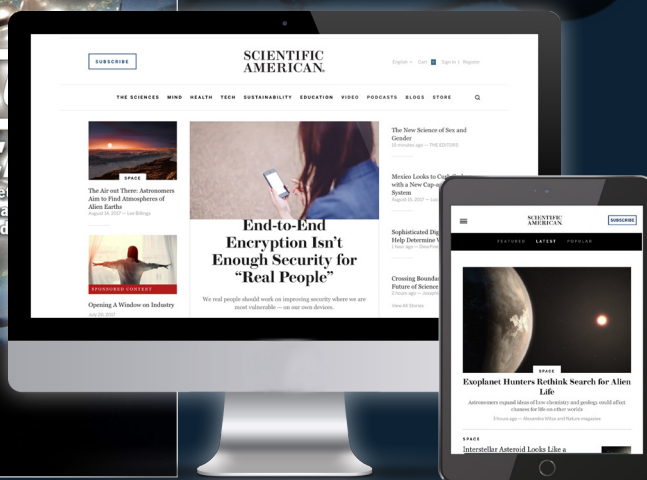


SCIENTIFIC AMERICAN



2019 Media Kit

Contact your sales rep or email us at advertise@sciam.com



SCIENTIFIC AMERICAN

reaches over 9 million forward-thinking, solution-seeking readers who set agendas that others follow. They are the people that lead, deliver policy, and drive innovation across a variety of sectors including health and medicine, energy, infrastructure and planet management.

Scientific American documents advances and new technologies that enhance human lives and fuel economic growth. With a roster of over 150 Nobel laureate authors and a prestigious Board of Advisors contributing to the brand, *Scientific American* delivers in-depth, reliable, and credible information to spark imagination and serve as a catalyst for innovation.

Our clients have the ability to reach this engaged, educated, and influential audience through a range of dynamic and highly customizable platforms. Moreover, *Scientific American's* Custom Media Group serves as a one-stop shop for all content and distribution needs. Our media team creates content in many forms: features, info-graphic displays, special editions, digital programs, multimedia units, stand-alone websites, mobile applications, event programs, live content and social media collaborations.

We work closely with each of our clients to build solutions based on a deep understanding of their campaign objectives and their marketing goals.

Our aim is to ensure we deliver your message to the right people in the right format at the right time.

THE SCIENTIFIC AMERICAN AUDIENCE

9.5
million+



READERS GLOBALLY*



19
million+

VIDEO
VIEWS
YOUTUBE[§]



7.1
million

SOCIAL
MEDIA
FOLLOWERS
(AND GROWING)*

1.5
million

SOCIAL
INTERACTIONS
EVERY MONTH†
(LIKES, RETWEETS, REPLIES)

48
million

SOCIAL
IMPRESSIONS
PER MONTH†



DEMOGRAPHIC PROFILE: AN AFFLUENT & EDUCATED AUDIENCE

| | SCIENTIFIC AMERICAN MAGAZINE READER | SCIENTIFIC AMERICAN DIGITAL USER |
|----------------------|--|-------------------------------------|
| % M/F | 72/28 | 68/32 |
| A18-34 | 28% | 43% |
| A35-54 | 34% | 40% |
| A55+ | 38% | 17% |
| Median Age | 48 years | 38 years |
| Any College | 94% | 93% |
| Grad Coll+ | 84% | 77% |
| Post Grad Degree | 59% | 51% |
| HHI \$200K+ | 44% | 43% |
| Median HHI | \$189,580 | \$188,435 |
| Median PI | \$163,412 | \$150,735 |
| Median Net Worth | \$1,425,046 | \$1,196,884 |
| Median Liquid Assets | \$799,106 | \$578,024 |
| % Married | 82% | 77% |
| % Any Kids | 40% | 47% |
| Top/Mid Management | 43% | 43% |
| Chief Officer | 39% | 36% |
| Any BDM | 57% | 55% |



