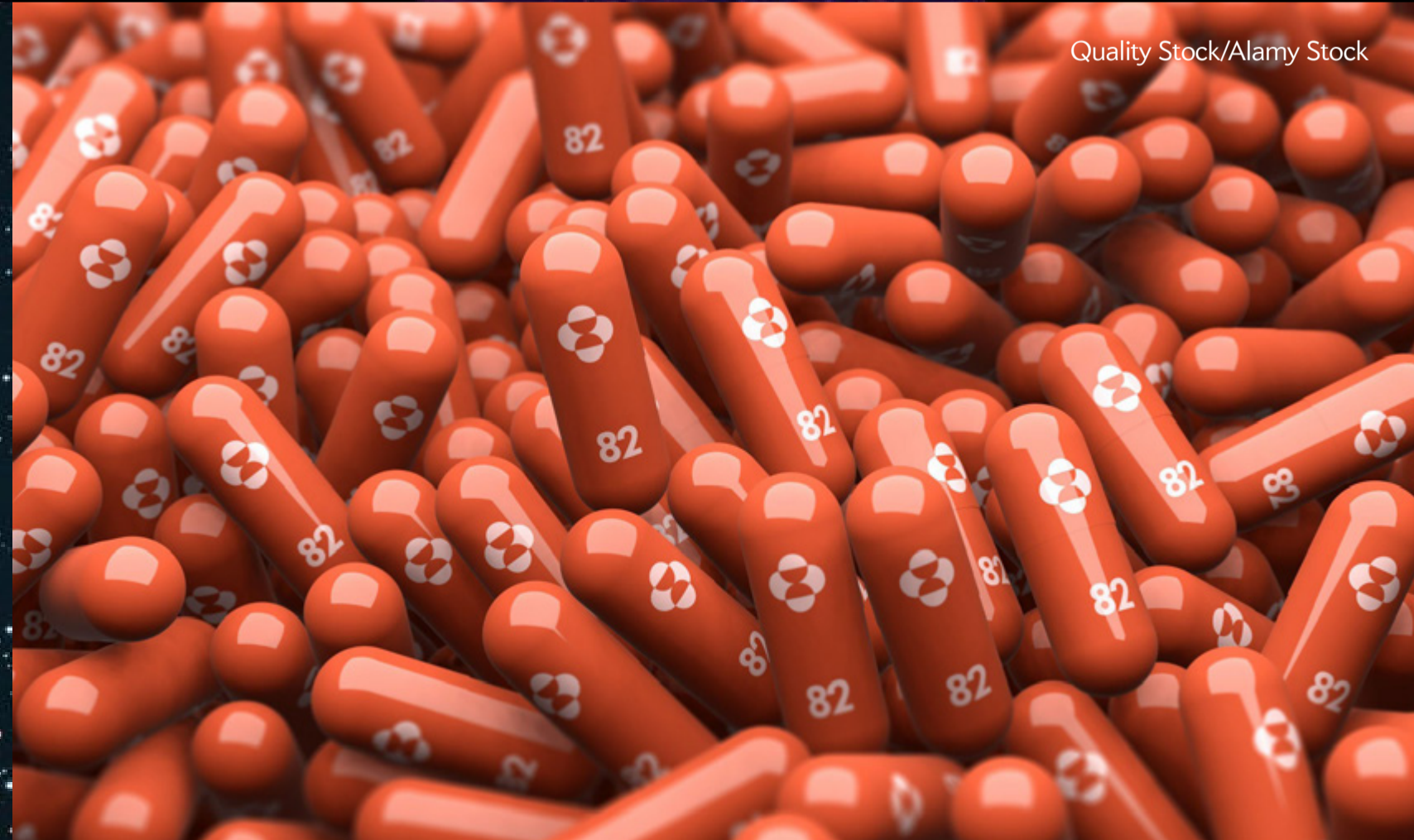
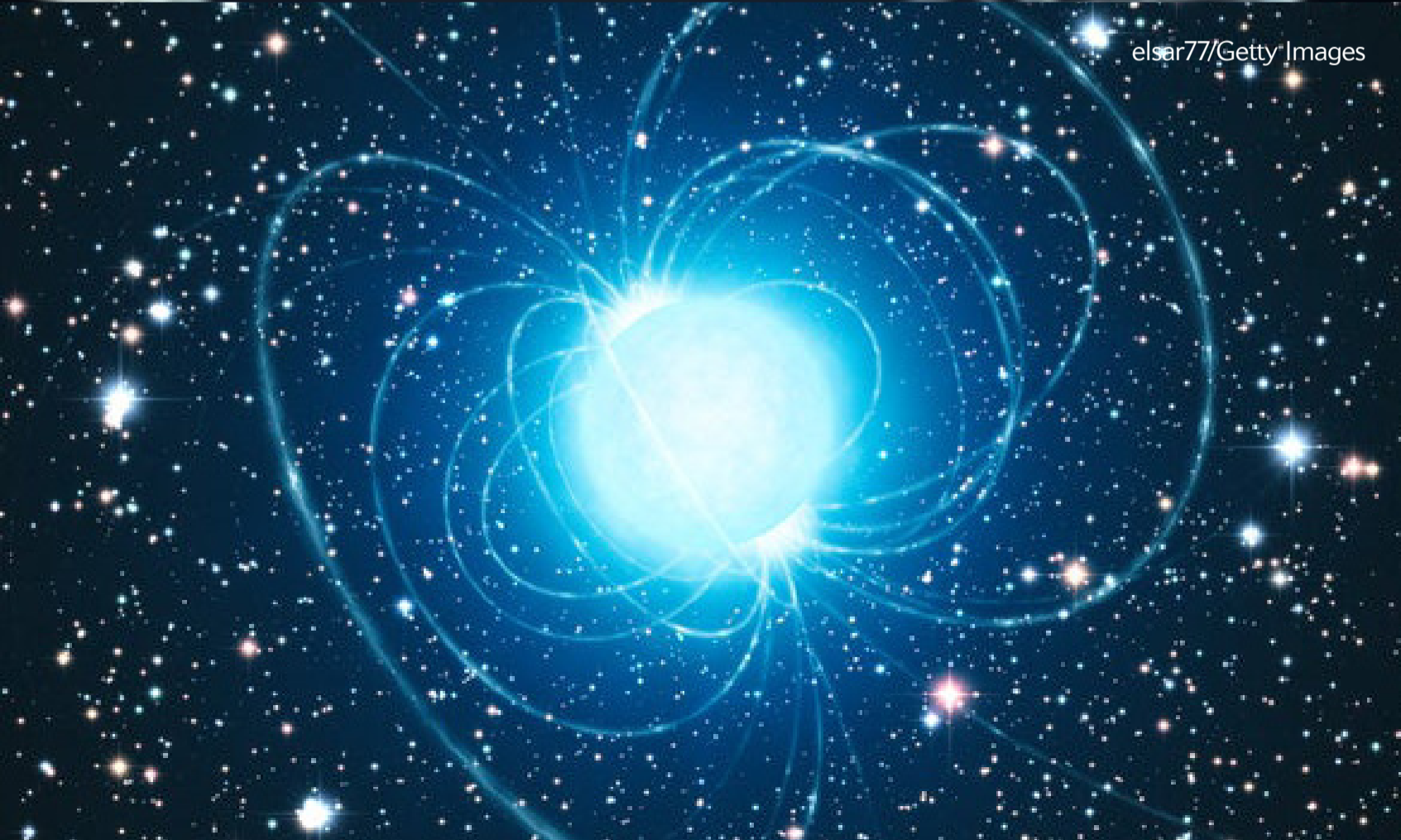
