

ScienceNews

2022 MEDIA KIT

A CENTURY OF SCIENCE NEWS

Science News was founded in 1921 by newspaper magnate E.W. Scripps and zoologist W.E. Ritter.

Published by the Society for Science, a nonprofit organization dedicated to expanding scientific literacy, effective STEM education and scientific research, *Science News* has been a source of independent, unbiased coverage of advances in science, medicine and technology for over one hundred years.

Science News is uniquely positioned to deliver your message to a wide range of intellectually-curious adults and students who are passionate about science.

Here are the audiences your message can reach via *Science News* platforms and programs:

- Print magazine circulation of **200,000+** readers
- **1.9+ million** unique ScienceNews.org users each month
- **4 million** Twitter and **2.6 million** Facebook followers
- **100,000+** e-newsletter subscribers
- **PLUS!** Distribution in 5,000+ U.S. high schools reaching up to 5 million students

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

Contact us today to learn more about connecting with *Science News* readers via print, web, e-newsletter, social media and e-mail advertising.



MAGAZINE AT A GLANCE

Science News is published biweekly, excluding double issues, with a total of 22 issues annually.

CIRCULATION

Total Paid & Verified Circulation	115,735
Readers Per Copy	2 ⁺
Total Audience:	200,000 ⁺

CONSUMER AUDIENCE

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

HIGHLY EDUCATED

College Graduate	90%
Completed post-graduate study	59%

ENGAGED

read four out of four issues	82%
pass it along to one or two other readers	52%

READER AREAS OF SCIENCE INTEREST

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

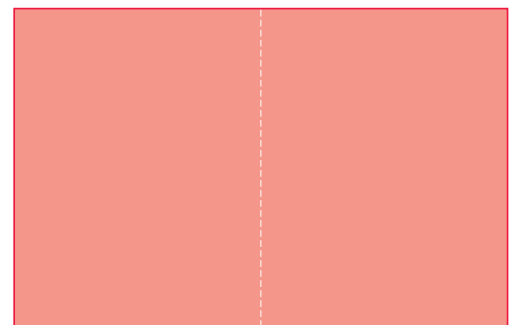
PRINT COVER RATES

	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

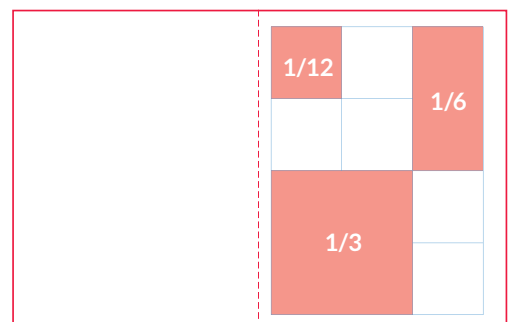
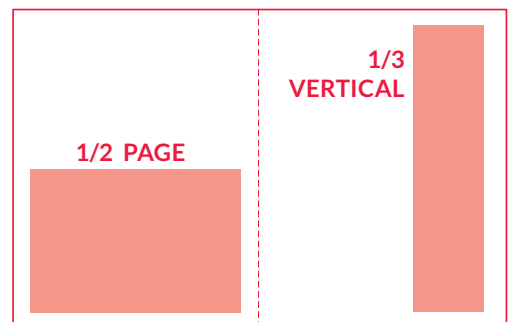
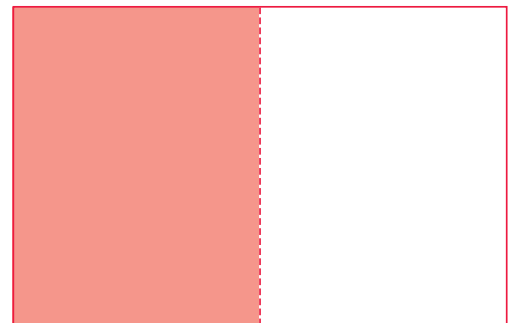
PRINT ADVERTISING SPECIFICATIONS

Ad Size	Non-Bleeding (width x height)	Bleeding (width x height)
SPREAD		16.5" x 10.75"
FULL PAGE		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

SPREAD



FULL PAGE



PRINT ADVERTISING

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.
- **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.

