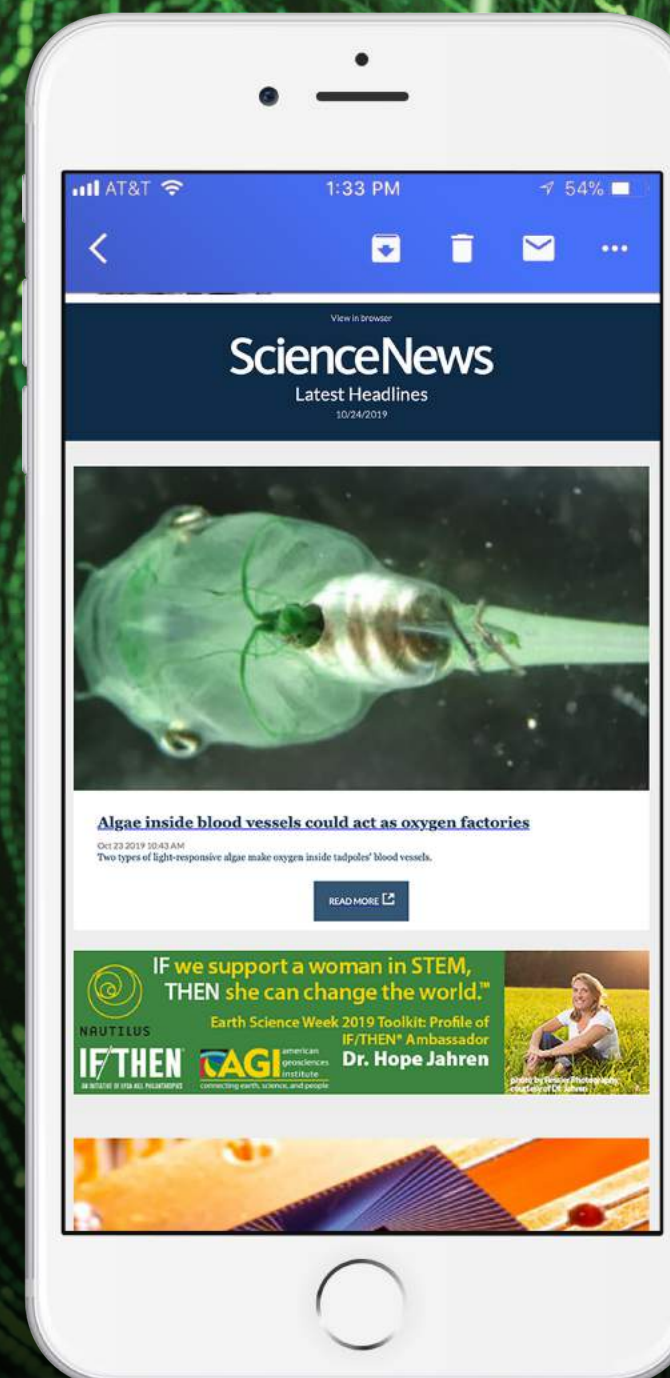
Sent every Monday, the *Science News for Students* e-mail newsletter reaches more than 20,000 teachers, parents, students and science fans.

RATES

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

Science News | APRIL 28, 2018
One swimming brine shrimp generates small-scale turbulence (suspended particles shown in green). But large numbers of the animals together may create currents that help mix the ocean.

ISABEL HOUGHTON



E-NEWSLETTER AD

E-MAIL NEWSLETTER ADS

Size: 600 x 150 pixels
Format: GIF, JPG, PNG, or BMP

Static ads only.

ScienceNews Latest Headlines

10/24/2019

MEL Science
**VR-POWERED CHEMISTRY SET
DELIVERED MONTHLY**
SUBSCRIBE AGES 10+ GET 25% OFF WITH CODE SCIENCE



Piranhas and their plant-eating relatives, pacus, replace rows of teeth all at once