2019 DIGITAL RATES

| PLACEMENT | UNIT | CPM |
|---|--|------|
| Homepage | 300 x 250 728 x 90 300 x 600 | \$30 |
| Vertical Content Channel: Sustainability Health The Sciences Technology Mind | 300 x 250 300 x 600 728 x 90 | \$20 |
| | Pre-roll | \$28 |
| ROS | 300 x 250 300 x 600 728 x 90 | \$20 |
| | Pre-roll (540 x 340 or 285 x 246) | \$28 |
| Mobile | 300 x 250 above the fold | \$18 |
| | 300 x 250 mobile middle (TBC) | \$10 |
| | 300 x 50 above the fold | \$10 |
| | 300 x 50 below the fold | \$5 |
| | 300 x 50 mobile middle (TBC) | \$7 |
| Expandable creative: 25% increase on standard display quoted CPM | 970 x 250 (expandable downward to 970 x 415) | +25% |
| | 970 x 90 (expandable downward to 970 x 415) | |
| | 728 x 90 (expandable downward to 728 x 315) | |
| | 300 x 600 (expandable left to 600 x 600) | |
| | 300 x 250 (expandable left to 600 x 250) | |

Rates are negotiable upon program consultation.
All rates are listed as net.

2019 PRINT RATES

RATEBASE: 300,000

DOMESTIC

BLACK & WHITE RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/6 Page |
|------|-----------|----------|----------|----------|----------|
| 1X | \$34,200 | \$27,309 | \$22,709 | \$13,894 | \$8,413 |
| 3X | \$33,422 | \$26,676 | \$22,187 | \$13,573 | \$8,229 |
| 6X | \$32,405 | \$25,907 | \$21,499 | \$13,167 | \$7,969 |
| 12X | \$30,857 | \$24,658 | \$20,447 | \$12,534 | \$7,704 |
| 18X | \$29,147 | \$23,269 | \$19,400 | \$11,833 | \$7,182 |
| 24X | \$27,428 | \$21,905 | \$18,164 | \$11,166 | \$6,755 |
| 30+X | \$25,736 | \$20,541 | \$17,079 | \$10,448 | \$6,413 |

FOUR-COLOR RATES

| | | | | | |
|------|----------|----------|----------|----------|----------|
| 1X | \$51,266 | \$40,967 | \$34,102 | \$20,819 | \$12,740 |
| 3X | \$50,248 | \$40,057 | \$33,319 | \$20,306 | \$12,483 |
| 6X | \$48,705 | \$38,937 | \$32,319 | \$19,712 | \$12,081 |
| 12X | \$46,238 | \$37,022 | \$30,814 | \$18,660 | \$11,500 |
| 18X | \$43,682 | \$34,901 | \$29,130 | \$17,737 | \$10,923 |
| 24X | \$41,143 | \$32,849 | \$27,381 | \$16,668 | \$10,226 |
| 30+X | \$38,586 | \$30,806 | \$25,736 | \$15,651 | \$9,589 |

INTERNATIONAL

BLACK & WHITE RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/6 Page |
|------|-----------|----------|----------|----------|----------|
| 1X | \$11,117 | \$8,892 | \$7,387 | \$4,514 | \$2,736 |
| 3X | \$10,859 | \$8,687 | \$7,216 | \$4,412 | \$2,668 |
| 6X | \$10,534 | \$8,422 | \$6,994 | \$4,275 | \$2,582 |
| 12X | \$10,021 | \$8,020 | \$6,669 | \$4,078 | \$2,462 |
| 18X | \$9,473 | \$7,575 | \$6,293 | \$3,848 | \$2,326 |
| 24X | \$8,930 | \$7,131 | \$5,925 | \$3,625 | \$2,189 |
| 30+X | \$8,362 | \$6,686 | \$5,558 | \$3,399 | \$2,052 |

FOUR-COLOR RATES

| | | | | | |
|------|----------|----------|----------|---------|---------|
| 1X | \$16,450 | \$13,133 | \$10,944 | \$6,686 | \$4,100 |
| 3X | \$16,074 | \$12,834 | \$10,679 | \$6,532 | \$4,019 |
| 6X | \$15,582 | \$12,440 | \$10,367 | \$6,336 | \$3,813 |
| 12X | \$14,877 | \$11,842 | \$9,811 | \$6,036 | \$3,698 |
| 18X | \$14,022 | \$11,201 | \$9,320 | \$5,707 | \$3,506 |
| 24X | \$13,188 | \$10,542 | \$8,807 | \$5,365 | \$3,292 |
| 30+X | \$12,376 | \$9,892 | \$8,208 | \$5,019 | \$3,185 |

