



ScienceNews

2019 MEDIA KIT



Science News | JULY 8, 2017

CANCER COMBAT

An antibody sold as Keytruda can rev the body's immune system to combat cancer. By locking onto T cell receptors, the antibody blocks a tumor (top) from shutting down the T cell (bottom). The T cell is thus free to attack. In a study reported in 2017, the therapy was effective against 12 different types of solid tumors and controlled cancer in 77 percent of patients studied.

COURTESY OF MERCK & CO.

ScienceNews

2019 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 113,000 subscribers**, and ScienceNews.org averages **1.1 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 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.

ScienceNews Magazine



Science News | SEPTEMBER 2, 2017

LAST HURRAH

After a marathon performance, the Cassini spacecraft (illustrated) used its final burst of fuel to plunge into Saturn in 2017. Cassini spent 20 years in space, circled Saturn more than 200 times and took hundreds of thousands of images of the giant planet and its many moons. Data from the final dive should help solve some basic mysteries, including when the planet got its iconic rings.

JPL-CALTECH/NASA



AT A GLANCE

CIRCULATION

Total Paid & Verified Circulation	113,629
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

47,000⁺
PAID COPIES ARE
DISTRIBUTED TO

4,600⁺
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



Science News | JULY 8, 2017

BIT VARIETY

Companies including IBM and Google are focused on building quantum computers from superconducting qubits. But there are other strategies. In this device from the University of Maryland, five ions sit in the gap at the center of the gold-colored blades, each about 2 centimeters long. Here, the ions are the qubits — and a computer built from 32 ions is currently in the works.

EMILY EDWARDS/JOINT QUANTUM INSTITUTE/
UNIV. OF MARYLAND

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

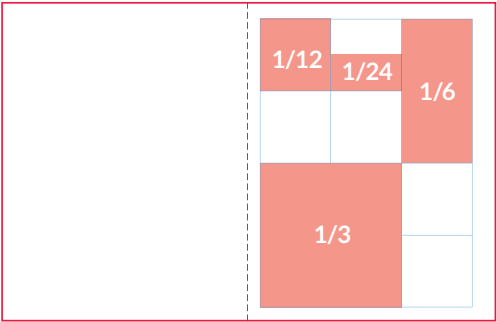
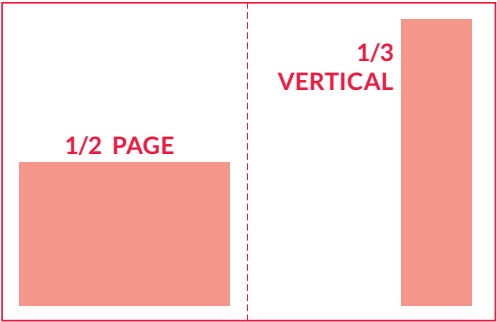
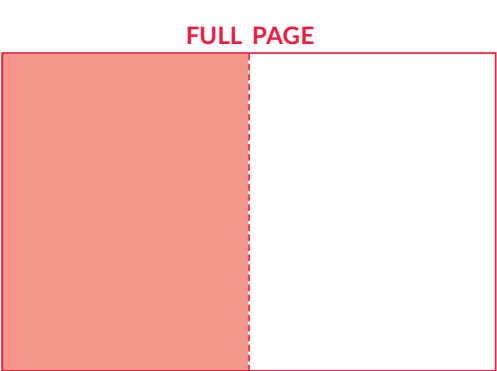
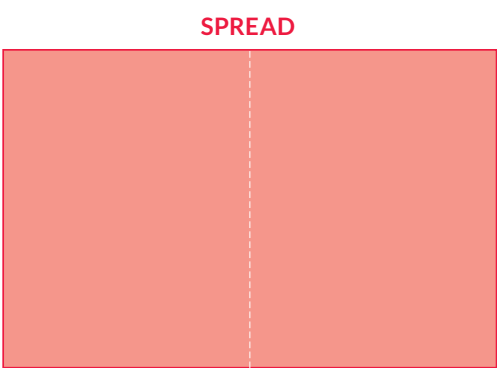
*call your account executive for pricing

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 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](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: 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

