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

*Spring MRI 2022 | **Google Analytics, Oct-Sep 2022 | ***September 2022
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<thead>
<tr>
<th>Category</th>
<th>Scientific American Print/Digital Audience</th>
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<td>Any BDM</td>
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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**

**DOMESTIC**

**FOUR-COLOR RATES**

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**INTERNATIONAL**

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**WORLDWIDE**

**FOUR-COLOR RATES**

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**EUROPEAN**

**FOUR-COLOR RATES**

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*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.*
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 though contextual and/or behavioral targeting, all based on accurate, compliant, and unique first party data.

*Google Analytics, Oct-September 2022
## DIGITAL RATES & SPECS

### STANDARD PLACEMENT

<table>
<thead>
<tr>
<th>UNIT</th>
<th>CPM</th>
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<tbody>
<tr>
<td><strong>Homepage</strong> 300 x 250, 728 x 90</td>
<td>$30</td>
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<tr>
<td><strong>Vertical Content Channel</strong> 300x250, 728x90</td>
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<tr>
<td>Pre-roll</td>
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</tr>
<tr>
<td><strong>ROS</strong> 300 x 250, 728 x 90</td>
<td>$20</td>
</tr>
<tr>
<td>Pre-roll (540x340 or 285x246)</td>
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<tr>
<td><strong>Mobile</strong> 300x250</td>
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<tr>
<td>300x50</td>
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### PREMIUM PLACEMENT

<table>
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<tr>
<td><strong>Larger Impact Unit</strong> 300x600</td>
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<tr>
<td><strong>Roadblocks: 1 Section; 1 Day</strong> 300x250, 728x90, 300x600</td>
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<td><strong>Keyword Targeting</strong> 300X250, 728X90, 300X600</td>
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<tr>
<td><strong>Audience Interest Targeting</strong> 300x250, 728x90, 300x600</td>
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**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
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

<table>
<thead>
<tr>
<th>Newsletter</th>
<th># Recipients</th>
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<tbody>
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<td>Today in Science</td>
<td>84,226</td>
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<tr>
<td>Health &amp; Biology</td>
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<td>Technology</td>
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<td>Earth &amp; Environment</td>
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<td>Space &amp; Physics</td>
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<tr>
<td>The Week in Science</td>
<td>93,280</td>
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</tbody>
</table>

**Acknowledgement of your support**
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.

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

CUSTOM VIDEOS

EVENTS (IN-PERSON AND VIRTUAL)

CUSTOM PODCASTS

Click to watch

Click to watch

Click to watch

Click to watch

Click to watch

Click to watch

CONTACT US
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.
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
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.

Each article was promoted on both nature.com and Scientific American 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

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