WORLDWIDE *

BLACK & WHITE RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/6 Page |
|------|-----------|----------|----------|----------|----------|
| 1X | \$38,655 | \$30,806 | \$25,667 | \$15,689 | \$9,525 |
| 3X | \$37,765 | \$30,096 | \$25,103 | \$15,347 | \$9,320 |
| 6X | \$36,611 | \$29,198 | \$24,368 | \$14,860 | \$8,465 |
| 12X | \$34,867 | \$27,728 | \$23,171 | \$14,150 | \$8,593 |
| 18X | \$32,918 | \$26,249 | \$21,888 | \$13,304 | \$8,123 |
| 24X | \$30,994 | \$24,692 | \$20,606 | \$12,590 | \$7,652 |
| 30+X | \$29,070 | \$23,179 | \$19,302 | \$11,799 | \$7,182 |

FOUR-COLOR RATES

| | | | | | |
|------|----------|----------|----------|----------|----------|
| 1X | \$57,905 | \$46,149 | \$38,445 | \$23,376 | \$14,355 |
| 3X | \$56,567 | \$45,088 | \$37,560 | \$22,760 | \$14,219 |
| 6X | \$54,840 | \$43,703 | \$36,483 | \$22,127 | \$13,612 |
| 12X | \$52,241 | \$41,630 | \$34,679 | \$21,076 | \$12,962 |
| 18X | \$49,334 | \$39,330 | \$32,772 | \$19,887 | \$12,235 |
| 24X | \$46,435 | \$37,009 | \$30,814 | \$18,742 | \$11,500 |
| 30+X | \$43,545 | \$34,636 | \$28,908 | \$17,540 | \$10,859 |

EUROPEAN

BLACK & WHITE RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/6 Page |
|------|-----------|----------|----------|----------|----------|
| 1X | \$9,422 | \$7,562 | \$6,301 | \$3,826 | \$2,381 |
| 3X | \$9,208 | \$7,387 | \$6,156 | \$3,736 | \$2,326 |
| 6X | \$8,926 | \$7,161 | \$5,968 | \$3,625 | \$2,257 |
| 12X | \$8,499 | \$6,827 | \$5,686 | \$3,446 | \$2,150 |
| 18X | \$8,054 | \$6,477 | \$5,369 | \$3,258 | \$2,031 |
| 24X | \$7,558 | \$6,092 | \$5,053 | \$3,069 | \$1,907 |
| 30+X | \$7,088 | \$5,694 | \$4,741 | \$2,950 | \$1,796 |

FOUR-COLOR RATES

| | | | | | |
|------|----------|----------|---------|---------|---------|
| 1X | \$13,894 | \$11,077 | \$9,243 | \$5,643 | \$3,548 |
| 3X | \$13,586 | \$10,824 | \$9,037 | \$5,515 | \$3,467 |
| 6X | \$13,188 | \$10,508 | \$8,755 | \$5,344 | \$3,360 |
| 12X | \$12,534 | \$9,995 | \$8,336 | \$5,096 | \$3,206 |
| 18X | \$11,833 | \$9,456 | \$7,879 | \$4,814 | \$3,027 |
| 24X | \$11,149 | \$8,892 | \$7,413 | \$4,532 | \$2,873 |
| 30+X | \$10,452 | \$8,336 | \$6,951 | \$4,254 | \$2,668 |

* 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.



PRINT FILE SPECIFICATIONS

BINDERY Perfect Bound

BOOK TRIM 8-1/8" x 10-3/4"

PRINTING METHOD Offset

PAPER Cover is 100#, #2 sheet
Text is 38#, #5 sheet

WE ADHERE TO SWOP SPECIFICATIONS

Supply single page digital files [see specifications] along with two SWOP3 certified digital proofs of that file

PROOFS

SWOP CERTIFIED

Proofs only for color guidance
[go to www.swop.org for options].

All proofs should represent actual size, content and color of ad.

Include SWOP color & gray balance control bars, and proofing system identification.
No soft proofs such as pdfs.

