“The accuracy and comprehensiveness of Thorlabs’ website depend on hiring the best technical writing staff. We have found many qualified and highly technical candidates by posting openings in Physics Today Jobs.”

—Thorlabs

Partner with the most influential and closely followed physics magazine in the world
Why Hire a Physicist

Physicists, physical scientists, and engineers with training in first principles have a unique skill set that can transform a company into a next-generation problem solver. Physicists aim to understand and manipulate the physical phenomena that comprises our world and are not limited by field. They ask fundamental questions, consider novel approaches to longstanding problems, and holistically approach technical challenges with a wide variety of tools. Spanning the full range of bench science to computational modeling to theoretical musings, problem-solving for physicists is as broad as our course of study: mechanical, computational, thermal, biophysical, quantum, electrical, chemical—the list goes on.

Physicists focus on identifying the underlying principles of a system or technology while realizing any inherent assumptions or limitations. They also have the computational skills to create simulations, test models, and analyze data in ways that are frequently the key to finding fundamental solutions. The ability to solve the entire problem, not just a facet, makes physicists a powerful asset to any company.

If you’re looking for creative, innovative, and mindful people, then you want candidates who are seeking their next job opportunity at jobs.physicstoday.org/employers.

“Physics Today Jobs is our go-to site for advertising physics faculty positions. Posting on Physics Today Jobs ensures we will have a wide variety of great candidates to choose from.”

—American University
Hire Talented Physical Scientists

Attract talent with high-profile print ads & highly trafficked jobsite ads

ONLINE OPTIONS
- 30-, 60-, 90-day job posts
- Discounted bundles available
- Add-on upgrades to boost visibility:
  - Featured job on homepage and search results
  - Job tweet (over 213k followers)
  - Mention in e-newsletter
    “The Week in Physics” (55k recipients)

PRINT OPTIONS
- Special Careers issue each October raises your job visibility while offering discounted print plus online exposure packages.
- Job ads available in any monthly issue all year, includes free online posting and design services, full color. Ask about discounts for universities and agencies.

Print ads are now run-of-book instead of relegated to a classified section at the back. This means your ads appear alongside the editorial where readers are most engaged with content, raising the visibility of your job opening.

“Advertising with Physics Today provided The University of Tennessee with diverse and highly qualified candidates which lead to strong pools and successful hires.”

—University of Tennessee
Online Job Seeker Demographics

**Highest Degree Earned**
- 70% Doctorate
- 14% Masters
- 6% 4 Year Degree
- 10% Current Undergraduate

**Geography**
- 65% North America
- 16% Asia/Pacific
- 10% Europe
- 9% Rest of world

**Work Experience**
- 53% 1-5 years
- 32% 6-10 years
- 15% 11 or more years

**Nature of Work**
- 68% R&D
- 40% Teaching
- 28% Consulting/Admin Mgmt/Sales

**Average Monthly Website Statistics***

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique visitors</td>
<td>14,000</td>
</tr>
<tr>
<td>Average views per job</td>
<td>1,300</td>
</tr>
<tr>
<td>Resume database</td>
<td>3,000</td>
</tr>
<tr>
<td>Active job seekers (accessed account within one year)</td>
<td>4,600</td>
</tr>
</tbody>
</table>

* Based on data from 2022

Contact us to discuss your recruitment needs
Online Pricing, Upgrades, & Packaging

Find top talent and highly qualified physical scientists. Post your job online using Physics Today Jobs.

Online jobs are posted IMMEDIATELY and include

- Posted on Physics Today Jobs and partner job sites: the AAPT Career Center, AVS Career Center, and SPS Jobs (entry-level and internships only)
- Access to a searchable resume database
- Posted on Physics Today’s Facebook and Google for Jobs
- Rotation on applicable AIP Journal web pages

<table>
<thead>
<tr>
<th>Pricing for Online Job Postings</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Day</td>
<td>$650</td>
</tr>
<tr>
<td>60-Day</td>
<td>$900</td>
</tr>
<tr>
<td>90-Day</td>
<td>$1,295</td>
</tr>
<tr>
<td>Three 30-Day</td>
<td>$1,750</td>
</tr>
<tr>
<td>Five 30-Day</td>
<td>$3,000</td>
</tr>
<tr>
<td>Ten 30-Day</td>
<td>$5,300</td>
</tr>
<tr>
<td>60-Day Summer Research/Internship Posting</td>
<td>Free</td>
</tr>
</tbody>
</table>

Custom job packages available upon request. 15% discount for recruitment agencies.

