

# 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

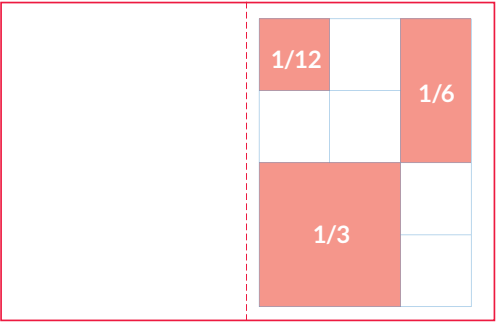
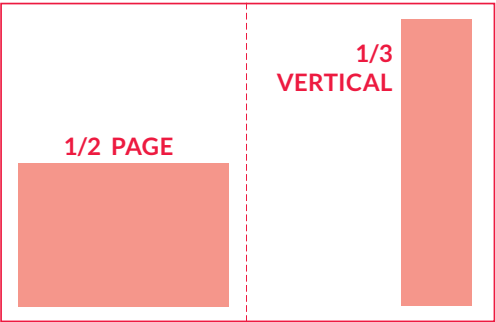
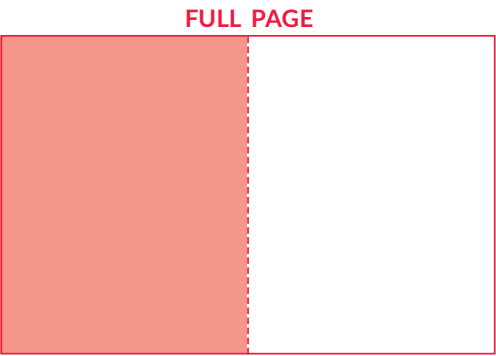
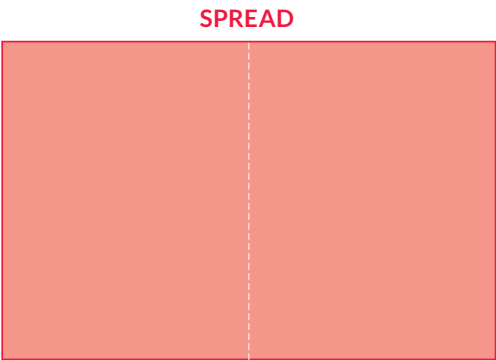
\*call your account executive for pricing

## 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





# 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](mailto:ads@sciencenews.org)

**Contracts and insertion orders may be e-mailed to:**  
[danderson@societyforscience.org](mailto: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

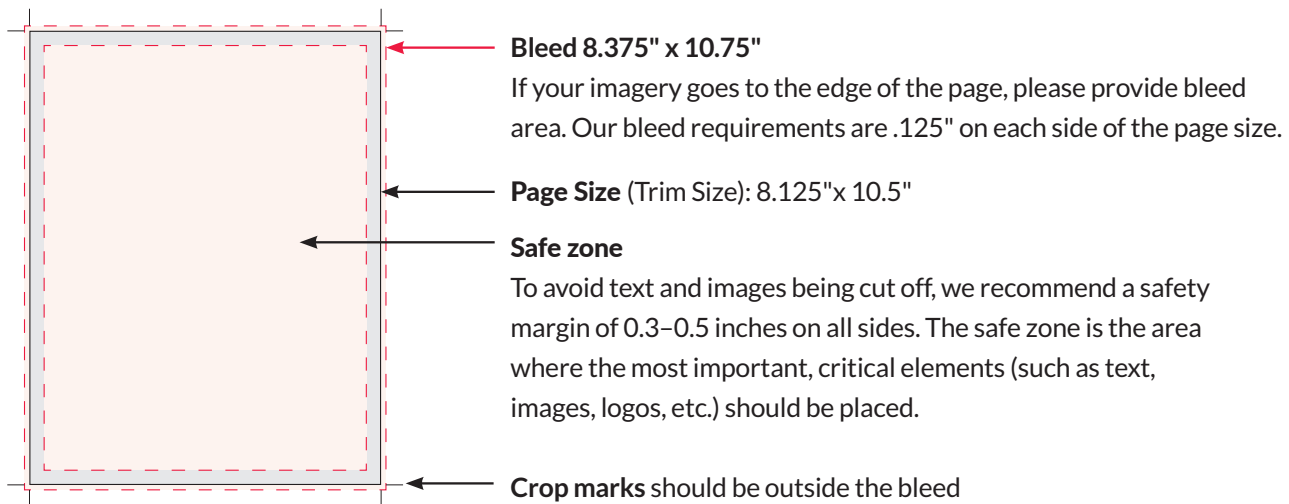
\*\*\* Issue distributed at Broadcom MASTERS

