

AMERICAN Scientist

2017 MEDIA KIT

www.americanscientist.org



SIGMA XI
THE SCIENTIFIC RESEARCH HONOR SOCIETY

The Magazine

the advertising source to reach scientists and engineers

Published since 1913, *American Scientist* is written for those curious about new discoveries in all fields of science and engineering. Honored with many awards for editorial, design and illustration quality, *American Scientist*'s articles are written by scientists and engineers to be understood by a well-educated audience. Published bimonthly, the magazine features illustrated articles on a broad variety of topics, including biology, chemistry, physics, geology, astronomy, computing, psychology, mathematics and technology.

PUBLISHED BY SIGMA XI

American Scientist is published by Sigma Xi, The Scientific Research Society. Sigma Xi was founded in 1886 as an honor society for research scientists and engineers. Its goals are to foster interaction among science, technology and society; to encourage appreciation and support of original work in science and technology; and to honor scientific accomplishments. Membership in Sigma Xi is by invitation only. The nation's most promising science graduate students and others who have shown potential as researchers are invited to join.

SOLD ON THE NEWSSTAND

American Scientist is sold on the newsstand worldwide giving your advertisements added exposure.



FEATURE ARTICLES

Each issue features four or five major articles written by scientists in concert with *American Scientist* editors. All are thoroughly illustrated with photographs, fine art, diagrams and graphs.

DEPARTMENTS

PERSPECTIVE: Personal views on the nature of their pursuit by scientists looking beyond and beneath the routine

COMPUTING SCIENCE: Essays on the interface of science and computing

ENGINEERING: Perspectives on the engineering profession by Henry Petroski, a Duke University civil engineer, historian and author

SPOTLIGHT: Dispatches from sharp-eyed editors surveying the landscape of science

SIGHTINGS: Visual communications and interviews with their creators

SCIENTISTS' NIGHTSTAND: Reviews of new books on a diverse variety of topics

CARTOONS: Humor and insight from Sidney Harris and other cartoonists

TECHNOLOGUE: Updates on fields as diverse as biomechanics and nanomedicine

ARTS LAB: Surprising discoveries at the intersection of art and science



Our Readers

well-educated, affluent members of the science and engineering community

CIRCULATION

99,500 readers
55,000 paid circulation
1.81 pass-along rate

LOYAL READERS

- More than three-fourths (78%) have been reading *American Scientist* for six years or more
- More than one-half spend at least an hour reading an issue
- 75% of our subscribers read 4 out of every 4 issues they receive
- 78% of our subscribers have been reading *American Scientist* for 6 years or more
- 47% read or look into an issue of *American Scientist* 3 or more times
- 56% spend at least one hour reading an average issue of *American Scientist*, and
- 23% spend two hours or more

TRAVEL & INVEST

own their own home

81%

make investments

87%

hold a valid passport

85%

spent at least one night in a hotel or motel

79%

spent eight nights or more in a hotel

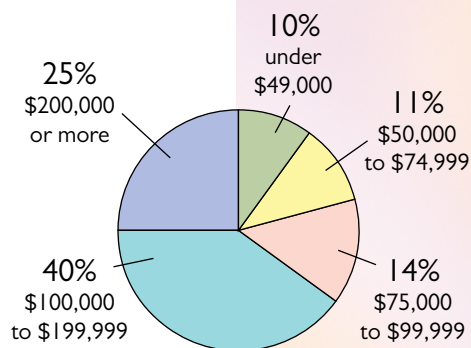
50%

traveled outside the U.S. in the past 3 years

60%

ANNUAL HOUSEHOLD INCOME

average household income: \$137,200
median household income: \$122,000



EDUCATION

97% graduated from college
65% earned a Ph.D.



