

**SCIENTIFIC  
AMERICAN<sup>®</sup>**

# 2021 Media Kit

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**AUDIENCE & REACH**

SPRINGER NATURE

SCIENTIFIC AMERICAN

**MARKETING SOLUTIONS**

WHAT DO YOU WANT TO ACHIEVE?

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CUSTOM MEDIA

EXAMPLE: ASTRAZENECA

EXAMPLE: THE KAVLI PRIZE

EXAMPLE: GSK

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Scientific American is published by **Springer Nature**, a leading publisher of scientific, medical, professional, and educational content.

Across our brands, we publish **3000+** journals and magazines – including **Nature**, the #1 multidisciplinary science journal\*.



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



Scientific American reaches over **10.4 million**\* forward-thinking, solution-seeking readers every month. They are the people that lead, deliver policy, and drive innovation across a variety of sectors – including health, energy, infrastructure, and planet management.

With 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 innovation.



**A STRONG GLOBAL PRESENCE:**

**14 Local language editions**

**TOTAL COMBINED MONTHLY PRINT CIRCULATION:**

**635,000+\*\***



Print Rate Base\*  
**300,000**



Monthly Web Reach\*\*  
**10.4 million**  
unique users



**15 million**  
page views



Social\*\*\*  
**7.6 million**  
social media followers



**23 million**  
monthly social impressions



**30 million**  
YouTube video views



Key Audiences^

HEALTH  
**2.2 million**  
monthly page views

POLICY  
**837K**  
monthly page views

SUSTAINABILITY  
**656K**  
monthly page views

TECH  
**478K**  
monthly page views

**1.3 million**  
monthly sessions

**460K**  
monthly sessions

**342K**  
monthly sessions




**220K**  
monthly sessions

more audiences available

MARKETING SOLUTIONS | **WHAT DO YOU WANT TO ACHIEVE?**

Whether your objective is top, middle, or bottom of the marketing funnel – focused on driving awareness, engagement, or leads – we can help you find the right marketing mix and set KPIs.



YOUR OBJECTIVES	OUR SOLUTIONS	HOW DO YOU MEASURE SUCCESS?
 <b>AWARENESS</b>	Looking to increase awareness of your brand, product, or event? Run <b>DIGITAL</b> and <b>PRINT ADVERTISING</b>	<i>IMPRESSIONS</i> <i>TIME IN VIEW</i> <i>REACH</i> <i>PAGEVIEWS</i>
 <b>INTEREST</b>	Want to engage an audience with your solution and position your brand as a thought leader? Create <b>CUSTOM CONTENT</b>	<i>SCROLL DEPTH</i> <i>TIME ON SITE</i> <i>SOCIAL REACTIONS &amp; SHARES</i>
 <b>EVALUATION</b>	Ready to convert prospects into leads? Choose our <b>EMAIL</b> and <b>NEWSLETTER MARKETING</b>	<i>CLICKS</i> <i>REGISTRATIONS</i> <i>QUALIFIED LEADS</i>

Dedicated teams across **Project Management**, **Editorial** and **Marketing** work together to support your campaign throughout the **planning**, **real time optimizing**, and **post campaign** periods.

Precisely position your digital ads using our three complementary targeting approaches.



## TARGET BY AUDIENCE INTEREST

Our readers are grouped into audiences based on their online behavior – so you can target users consuming content in your area of interest.



## TARGET BY KEYWORD

Display your message alongside articles with matching keywords, providing context and relevance. Select keywords from our keyword menu.



## TARGET BY CONTENT SECTION

Select from our five content sections (**MIND, HEALTH, SCIENCES, SUSTAINABILITY, TECH**), or narrow down to sub-categories.

You can also combine sub-categories across different content sections to target a customized “super section”.



Examples of targeting by audience, keyword, and content section:



Pharmaceuticals, Life Sciences, Space, Technology, Sustainability, Policy

Diet, Food Allergy, DNA, CRISPR

**TECH** sub-categories include Aerospace and Medical & Biotech  
**SUSTAINABILITY** sub-categories include Conservation and Environment  
**HEALTH SUPER SECTION: HEALTH + MIND** + Medical & Biotech + Biology



Combine with **print** and **newsletter** ads to promote your message across multiple touchpoints.