# 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  
ScienceNewsExplores

# 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 <sup>+</sup>
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

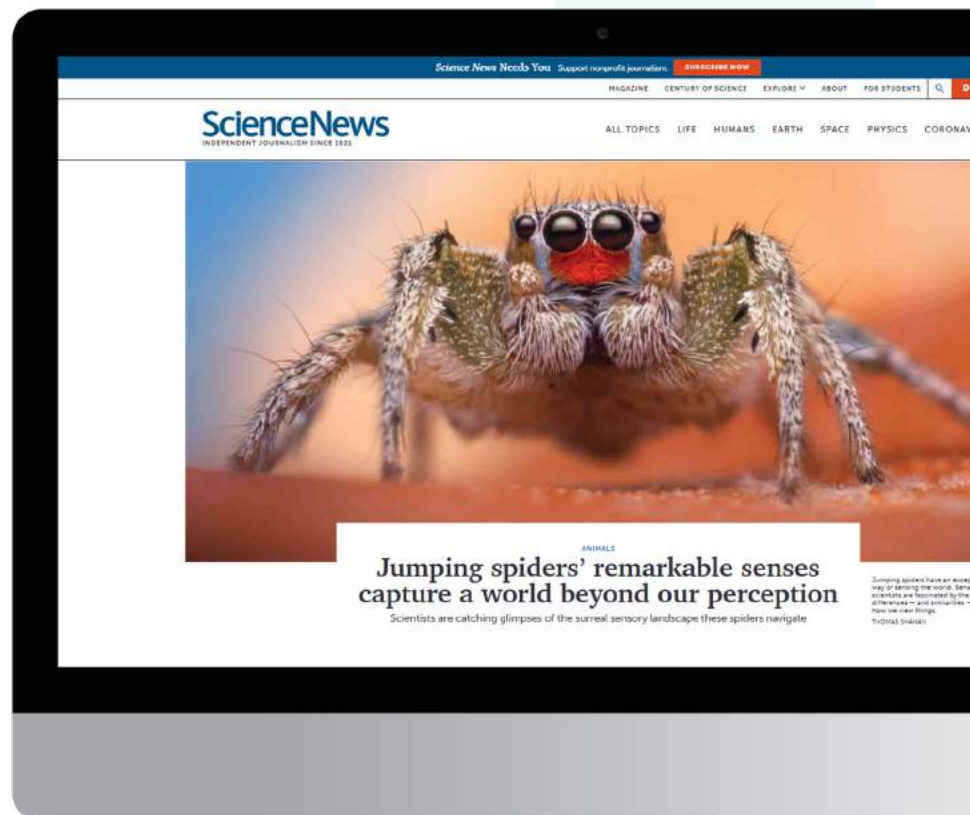
  
4 M  
TWITTER FOLLOWERS

## 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%





# ScienceNewsExplores

(formerly *Science News for Students*)

snexplores.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 Explores* not just for news on research developments but also to showcase the science behind current events.

