

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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PHYSICS TODAY is delivered monthly to a large international audience of scientists, engineers, and educators working in physics, optics, materials science, chemistry, acoustics and other physical science fields. The magazine covers those fields in news stories, commentaries, book reviews, and feature articles. Published by the American Institute of Physics, **PHYSICS TODAY** is delivered each month to members of the following scientific societies as a benefit of their membership: Acoustical Society of America; American Association of Physicists in Medicine; American Association of Physics Teachers; American Astronomical Society; American Crystallographic Association; American Meteorological Society; American Physical Society; AVS—Science and Technology of Materials, Interfaces, and Processing; Optica (formerly The Optical Society); and The Society of Rheology. **PHYSICS TODAY** is also available by direct subscription to individuals outside these societies.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

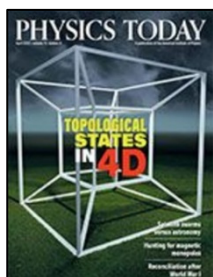
PHYSICS TODAY is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

PHYSICS TODAY PRINT AND DIGITAL MAGAZINE



PHYSICS TODAY SOCIAL MEDIA



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PHYSICS TODAY PRINT AND DIGITAL MAGAZINE (6 issues in the period)	15,712	90,132	105,844
a. Print	8,490	59,043	67,533
b. Digital	7,222	31,089	38,311
(See Paragraph 3b for Source)			
PHYSICS TODAY SOCIAL MEDIA			
a. Twitter followers	*259,469	-	*259,469
b. Facebook likes	*2,908,020	-	*2,908,020

*Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

PHYSICS TODAY serves members of the American Institute of Physics member societies, members of affiliated societies of AIP and other societies, other international physics societies and organizations, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members of the American Institute of Physics member societies, members of affiliated societies of AIP and other societies, other international physics societies and organizations, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	4,913
Allocated for Trade Shows and Conventions	75
All Other	4,695
TOTAL	9,683

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,882	2.7	-	-	2,882	2.7
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	102,962	97.3	15,712	14.8	87,250	82.5
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,844	100.0	15,712	14.8	90,132	85.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January	67,722	37,811	13,425	92,108	105,533
February	69,085	38,195	14,661	92,619	107,280
March	69,453	37,251	16,296	90,408	106,704
April	65,614	38,751	16,752	87,613	104,365
May	66,342	38,824	16,576	88,590	105,166
June	66,976	39,035	16,559	89,452	106,011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
This issue is 0.8% or 813 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Qualified Non-Paid	Qualified Paid
Members of AIP Member Societies	102,341	97.3	63,892	38,449	16,576	85,765
Members of AIP Affiliated and Other Societies and other international physics societies and organizations	2,450	2.3	2,450	-	-	2,450
Others allied in the field	375	0.4	-	375	-	375
TOTAL QUALIFIED CIRCULATION	105,166	100.0	66,342	38,824	16,576	88,590
PERCENT	100.0		63.1	36.9	15.8	84.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	2,139	459	29	2,252	375	-	2,627	2,627	2.5
II. Request from recipient's company:	196	2	-	198	-	-	198	198	0.2
III. Membership Benefit:	82,776	11,010	8,555	63,892	38,449	16,576	85,765	102,341	97.3
IV. Communication (other than request):	-	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	85,111	11,471	8,584	66,342	38,824	16,576	88,590	105,166	100.0
PERCENT	80.9	10.9	8.2	63.1	36.9	15.8	84.2	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

Region	Print	Digital	Qualified		Total	Percent	Region	Print	Digital	Qualified		Total	Percent	
			Non-Paid	Paid						Non-Paid	Paid			
New England	4,819	1,777	1,122	5,474	6,596	6.3	UNITED STATES	55,273	18,536	12,005	61,804	73,809	70.2	
Middle Atlantic	7,822	3,067	1,803	9,086	10,889	10.3	U.S. Territories	140	73	57	156	213	0.2	
East No. Central	7,126	2,917	1,817	8,226	10,043	9.5	Canada	1,188	1,832	401	2,619	3,020	2.9	
West No. Central	2,807	830	630	3,007	3,637	3.5	Mexico	185	331	61	455	516	0.5	
South Atlantic	10,788	3,070	2,127	11,731	13,858	13.2	Other International	9,538	18,051	4,052	23,537	27,589	26.2	
East So. Central	2,070	560	391	2,239	2,630	2.5	APO/FPO	18	1	-	19	19	-	
West So. Central	4,128	1,130	777	4,481	5,258	5.0								
Mountain	5,440	1,682	992	6,130	7,122	6.8								
Pacific	10,273	3,503	2,346	11,430	13,776	13.1								
								TOTAL QUALIFIED CIRCULATION	66,342	38,824	16,576	88,590	105,166	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