Build compelling and distinct narratives to convey your brand's unique value. Each media program is developed in close collaboration with our partners, working together toward a common goal. Depending upon your objectives and budget, 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**

Our Custom Media team has won 15 awards in the past 3 years for outstanding content creation.



#### **2020 COMMUNICATOR AWARDS**

*Documentary*

AstraZeneca C2 Awards 2020

*Branding*

Kuwait Foundation for the  
Advancement of Sciences 2020

#### **2020 GOLDEN TELLY AWARDS**

*Branded Campaign Series –*

*Non-Scripted-Documentary*

AstraZeneca C2 Awards 2020

*Promotional*

Future Forum: Future Science Prize 2020

*Short Form*

RIKEN 2020





## Heroes of Cancer Care: AstraZeneca C2 Awards

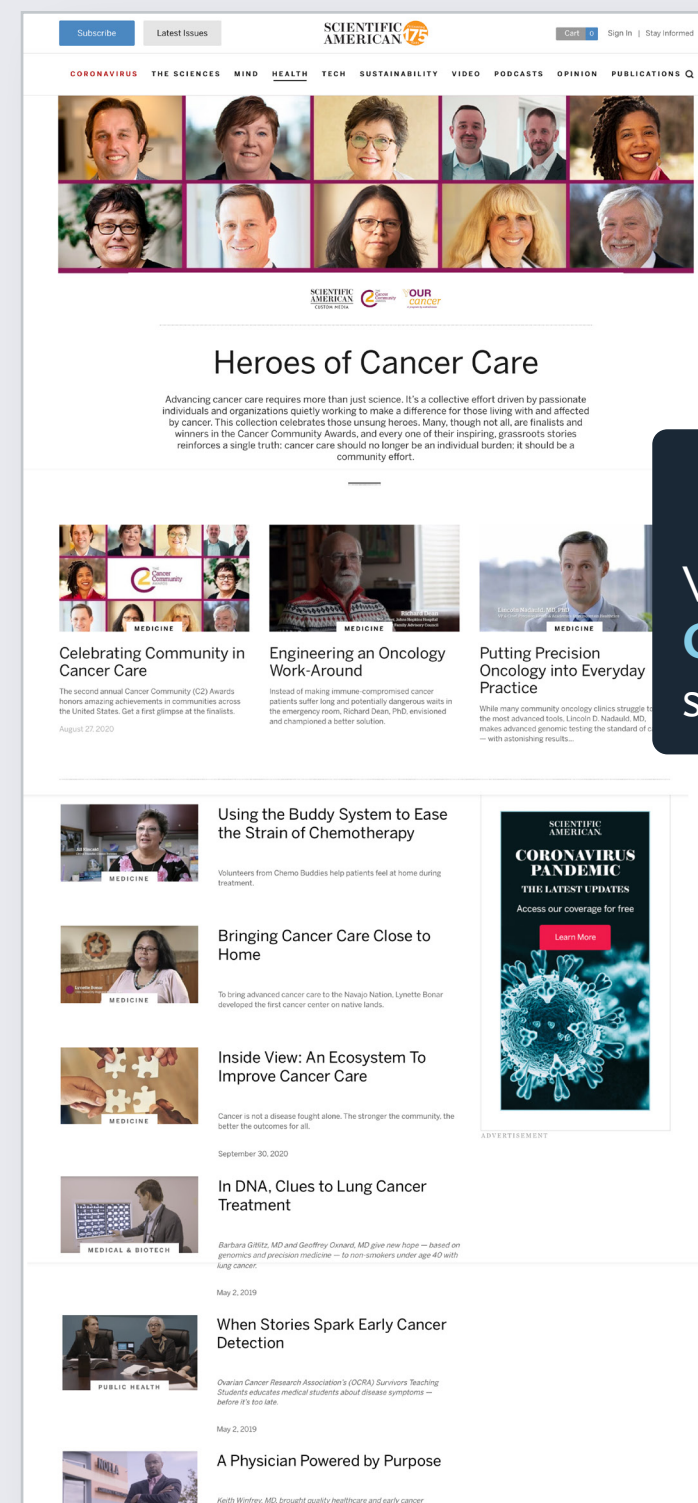
### C2 AWARDS

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

Nominations doubled and new awards categories were added in 2020.