PAGE DIMENSIONS

(in inches)

BOOK TRIM SIZE

8-1/8 x 10-3/4 206 x 273
(live matter 7x10 178 x 254)

NON BLEED

(Inches) (Millimeters)

Spread: Spread:
15 x 10 381 x 254

Full page: Full page:
8-1/8 x 10-3/4 206 x 273

2/3 Vertical: 2/3 Vertical:
4-1/2 x 9-1/2 114 x 242

1/2 Horizontal: 1/2 Horizontal:
6-3/4 x 4-1/2 171 x 114

1/3 Vertical: 1/3 Vertical:
2-1/8 x 9-1/2 54 x 242

1/3 Square: 1/3 Square:
4-1/2 x 4-5/8 114 x 117

1/6 Vertical: 1/6 Vertical:
2-1/8 x 4-5/8 54 x 117

BLEED

[Keep live matter .25 inches from any edge of the book trim size]:

(Inches)

Spread:
16-1/2 x 11

Full page:
8-3/8 x 11

2/3 Vertical:
5-1/4 x 11

1/2 Horizontal:
8-3/8 x 5-1/4

1/3 Vertical:
3 x 11

(Millimeters)

Spread:
419 x 279

Full page:
213 x 279

2/3 Vertical:
133 x 279

1/2 Horizontal:
213 x 133

1/3 Vertical:
76 x 279

PDF/X-1A

COMPLIANT FILES (PREFERRED)

- Files must be pre-flighted before submission to *Scientific American*, especially overprint settings. Any PDF that does not pass our inspection will be rejected and must then be resupplied by the advertiser.
- Files should not include screening parameters or dot shape.
- Only compression compliant with PDF/x-1a standards accepted.
- Safety: live matter should be .25" in from trim on all sides.
- No RGB, LAB or embedded color profiles (i.e. ICC profiles).
- Offset crop and registration marks by 13 pts.
- 100% black-only elements should be set to overprint.
- Do not set white to overprint.
- Four-color solids must not exceed SWOP total tonal density of 300%.

BEFORE CREATING PDF, CHECK YOUR NATIVE APPS FOR THE FOLLOWING:

- All layered native files must be flattened.
- Create document to trim size and extend bleed at least 1/8" beyond page edge

Fonts

- Do not apply style attributes to basic fonts in layout program
- Postscript Type 1 & OpenType accepted.
- No Multiple Master or TrueType fonts.

Color

- All color in layout application must be set to CMYK, (unless printing a spot or 5th color)
- RGB & Pantone colors must be converted to CMYK.

Art

- TIFF or EPS only

- All art/scans must be CMYK, Grayscale or Bitmap. (No JPEG, GIF, or other method of compression)
 - 300 DPI (dots per inch) for continuous tone
 - 1200 DPI for linework
 - Four-color solids must not exceed SWOP total tonal density of 300%
 - All traps must be set to Knockout or None
- File naming**
- Keep file names less than 16 characters in length
 - Letters, numbers, and underscores are OK
 - Avoid special characters like @, !, #, &, etc.

ACCEPTABLE MEDIA

(MAC PLATFORM)

- CD-ROM or DVD
- Supply media with a printed list of disk contents and provide address if return of media is required

ELECTRONIC RECEIPT CAPABILITIES

For advertisers sending in print Ads.:

Host - <http://eagleray.nature.com/index.php>

User ID - sciamprint

Password - sciamads

(all words are case-sensitive)

DIGITAL SPECIFICATIONS

Silvia De Santis / Prepress/Quality Manager
t: 212.451.8455 e: sdesantis@sciam.com

INSERTION ORDERS

May Jung

t: 212.451.8893

e: mjung@sciam.com

PRINTING MATERIALS & MATERIAL EXTENSIONS

Carl Cherebin / Ad Production Manager
t: 212.451.8843 f: 212.755.3034
e: ccherebin@sciam.com
Scientific American
One New York Plaza
Suite 4500
New York, NY 10004

