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Magazine Highlights	Description	Open Rate	Frequency	List Size	Avg CTR (all content)	Rate (per ad)
Magazine Highlights	Highlights from the latest issue; the first place to access issue content	45%	monthly	59k+	7.1%	\$1,648
The Week in Physics (TWIP)	An overview of the website-exclusive content from the week prior and a Special Edition TWIP the day of the Physics Nobel announcement	41%	weekly	55K+	7.6%	\$1,545
Digital Edition	For those subscribed to the magazine via the digital PDF, this email announces its arrival	48%	monthly	40K+	5.2%	\$849
New Products	An emailed version of the New Products section from the magazine (see monthly product topic schedule on page 15)	20%	monthly	40k+	2%	\$824



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SOURCE: Physics Today Audience Study, Signet Research Inc, May 2022, BPA Brand Report June 2022, Google Analytics Jan-Aug 2022