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



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

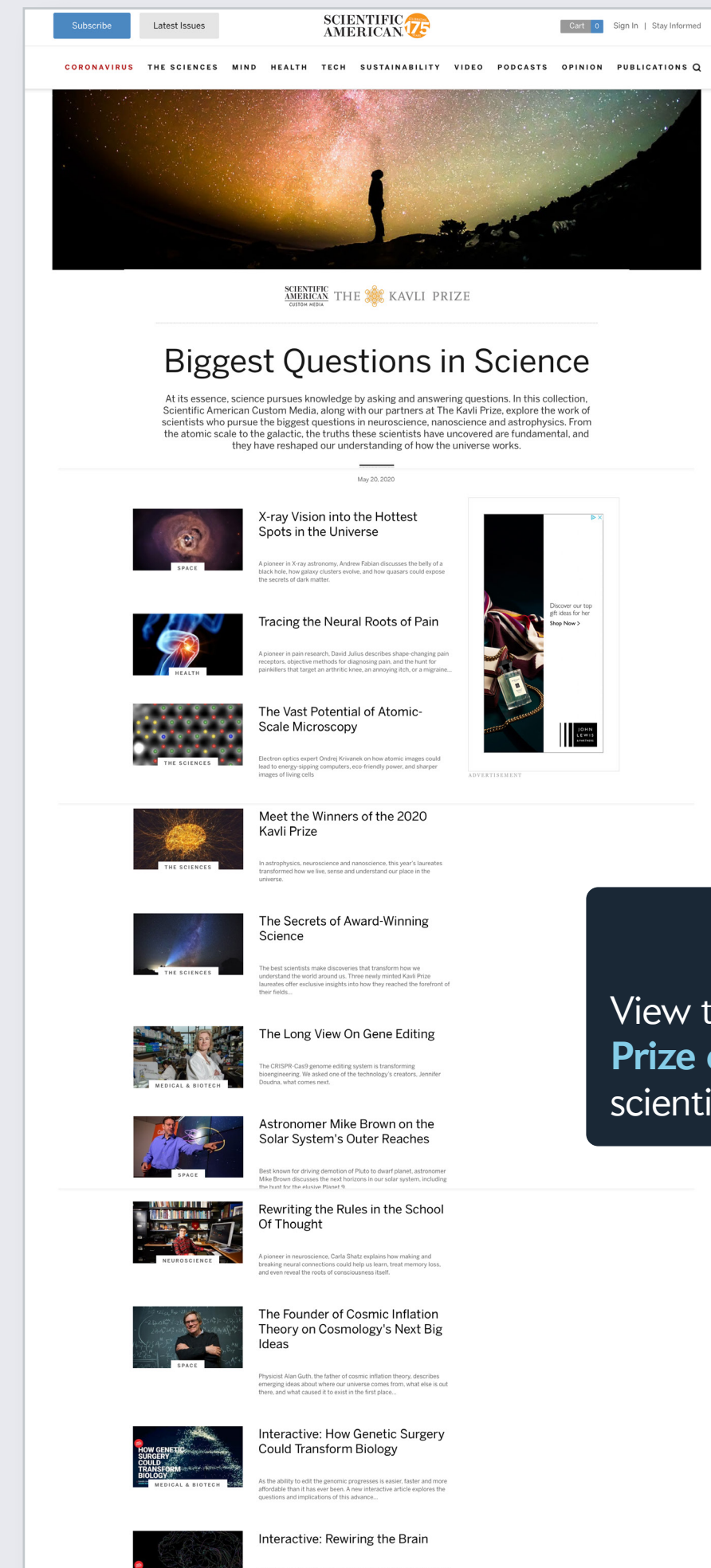
# CUSTOM MEDIA EXAMPLE | THE KAVLI PRIZE



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.