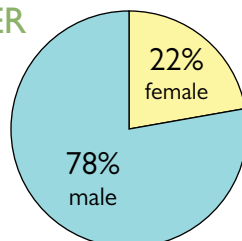
Source: LewisBooneClark Market Intelligence 2009 Survey and ABC Audit

Our Readers

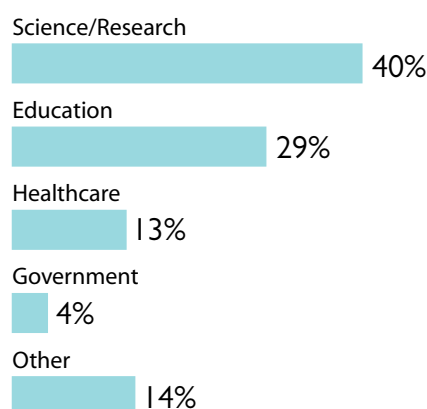
AGE

The average reader of *American Scientist* magazine is in the prime of his or her career, at age 56.

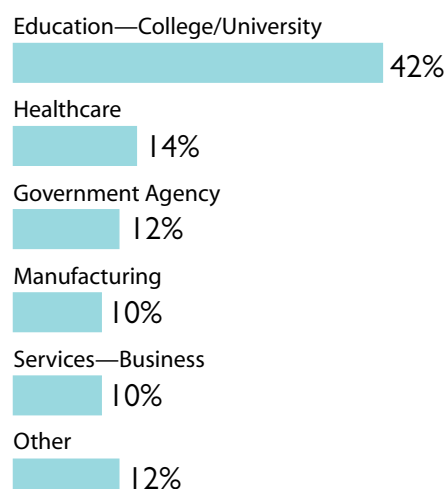
GENDER



PRIMARY FIELD OF EMPLOYMENT

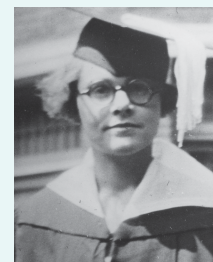


TYPE OF EMPLOYER



LEADERS IN THEIR FIELDS

More than 200 Sigma Xi members have received the Nobel Prize, and many more have earned election to the National Academies of Sciences and Engineering. Since its founding in 1886, Sigma Xi has offered membership to young scientists who later made outstanding contributions in their fields. For example, Barbara McClintock was elected to membership in Sigma Xi almost 60 years before she won the Nobel Prize in 1983. A complete list of other Sigma Xi members who have received this prestigious award can be found on www.sigmaxi.org. Your advertisement in *American Scientist* reaches influential scientists like these, as well as the young, promising scientific leaders of tomorrow.



Barbara McClintock

What our readers are saying ...

"I read it cover to cover all the time."

"Excellent in content, format and literary style."

"I subscribe to about a dozen periodicals and if I had to drop all of them except one, *American Scientist* is the one I'd keep."

"It is the best science magazine—marvelous!"



"*American Scientist* is now the world's journal of record for communicating the fun of creation and discovery of science."

Dr. Roald Hoffmann

1981 Nobel Laureate in Chemistry, and frequent contributor to *American Scientist* magazine

Source: LewisBooneClark Market Intelligence 2009 Survey

Advertising

Print

Rates and Deadlines

ISSUE	RESERVATIONS DUE	MATERIALS DUE
January/February	November 1	November 10
March/April	January 4	January 11
May/June	March 1	March 11
July/August	May 2	May 12
September/October	July 1	July 8
November/December	August 31	September 9

Space orders are due on or before the reservation due date listed above and may not be cancelled by the advertiser after that time.

BLACK AND WHITE ADVERTISING RATES

	1x	3x	6x
1 page	\$2900	\$2726	\$2610
2/3 page	2,383	2,240	2,145
1/2 page	1,879	1,766	1,691
1/3 page	1,273	1,197	1,146
1/4 page	980	921	882
1/6 page	756	711	681

Special advertising rates are available to book publishers and philanthropic advertisers: 10% discount off of the earned black & white rate.

