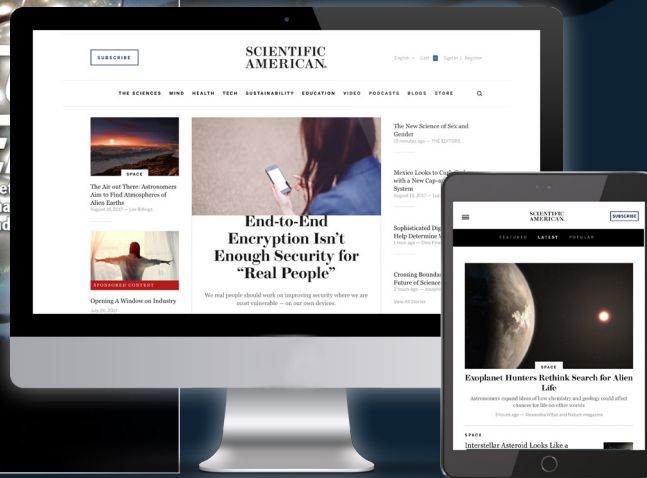
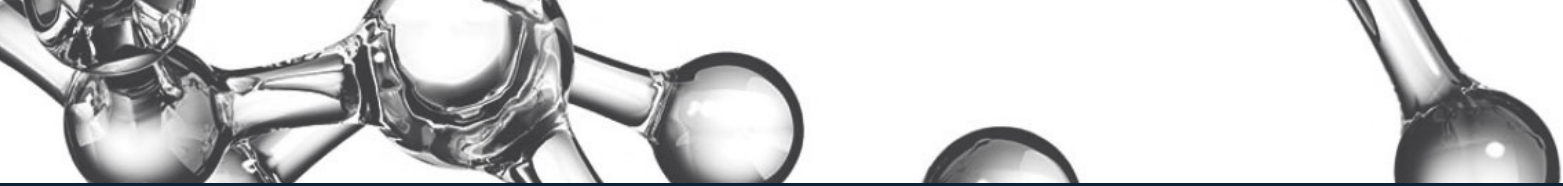


# SCIENTIFIC AMERICAN



# 2018 Media Kit

Contact your sales rep or email us at [advertise@sciam.com](mailto: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\*



**7.1 million**

SOCIAL MEDIA FOLLOWERS (AND GROWING)\*

**1.5 million**

SOCIAL INTERACTIONS EVERY MONTH\* (LIKES, RETWEETS, REPLIES)