ScienceNewsExplores

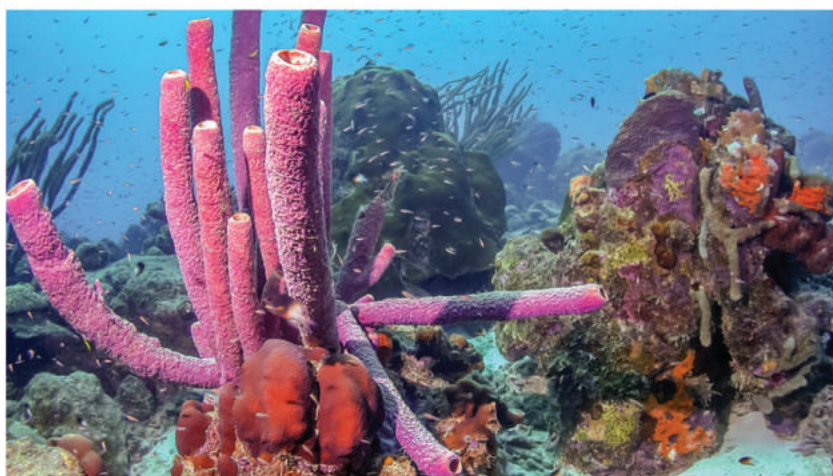
(formerly *Science News for Students*)

ALL TOPICS LIFE HUMANS EARTH SPACE TECH

## ANIMALS

### Sea sponges spew slow-motion snot rockets to clear out their pores

The surprising way that sea sponges ooze debris-filled mucus emerged in time-lapse video



Sea sponges are probably the last animals you'd expect to catch sneezing. But a new study shows how some sponges, like this pink Caribbean tube sponge (*Aplysina archeri*), constantly "sneeze" out a snotty goo.

## 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:

- 100K banner ad impressions — \$800
- 200K banner ad impressions— \$1,300
- 400K banner ad impressions — \$1,800

## WEB BANNER SIZES:

300x250, 300x600, 728x90 and 970x250 pixels

Acceptable Formats: JPG, GIF, PNG, BMP



# 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 Thursdays to an audience of 120,000+ science enthusiasts.

## **Science News Explores**

(formerly *Science News for Students*)

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

## **Science News Learning**

(formerly *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: \$1,800

- 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

**Science News**  
**Coronavirus Update**

MEL Science  
**VR-POWERED CHEMISTRY SET  
DELIVERED MONTHLY**

**SUBSCRIBE** AGES 10+ **GET 25% OFF WITH CODE SCIEN**

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 weekly updates](#). Got questions, suggestions or comments? Drop us a line at [feedback@sciencenews.org](mailto:feedback@sciencenews.org) and put "Coronavirus Update" in the subject line to answer selected questions in future newsletters.

**Sponsored Content**

**FREE TRIAL**

HARRIET BEECHER-STOWE MARIE CURIE NIKOLA TESLA WINSTON CHURCHILL

*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**.*



# 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)



Science News  
@ScienceNews

Have you heard of a wearable robot or an autonomous ship?  
[@researchestonia](#) keeps you up-to-date with the latest developments in Estonian [#research](#).  
[researchinestonia.eu](#) (SPONSORED)

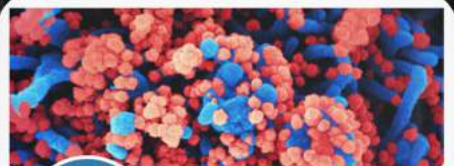


Science News  
@ScienceNews

How can we improve hurricane storm forecasts? Studying simulated hurricane conditions with Nortek acoustic technology can provide insights and improve storm forecasting. [bit.ly/3qnrem4](#) (SPONSORED)



9:00 AM · Jul 14, 2021 · Twitter Web App



Science News Magazine

@sciencenews · Magazine

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Paid Partnership ·

Can't choose between science and engineering? Want to tackle the world's energy challenges? Check out the Vagelos Integrated Program in Energy Research (VIPER) at the University of Pennsylvania. [http://viper.upenn.edu](#) (SPONSORED)



