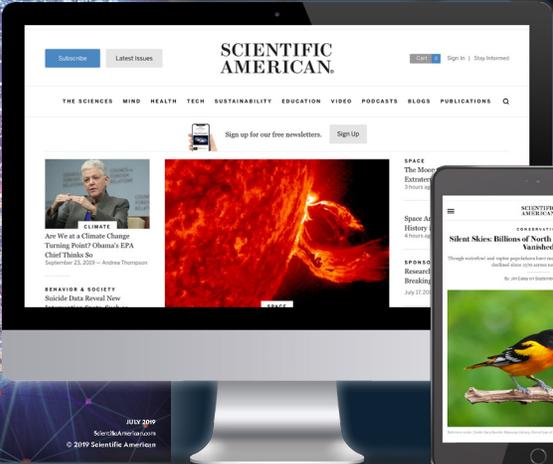
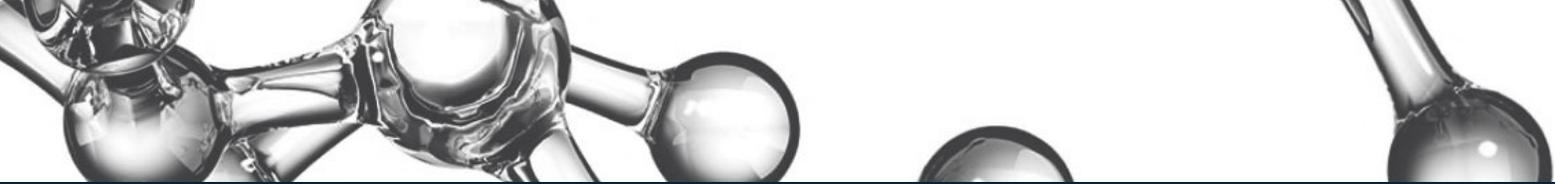


# SCIENTIFIC AMERICAN



# 2020 Media Kit

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



## SCIENTIFIC AMERICAN

reaches over 8 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 200 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

**8.0**  
million+



READERS GLOBALLY\*



**7.2**  
million

SOCIAL  
MEDIA  
FOLLOWERS  
(AND GROWING)†

**1.5**  
million

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



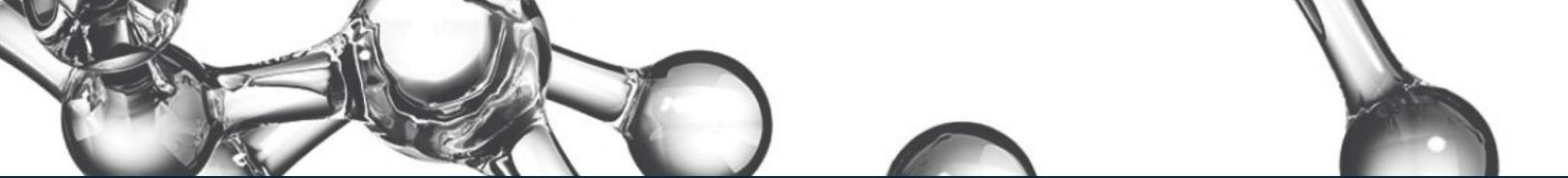
**25**  
million+

VIDEO  
VIEWS  
YOUTUBE§

**48**  
million

SOCIAL  
IMPRESSIONS  
PER MONTH†

\*Google Analytics, Alliance for Audited Media †Khoros ‡YouTube



## 2020 DIGITAL RATES

| PLACEMENT   | UNIT   | CPM  |
|---|--|------|
| Homepage  | 300 x 250<br>728 x 90<br>300 x 600           | \$30 |
| Vertical Content Channel:<br>Sustainability<br>Health<br>The Sciences<br>Technology<br>Mind | 300 x 250<br>300 x 600<br>728 x 90           | \$20 |
|   | Pre-roll                                     | \$28 |
| ROS   | 300 x 250<br>300 x 600<br>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.