2019 PUBLICATION SCHEDULE

Publication Date	Ad Close	Material Close	Online Pub Date
JANUARY 19	12/12/18	12/19/18	01/05/19
FEBRUARY 2	12/26/18	01/02/19	01/19/19
FEBRUARY 16	01/09/19	01/16/19	02/02/19
MARCH 2*	01/23/19	01/30/19	02/16/19
MARCH 16	02/06/19	02/13/19	03/02/19
MARCH 30	02/20/19	02/27/19	03/16/19
APRIL 13	03/06/19	03/13/19	03/30/19
APRIL 27	03/20/19	03/27/19	04/13/18
MAY 11**	04/03/19	04/10/19	04/27/19
JUNE 8	05/01/19	05/08/19	05/25/19
JUNE 22	05/15/19	05/22/19	06/08/19
JULY 6	05/29/19	06/05/19	06/22/19
AUGUST 3	06/26/19	07/03/19	07/20/19
AUGUST 17	07/10/19	07/17/19	08/03/19
AUGUST 31	07/24/19	07/31/19	08/17/19
SEPTEMBER 14	08/07/19	08/14/19	08/31/19
SEPTEMBER 28	08/21/19	08/28/19	09/14/19
OCTOBER 12***	09/04/19	09/11/19	09/28/19
NOVEMBER 9	10/02/19	10/09/19	10/26/19
NOVEMBER 23	10/16/19	10/23/19	11/09/19
DECEMBER 7	10/30/19	11/06/19	11/23/19
DECEMBER 21	11/13/19	11/20/19	12/07/19

* Issue distributed at Regeneron Science Talent Search

** Issue distributed at Intel International Science and Engineering Fair

*** Issue distributed at Broadcom MASTERS

ScienceNews
ScienceNews
for Students

Websites



Science News | AUGUST 19, 2017

IN MOTION

New evidence for a particle that is its own antiparticle, called a Majorana fermion, turned up in a quantum layer cake this year. To observe the signature of the particle, proposed in 1937, researchers coupled a topological insulator (gray bar in this illustration), which conducts electricity only on its edges, with a superconductor layer. Blue, orange and purple lines show the paths of Majorana fermions; green lines are traveling electrons.

BEIJING SONDII TECHNOLOGY CO. LTD.