2022 PUBLICATION SCHEDULE

Publication Date	Reserve space by	Ad materials due by	Online Pub Date
JANUARY 15	12/08/21	12/15/21	01/05/22
JANUARY 29	12/22/21	12/29/21	01/19/22
FEBRUARY 12	01/05/22	01/12/22	02/02/22
FEBRUARY 26*	01/19/22	01/26/22	02/16/22
MARCH 12	02/02/22	02/09/22	03/02/22
MARCH 26	02/16/22	02/23/22	03/16/22
APRIL 9	03/02/22	03/09/22	03/30/22
APRIL 23	03/16/22	03/23/22	04/13/22
MAY 07**	03/30/22	04/06/22	04/27/22
JUNE 4	04/27/22	05/04/22	05/25/22
JUNE 18	05/11/22	05/18/22	06/08/22
JULY 2	05/25/22	06/01/22	06/22/22
JULY 31	06/22/22	06/29/22	07/20/22
AUGUST 13	07/06/22	07/13/22	08/03/22
AUGUST 27	07/20/22	07/27/22	08/17/22
SEPTEMBER 10	08/03/22	08/10/22	08/31/22
SEPTEMBER 24	08/17/22	08/24/22	09/14/22
OCTOBER 08***	08/31/22	09/07/22	09/28/22
NOVEMBER 5	09/22/22	10/05/22	10/26/22
NOVEMBER 19	10/12/22	10/19/22	11/09/22
DECEMBER 3	10/26/22	11/02/22	11/23/22
DECEMBER 17	11/09/22	11/16/22	12/07/22

* Issue distributed at Regeneron Science Talent Search

** Issue distributed at Regeneron International Science and Engineering Fair

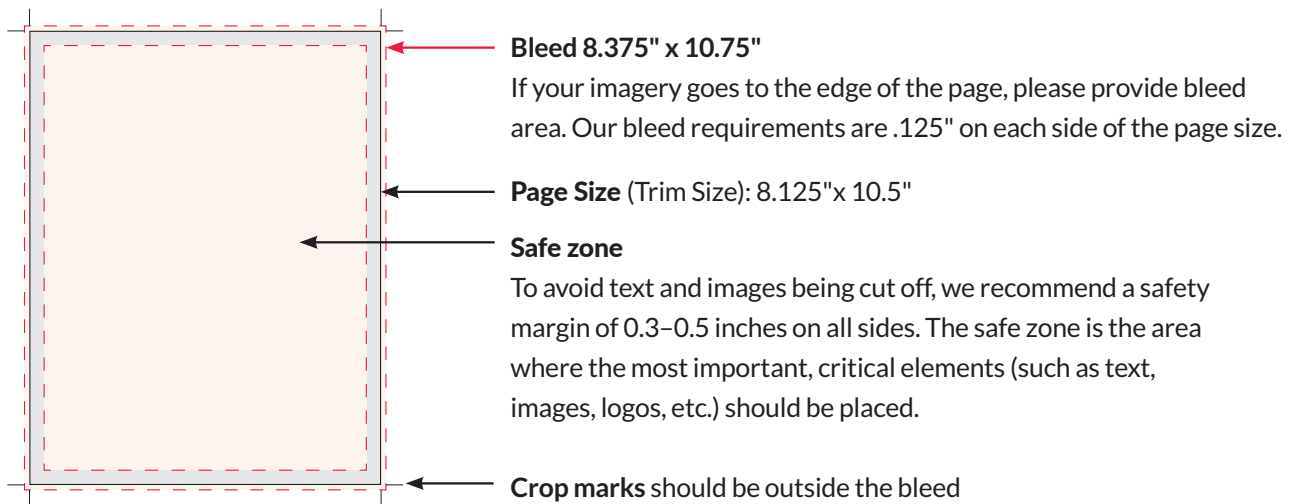
*** Issue distributed at Broadcom MASTERS

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.

