

# Print Advertising Means Business

When print is a part of your media mix, readers notice

- **A Global Audience:** 106,000+ subscribers across the globe each month
- **Extra Exposure:** 30% of subscribers pass their issue along to someone else, making the total readers per copy 1.6 people.
- **Engaged Readers:** 71% of subscribers read all or some of each issue. Average reading time is 48 minutes per issue; 50% of subscribers retain their issues for future reference.
- **BPA Audited:** Guaranteed circulation promises we reach as far as we claim; reports available
- **Relied Upon at Work:** 71% of readers say *Physics Today* is an important resource in their work/research
- **Preferred Among Similar Publications:** 85% of readers rank *Physics Today* as higher quality than other science magazines
- **A Destination Information Source:** 83% of readers say the information found in *Physics Today* magazine is not easily found elsewhere
- **FREE Ad Studies:** Quantitative measurements for your ad programs, to help justify your spend and impact—offered to all June & December print advertisers. A \$5,000 value per study!
- **FREE Page of Branded Content:** Spend at least \$20,000 on print within a 12-month period & receive a full page of branded content to share information about your company's origins, successes and latest product advances. Your supplied copy is edited by our team and placed into a designed template in the issue of your choice

**82%** of readers took action after reading/seeing something in *Physics Today*

**24%** of subscribers are exclusive to *Physics Today*. That's 24,000+ readers that do not subscribe to any other scientific publication.

- **Award Winning Magazine:** Association Media & Publishing recognized *Physics Today* with three gold EXCEL Awards in 2022: for general excellence, for the feature article "S is for Science; The making of 3-2-1 Contact" (January 2021), and for its #BlackInPhysics online essay collection.
- **Bonus Distribution:** The magazine is sent to a variety of scientific tradeshows year-round (print magazine for in-person events; link to digital edition for virtual). Access this added audience with a print ad. See page 15 for the calendar of shows



**This ad designed by Physics Today creative staff. Need an ad designed? Let us know!**

**Ask about premium placements!**

# Print Advertising Options for Every Budget and Goal

Choose from a wide variety of shapes and sizes to suit your needs



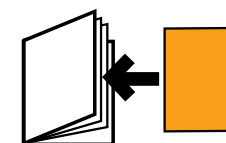
**Cover Ad:** Make a bold statement every issue. Must be purchased in 6 or 12 month packages. **Options: Cover 2 (inside front), Cover 3 (inside back), Cover 4 (outside back).**



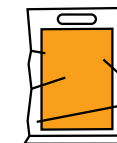
**Spread:** Display your message with stronger impact by spanning two pages. **Also available as a half-page spread.**



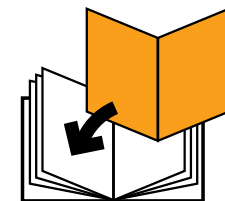
**Tip-On:** Take over the cover with this option—the message or ad of your choice is adhered to the front of the magazine. Be the first thing readers will see a tip-on.



**Blow-Ins:** A dramatic emphasis for your latest promotion—a loose card or folded piece that is placed within the pages of the magazine. There's no way to flip past a blow-in!



**Polybag:** Have a publication, poster or other message of your own you'd like to package with *Physics Today* to expand your reach? Polybag it with our magazine for a high profile slot that is sure to garner extensive attention.



**Insert:** Captivate your potential buyers. Opt for thicker paper—a message that cannot be missed.

8 x 10-1/2"



**Full Page**

6-7/8 x 4-3/4"



**1/2 Page Horizontal**

4-9/16 x 7-1/4"



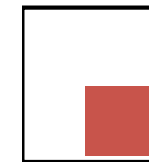
**Junior Page**

2-3/16 x 9-3/4"



**1/3 Page Vertical**

4-9/16 x 4-3/4"



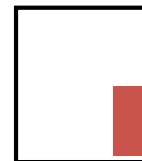
**1/3 Page Square**

3-1/4 x 4-3/4"



**1/4 Page**

2-3/16 x 4-3/4"



**1/6 Page**

6-5/6 x 1-1/16"



**1/8 Page**

**Need Design Help?**

We have in-house creative services available. Ask your sales consultant for more information.

**Ready to talk about your ad program?**

Quotes are customized based on your budget, goals and preferences. [Contact your sales consultant today.](#)

SOURCE: Physics Today Audience Study, Signet Research Inc., June 2022, BPA Brand Report June 2022