



ScienceNews

2024 MEDIA KIT

CONNECT WITH INTELLECTUALLY CURIOUS AUDIENCES

Founded in 1922, Science News is the award-winning, trusted source for clear, credible and concise news in all areas of science.

Published by the Society for Science, a nonprofit organization dedicated to expanding scientific literacy, effective STEM education and scientific research, the platforms of Science News are uniquely positioned to deliver your message to a wide range of intellectually-curious audiences with a passion for science and a thirst for knowledge.

Share your message across the following platforms:

MAGAZINE (PRINT AND DIGITAL EDITIONS):

293,000+ readers

117,349 paid circulation

WEBSITE:

1.4 million unique users monthly

2.6 million monthly page views

SOCIAL MEDIA:

7.6 million+ total followers

E-NEWSLETTERS/DEDICATED EMAIL:

145,000+ opt-in subscribers

SCIENCE NEWS LEARNING:

Offering partners unique ways to reach a network that includes 5,800+ high schools, 16,000+ educators and approx. 5 million students



PRINT ADVERTISING

Science News is published biweekly, excluding double issues, with a total of 22 issues annually. Science News subscribers are educated professionals, members of the science community and science enthusiasts. Our audience consists of senior leaders in business and society, scientists and researchers, educators and students, and members of the general public who see the importance of science.

TOTAL PAID & VERIFIED CIRCULATION: 117,349

READERS PER COPY: 2.5+

TOTAL AUDIENCE: 293,000+



PRINT SUBSCRIBER PROFILE

Readership/Unique monthly users	293,000+
Average mean income	\$135,000*
Male/Female	77%/23%
College Graduate	90%
Completed post-graduate study	59%
Read 4 out of 4 issues	82%

CONSUMER PROFILE

Average spent on online purchases in last 12 months	\$1,090
Bought science books in last 12 months	73%
Environmentally active in past year	51%
Enrolled in continuing education	31%
Average number of trips per year	4

Source: DataAxle

AREAS OF SCIENCE INTEREST

Astronomy/Astrophysics	80%
Biomedicine	74%
Computer Science/Robotics	72%
College Graduate	90%
Environment/Climate Change	68%
Human Health/Nutrition	62%

PRINT ADVERTISING

PRINT COLOR RATES

	1x to 3x	4x to 6x	7x to 12x	13x or more
SPREAD	*	*	*	*
FULL PAGE	\$4,000	\$3,400	\$3,075	\$2,623
1/2 PAGE	\$2,695	\$2,280	\$2,062	\$1,759
1/3 VERTICAL	\$1,850	\$1,565	\$1,415	\$1,206
1/3 SQUARE	\$1,850	\$1,565	\$1,415	\$1,206
1/6 PAGE	\$1,045	\$883	\$795	\$681
1/12 PAGE	\$725	\$609	\$551	\$465

*call your account executive for pricing

PRINT COVER RATES

	1x to 3x	4x to 6x	7x to 12x	13x to 26x
COVER 2	\$4,585	\$3,750	\$3,380	\$2,856
COVER 3	\$4,255	\$3,629	\$3,275	\$2,755
COVER 4	\$4,480	\$3,830	\$3,465	\$2,923

2024 PUBLICATION SCHEDULE

Publication Date	Reserve space by	Ad materials due by	Online Pub Date
JANUARY 13	12/06/2023	12/13/23	01/03/24
JANUARY 27	12/20/23	12/27/23	01/17/24
FEBRUARY 10	01/03/24	01/10/24	01/31/24
FEBRUARY 24*	01/17/24	01/24/24	02/14/24
MARCH 09	01/31/24	02/07/24	02/28/24
MARCH 23	02/14/24	02/21/24	03/13/24
APRIL 6	02/28/24	03/06/24	03/27/24
APRIL 20	03/13/24	03/20/24	04/10/24
MAY 04**	03/27/24	04/03/24	04/24/24
JUNE 1	04/24/24	05/01/24	05/22/24
JUNE 15	05/08/24	05/15/24	06/07/24
JUNE 29	05/22/24	05/29/24	06/19/24
JULY 13	06/05/24	06/12/24	07/03/24
AUGUST 10	07/03/24	07/10/24	07/31/24
AUGUST 24	07/17/24	07/24/24	08/14/24
SEPTEMBER 7	07/31/24	08/07/24	08/28/24
SEPTEMBER 21	08/14/24	08/21/24	09/11/24
OCTOBER 05***	08/28/24	09/04/24	09/25/24
NOVEMBER 2	09/25/24	10/02/24	10/23/24
NOVEMBER 16	10/09/24	10/16/24	11/06/24
NOVEMBER 30	10/23/24	10/30/24	11/20/24
DECEMBER 14	11/06/24	11/13/24	12/04/24

* Issue distributed at Regeneration Science Talent Search

** Issue distributed at Regeneration International Science and Engineering Fair

*** Issue distributed at Thermo Fisher Scientific Junior Innovators Challenge

WEB ADVERTISING

Promote your message with BANNER ADS on ScienceNews.org, which averages more than 1.5 million unique users each month. Targeted options are available.