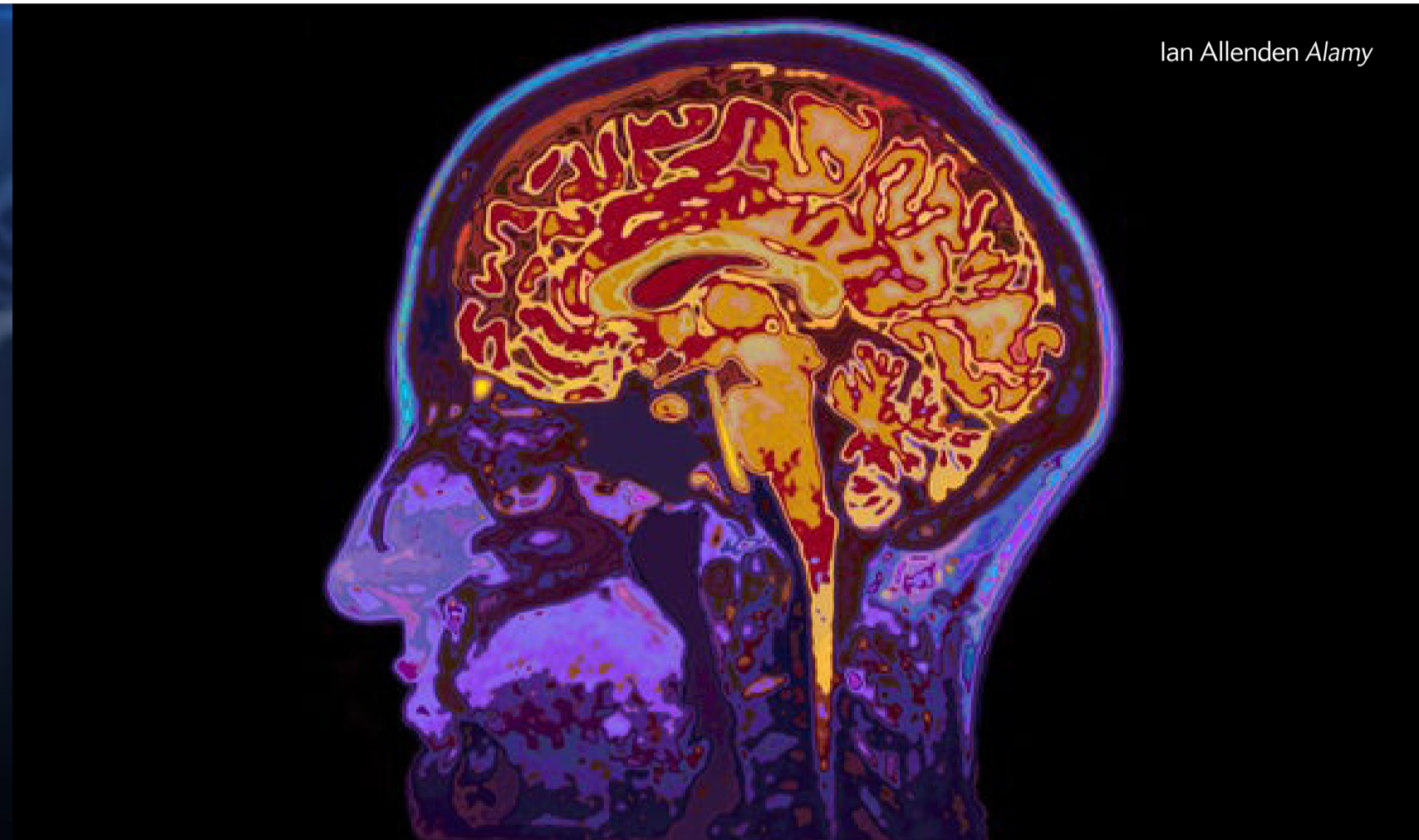