SCIENCE NEWS AD SPECS FULL PAGE AD

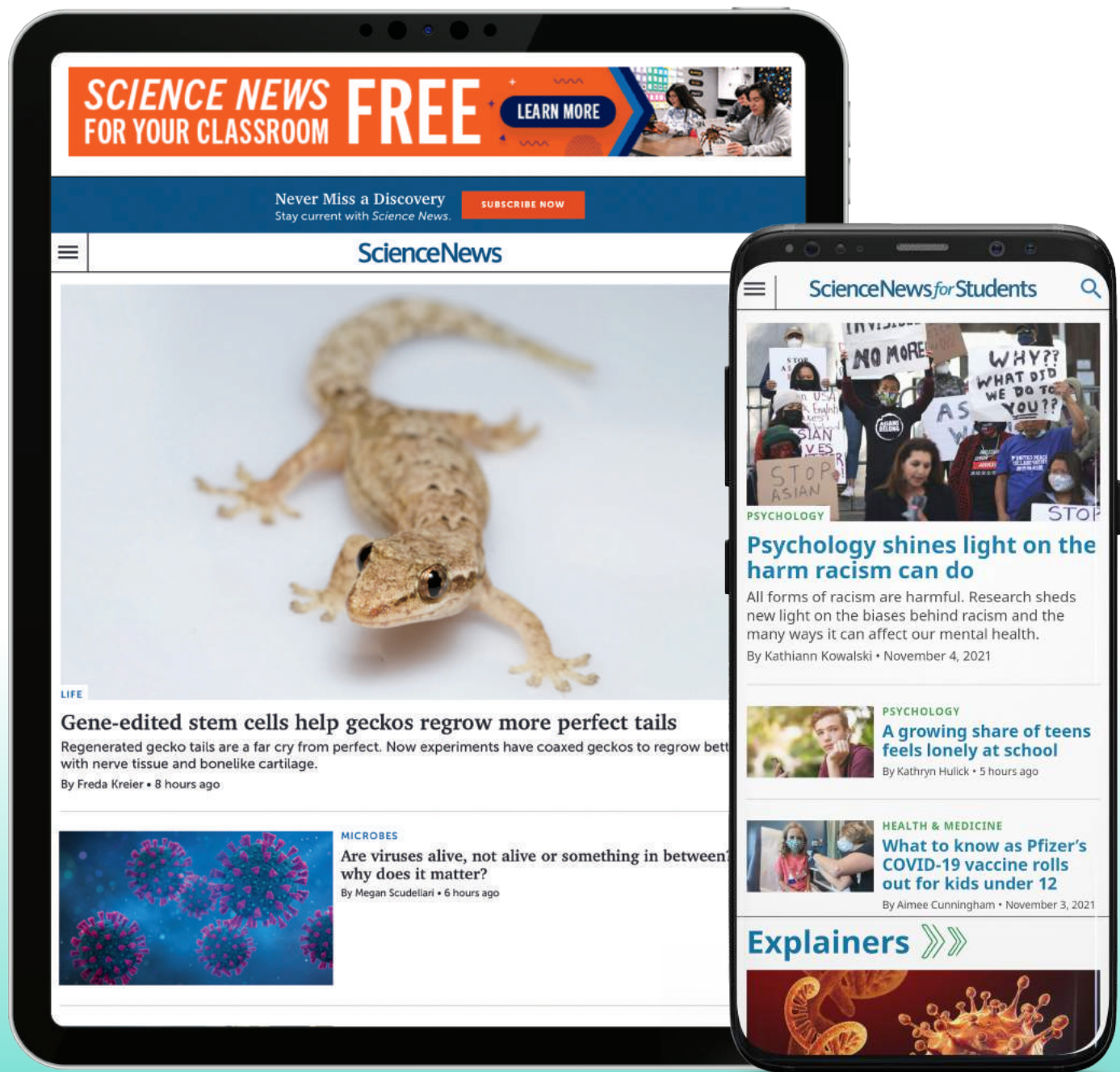


Place critical elements inside the safe zone to make sure they won't be cut off or too close to the edge.



WEBSITES AT A GLANCE

Deliver your message to these engaged audiences who are passionate about science.



ScienceNews
ScienceNews
for Students

ScienceNews

ScienceNews.org

Providing concise and comprehensive coverage of the latest discoveries in science, medicine and technology, as well as archives dating back to 1921.