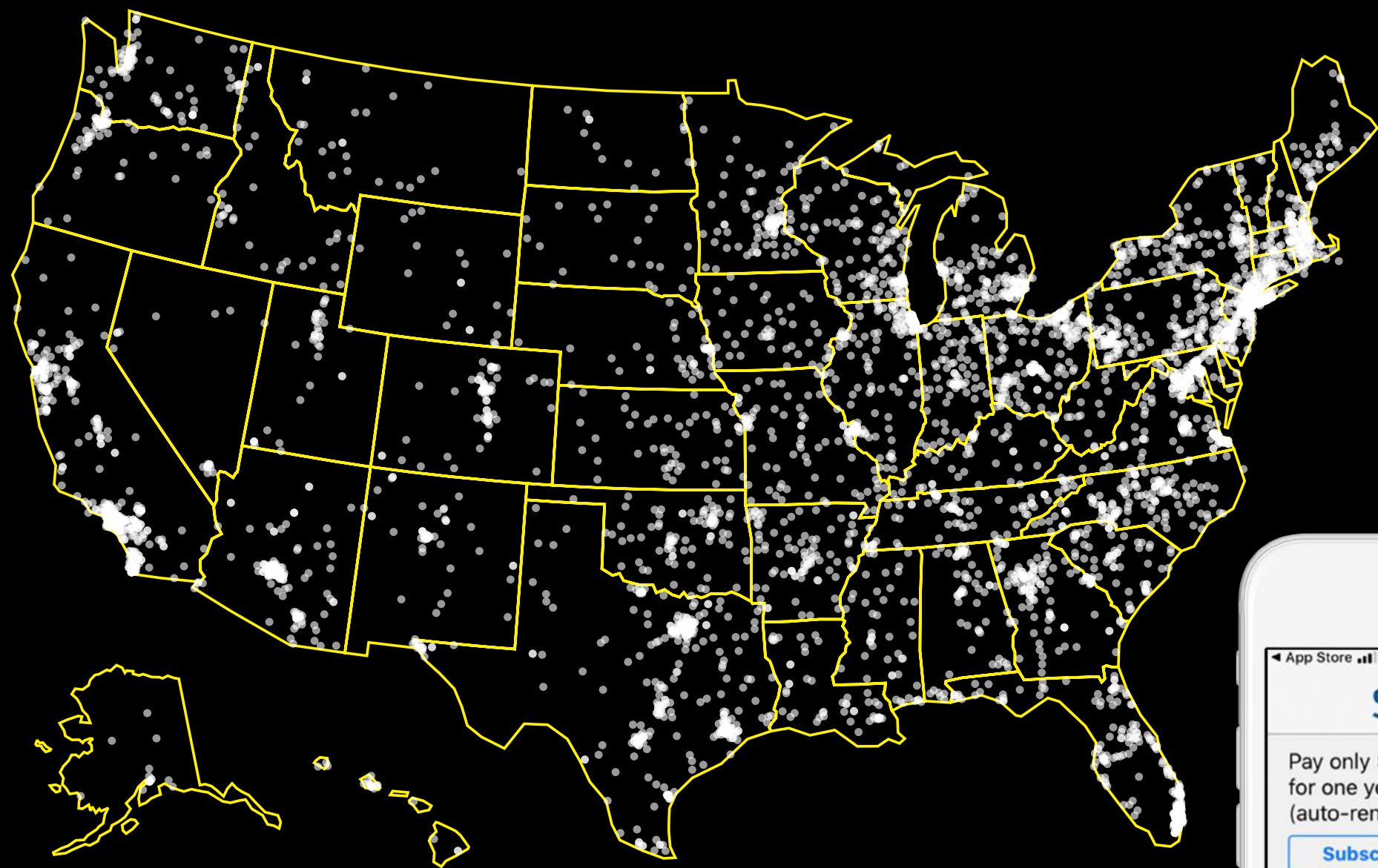
Oct 24 2019 6:00 AM

Piranhas and pacus both lose and replace all teeth on one side of



ScienceNews IN HIGH SCHOOLS

4,900+ | 15,000+ | 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.