**SCIENTIFIC  
AMERICAN**

# 2023 Media Kit



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**SCIENTIFIC AMERICAN**

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OUR AUDIENCE

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## SPRINGER NATURE

Scientific American is published by **Springer Nature**, a leading research, educational and professional publisher dedicated to advancing discovery by supporting the development of new ideas and championing open science.

Operating in over **50** countries with **13,000** staff, Springer Nature is committed to upholding the highest quality of service for the scientific community, and our commercial partners all over the world.



Our brands cover the full range of science, health, and tech topics – work with us to reach your specialized audience.





“Scientific American is a leading voice in the issues that are shaping our world. Readers come to us because we provide an enjoyable way for them to be informed about the most important things happening in the world, in ways that aren’t available elsewhere.

**Our mission is to elevate, examine, and explain the most important research in the world, from scientists, researchers, and innovators who are doing the most urgent, transformative, and relevant work.”**

Laura Helmuth, editor in chief of Scientific American

## AN ENGAGED AUDIENCE

Print Readership\*



**3.1 million**

Monthly Web Reach\*\*



**5.5 million** unique users



**6.9 million** page views

Social\*\*\*



**7.6 million** social media followers



**38 million** YouTube video views

A Strong Global Presence



**10** Local Language Editions



# INFLUENTIAL AUDIENCE



	Scientific American Print/Digital Audience
<b>Total Audience</b>	<b>5,593,000</b>
% M/F	67/33
A18-34	30%
A35-54	36%
A50+	43%
Median Age	45 years
Any College	79%
Grad Coll+	57%
Post Grad Degree	31%
HHI \$100K+	49%
HHI \$150K+	29%
Median HHI	\$97,806
Professional/Managerial	39%
Chief Officer/Owner/Partner/VP	12%
Any BDM	24%

# EDITORIAL CALENDAR

## JANUARY

Cover story: Human metabolism  
On-Sale Date: Dec 12  
Space Close: Nov 10    Materials Due: Nov 17

## FEBRUARY

Cover story: The search for life as we don't know it  
On-Sale Date: Feb 24  
Space Close: Dec 9    Materials Due: Dec 15

## MARCH

Feature story: Building a chip-fabrication industry  
Feature story: 3rd anniversary of COVID  
On-Sale Date: Mar 21  
Space Close: Jan 10    Materials Due: Jan 20

## APRIL

Feature story: Breakthroughs in organ transplants  
On-Sale Date: Apr 21  
Space Close: Feb 10    Materials Due: Feb 17

## MAY

Cover story: The Literal day the dinosaurs died  
Feature Story: Psychedelics as psychiatric drugs  
On-Sale Date: May 25  
Space Close: Mar 10    Materials Due: Mar 20

## JUNE

Special report: The Science of Gun Violence  
On-Sale Date: Jun 23  
Space Close: Apr 10    Materials Due: Apr 20

## JULY/AUGUST

Cover Story: The 25th anniversary of the discovery of Dark Energy  
On-Sale Date: Jul 20  
Space Close: May 10    Materials Due: May 19

## SEPTEMBER

On-Sale Date: Sep 22  
Space Close: Jul 10    Materials Due: Jul 20

## OCTOBER

On-Sale Date: Oct 19  
Space Close: Aug 10    Materials Due: Aug 17

## NOVEMBER

On-Sale Date: Nov 24  
Space Close: Sep 11    Materials Due: Sep 20

## DECEMBER

On-Sale Date: Dec 21  
Space Close: Oct 10    Materials Due: Oct 20

Cover stories are accompanied with a robust multi-media build-out



# PRINT RATES & SPECS

[View print specs here](#)

## DOMESTIC

### FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
1X	\$45,114	\$36,051	\$30,010	\$18,321	\$11,211
3X	\$44,218	\$35,250	\$29,321	\$17,869	\$10,985
6X	\$42,860	\$34,265	\$28,441	\$17,347	\$10,631
12X	\$40,689	\$32,579	\$27,116	\$16,421	\$10,120
18X	\$38,440	\$30,713	\$25,634	\$15,609	\$9,612
24X+	\$36,206	\$28,907	\$24,095	\$14,668	\$8,999

## INTERNATIONAL

### FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
1X	\$14,476	\$11,557	\$9,631	\$5,884	\$3,608
3X	\$14,145	\$11,294	\$9,398	\$5,748	\$3,537
6X	\$13,712	\$10,947	\$9,123	\$5,576	\$3,355
12X	\$13,092	\$10,421	\$8,634	\$5,312	\$3,254
18X	\$12,339	\$9,857	\$8,202	\$5,022	\$3,085
24X+	\$11,605	\$9,277	\$7,750	\$4,721	\$2,897

## WORLDWIDE\*

### FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
1X	\$50,956	\$40,611	\$33,832	\$20,571	\$12,632
3X	\$49,779	\$39,677	\$33,053	\$20,029	\$12,513
6X	\$48,259	\$38,459	\$32,105	\$19,472	\$11,979
12X	\$45,972	\$36,634	\$30,518	\$18,547	\$11,407
18X	\$43,414	\$34,610	\$28,839	\$17,501	\$10,767
24X+	\$40,863	\$32,568	\$27,116	\$16,493	\$10,120

## EUROPEAN

### FOUR-COLOR RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/6 Page
1X	\$12,227	\$9,748	\$8,134	\$4,966	\$3,122
3X	\$11,956	\$9,525	\$7,953	\$4,853	\$3,051
6X	\$11,605	\$9,247	\$7,704	\$4,703	\$2,957
12X	\$11,030	\$8,796	\$7,336	\$4,484	\$2,821
18X	\$10,413	\$8,321	\$6,934	\$4,236	\$2,664
24X+	\$9,811	\$7,825	\$6,523	\$3,988	\$2,528

\*The worldwide edition refers to distribution in both North America and all other international regions. Rates are negotiable upon program consultation. All rates are listed as net.