WEB

Readership/Unique monthly users	1.4 million
Monthly Page Views	2.6 million
Male/Female	58%/42%
College Graduate	90%
Completed post-graduate study	63%

WEB BANNER RATES:

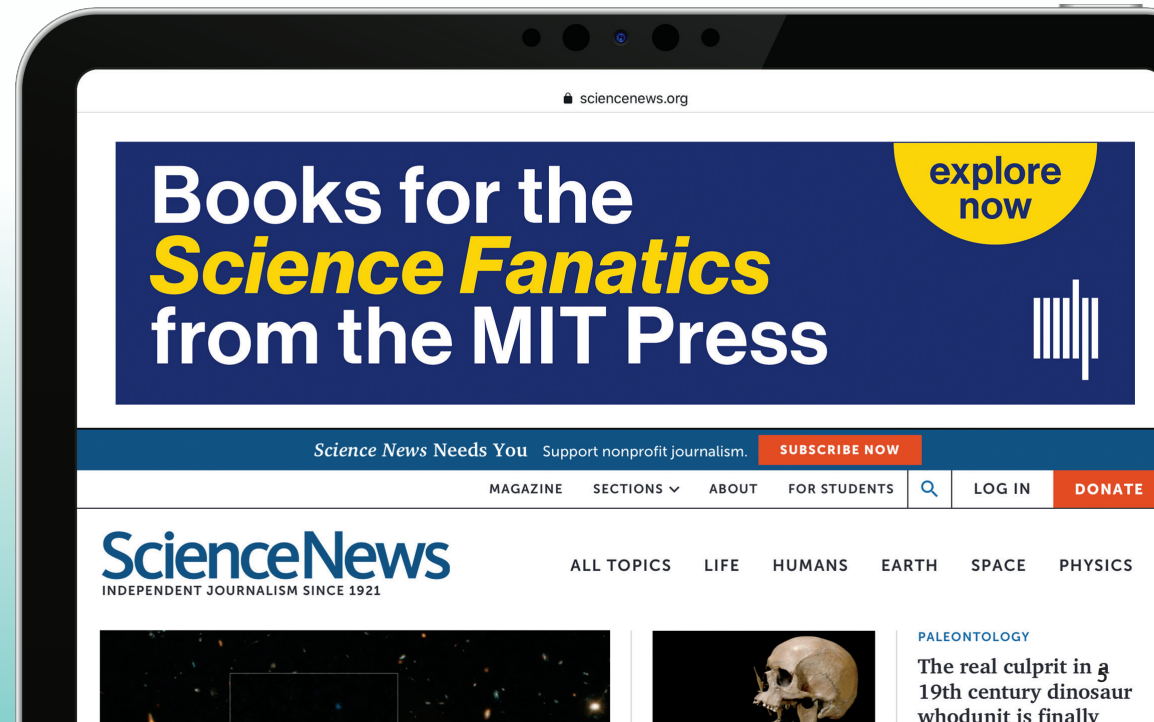
- 50K impressions guaranteed – \$500 (\$10.00 CPM)
- 100K impressions guaranteed – \$800 (\$8.00 CPM)
- 200K impressions guaranteed – \$1,300 (\$6.50 CPM)
- 400K impressions guaranteed) – \$1,800 (\$4.50 CPM)

Available sizes: 300x250, 300x600, 728x90 pixels and 970x250.

Acceptable Formats: JPG, GIF, PNG, BMP

AREAS OF SCIENCE INTEREST

Astronomy/Astrophysics	69%
Biomedicine	69%
Computer Science/Robotics	62%
Environment/Climate Change	71%
Human Health/Nutrition	68%



WEB ADVERTISING

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NEWS OCEANS

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Conservation efforts and fishery management have allowed tuna and billfish to recover

THE SECRET LIFE OF CORALS "An amazing journey through their hidden world!" Philippe Cousteau, Jr. 728X90 px

300X600 px

300X250 px

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ScienceNews SIGN IN

The Amgen Foundation commits \$30 million to LabXchange

AMGEN Foundation LabXchange Learn more.