INSERTS TO

Quad Graphics
Attn: Receiving
N61 W23044
Harry's Way

Sussex, WI 53089-3995
Ph: 414-566-2100
Attn: Jody Ebnet



2019 EDITORIAL CALENDAR

| | On-Sale Date | Space Close | Print Materials Due |
|-----------|--------------|-------------|---------------------|
| January | 12/25/18 | 11/08/18 | 11/20/18 |
| February | 01/22/19 | 12/10/18 | 12/20/18 |
| March | 02/26/19 | 01/10/19 | 01/18/19 |
| April | 03/26/19 | 02/11/19 | 02/20/19 |
| May | 04/23/19 | 03/11/19 | 03/20/19 |
| June | 05/21/19 | 04/10/19 | 04/19/19 |
| July | 06/25/19 | 05/10/19 | 05/20/19 |
| August | 07/23/19 | 06/10/19 | 06/20/19 |
| September | 08/27/19 | 07/10/19 | 07/19/19 |
| October | 09/24/19 | 08/09/19 | 08/20/19 |
| November | 10/22/19 | 09/10/19 | 09/20/19 |
| December | 11/26/19 | 10/10/19 | 10/19/19 |

2019 SIGNATURE EDITORIAL PACKAGES

These annual, highly anticipated features allow you to engage our thought-leading audience across multiple platforms. They are guaranteed to give your message an incredible lift in awareness and credibility. Extended content and resources are featured online.

APRIL: THE FUTURE OF MEDICINE

Each year, *Scientific American* examines the advances made in healthcare, a look at promising treatments on the horizon, and insights into what the future may hold. This annual package underscores the many ways in which medical science is helping to solve humanity's most challenging problems.

AUGUST: THE FUTURE OF EDUCATION

This package is the most authoritative report on how we can best optimize STEM initiatives nationally and globally.

SEPTEMBER: SINGLE-TOPIC ISSUE

Scientific American's single-topic issues invite our readers to take a comprehensive look at a particular subject and to explore it from multiple angles. From "The Science of Being Human" and "Sex and Gender" to "9 Key Questions About our Future", *Scientific American's* popular single-topic issues allow our ever-curious readers to sink their teeth into a thought-provoking, timely subject.

OCTOBER: STATE OF THE WORLD'S SCIENCE

This special report explores the growing connectedness of the world and the bold projects aimed at tackling some of science's biggest challenges and opportunities.

DECEMBER: TOP 10 EMERGING TECHNOLOGIES

Compiled and produced in a collaboration with the World Economic Forum's Expert Network, *Scientific American's* annual report highlights the 10 emerging technologies and disruptive solutions that are poised to change the world.



SCIENTIFIC AMERICAN CUSTOM MEDIA

CREATIVE SOLUTIONS FOR OUR MEDIA PARTNERS

Scientific American's award-winning Custom Media team offers our partners the opportunity to build compelling and distinct narratives to convey their brand's unique value. Every program is developed in close collaboration with our partners, working together toward a common goal. Depending upon your communication objectives and budget parameters, custom projects can be broad or narrow in scope and can be distributed in multiple formats on multiple platforms. Whether it's a mini-documentary, event, stand-alone magazine, or native content series, we develop dynamic, highly engaging, one-of-a-kind media programs for a thought-leading audience.

**EVENT PRODUCTION • CUSTOM VIDEO • PODCASTS • STANDALONE ISSUES •
NATIVE CONTENT • WEBCASTS • SOCIAL MEDIA • EMAIL COMMUNICATIONS •
GENERAL COMMUNICATION CONSULTING**

2018 AWARDS

SACM is the winner of 5 awards recognizing outstanding content creation

TELLY AWARD WINNER

Branded Content

How To Build an Amazing Alka Rocket
Partnership with Bayer

TELLY AWARD WINNER

Branded Promotional Campaign

Bayer Alka Rocket Challenge
Partnership with Bayer

TELLY AWARD WINNER

Non-Broadcast/Info

Skin Allergy Myths
Partnership with SC Johnson

COMMUNICATOR AWARD WINNER

Award of Excellence: Online Video

Champions of Science
Partnership with Johnson & Johnson

COMMUNICATOR AWARD WINNER

Award of Distinction

Social Campaign for Bayer Alka Rocket Challenge
Partnership with Bayer





A FEW WORDS FROM OUR PARTNERS

DISCOVER WHY BOTH HIGHLY TARGETED, NICHE BRANDS AND HIGH PROFILE, BLUE-CHIP COMPANIES HAVE FOUND SUCCESS IN PARTNERING WITH *SCIENTIFIC AMERICAN*.