# DIGITAL ADVERTISING

ScientificAmerican.com reaches an average of nearly 6 million monthly unique users\* who pay to access premium content. While SA.com includes material from the magazine, the majority is fresh content updated daily with more than 200 new articles each month.

Subchannels include:

- Health
- Mind & Brain
- Environment
- Technology
- Space & Physics

Reach these highly engaged users through contextual and/or behavioral targeting, all based on accurate, compliant, and unique first party data.

The screenshot shows the Scientific American website homepage. At the top, there are navigation links for 'Subscribe', 'Latest Issues', 'SCIENTIFIC AMERICAN', 'Cart 0', and 'Sign In | Newsletters'. Below this is a horizontal menu with categories: 'Coronavirus', 'Health', 'Mind & Brain', 'Environment', 'Technology', 'Space & Physics', 'Video', 'Podcasts', 'Opinion', and 'Store'. The main content area features several article teasers. On the left, there are teasers for 'REPRODUCTION' (The Supreme Court's Abortion Ruling Upholds White Supremacy), 'PSYCHOLOGY' (At a Haunted House, Friends Heighten the Terror), and 'PLANTS' (How to Grow a 2,560-Pound Pumpkin). On the right, there are teasers for 'REPRODUCTION' (Over-the-Counter Birth Control Pills Could Be Approved Next Year), 'VACCINES' (The New COVID Booster Shot Could Save Your Life; Get One Now, FDA Expert Says), 'POLITICS' (How to Inoculate against Midterm Misinformation Campaigns), 'ANIMALS' (This Lemur's Creepily Long Finger Is Perfect for Nose-Picking), and 'CLIMATE CHANGE' (Why the Upcoming Climate Talks Are Different from Past Ones). The central featured article is 'New Omicron Variants Are Here—What We Know So Far' by Shannon Hall, with a sub-headline 'The variants appear to sneak past the immune system, but vaccines will likely continue to hold strong'. Below the main content is a 'MOST POPULAR' section with three articles: 'One of the Biggest Problems in Biology Has Finally Been Solved' (Artificial Intelligence), 'The Universe Is Not Locally Real, and the Physics Nobel Prize Winners Proved It' (Quantum Physics), and 'Space Station Experiment Maps Earth's Methane 'Super Emitters'' (Planetary Science). An 'ADVERTISEMENT' placeholder is visible on the right side of the 'MOST POPULAR' section.

\*Google Analytics, Oct-September 2022

## DIGITAL RATES & SPECS

STANDARD PLACEMENT	UNIT	CPM
Homepage	300 x 250, 728 x 90	\$30
Vertical Content Channel	300x250, 728x90	\$20
	Pre-roll	\$28
ROS	300 x 250, 728 x 90	\$20
	Pre-roll (540x340 or 285x246)	\$28
Mobile	300x250	\$18
	300x50	\$10

PREMIUM PLACEMENT	UNIT	CPM
Larger Impact Unit	300x600	\$30
Roadblocks: 1 Section; 1 Day	300x250, 728x90, 300x600	\$1,000-\$3,000 (depending upon section)
Keyword Targeting	300X250, 728X90, 300X600	\$25
Audience Interest Targeting	300x250, 728x90, 300x600	\$25
Expandables	970x90 (expandable downward to 970 X 415)	\$30
	728x90 (expandable downward to 728x315)	\$30
	300x250 (expandable left to 600x250)	\$30
	300x600 (expandable left to 600x600)	\$30
	300x50 mobile middle (TBC)	\$30

[View digital specs here](#)

## E-BLAST SPONSORSHIP

### OVERVIEW

Scientific American allows its marketing partners the opportunity to communicate directly with their top prospects through sponsored e-blasts.

- E-blasts offers the ability to expand upon messaging to a targeted audience who has opted-in to receive marketing information.
- E-blasts can be used to announce an upcoming event, serve as a call-to-action, promote a contest, etc.

### DETAILS

- Reach: 160,000 recipients worldwide
- Distributed Wednesdays
- Requires a 10 day lead time
- Advertiser to supply materials

Johnson & Johnson INNOVATION QUICKFIRE CHALLENGE BRIEF

DISCOVER  
**QUICKFIRE CHALLENGE**  
OPPORTUNITIES

Discover

**CURRENT CHALLENGES**

**Johnson & Johnson Nurses Innovate QuickFire Challenge on Mental Health**

Nurses and nursing students worldwide are invited to submit their nurse-led novel concepts, education programs, protocols, prevention or treatment approaches, screening tools, and consumer product ideas with the power to potentially transform mental health care and well-being for their fellow healthcare professionals or the patients they serve amid the current pandemic environment and beyond.

**Focus areas:**  
Treatment protocols | Health technologies | Medical devices | Preventive approach | Consumer products | Community health approaches | Screening tools

**Rewards:**  
★ Up to \$100,000 in grant funding  
★ Mentorship from the Johnson & Johnson family of companies  
★ Access to the JLABS ecosystem

Enter the challenge

## SPONSORED NEWSLETTERS

Reach active and engaged users by sponsoring any of our seven newsletters that keep our audience in touch with the latest developments across a variety of topics.

### Sponsorship allows you to:

- **Build Awareness & Visibility:** Your logo appears at the top of the page – the first thing subscribers see.
- **Share Valuable Content:** A supplied image and customized text unit allows you to share up to 40 words of relevant content.
- **Call-to-Action:** A link to your site will direct readers to learn more.