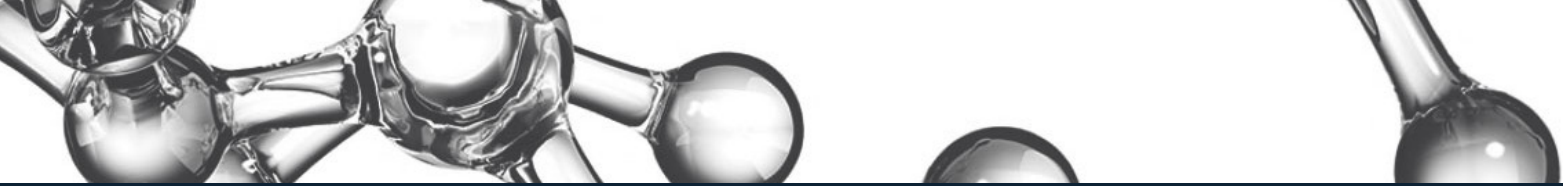
**19 million+**

VIDEO VIEWS YOUTUBE§

**48 million**

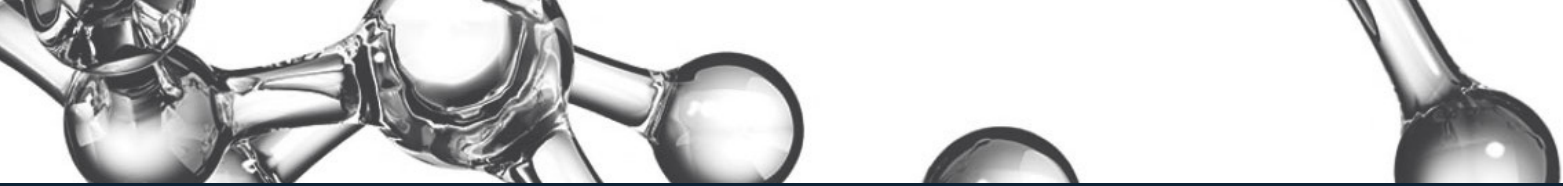
SOCIAL IMPRESSIONS PER MONTH\*

\*Google Analytics, Alliance for Audited Media \*Spredfast §YouTube



## DEMOGRAPHIC PROFILE: AN AFFLUENT & EDUCATED AUDIENCE

	SCIENTIFIC AMERICAN MAGAZINE READER	SCIENTIFIC AMERICAN DIGITAL USER
% M/F	70/30	62/38
A18-34	28%	41%
A35-54	35%	40%
A55+	38%	19%
Median Age	48 years	38 years
Any College	95%	95%
Grad Coll+	85%	82%
Post Grad Degree	59%	57%
HHI \$200K+	44%	40%
Median HHI	\$191,010	\$184,335
Median PI	\$158,897	\$147,025
Median Net Worth	\$1,379,342	\$1,143,573
Median Liquid Assets	\$732,610	\$562,653
% Married	83%	80%
% Any Kids	43%	48%
Top/Mid Management	40%	40%
Chief Officer	36%	32%
Any BDM	55%	53%

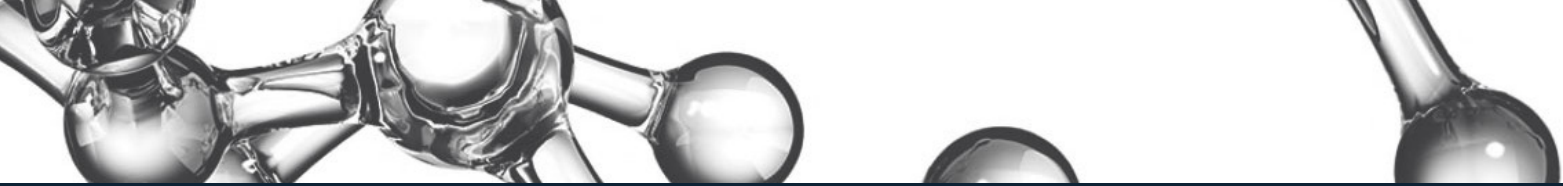


## 2018 DIGITAL RATES

PLACEMENT	UNIT	CPM
Homepage	300 x 25 728 x 90 300 x 600	\$30
	600 x 400 Interstitial	\$35
Vertical Content Channel: Sustainability Health The Sciences Technology Mind	300 x 250 300 x 600 728 x 90	\$20
	600 x 400 Interstitial	\$30
	Pre-roll	\$28
ROS	300 x 250 300 x 600 728 x 90	\$20
	600 x 400 Interstitial	\$25
	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)	

Scientific American also services native and custom content driven marketing solutions for our clients. Please ask your sales person for more information.

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



# 2018 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

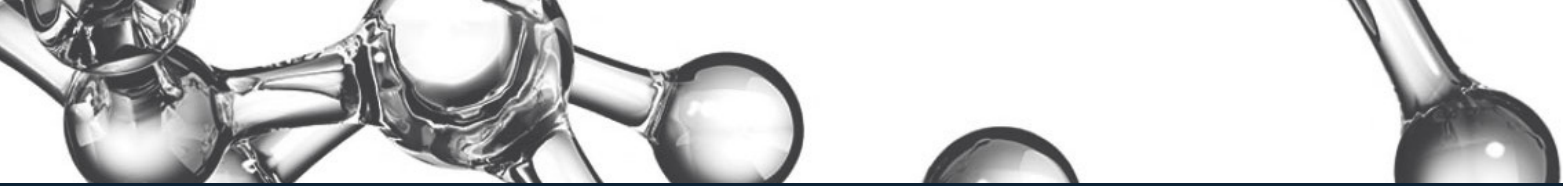
#### FOUR-COLOR RATES

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 [ie, Kodak Approval or go to [www.swop.org](http://www.swop.org) for other 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)
<b>Spread:</b> 15 x 10	<b>Spread:</b> 381 x 254
<b>Full page:</b> 8-1/8 x 10-3/4	<b>Full page:</b> 206 x 273
<b>2/3 Vertical:</b> 4-1/2 x 9-1/2	<b>2/3 Vertical:</b> 114 x 242
<b>1/2 Horizontal:</b> 6-3/4 x 4-1/2	<b>1/2 Horizontal:</b> 171 x 114
<b>1/3 Vertical:</b> 2-1/8 x 9-1/2	<b>1/3 Vertical:</b> 54 x 242
<b>1/3 Square:</b> 4-1/2 x 4-5/8	<b>1/3 Square:</b> 114 x 117
<b>1/6 Vertical:</b> 2-1/8 x 4-5/8	<b>1/6 Vertical:</b> 54 x 117