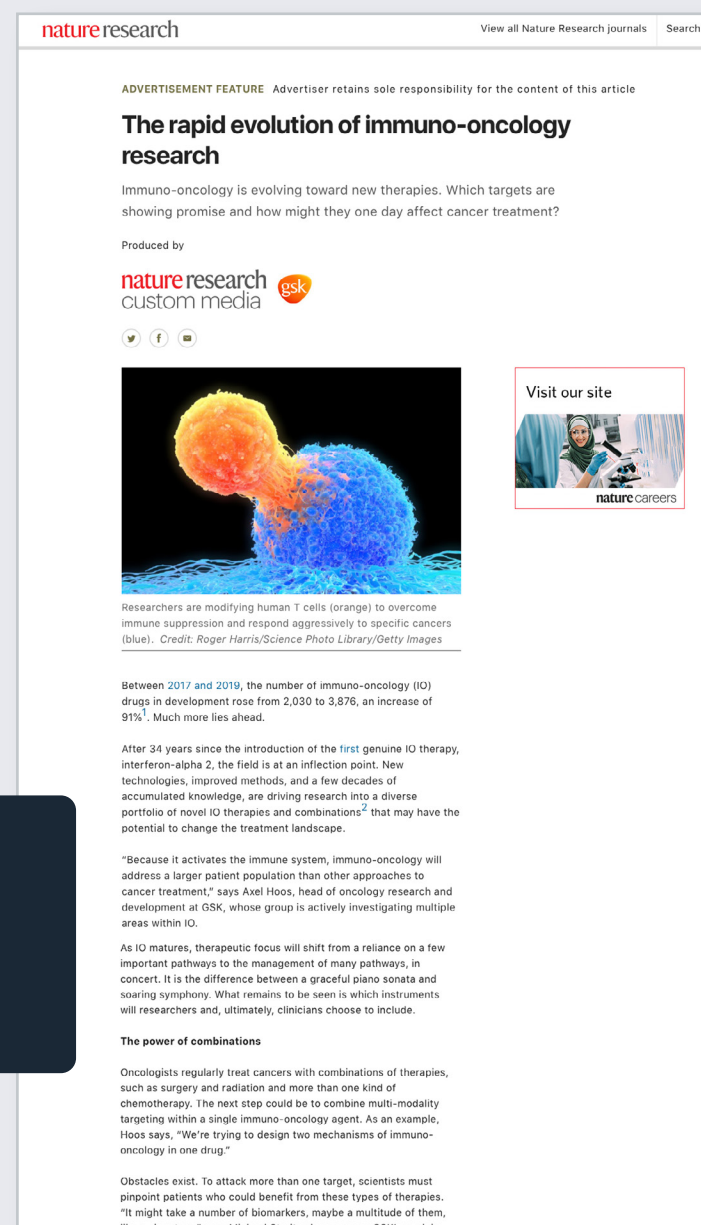
## The Evolution of Cancer Research

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.