COLOR RATES

4-color process: \$1,100 per page

BLEED RATES

No charge

COVER POSITIONS*

	1x	3x	6x
Inside Front Cover	\$4,580	\$4,371	\$4,232
Inside Back Cover	4,435	4,235	4,102
Back Cover	4,725	4,508	4,363

*price includes 4-color process charge; Covers are non-cancelable

PREFERRED AND SPECIAL POSITIONS

Full or fractional page units ordered as specified positions and guaranteed by publisher 10% premium over earned black & white rate.

Mia Evans, Editorial Associate 800-282-0444 ext. 220
 American Scientist 919-549-0097 ext. 220
 advertising@amsci.org 919-549-0090 fax

Ad Sizes and Page Specs

	INCHES	PICAS
Trim Size	8 3/16 x 10 7/8	49p4 x 65p3
1 page	7 x 9 9/16	42 x 57p5
1 page bleed	8 7/16 x 11 1/8	50p8 x 66p9
2 page spread/bleed	16 7/8 x 11 1/8	101p4 x 66p9
2/3 page	4 5/8 x 9 9/16	27p9 x 57p5
1/2 page horizontal	7 x 4 5/8	42 x 27p9
1/3 page vertical	2 3/16 x 9 9/16	13p4 x 57p5
1/3 page square	4 5/8 x 4 5/8	27p9 x 27p9
1/4 page	3 3/8 x 4 5/8	20p3 x 27p9
1/6 page	2 3/16 x 4 5/8	13p4 x 27p9

PRINTING: Web offset. Perfect bound.

PLATFORMS SUPPORTED: Macintosh OS 10.2+ and Windows XP+

SOFTWARE/FORMATS:

PREFERRED: Acrobat PDFX-1a.

Acrobat PDF for Press (3 or later; no OPI, embed fonts)

Adobe InDesign (2.0 or later)

QuarkXpress (3.3 or later)

Adobe Illustrator (7.0 or later)

Photoshop (4 or later Mac, 5 or later Win)

EPS

MEDIA TYPES: CD-ROM, and DVD-ROM or FTP Site

Contact the magazine for more details.

FOR NON-PDF

Include Type 1 screen and printer fonts or Open Type fonts (avoid TrueType)

Do not stylize fonts

Include all scans and illustrations

Created color should be CMYK

Photos should be grayscale or CMYK color

Photos should have a final, sized resolution of 300 pixels/inch

Save photos as TIFF with LZW compression or, if clipping paths are included, EPS

Lineart should have a final, sized resolution of at least 1,200 pixels per inch

Lineart should be saved as TIFF with LZW compression

Advertising

www.americanscientist.org

Online

The magazine's website reaches thousands of promising and established scientists and engineers throughout the world. An online survey conducted in the fall of 2009 reveals that these Internet-savvy visitors are predominately male (66%) and 86% have a bachelor's or more advanced degree.

The *American Scientist* website had the following visitor statistics in January-June 2014:

PAGE VIEWS	1,452,012
VISITORS	686,059
SESSIONS	817,481
SESSION PER VISITOR	1.19

Source: Google Analytics

These exclusive placements give your company the attention it deserves in front of over thousands of potential customers and clients from the science, technology and engineering community.

LEADERBOARD

This campaign consists of a horizontal format leaderboard at the top of the page and is run of site on americanscientist.org. Availability is limited—only 10 offered per year.

Space 728p x 90p

\$3,500

SKYSCRAPER

This campaign consists of a vertical format banner on the right side of the page and is run of site on americanscientist.org. Availability is limited—only 10 offered per year.