Like

Comment

Share

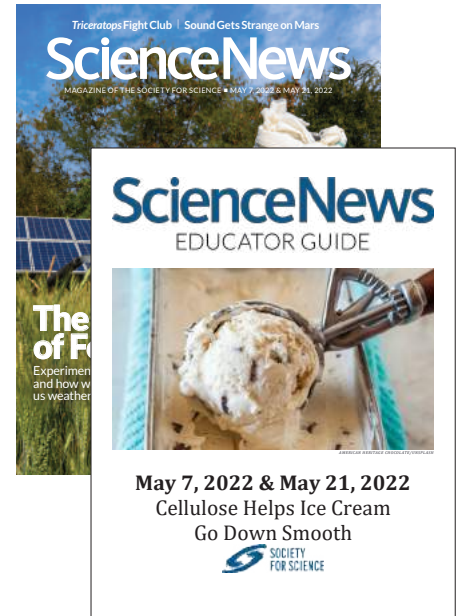
21

# ScienceNews Learning

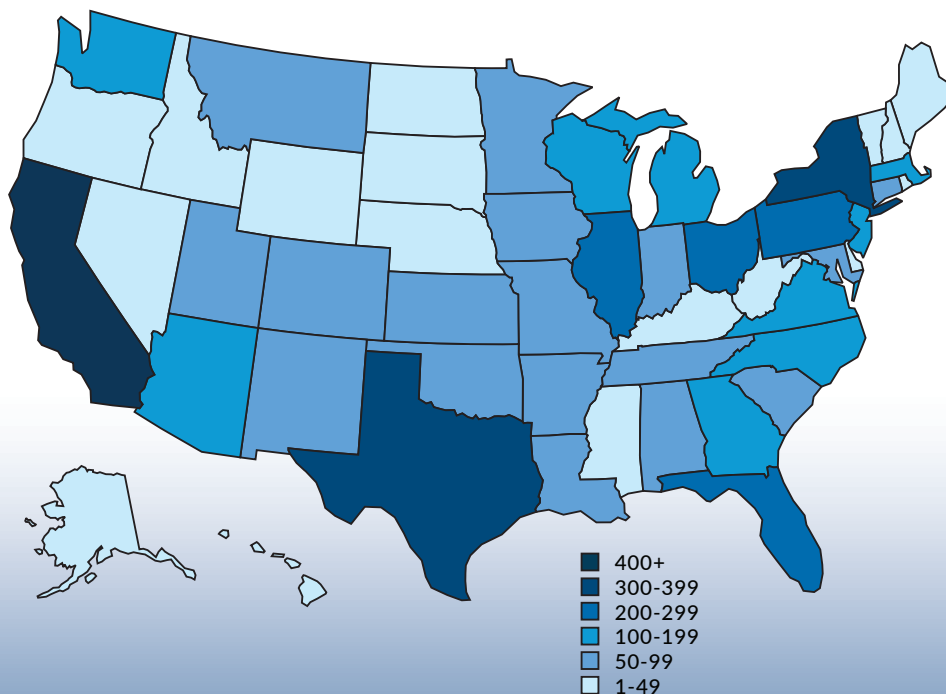
Deliver your message to STEM students and educators while they're engaged with Science News content.

The Science News Learning program provides ten copies of each issue of *Science News* magazine and related educational resources to 5,400+ 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. 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.



## 5,400+ High Schools Participating in Science News Learning Program Across the 50 States



5,400+

DOMESTIC SCHOOLS  
ENROLLED

17,000+

EDUCATORS  
ENROLLED DIGITALLY

~ 5.4M

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:  
**Daryl Anderson, Media Sales Manager**  
**202.872.5127 | [danderson@societyforscience.org](mailto:danderson@societyforscience.org)**

FRONT COVER:  
DAVID VEESLER/UNIVERSITY OF WASHINGTON