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

DEMOGRAPHICS

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

SOCIAL MEDIA REACH


2.7 M
FACEBOOK FOLLOWERS


2.8 M
TWITTER FOLLOWERS

HIGHLY EDUCATED

College Graduate	82%
Completed post-graduate study	63%

READER AREAS OF SCIENCE INTEREST

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



AT A GLANCE

ScienceNews for Students



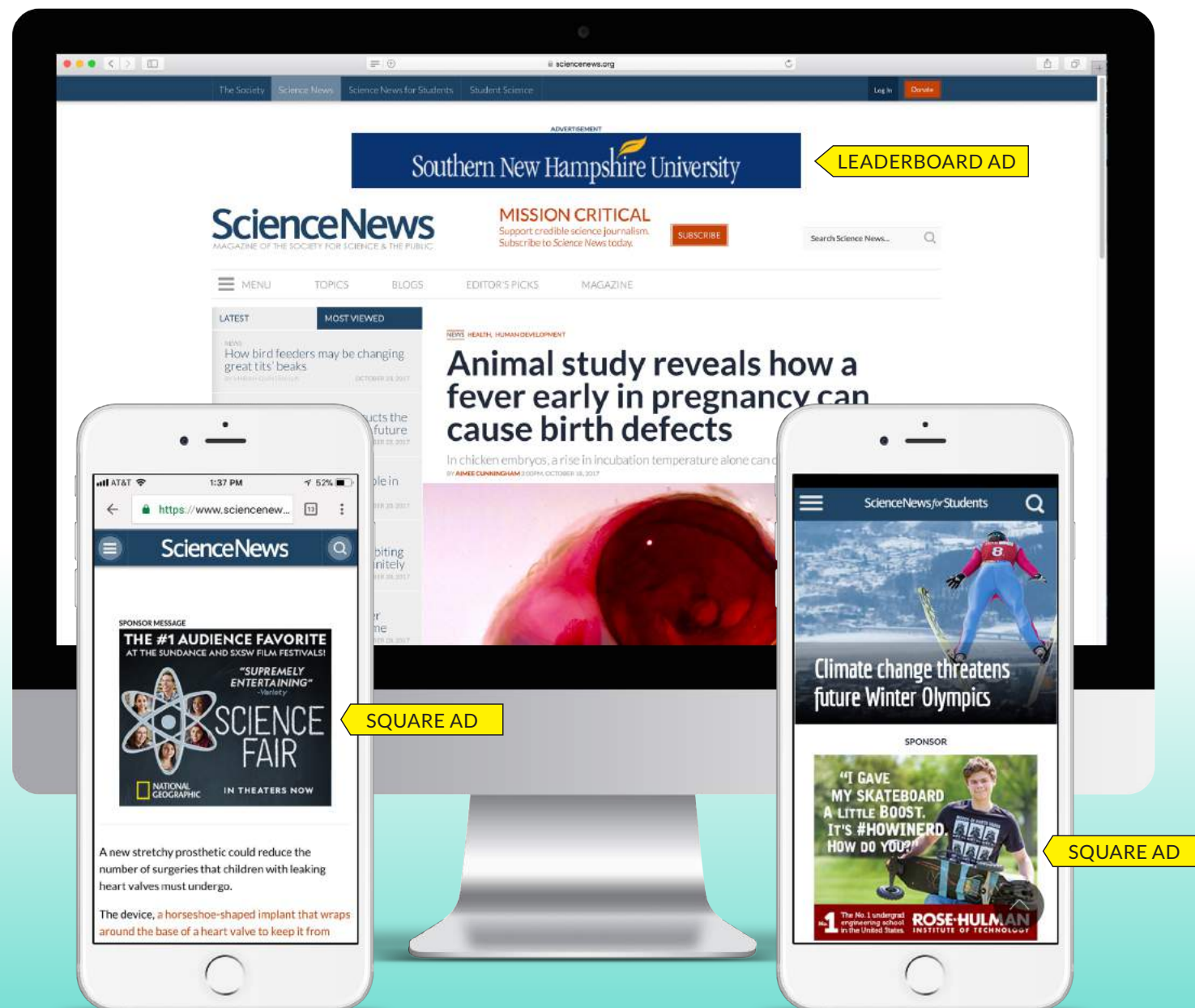
SOCIAL MEDIA REACH


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

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 | APRIL 15, 2017

EMBRYO EDIT

Researchers took a big step this year in the quest to cure genetic diseases. With the tool known as CRISPR/Cas9, scientists successfully edited disease-causing mutations out of viable human embryos for the first time. The tool has the potential to make a variety of changes in human DNA that would last a lifetime and stretch across generations. “We still have a few years to go,” said molecular biologist Alasdair MacKenzie, “but I’ve never been so hopeful as I am now of the capacity of this technology to change people’s lives.”

KOYA79/ISTOCKPHOTO



INFO + 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

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 | MARCH 4, 2017

BREATHLESS

A once popular cancer-fighting strategy sought to starve tumors by cutting off their oxygen supply (areas of low oxygen are green in this mouse breast cancer). But recent research suggests such efforts might do more harm than good. Oxygen deprivation can trigger a metabolic panic that can drive tumor growth and spread, as well as encourage drug resistance.