Newsletter	# Recipients
Today in Science	84,226
Health & Biology	80,629
Technology	70,699
Mind & Brain	81,560
Earth & Environment	70,337
Space & Physics	71,978
The Week in Science	93,280

Your logo

macmillan  
Sponsored by audio

SCIENTIFIC AMERICAN  
**The Week in Science**  
October 22, 2021

**Cosmology**  
**Was Our Universe Created in a Laboratory?**  
Developing quantum-gravity technologies may elevate us to a "class A" civilization, capable of creating a baby universe  
By Avi Loeb

**COGNITION**  
**People Who Jump to Conclusions Show Other Kinds of Thinking Errors**  
Belief in conspiracy theories and overconfidence are two tendencies linked to hasty thinking  
By Carmen Sanchez, David Dunning

**PLANETARY SCIENCE**  
**Meteorite Crashes into Woman's Bed in Canada**  
The woman awoke to find the space rock laying next to her head  
By Mindy Weisberger, LiveScience

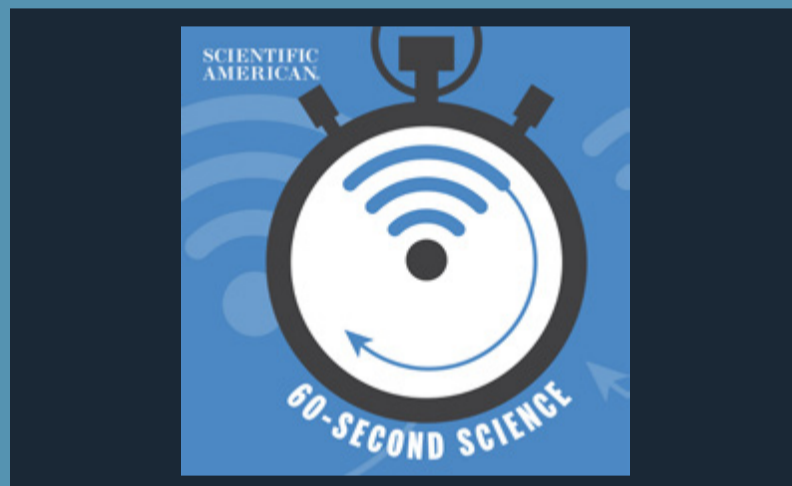
**SPONSOR CONTENT PROVIDED BY MACMILLAN AUDIO**  
**A new audiobook from Jane Goodall: *The Book of Hope***  
Filled with moving and inspirational stories and photographs from Jane's remarkable career, *The Book of Hope* is a deeply personal conversation with one of the most beloved figures in the world today. Listen to the audiobook, read by the authors.

Acknowledgement of your support

## MULTIMEDIA SPONSORSHIPS

Our Emmy-award winning team takes storytelling to the next level with high-quality, sophisticated, and ambitious multimedia formats. Align your brand with authoritative, informative, and fascinating content centered around a topic of your choice, with prominent acknowledgement of your support.

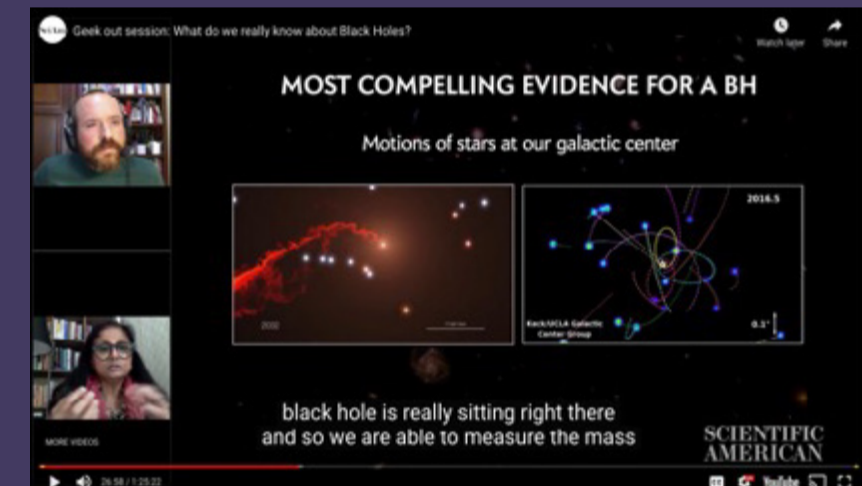
### PODCAST SPONSORSHIPS



### VIDEO SPONSORSHIPS



### EDITORIAL WEBINARS



All sponsored products are supported with a comprehensive marketing plan targeting your desired audience for increased engagement, reach, and awareness of the content.

## CUSTOM MEDIA SOLUTIONS

The Scientific American Custom Media (SACM) team collaborates closely with its partners to create unique stories that elevate and amplify brands and/or leadership to valued stakeholders. SACM works with your objectives and budget as key considerations. Projects can be broad or narrow in scope and can be distributed in multiple formats and platforms.

**EVENT PRODUCTION · CUSTOM VIDEO**  
**PODCASTS · STANDALONE ISSUES**  
**NATIVE CONTENT · WEBCASTS**  
**SOCIAL MEDIA · EMAIL COMMUNICATIONS**  
**GENERAL COMMUNICATION CONSULTING**  
**VIRTUAL MEETING SERIES**



### **Award Winning Custom Media Team**

SACM has won 15 awards in the past 5 years for outstanding content creation, and was recently nominated for the Emmys.

