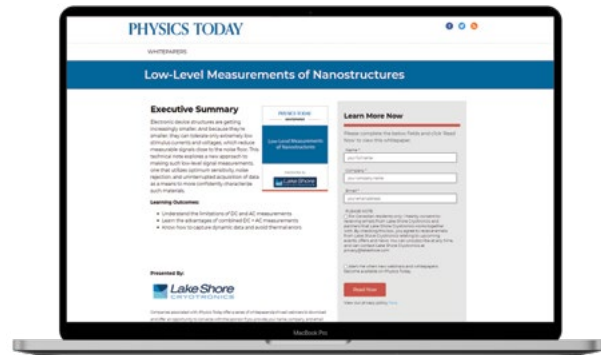


Lead Gen Options: Supplied Whitepapers, eBooks, Handbooks, & App Notes

These products offer an excellent way to both generate marketing-qualified leads as well as position your company as a thought-leader alongside Physics Today's authoritative editorial, all while obtaining extensive brand exposure with a comprehensive marketing campaign.



Any asset has potential to generate leads!
Consult with your sales contact to find out how we can transform your resources into sales. **On average, 100% of campaigns OVERDELIVER on the lead guarantee!**

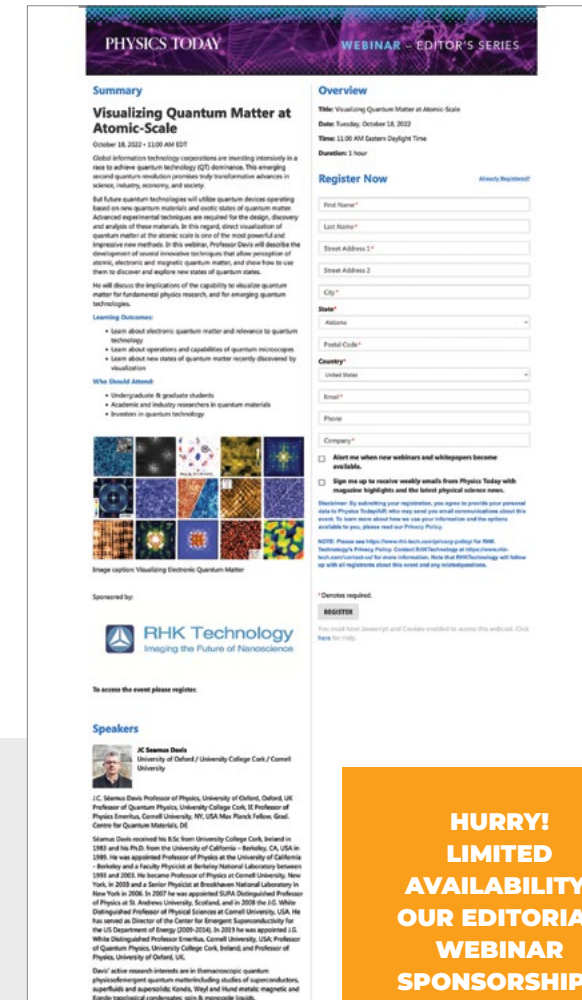
“The Physics Today whitepaper program has helped PI (Physik Instrumente) to connect with physicists and engineers in the optics and photonics community.”

—Stefan Vorndran,
VP Marketing, Physik Instrumente

Get Started! Contact your sales consultant to discuss your plans.

Lead Gen Options: Sponsored Editorial or Custom Sponsored Webinars

**ASK ABOUT OUR
CO-SPONSORSHIP
OPTIONS!**



**HURRY!
LIMITED
AVAILABILITY!
OUR EDITORIAL
WEBINAR
SPONSORSHIPS
SOLD OUT IN
2022!**

Each program includes:

- Your branding on customized registration page and audience viewing console
- Live or SimuLive
- Contact info for all registrants
- Integrated marketing campaign promoting event & your brand
- Reminder emails to promote high attendance and post-event email to promote on-demand viewing
- Content archived on our site indefinitely; LEADS ALL YEAR ROUND!
- Full production support for hosting platform, rehearsal of live event and technical support
- Editorial moderator
- Engagement reports & Marketing report
- MP4 video file
- GDPR compliant

Custom Webinars Deliver 515 registrants & 47% attendance rate on avg

Editorial Sponsored Webinars Deliver 619 registrants & 45% attendance rate on avg

Choose from a variety of lead-guaranteed packages starting at just \$5,665 net!

“Physics Today has been one of our main marketing channels to address the American and international physics community for more than a decade. We value the high quality of their content, which provides a fantastic environment for us to send out our messages. Our most recent webinar with Physics Today achieved a large number of participants, sparked impressive engagement and enthusiastic feedback from the audience. As a business, we rely on trusted relationships with strong partners. Physics Today is definitely one of them.”

—Jan Benhelm
CMO, Zurich Instruments AG

Get Started! Contact your sales consultant to discuss your plans.

“We have been partnering with Physics Today for our advertising campaigns for many years, both print & online. We feel confident that we are reaching a quality audience who is interested in our adhesives, sealants & coatings. ...We received leads from some very solid companies who downloaded our whitepaper.”

—Jane Trager, Marketing,
Master Bond

Each program includes:

- Customized landing page with responsive design
- Email, social and/or website marketing campaign
- Contact information for all leads
- Content archived on our site indefinitely—leads all year round!
- Choose from a variety of lead-guaranteed packages, starting at just \$3,000 net!