Visibility Boosters: Add an upgrade for more exposure

<table>
<thead>
<tr>
<th>Feature</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured Job — Job rotates on Physics Today Jobs homepage and highlighted in job search results</td>
<td>$225</td>
</tr>
<tr>
<td>Physics Today’s “The Week in Physics” E-newsletter — Job appears and is sent to 56,000 Physics Today readers</td>
<td>$325</td>
</tr>
<tr>
<td>Job Tweet — Job appears on Physics Today’s Twitter channel</td>
<td>$150</td>
</tr>
<tr>
<td>Job ad in Physics Today magazine (print &amp; digital replica)</td>
<td>contact <a href="mailto:ptjobs@aip.org">ptjobs@aip.org</a></td>
</tr>
</tbody>
</table>

Post your jobs now at physicstoday.org/jobs/employers

Contact us to discuss your recruitment needs
Our Print Readers Are Your New Hires

EXPERIENCE THE IMPACT OF A PRINT JOB AD

One ad in Physics Today reaches an entire network of professionals across 10 physical science societies due to the unique partnership between Physics Today's parent company, AIP, and the societies below:

- Acoustical Society of America;
- American Association of Physicists in Medicine;
- American Association of Physics Teachers;
- American Astronomical Society;
- ACA: The Structural Science Society;
- American Meteorological Society;
- American Physical Society;
- AVS: Science & Technology of Materials; Interfaces; and Processing;
- Optica (Formerly OSA); and
- The Society of Rheology

- Each issue engages 106,000+ individual subscribers
- AND 1600+ institutional subscribers (companies, national labs, and universities with employee access to magazine issue content and website)
- ADDITIONALLY, 24+ scientific conferences receive the print and digital edition magazine for attendee distribution (whether in person or virtual event) throughout the year
- AND virtually every university department chair in physics and astronomy in the USA receives a copy of Physics Today each month

North America
74% (78,000+)

Europe
12% (12,500+)

Asia
11% (12,500+)

South America
1%

Australia
1%

Other
1%

Print Reader Demographics

AN ENGAGED AUDIENCE OF QUALIFIED TALENT

Where Our Readers Work
- 57% University Research & Education
- 23% Government/Nonprofit
- 16% Commercial
- 13% Self-employed/Other
- 6% Hospital, Healthcare, Medical Services

Education Level
- 72% PhD or Equivalent
- 18% Master’s
- 8% Bachelor’s

Career Level
- 68% Mid-Career or Later
- 15% Early-Career
- 9% Intern/Post Doc

Most Represented Fields
1. Astronomy/Planetary Science
2. Optics & Photonics
3. Engineering
4. Computational Physics
5. Materials Science
6. Condensed Matter Physics
7. Mathematical Physics/Applied Mathematics
8. Data Science/Al/Machine Learning
9. Instrument & Measurement Science
10. Atomic & Molecular Physics

Most Common Applications
1. Research Labs
2. Electronics
3. Materials Research
4. Spectroscopy
5. Astronomy
6. Lasers & Other Sources
7. Computers & Hardware
8. Signal Processing or Computing
9. Test & Measurement
10. Chemistry/Chemical Engineering

Most Common Job Functions
1. Research (in Academic Sector)
2. Applied R&D
3. Educator
4. Basic Research
5. Engineering/Design

88% of our readers work in more than one field!