# 2020 PRINT RATES

**RATEBASE: 300,000**

## DOMESTIC

### FOUR-COLOR RATES

|      |          |          |          |          |          |
|------|----------|----------|----------|----------|----------|
| 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  |

## WORLDWIDE\*

### FOUR-COLOR RATES

|      |          |          |          |          |          |
|------|----------|----------|----------|----------|----------|
| 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 |

## INTERNATIONAL

### FOUR-COLOR RATES

|      |          |          |         |         |         |
|------|----------|----------|---------|---------|---------|
| 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 |

## EUROPEAN

### FOUR-COLOR RATES

|      |          |         |         |         |         |
|------|----------|---------|---------|---------|---------|
| 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.



# 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](http://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:** 15 x 10 **Spread:** 381 x 254

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

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

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

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

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

**1/6 Vertical:** 2-1/8 x 4-5/8 **1/6 Vertical:** 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

## DIGITAL SPECIFICATIONS

**Silvia De Santis** / Prepress/Quality Manager  
t: 212.451.8455 e: [sdesantis@sciam.com](mailto:sdesantis@sciam.com)

## INSERTION ORDERS

**May Jung**  
t: 212.451.8893 e: [mjung@sciam.com](mailto:mjung@sciam.com)

## PRINTING MATERIALS & MATERIAL EXTENSIONS

**Dan Chen** / Advertising Production Controller  
t: 212.726.9327  
e: [Dan.Chen@us.nature.com](mailto:Dan.Chen@us.nature.com)

Springer Nature  
One New York Plaza  
Suite 4600  
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



## 2020 EDITORIAL CALENDAR

|           | On-Sale Date | Space Close | Print Materials Due |
|-----------|--------------|-------------|---------------------|
| January   | 12/25/19     | 11/08/19    | 11/18/19            |
| February  | 01/21/20     | 12/10/19    | 12/18/19            |
| March     | 02/25/20     | 01/10/20    | 01/17/20            |
| April     | 03/24/20     | 02/10/20    | 02/20/20            |
| May       | 04/21/20     | 03/10/20    | 03/20/20            |
| June      | 05/26/20     | 04/10/20    | 04/20/20            |
| July      | 06/23/20     | 05/11/20    | 05/20/20            |
| August    | 07/21/20     | 06/10/20    | 06/19/20            |
| September | 08/25/20     | 07/10/20    | 07/20/20            |
| October   | 09/22/20     | 08/10/20    | 08/20/20            |
| November  | 10/27/20     | 09/10/20    | 09/21/20            |
| December  | 11/24/20     | 10/09/20    | 10/20/20            |

## 2020 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.

### MAY: 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.

### 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. This year, the single-topic issue will celebrate *Scientific American's* 175<sup>th</sup> Anniversary as we explore the most awe-inspiring technological advances and innovations propelling humanity forward.

### 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**

## AWARDS

SACM has won 11 awards in the past 2 years for outstanding content creation

### 2019

#### GOLDEN TELLY AWARD WINNER

*Branded Campaign-Promotional*  
The Kavli Prize  
Partnership with The Kavli Foundation

#### GOLDEN TELLY AWARD WINNER

*Branded Campaign-Promotional*  
Kuwait Foundation for the Advancement of Sciences  
Partnership with KFAS

#### COMMUNICATOR AWARDS WINNER

*Campaign-Branding*  
The Kavli Prize  
Partnership with The Kavli Foundation

#### COMMUNICATOR AWARDS WINNER

*Campaign-Social*  
Bayer Alka-Rocket Challenge  
Partnership with Bayer

#### COMMUNICATOR AWARDS WINNER

*Individual-Health & Wellness*  
Champions of Science: James Allison  
Partnership with Johnson & Johnson

#### COMMUNICATOR AWARDS WINNER

*Campaign-Branding*  
Kuwait Foundation for the Advancement of Sciences  
Partnership with KFAS





## 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**

“Eureka Therapeutics was delighted to partner with *Scientific American* in the development and delivery of our groundbreaking special issue on cancer immunotherapies. The exposure we received from *Scientific American*, especially from their network on social media, **enabled our company to position our company to a global audience, influential scientists and key opinion leaders.** Their team also did a wonderful job with the coverage and supporting graphics”

Natalie Liu, Investor Relations Manager  
**EUREKA THERAPEUTICS**

# SCIENTIFIC AMERICAN

**Scientific American welcomes your inquiries.  
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