# EXAMPLES: ARTICLES, VIDEOS, EVENTS, PODCASTS

## CUSTOM ARTICLES



Your logo

Social sharing

Images/video

## CUSTOM VIDEOS



Click to watch



Click to watch

## EVENTS (IN-PERSON AND VIRTUAL)



Click to watch

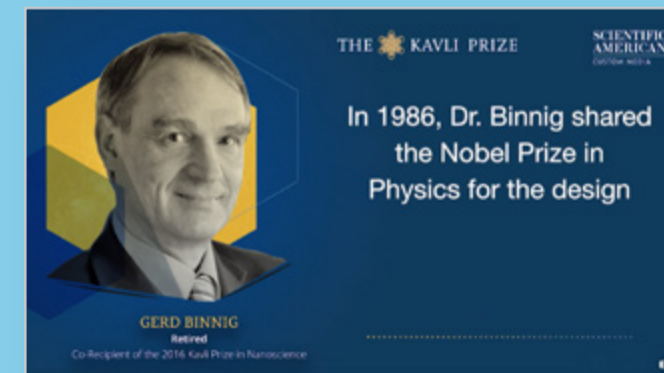


Click to watch

## CUSTOM PODCASTS



Click to watch



Click to watch



## Heroes of Cancer Care: AstraZeneca C2 Awards

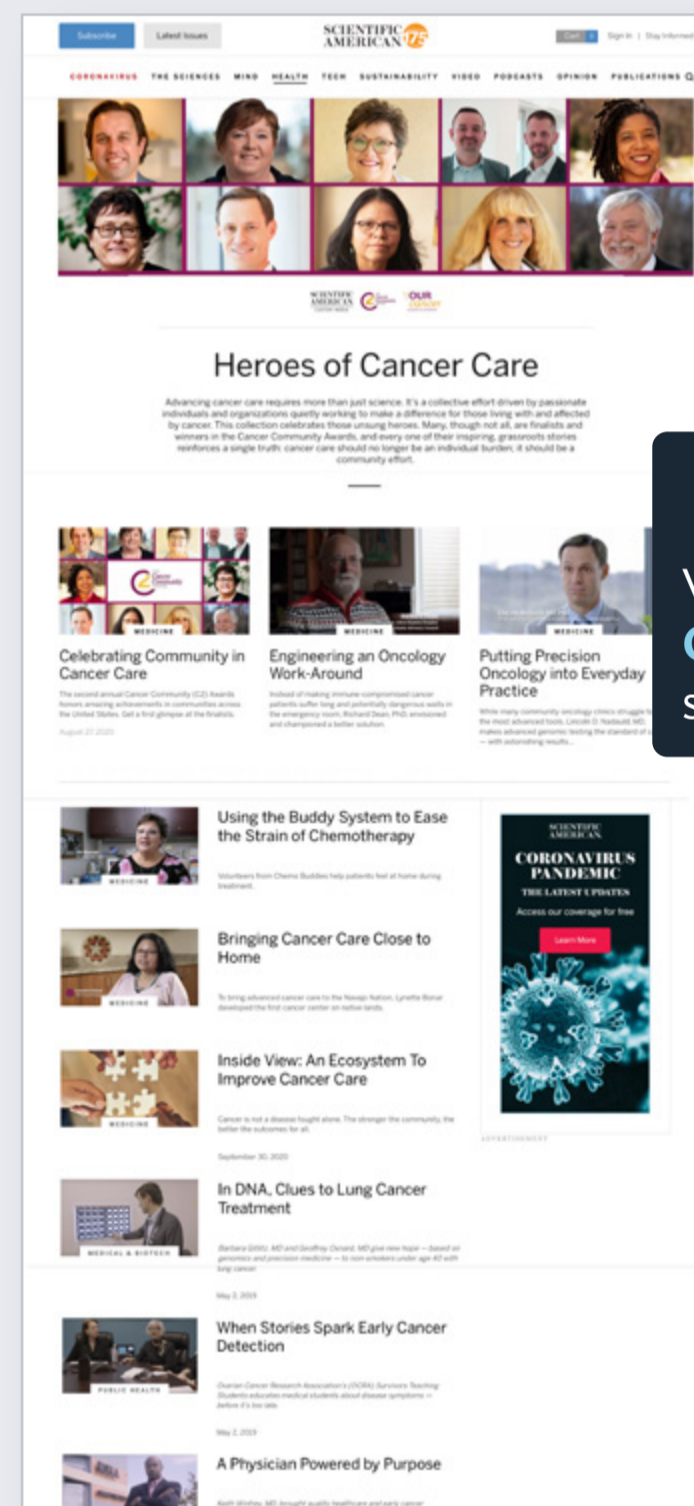
C2 AWARDS

We partnered with AstraZeneca to create the C2 Awards Program (“Cancer in the Community”) from the ground up to honor unsung heroes of healthcare. We serve as program consultant, content creator, and media distributor for this multi-year endeavor.

### Program elements include:

- Developed award name and all branding, award design, award categories
- Managed submissions (vetting, judging, notification)
- Served on judging panel
- Curated event space (live and virtual) plus all logistics, etc.
- Content creation to amplify event, including article series, film series and custom podcasts
- Custom newsletter

Nominations doubled and new awards categories were added in 2020.



View the **Heroes of Cancer Care Series** on [scientificamerican.com](https://www.scientificamerican.com).



Watch **Custom Video Highlights** of the C2 Awards Finalists.