NEWS HUMANS

Human embryo replicas have gotten more complex. Here's what you need to know

The lab-engineered models give scientists a look at human development beyond the first week

E-NEWSLETTER ADVERTISING

Reach a variety of engaged, educated audiences with a **Banner Ad** or **Sponsored Message** in these Science News e-newsletters:

- “Science News Headlines” (130,000+ subscribers), delivered on Thursday
- “Health & Medicine” (24,000+ subscribers), delivered every other Tuesday
- “Science News Explores Cheat Sheet” (targets 20,000+ educators and parents), delivered on Monday
- “Science News Learning” educator e-mail (16,000+ educators), delivered on Friday
- “Space News” (9,000+ space and astronomy enthusiasts), delivered every other Friday

BANNER ADS

- 3 delivery dates: \$1,800
- Single delivery date: \$800

SPONSORED MESSAGES

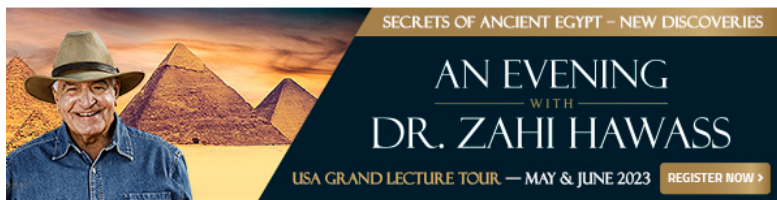
- Single message: \$1,400
- 3 messages: \$3,200

Sponsored Content

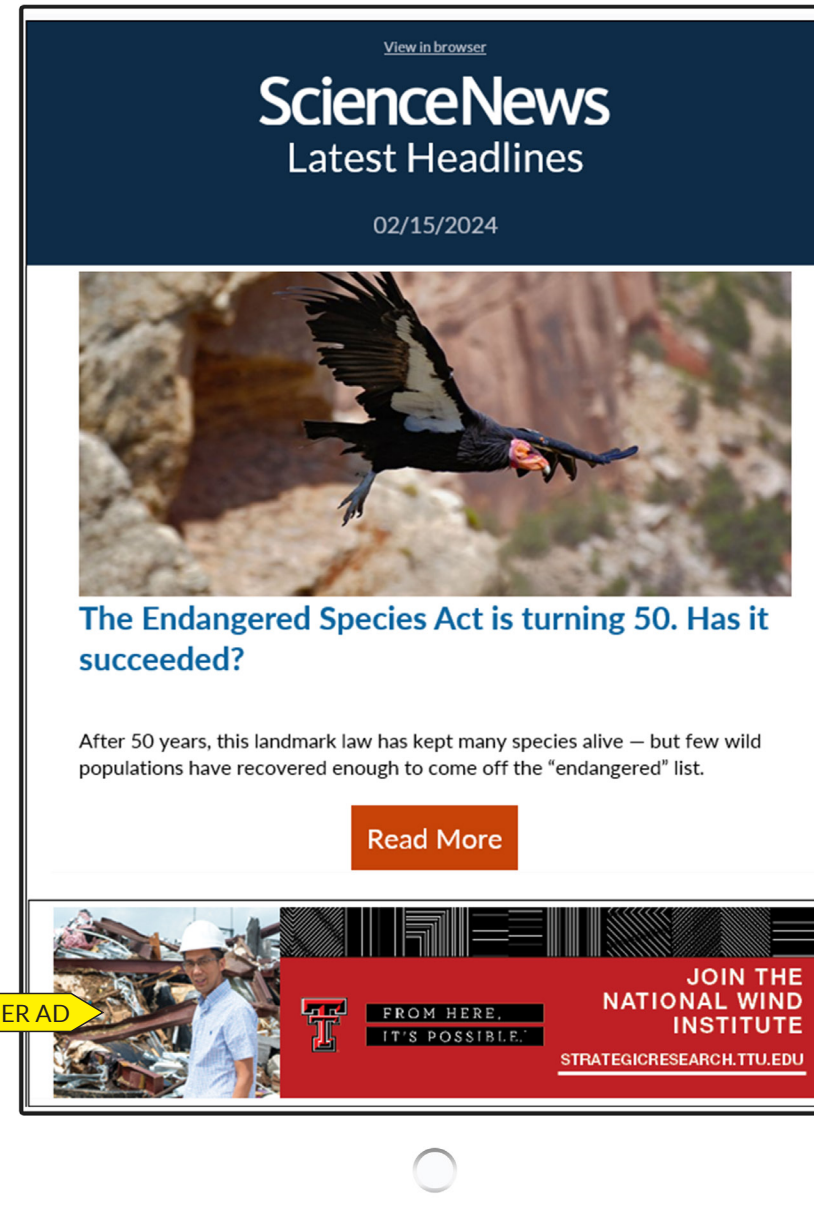
[EGYPT's Ancient Secrets Revealed: An Evening with Dr. Zahi Hawass](#)