A small fraction of readers recognize themselves as relegated to one field, verifying the truly multi-disciplinary aspect of work across the physical sciences.
Reasons Your Print Ad Captures Added Attention

WHEN PRINT IS A PART OF YOUR RECRUITMENT PACKAGE, YOU MAXIMIZE YOUR RESPONSE RATE

- **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 and 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.

Ask About Premium Placements!
Enhance your talent search with a prominent position in the special issue & online:

- **More for Less**: Discounted print plus online recruitment bundles keep you highly visible & maximize response rate, affordably.
- **Access top talent with extra exposure**: 106,000+ subscribers, 200,000+ unique web visitors—all with extra promotion toward the special issue.
- **Book early, Save even more**: Book by August 16 for an extra 5% off any discounted package, send job announcement material by Sept 1.

**SOME OF THE COMPANIES RECRUITING IN OUR PAST CAREERS ISSUES:**

- Boston University
- Brown University
- Caltech
- Colorado State University
- Florida State University
- Georgia State University
- Georgia Tech
- Harvard
- Institute of Advanced Science Facilities Shenzhen
- Jefferson Lab
- Krell Institute
- MIT
- North Carolina Central University
- Oakland University
- Pacific Northwest Nationall Lab
- Penn State
- Princeton Centre for Complex Materials
- Purdue
- Rice University
- Rutgers
- The Hong Kong University of Science & Technology
- The University of Mississippi
- Texas Tech
- Thirty Meter Telescope Project
- University of Alabama at Birmingham
- University of Denver
- University of Notre Dame
- University of Oregon
- University of Tennessee Knoxville
- University of Texas El Paso
- University of Wisconsin Madison
- Washington State University
- Western Washington University
- Westmont College
- Woods Hole Oceanographic Institution
- Zhejiang University

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“We have been a long-term partner with Physics Today in academic recruitment. We entrust Physics Today with their professionalism in helping us to reach out to the talented ones.”

—Hong Kong University of Science & Technology (HKUST)

“Physics Today is our go-to online resource for recruiting physicists. The excellent customer service is also a perk!”

—Institute for Shock Physics, Washington State University
2023 Print Recruitment Ad Rates

($US, GROSS)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x Rate</th>
<th>1x Discounted Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$11,299</td>
<td>$9,857</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$7,407</td>
<td>$6,232</td>
</tr>
<tr>
<td>1/3rd</td>
<td>$6,129</td>
<td>$4,481</td>
</tr>
<tr>
<td>1/4th</td>
<td>$4,450</td>
<td>$3,615</td>
</tr>
<tr>
<td>1/6th</td>
<td>$2,934</td>
<td>$2,554</td>
</tr>
<tr>
<td><strong>Total Discount</strong></td>
<td><strong>13% Off</strong></td>
<td></td>
</tr>
</tbody>
</table>

All rates include 4-color process

**University Discount**

All universities and colleges receive an additional discount for print job ads. Inquire at ptjobs@aip.org.

**Native Content**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page University Viewpoint</td>
<td>$10,000</td>
</tr>
<tr>
<td>Full-Page Branded Content</td>
<td>$8,500</td>
</tr>
<tr>
<td>Full-Page Advertorial</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Contact ptjobs@aip.org for details

**GENERAL ADVERTISING RATE POLICY**

Recognized agencies receive a 15% discount off gross rate.

**CREATIVE SERVICES FEES**

All print recruitment ads include design services based on your supplied text and logo. Each ad size has a character count limit. Contact ptjobs@aip.org to learn more.

“We’ve gotten a really strong applicant response from posting on Physics Today Jobs. They also provided excellent communication and customer service relating to the posting process.”

—Lewis & Clark College

“Join the thousands of organizations that use Physics Today to find physical scientists to fill jobs in academia, government, and the private sector. Whether you’re looking for postdocs or professors, industrial researchers, or sales engineers, Physics Today will deliver top talent to your organization.”

—Richard Fitzgerald, Interim Editor-In-Chief, Physics Today

**QUESTIONS:**

ptjobs@aip.org
American Institute of Physics
1 Physics Ellipse, College Park, MD 20740

Contact us to discuss your recruitment needs