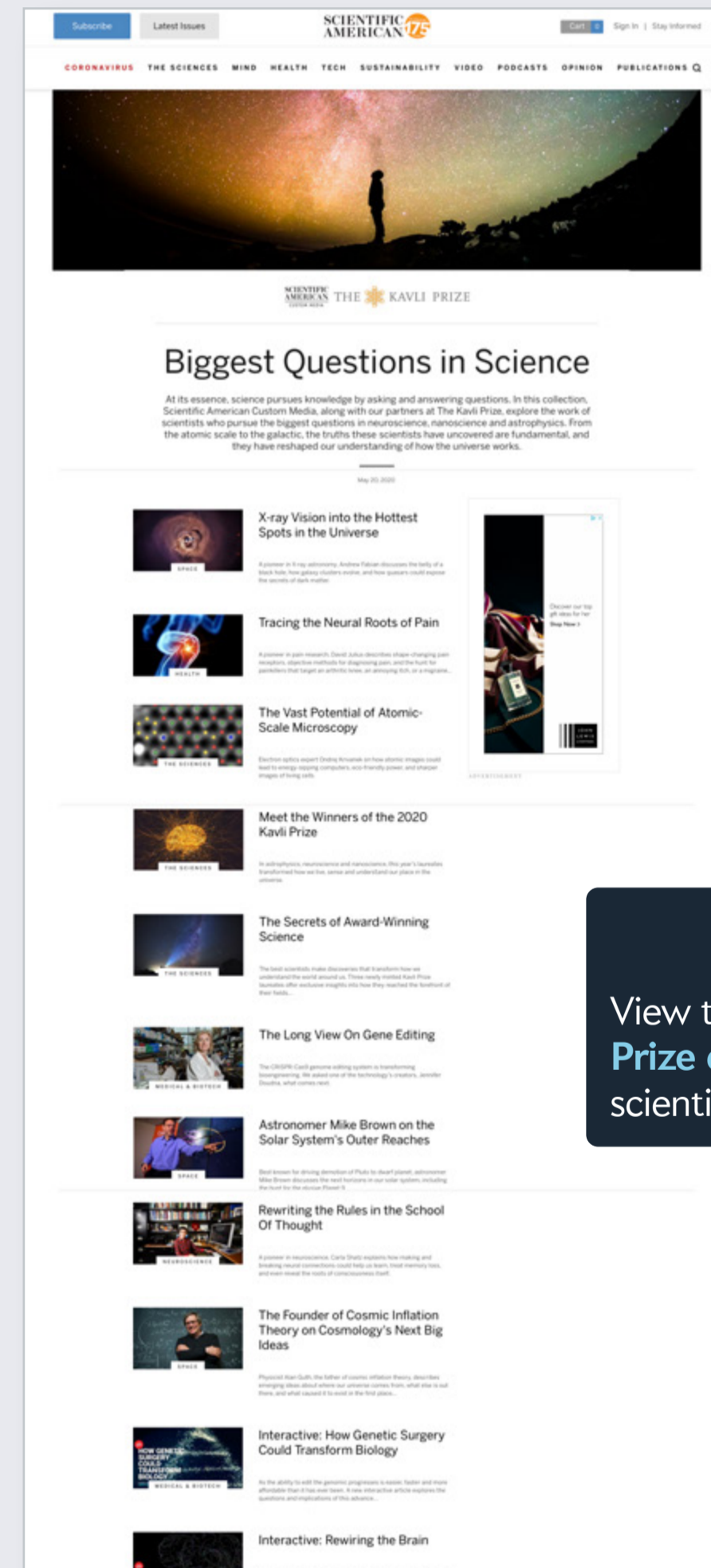
# CUSTOM MEDIA EXAMPLE | THE KAVLI PRIZE



Since 2018, we have collaborated with The Kavli Foundation to produce an ongoing multi-platform media program that promotes their mission of advancing science and amplifies the voices of the Kavli Prize winners.

## Program elements have included:

- Editorial sponsorship of 'Innovations In'
- Podcasts
- 3D interactive videos
- Interactive and immersive digital landing page
- Innovative social media campaign and more.



View the **Kavli Prize collection** on [scientificamerican.com](https://scientificamerican.com)