## BLEED

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

(Inches)	(Millimeters)
<b>Spread:</b> 16-1/2 x 11	<b>Spread:</b> 419 x 279
<b>Full page:</b> 8-3/8 x 11	<b>Full page:</b> 213 x 279
<b>2/3 Vertical:</b> 5-1/4 x 11	<b>2/3 Vertical:</b> 133 x 279
<b>1/2 Horizontal:</b> 8-3/8 x 5-1/4	<b>1/2 Horizontal:</b> 213 x 133
<b>1/3 Vertical:</b> 3 x 11	<b>1/3 Vertical:</b> 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

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## 2018 EDITORIAL CALENDAR

	On-Sale Date	Space Close	Print Materials Due	Editorial Overview
<b>January</b> Cover Story: <i>The Future of Money</i>	12/26/17	11/09/17	11/20/17	<i>The Future of Money</i> will be the definitive guide to digital currency: MIT experts on the foundation of our economic systems up until now and the introduction of new digital currencies
<b>February</b> Cover Story: <i>The First Black Holes</i>	01/23/18	12/11/17	12/19/17	Cover Story: <i>The First Black Holes</i> . Other features include a special report on <i>Adolescence, Diabetes and the Hygiene Hypothesis</i> and <i>Why Marine Preserves are Broken and How to Fix Them</i>
<b>March</b> Cover Story: <i>Diagnosing Mental Illness with Brain Scans</i>	02/27/18	01/10/18	01/19/18	Cover Story: <i>Diagnosing Mental Illness With Brain Scans</i> . Other features include <i>Teaching AI to Learn Like Children</i> and <i>Sex Cells from Stem Cells</i> (human reproduction without sex)
<b>April</b> Cover Story: <i>Mixotrophs and the Ocean Food Web</i>	03/27/18	02/09/18	02/20/18	Cover Story: <i>Mixotrophs and the Ocean Food Web</i> . Other features include <i>DNA Origami</i> , <i>Weather-Wise Electric Grid</i> , <i>The Science of Suicide</i> , <i>The Arctic Has Gone Crazy</i> and <i>The Evolution of Cancer</i>
<b>May</b> Signature Series: <i>The Future of Medicine</i>	04/24/18	03/09/18	03/20/18	Each year, <i>Scientific American</i> reports on the latest strides made in healthcare. This year's Future of Medicine report will address new urban diseases in America and how recent trends have begun to undermine established safety nets that have kept us safe.
<b>June</b>	05/22/18	04/10/18	04/19/18	Cover Story: <i>The Secret History of the Sun</i> . Plus: <i>How Climate Change is Shrinking Animals</i> , <i>Can You Supercharge Your Baby</i> , and <i>What is Consciousness?</i>
<b>July</b>	06/26/18	05/10/18	05/18/18	Cover Story: <i>The Brain's Immune System</i> . Plus, <i>The War Against Mosquitos</i> , <i>The Weather-Wise Electric Grid</i> , and <i>Chronobiology and Personalized Medicine</i>
<b>August</b>	07/24/18	06/11/18	06/20/18	Cover Story: <i>The Edge of the Quantum Realm</i> . Plus, <i>Retreat from the Coasts</i> , <i>The Oldest Galaxies</i> , and <i>The Regeneration Drug</i>
<b>September</b> Single Topic Issue: <i>Why We're Special</i>	08/21/18	07/10/18	07/19/18	SA's single topic issues look at emerging topics that demonstrate how science provides solutions to societal challenges. This year's single topic issue will focus on <i>Why We're Special</i> . Past issues have taken a dynamic look at <i>Women, Sex, and Gender</i> and <i>9 Key Questions About Our Future</i> .
<b>October</b> Signature Series: <i>State of the World's Science</i>	09/25/18	08/10/18	08/20/18	Signature Series: <i>State of the World's Science</i> . This special annual report will focus on <i>What's Wrong</i> . Plus, our special, annual report on the <i>Future of Education</i> tackling how to best meet education's biggest challenge
<b>November</b>	10/23/18	09/10/18	09/20/18	TBD
<b>December</b> Cover Package: <i>Top 10 Emerging Technologies</i>	11/27/18	10/10/18	10/19/18	As one of <i>Scientific American's</i> longest running franchises, the Top 10 Emerging Technologies annual cover package spotlights the world-changing innovations that are poised to help us lead better, healthier lives.

# SCIENTIFIC AMERICAN

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