TRAFFIC

Monthly Unique Visitors	1.9 M ⁺
Page Views	3.2 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

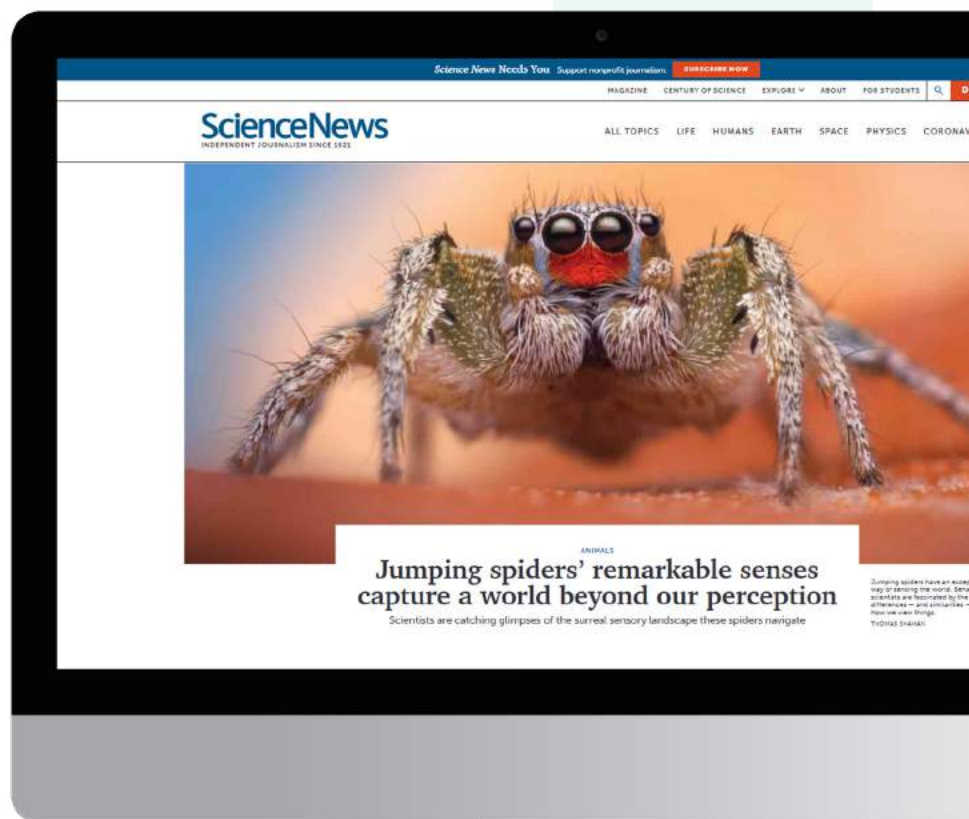

4 M
TWITTER FOLLOWERS

HIGHLY EDUCATED

College Graduate	82%	Completed post-graduate study	63%
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READER AREAS OF SCIENCE INTEREST

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



ScienceNewsforStudents

ScienceNewsForStudents.org

Reach educators, students and other readers ages 9 and up with our free digital magazine, which delivers accessible coverage of the latest news. Teachers have told us that they look to *Science News for Students* not just for news on research developments but also to showcase the science behind current events.



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.

TRAFFIC

Unique Monthly
Visitors

600K+

Unique Monthly
Page Views

1.2 M

Average time
spent on article
pages

2:00
MINUTES

SOCIAL MEDIA
REACH



1 M

FACEBOOK FOLLOWERS

WEB BANNER RATES & SPECIFICATIONS

WEB BANNER RATES:

4 WEEK BANNER

- 1 banner size (Min. 100K impressions guaranteed) — \$800
- 2 banner sizes (Min. 200K impressions guaranteed) — \$1,300
- 3 banner sizes (Min. 400K impressions guaranteed) — \$1,800

2 WEEK BANNER

- 1 banner size (Min. 50K impressions guaranteed) — \$550
- 2 banner sizes (Min. 100K impressions guaranteed) — \$900
- 3 banner sizes (Min. 200K impressions guaranteed) — \$1,400

WEB BANNER SIZES:

300x250, 300x600** and 728x90** pixels

Acceptable Formats: JPG, GIF, PNG, BMP

** Size not available on
Science News for Students site



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 every Thursday to an audience of 100,000+ 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)