STEVE SEUNG-YOUNG LEE, NATIONAL CANCER INSTITUTE, UNIV. OF CHICAGO COMPREHENSIVE CANCER CENTER



E-MAIL NEWSLETTER ADS

Size: 600 x 150 pixels

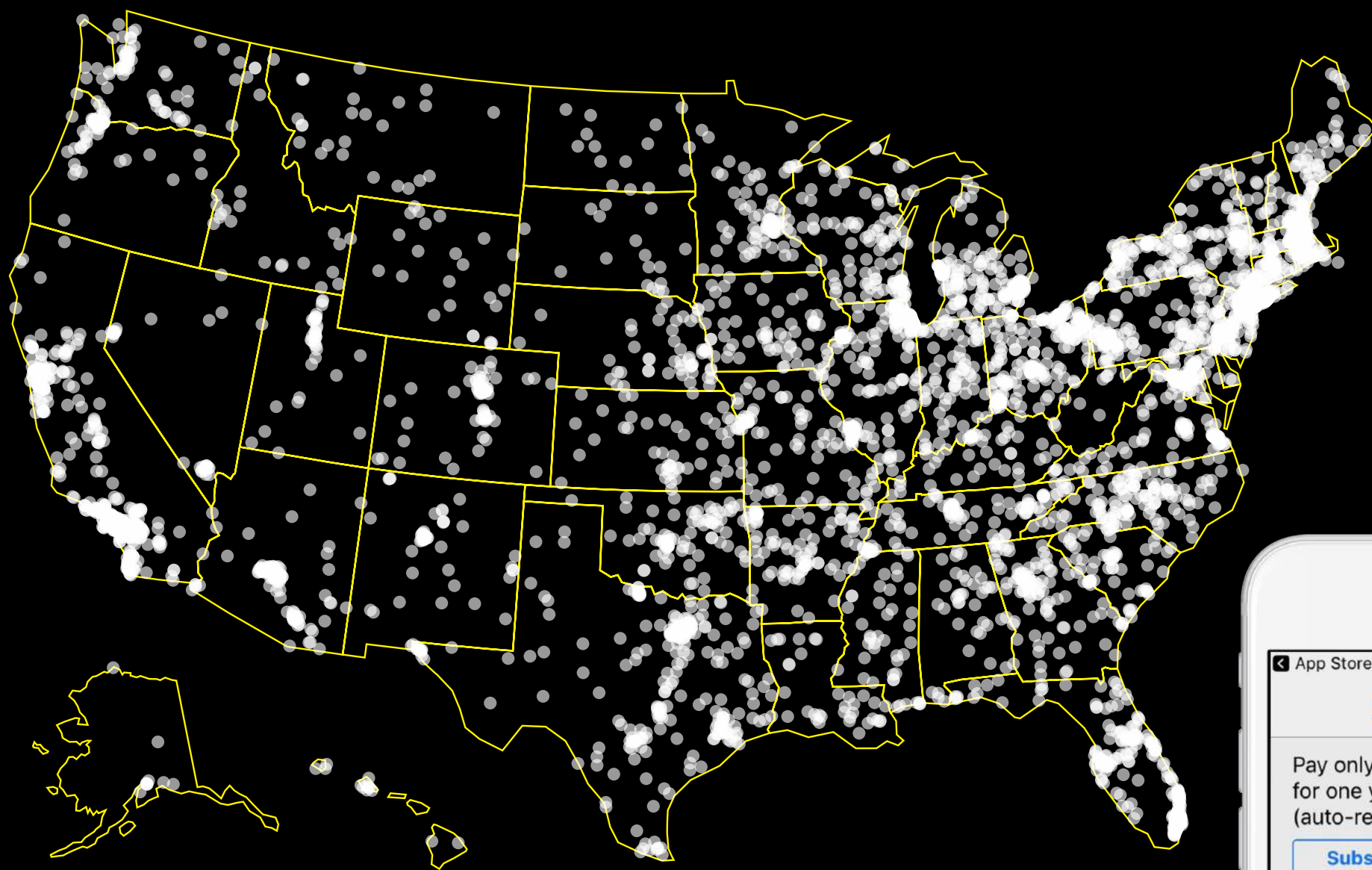
Format: GIF, JPG, PNG, or BMP

Static ads only.



ScienceNews IN HIGH SCHOOLS

4,600+ | 15,000+ | 4.1 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.