Dr. Zahi Hawass, the world's most famous archaeologist will be making one of the MOST EXCITING ANNOUNCEMENTS of his career – NEW GROUNDBREAKING DISCOVERIES revealed for the very first time! Join the Grand Lecture Tour, this May and June, organized in 23 cities across the United States. Don't miss out on this unforgettable evening. Register now at www.ZahiLectures.com

SPONSORED MESSAGE



E-NEWSLETTER BANNER AD



SPONSORED DEDICATED E-MAILS

We'll send your sponsored message directly to targeted audiences in these Science News/Society for Science e-mail communities:

SCIENCE NEWS HEADLINES

- 135,000+ science enthusiasts
- Open Rate – 25–27%
- Click To Open Rate – 3.0–4.0%

SCIENCE NEWS EXPLORES

- 20,000 teachers, parents, and science fans
- Open Rate – 20–23%
- Click To Open Rate – 19–20%

SCIENCE NEWS LEARNING

- 15,000+ high school educators
- Open Rate – 27–32%
- Click To Open Rate – 20–22%

INTERNATIONAL SCIENCE AND ENGINEERING FAIR (ISEF) ALUMNI

- 50,000+ former high school student finalists who have competed at ISEF, the world's largest high school STEM competition



**Intent to apply deadline is
November 15!**

Paid Sponsor Content



Drug Discovery & Development Virtual Event Series 2023

📅 February 22, 2023 | Opens: 5:30 am PST

Register for Free

Labroots and the Drug Discovery planning committee are pleased to announce its **6th Annual Event in the Drug Discovery & Development Virtual Event Series**. Labroots will host this online-only event on **February 22, 2023**. The Drug Discovery planning committee will invite speakers from industry and academia to discuss key challenges, new opportunities, and recent successes in the current landscape of drug discovery and development.

The tracks and topics for this year's event include:

Clean cooling solutions.

We invites **college student teams** to participate in the **Clean Cooling Student Competition**. Proposed solutions may include designs for physical structures, alterations to materials, health related ideas, policy or procedural options—essentially anything that brings the benefits of clean cooling to a more equitable, vulnerable place and people.

Prize: \$100K Grand Prize!

The winning team solution receiving a \$100K prize, a portion of the prize will be used to prototype the solution with the team's specified materials. The remaining four semi-finalist teams will each receive a \$25K prize. All teams will also be entered to participate in the Choice Award competition.

Registration is approaching!

Registration deadline is November 15, 2023

Submission deadline is January 31, 2024

Register for your application account today!

SOCIAL MEDIA

Share your message on our **X/Twitter** (5 million+ followers) and **Facebook** (2.6 million followers) feeds.
Posts are subject to publisher's approval.

SPONSORED POSTS

- \$800 per post
- \$700 per post (3+ posts)
- \$600 per post (6+ posts)

SPONSORED POST, X/TWITTER

Science News @ScienceNews

College and university student teams don't miss your chance to win the \$100K #10XPrize Clean Cooling Student Competition grand prize. Intent to apply deadline is tomorrow 11/15! Learn more and apply today: 10across.com/10xprize

10:30 AM · Nov 14, 2023 · 16.5K Views

4 replies · 3 retweets · 8 likes

Post your reply

Mark Cabot @MarkWabbit · Nov 14, 2023
Looking for ideas? Still? Too funny...

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Science News Magazine with The MIT Press. Paid Partnership · April 5, 2022

SPONSORED: For conservation professionals and general natural history readers alike, *Rewilding* (April, MIT Press) details the radical scientific insights and practical innovations that have transformed the conservation movement. <https://mitpress.mit.edu/books/rewilding...>

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Most relevant is selected, so some comments may have been filtered out.

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FRONT COVER:

NASA, ESA, THE HUBBLE HERITAGE TEAM/STSCI AND AURA