“When we were seeking a media partner for Bayer’s Alka-Rocket Challenge, we immediately thought of *Scientific American*, the longest continuously published magazine in the United States. Since 1845, *Scientific American* has been educating readers about the latest news and information in science and innovation. Its iconic brand reaches the same influencers we are trying to target. **Thanks to this partnership, *Scientific American* has created dynamic, engaging content that has elevated the Bayer Alka-Rocket Challenge to new heights.**”

Chris Loder, Vice President of External Communications,
BAYER U.S.

“Colgate was **honored to partner with *Scientific American* in the development and delivery of the groundbreaking special issue on global oral health.** *Scientific American* permitted Colgate to put front and center, to a global audience, the key issues facing people today, relative to oral health and the impact it has on oral health.”

Fotinos S. Panagakos, DMD, PhD, Global Director, Scientific Affairs,
COLGATE-PALMOLIVE CO.

“It is a **joy to work with a team who can help to tell great stories with high production value**, while getting the science right. They are collaborative, agile, smart and talented. The *Scientific American* team is a true partner and produced great work of lasting value. We couldn’t be happier.”

Eric Marshall, Vice President for Prizes and Public Programs,
THE KAVLI FOUNDATION

“I worked with the SACM team on an Inside View advertorial and newsletter campaign for a pharmaceutical company. **The team was extremely easy to work with and quick to respond to our many questions.** They walked us through the process and helped us deliver a great product. I would without question work with them again, and hope to have another project I can collaborate with the SACM team on in the future!”

Hannah Silver, Account Supervisor, Chamberlain Healthcare, Public Relations,
SYNEOS HEALTH

“Cold Spring Harbor Laboratory (CSHL) partnered with *Scientific American* to promote a new CSHL podcast called “Base Pairs” that subsequently won a 2018 Webby Award nomination. The partnership was inspired from the start since CSHL’s legacy as well as contemporary leadership position in the biological sciences found a “brand” worthy colleague in *Scientific American* – a similarly historically respected authority in scientific communication. The working relationship with the *Scientific American* team **was easy and productive, allowing CSHL to make the most of the advertising options created for us based on our goals and budget.** We look forward to future projects with SciAm.”

Dagnia Zeidlickis, VP Communications,
COLD SPRING HARBOR LABORATORY

“Scientific American Custom Media **provided us with a solution that not only told a cogent and important story, but also helped our company expand its network** and bring our vaccine programs to a relevant audience. *Scientific American* Custom Media offered insights to our purpose and vision, and implemented a series of events that were designed to build both our network and audience.”

Tom Murphy, Strategic Business Development Analyst,
IMMUNOMIC THERAPEUTICS

“*Scientific American* is undoubtedly one of the best, and highly esteemed publications that covers the technological and scientific innovation of interest to ‘Mega’ readers and Pictet Asset Management clients. We are **pleased to be associated with them.**”

Stephen Gunkel, Head of Communications,
PICTET ASSET MANAGEMENT

SCIENTIFIC AMERICAN

**Scientific American welcomes your inquiries.
For assistance, please contact:**

JEREMY ABBATE

VP, Publisher
212.451.8859
jabbate@sciam.com

JAY BERFAS

New York
Director, Integrated Programs
212.451.8462
jberfas@sciam.com

MATT BONDLOW

New York
Director, Integrated Media
212.451.8417
mbondlow@sciam.com

BOB GROSSMAN

Southwest Integrated Media Sales
972.672.6544
bob@bgrossman.com

TED MACAULEY

Global Media Alliances
+33 612 800903
tedmaca@gmail.com

KEN STUBBLEFIELD

Midwest/ Detroit
Integrated Media Sales
313.670.0553
ken@focusmm.net

RON FREDERICK

Midwest/ Detroit
Integrated Media Sales
586.808.3478
ron@focusmm.net

NANCI CICCHETTI

New England
Integrated Media Sales
781.475.3704
nancideery@yahoo.com

EMILIE ERRANTE

United Kingdom
Integrated Media Sales
Sales Manager
+44 207 592 834
emilie.errante@publicitas.com

JEROME KOOMEN

Southeast
954.406.1000
jkoomen@jwkmediagroup.com

CARL CHEREBIN

Print Ad Traffic
212.451.8843
ccherebin@sciam.com

**For general digital or print
ad inquiries, please contact
advertise@sciam.com**