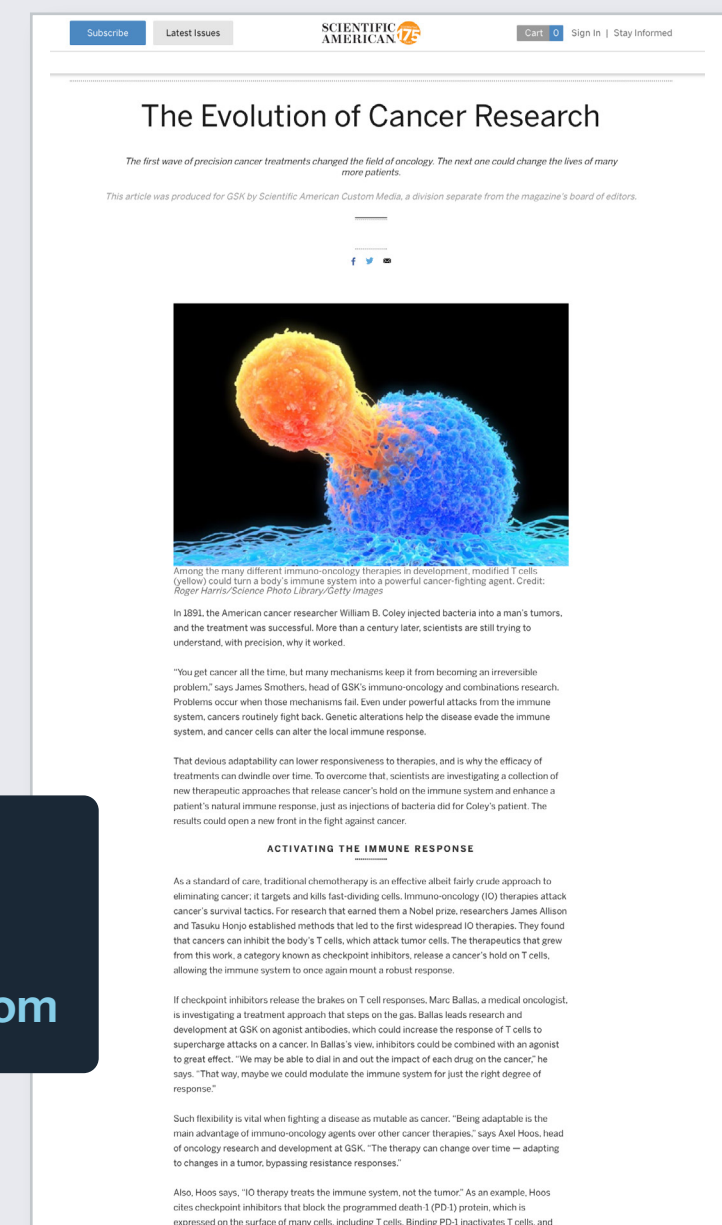
### FOR RESEARCHERS

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.


Email Marketing

Send an email to our marketing list to generate leads for your events and products.

 **85K**  
third party email subscribers\*

Newsletter Advertising

Our readers opt-in to our newsletters to receive daily and weekly updates on the topic of their interest. Advertise in these newsletters to reinforce your message to highly engaged readers who want to stay on top of key insights in your relevant field.

 Advertisers may choose the topic and timing  
Your MPU (300x250px) banner will be the exclusive unit on the newsletter

Newsletters	Distribution Day	Subscribers
Today in Science	Daily (M-F)	102,574
Health & Biology	Monday	55,074
Technology	Tuesday	50,471
Mind & Brain	Wednesday	60,298
Earth & Environment	Wednesday	46,888
Space & Physics	Thursday	53,985
The Week in Science	Friday	98,647

\*SAP Hybris, September 2020

PRINT DEADLINES | 2021

	On-Sale Date	Ad Close	Materials Due
January	12/22/20	11/10/20	11/18/20
February	1/26/21	12/10/20	12/21/20
March	2/23/21	1/11/21	1/20/21
April	3/23/21	2/10/21	2/19/21
May	4/27/21	3/10/21	3/19/21
June	5/25/21	4/9/21	4/20/21
July	6/22/21	5/10/21	5/20/21
August	7/27/21	6/10/21	6/21/21
September	8/24/21	7/9/21	7/20/21
October	9/21/21	8/10/21	8/20/21
November	10/26/21	9/10/21	9/21/21
December	11/23/21	10/12/21	10/20/21

View print  
specs here

RATES | **DIGITAL ADVERTISING**

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

2021 PRINT RATES

RATEBASE: 300,000

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.



## TESTIMONIALS | A FEW WORDS FROM OUR PARTNERS

“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.**

“*Scientific American* has worked for many years with the teams at JNJ to **produce excellent content and to help us spread our message around innovation, leadership and forging a path toward a healthy world.** We always enjoy our projects with them”

Seem Kumar, VP Innovation and Global Health Communications  
**JOHNSON & JOHNSON.**

“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**

“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**

“*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**

## CONTACT US

For more information on our marketing solutions,  
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Our website: [partnerships.nature.com/contact-us](https://partnerships.nature.com/contact-us)



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