Region/Country	Print	Digital	Qualified		Total	Percent	Region/Country	Print	Digital	Qualified		Total	Percent	
			Non-Paid	Paid						Non-Paid	Paid			
ASIA														
Afghanistan	-	3	2	1	3		Greece	65	72	17	120	137		
Armenia	5	31	4	32	36		Hungary	15	34	10	39	49		
Bangladesh	38	101	52	87	139		Iceland	8	11	1	18	19		
Bhutan	-	1	1	-	1		Ireland	66	135	32	169	201		
Cambodia	-	2	-	2	2		Italy	271	490	87	674	761		
China	562	1,987	311	2,238	2,549		Latvia	8	10	1	17	18		
Georgia	1	4	1	4	5		Liechtenstein	1	3	-	4	4		
Hong Kong - SAR	48	133	9	172	181		Lithuania	28	20	4	44	48		
India	985	1,401	600	1,786	2,386		Luxembourg	10	25	5	30	35		
Indonesia	14	54	5	63	68		Malta	3	1	-	4	4		
Japan	1,297	1,858	367	2,788	3,155		Moldova	-	2	-	2	2		
Kazakhstan	3	10	-	13	13		Monaco	1	1	-	2	2		
Korea, Democratic People's Republic Of	-	1	-	1	1		Montenegro	-	1	-	1	1		
Korea, Republic Of	287	574	182	679	861		Netherlands	302	495	110	687	797		
Macao	2	1	-	3	3		Norway	99	91	22	168	190		
Malaysia	24	80	6	98	104		Poland	60	160	34	186	220		
Mongolia	1	1	-	2	2		Portugal	53	77	9	121	130		
Myanmar	1	5	-	6	6		Romania	23	50	7	66	73		
Nepal	5	13	11	7	18		Russian Federation	12	341	52	301	353		
Pakistan	43	70	47	66	113		Serbia	7	11	2	16	18		
Philippines	19	46	8	57	65		Slovakia	13	6	6	13	19		
Singapore	100	173	47	226	273		Slovenia	21	32	6	47	53		
Sri Lanka	4	9	4	9	13		Spain	290	427	89	628	717		
Taiwan	150	1,529	80	1,599	1,679		Sweden	172	236	76	332	408		
Thailand	22	52	13	61	74		Switzerland	349	533	108	774	882		
Uzbekistan	-	1	-	1	1		Turkey	119	105	39	185	224		
Vietnam	-	9	2	7	9		Ukraine	4	97	43	58	101		
Subtotal	3,611	8,149	1,752	10,008	11,760	11.2	United Kingdom	763	1,271	309	1,725	2,034		
MIDDLE EAST	284	574	193	665	858	0.8	Subtotal	4,744	7,535	1,737	10,542	12,279	11.7	
EUROPE							AFRICA	187	255	136	306	442	0.4	
Austria	114	167	43	238	281		NORTH AMERICA							
Belarus	4	5	1	8	9		Canada	1,188	1,832	401	2,619	3,020		
Belgium	117	196	34	279	313		Mexico	185	331	61	455	516		
Bosnia and Herzegovina	5	3	1	7	8		United States	55,431	18,610	12,062	61,979	74,041		
Bulgaria	9	15	2	22	24		Subtotal	56,804	20,773	12,524	65,053	77,577	73.8	
Croatia	11	20	8	23	31		CARIBBEAN	7	33	8	32	40	-	
Cyprus	8	18	4	22	26		CENTRAL AMERICA	6	22	6	22	28	-	
Czech Republic	43	83	11	115	126		SOUTH AMERICA	332	719	120	931	1,051	1.0	
Denmark	112	153	35	230	265		ASIA PACIFIC	367	764	100	1,031	1,131	1.1	
Estonia	9	6	2	13	15									
Finland	76	146	20	202	222									
France	418	657	199	876	1,075									
Germany	1,055	1,329	308	2,076	2,384									
								TOTAL QUALIFIED CIRCULATION	66,342	38,824	16,576	88,590	105,166	100.0

*See Additional Data

SOCIAL MEDIA CHANNEL

Physics Today Social Media



Twitter followers
<http://twitter.com/physicstoday>



Facebook likes
<http://facebook.com/physicstoday>

2022

	Twitter followers	Facebook likes
Beginning Balance	232,142	2,920,812
January	236,340	2,915,247
February	238,036	2,910,530
March	239,531	2,905,814
April	240,784	2,900,988
May	242,833	2,896,345
June	259,469	2,908,020

ADDITIONAL DATA

MAGAZINE: METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT ON CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

OFFICIAL PUBLICATION OF:

PHYSICS TODAY is the official publication of the American Institute of Physics, Inc.

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 87,250 copies were sold to qualified recipients at the following subscription prices: \$5.38. Member's yearly subscription price of \$5.38 is included in the dues and is non-deductible therefrom. The American Institute of Physics is a federation that advances the success of our 10 Member Societies and an institute that operates as a center of excellence supporting the physical sciences enterprise. AIP member societies sponsor subscriptions to Physics Today for their members. The societies pay AIP \$5.38 for each member subscription.

AVERAGE ANNUAL ORDER PRICE:

The Average Annual Order Price for January-June 2022 is \$6.32.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Social Media is not reported at the media owner's option.

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,532	3.7	-	-	2,532	3.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	65,001	96.3	8,490	12.6	56,511	83.7
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL	67,533	100.0	8,490	12.6	59,043	87.4

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	350	0.9	-	-	350	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	37,961	99.1	7,222	18.9	30,739	80.2
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL	38,311	100.0	7,222	18.9	31,089	81.1

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Bernadette Garcia, Director, Customer Experience and Order Processing
Kimberly Matura, Senior Manager, Customer Experience & Order Processing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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