RATES

- Single delivery date: \$800
- 3 delivery dates: \$1,600

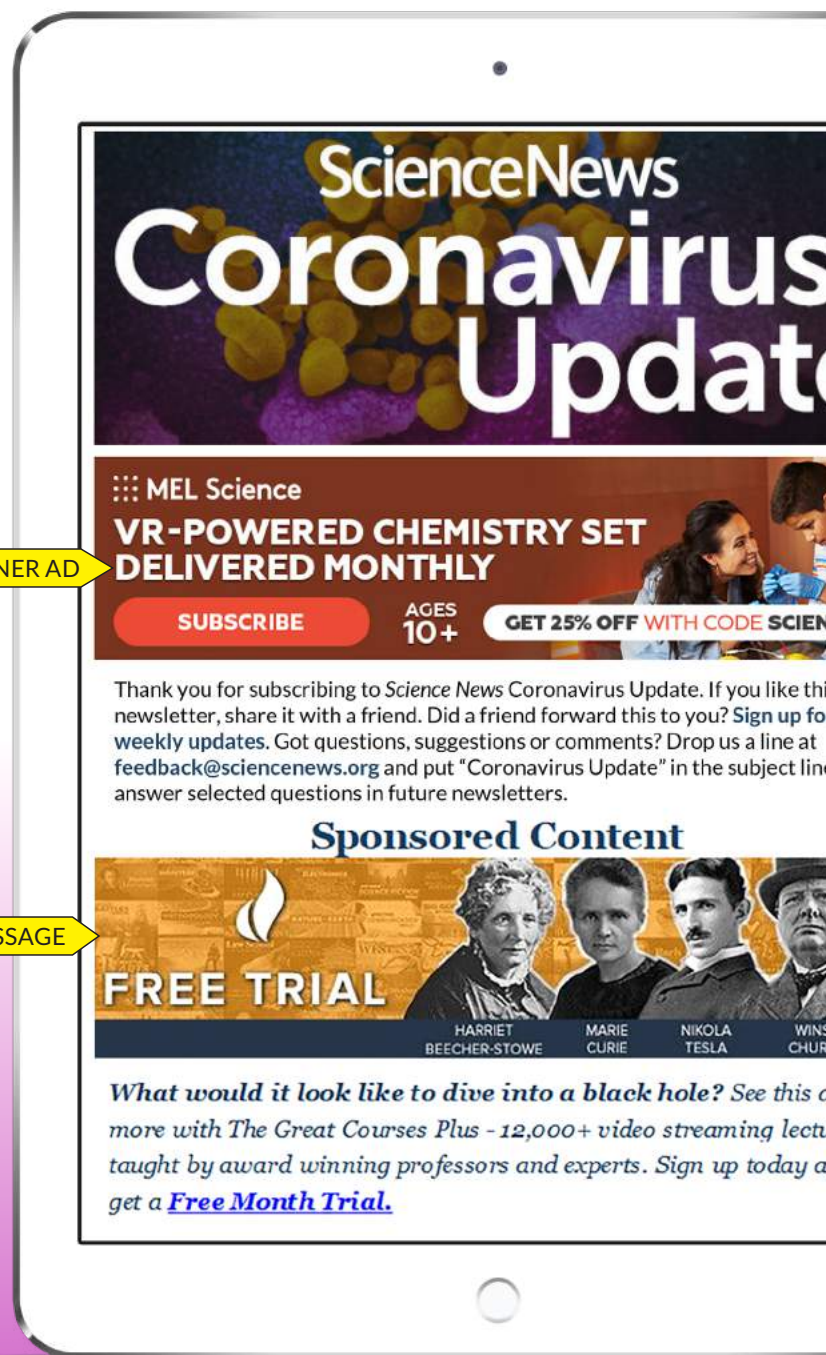
- Sponsored Message
- Single message: \$1,400
- 3 messages: \$3,200

SPECS:

- Size: 600 x 150 pixels
- Format: JPG, PNG, BMP
(static banners only)

E-NEWSLETTER BANNER AD

SPONSORED MESSAGE



SOCIAL MEDIA POSTS

Share your message on our **Facebook** (2.6 million followers) or **Twitter** (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)