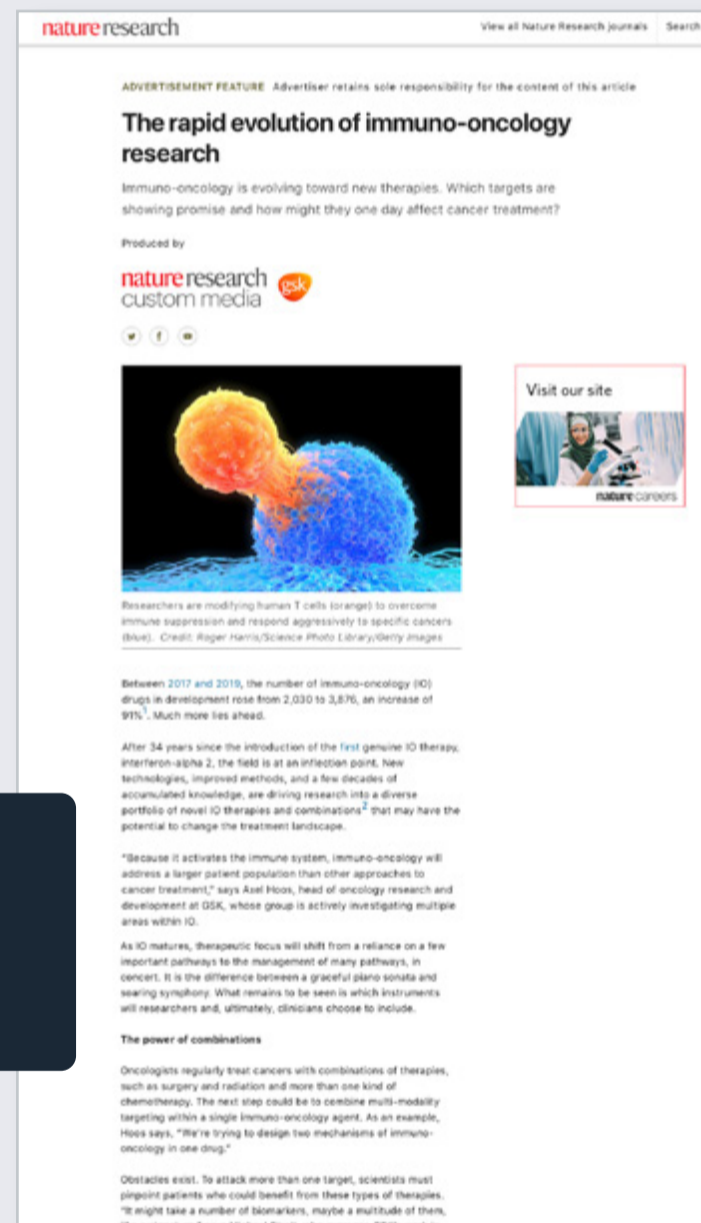


## The Evolution of Cancer Research

Our Custom Media team created two versions of this branded content article to reach both research and consumer audiences for critical conversations on the milestones and emerging therapies from the immuno-oncology field.



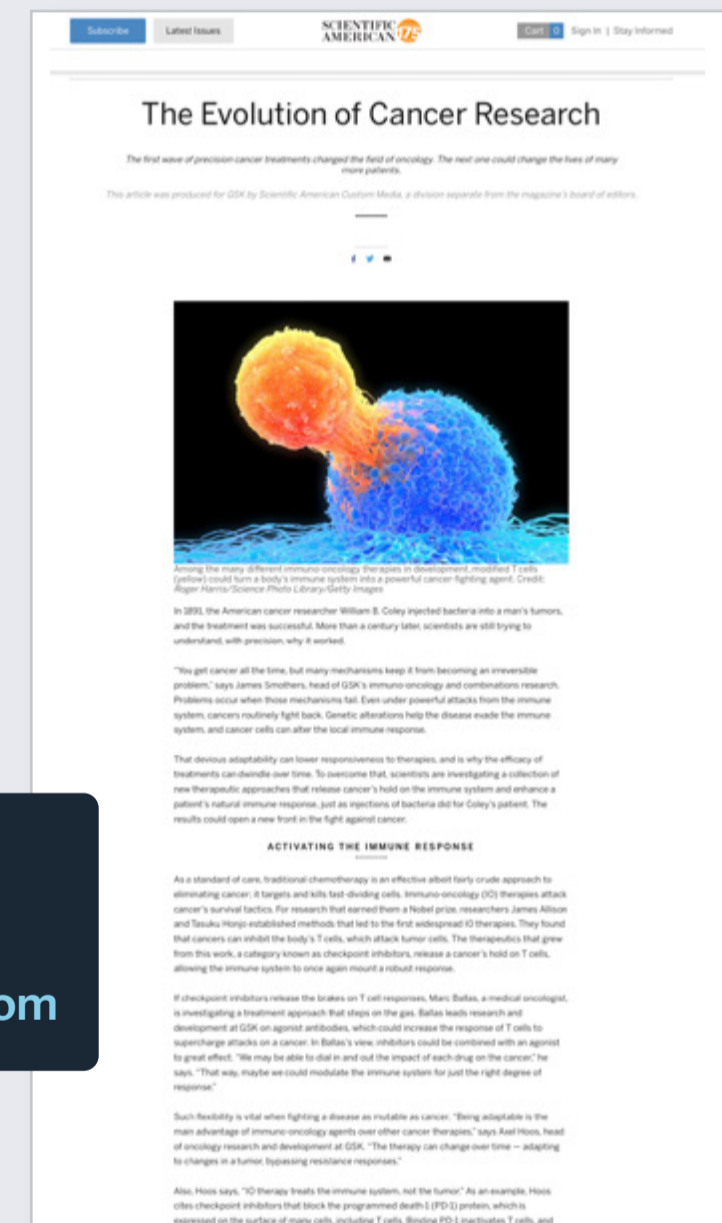
**FOR RESEARCHERS**



View article on [nature.com](https://www.nature.com)



**FOR CONSUMER AUDIENCES**



View article on [scientificamerican.com](https://www.scientificamerican.com)



Each article was promoted on both [nature.com](https://www.nature.com) and [Scientific American](https://www.scientificamerican.com) to ensure they reached the relevant audience via native ads, banners, and social media.

## CONTACT US

For more information on our marketing solutions,  
please contact your Account Manager or get in touch via:

Our website: [partnerships.nature.com/contact-us](https://partnerships.nature.com/contact-us)



### **JEREMY ABBATE**

VP, Publisher; International Sales

☎ 212-451-8859

✉ [jabbate@sciam.com](mailto:jabbate@sciam.com)

### **MATT BONDLOW**

Director, Integrated Media

☎ 917-242-2845

✉ [mbondlow@sciam.com](mailto:mbondlow@sciam.com)

### **STAN SCHMIDT**

Director, Integrated Media

☎ 917-328-0728

✉ [stan.schmidt@sciam.com](mailto:stan.schmidt@sciam.com)

### **BRANCH OFFICES / REPRESENTATIVES**

#### **JEROME KOOMEN**

Southeast Media Sales; Direct Response

☎ 954-406-1000

✉ [jkoomen@jwkmediagroup.com](mailto:jkoomen@jwkmediagroup.com)

### **PRODUCTION**

#### **MICHAEL BROOMES**

Advertising Production Manager

☎ 212-726-9302

✉ [m.broomes@us.nature.com](mailto:m.broomes@us.nature.com)

#### **MADELYN KEYES-MILCH**

Production Controller

☎ 212-451-8595

✉ [mkeyes@sciam.com](mailto:mkeyes@sciam.com)