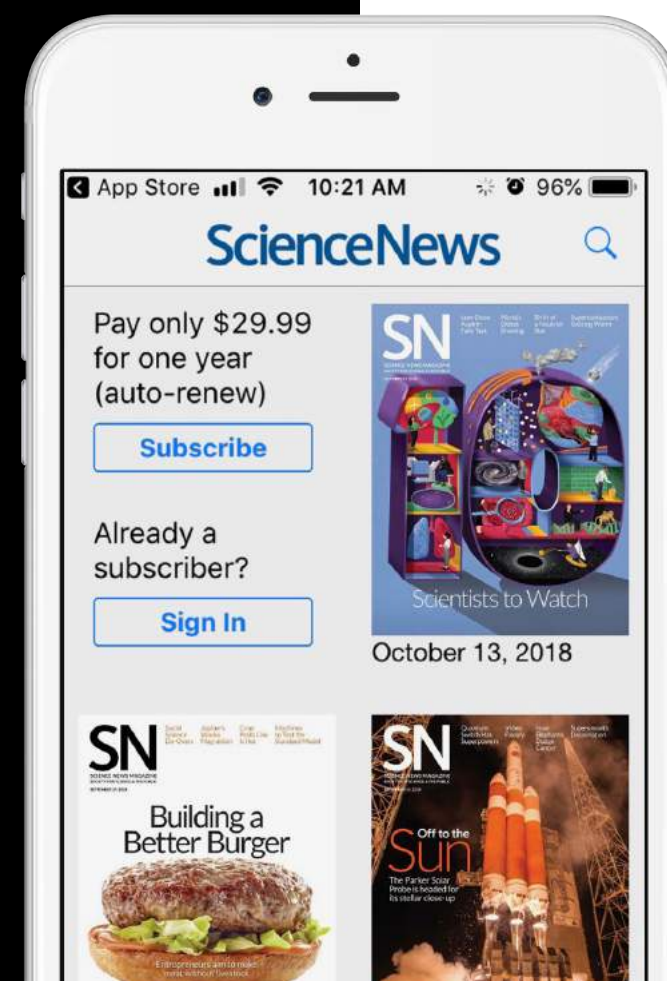
The *Science News* in High Schools program ensures that teachers can help their students link what they are learning in their textbooks and labs to the latest discoveries, making topics more current, relevant and understandable to inspire more young people to pursue science careers.

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 Intel International Science and Engineering Fair

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 nearly 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 INTEL ISEF

Connect with these carefully pre-selected young researchers, and be a part of this amazing event by exhibiting at The 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:

- An exhibit booth in the Intel ISEF Commons area
- 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 4,600 high schools in all 50 states

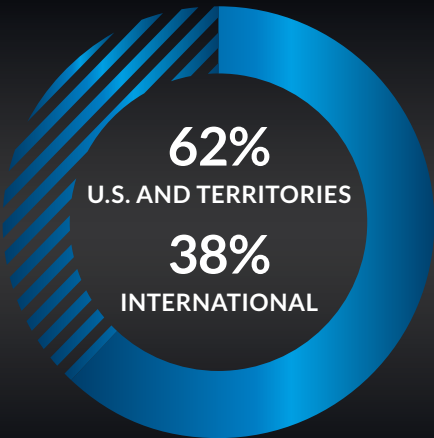
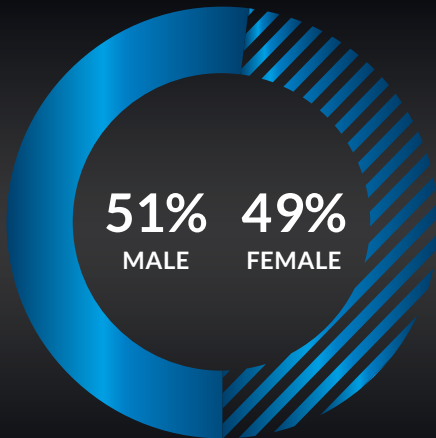


WHO ARE THE INTEL ISEF FINALISTS?

1,769
FINALISTS AT
2018 INTEL ISEF

81
COUNTRIES, TERRITORIES
AND REGIONS REPRESENTED

49
U.S. STATES AND
D.C. INCLUDED



”[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”

- 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: *Science News* | JULY 8, 2017

GAS GIANT BREAKS RECORDS

The planet KELT 9b is so hot that it shatters gas giant temperature records. This Jupiter-like exoplanet revolves around a star just 650 light-years from Earth in the constellation Cygnus, locked in an orbit that keeps one side always facing its star. With blistering temps hovering at about 4300° Celsius, the atmosphere on KELT 9b's dayside is more than 700 degrees hotter than the previous record-holder — and hot enough that atoms cannot bind together to form molecules.

R. HURT/IPAC/JPL-CALTECH/NASA