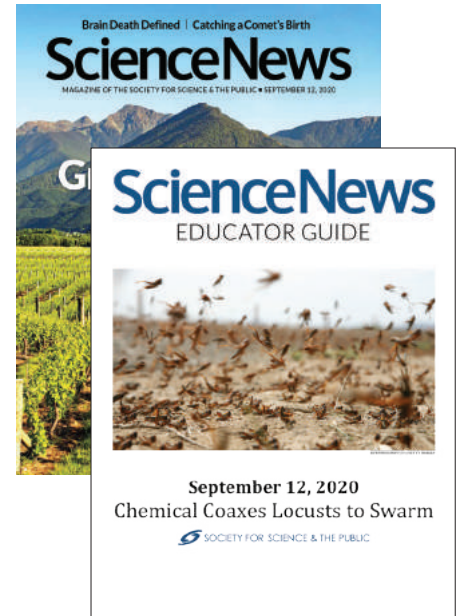


ScienceNews IN HIGH SCHOOLS

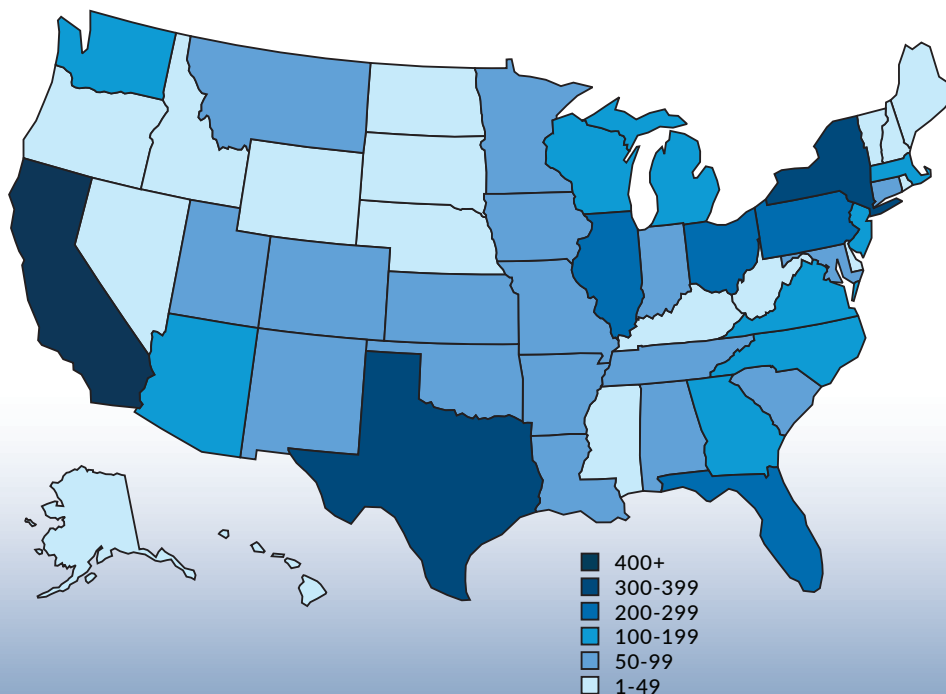
Deliver your message to STEM students and educators while they're engaged with Science News content.

The *Science News* in High Schools program provides ten copies of each issue of *Science News* magazine and related educational resources to 5,000+ high schools and reaches over 17,000 educators and 5 million high school students across the United States and worldwide. The program offers timely applications of scientific content that old textbooks cannot provide. That these materials have changed their classrooms and truly inspired a genuine curiosity in scientific topics.

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



5,000+ High Schools Participating in SNHS Program Across the 50 States



5,068

DOMESTIC SCHOOLS
ENROLLED

17,000+

EDUCATORS
ENROLLED DIGITALLY

~ 5.4 M

DOMESTIC STUDENTS WITH
ACCESS TO SNHS RESOURCES

"The access to these magazines is essential to keeping my biology classroom updated with timely and relevant research and news stories."

LINDA ALBRIGHT, NEWMARKET HIGH SCHOOL NEWMARKET, NEW HAMPSHIRE

FOR DETAILS, CONTACT:
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202.872.5127 | danderson@societyforscience.org

FRONT COVER:
DAVID VEESLER/UNIVERSITY OF WASHINGTON