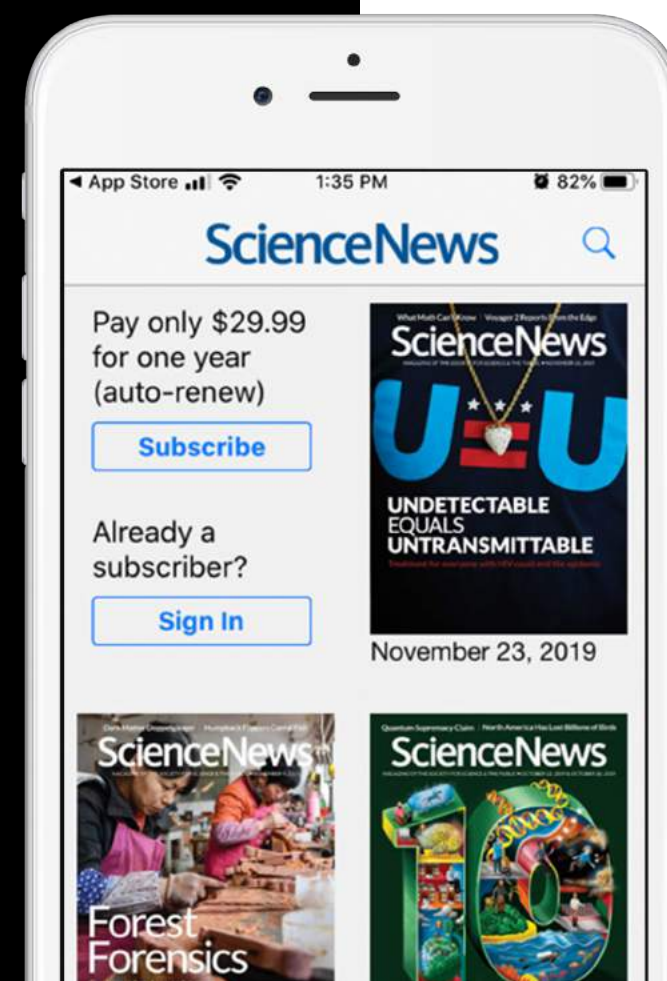
The *Science News* in High Schools program ensures that teachers can help their students link what they are learning in their textbooks and labs to the latest discoveries, making topics more current, relevant and understandable to inspire more young people to pursue science careers.

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.

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

JENNIFER PARR, HIGH SCHOOL SCIENCE TEACHER





The International Science and Engineering Fair

WHAT IS ISEF?

A program of the Society for Science & the Public, ISEF is the world’s largest pre-college science competition, where over 1,800 of the top high school students from more than 75 countries will present their research and compete for more than \$5 million in awards.



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.

THE COMMONS AT ISEF

Connect with these carefully pre-selected young researchers, and be a part of this amazing event by exhibiting at The Commons at ISEF, where finalists will learn about universities and other organizations with a science and education focus.

Fees for participating in the ISEF Commons start at \$2,500 and include:

- An exhibit booth in the ISEF Commons area
- Special access to the 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 ISEF program
- The option to present a Symposium on a STEM topic to 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 4,600 high schools in all 50 states



WHO ARE THE ISEF FINALISTS?

1,816

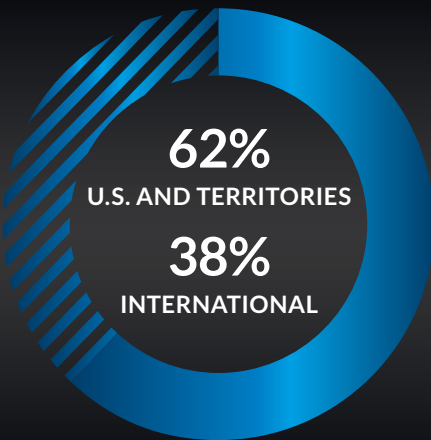
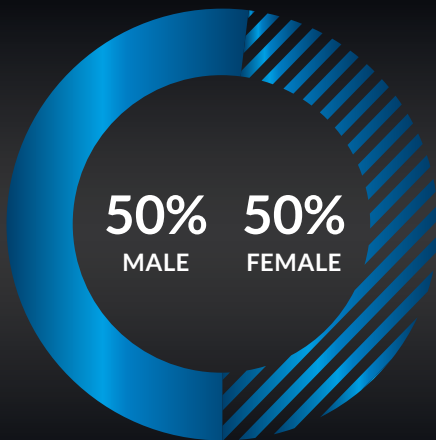
FINALISTS AT
2019 ISEF

80

COUNTRIES, TERRITORIES
AND REGIONS REPRESENTED

49

U.S. STATES AND
D.C. INCLUDED



“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”

- STU SCHMILL, DEAN OF ADMISSIONS AND STUDENT FINANCIAL SERVICES,
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

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

FRONT COVER: NASA'S GODDARD SPACE FLIGHT CENTER