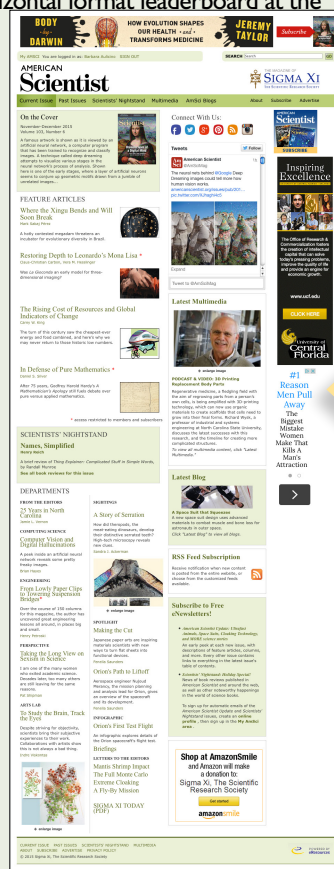
Space 160p x 600p

\$3,250

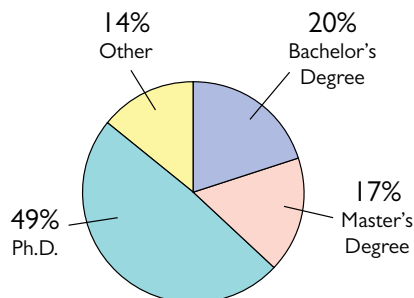
BANNER CAMPAIGN

This includes both campaigns at a discounted rate.

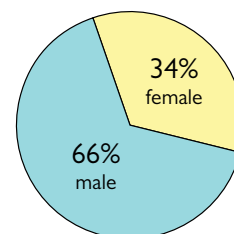
\$5,250



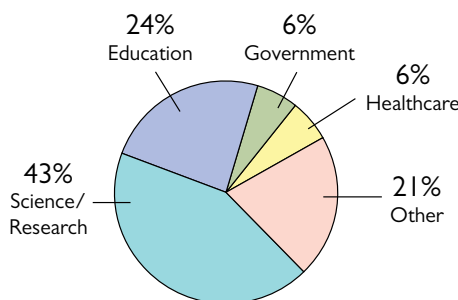
HIGHEST LEVEL OF EDUCATION



GENDER



PRIMARY FIELD OF EMPLOYMENT



Source: LewisBooneClark Market Intelligence 2009 Survey

To learn more about these limited opportunities, contact our publishing partner multiview at

972-402-7023

jsmith@multiview.com

Combination: Print and Online

American Scientist offers a variety of customized advertising options, including creative multimedia, social media and print opportunities.

To arrange print and online combination contracts, contact us at advertising@amsci.org.

Advertising

Advertising Contacts

INSERTION ORDERS AND ADVERTISING QUESTIONS

Mia Evans, Editorial Associate

American Scientist

800-282-0444 ext. 220

919-549-0097 ext. 220

919-549-0090 fax

advertising@amsci.org

SEND MATERIALS TO

American Scientist

Cape Fear Building, Suite 300

3200 Chapel Hill Nelson Highway

P.O. Box 13975

Research Triangle Park, NC 27709-0013

advertising@amsci.org



Print Contract Information

The contract year is six consecutive issues.

No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the publisher's policies will be binding on the publisher.

The publisher reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.

In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our rate card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the publisher harmless against any expense arising from claims or actions against the publisher because

of the publication of the contents of the advertisement.

Rates and units of space are subject to change by the publisher, provided that announcement of any increase in rates will be made at least three months in advance of the first issue to which such new rates shall be applicable.

Orders beyond three months accepted at rates then prevailing.

INSERTS

Inserts furnished by advertiser, complete and ready to bind, earn regular black & white page rate. Additional charges for back-up, folding or unfolding, and binding will be furnished on request. Such charges are non-commissionable. For rates on multiple page inserts, contact American Scientist. Inserts are non-cancelable.

MECHANICAL CHARGES

Advertisers or advertising agencies will be charged at cost for all mechanical work including typesetting, halftones, reverses, and artwork. Difficult make-up and layout will be charged at prevailing rates. No commission is allowed to agencies on production charges.

COMMISSIONS

15% of gross billing allowed to recognized advertising agencies on space, color, and position charges only, provided account is paid within 30 days of invoice date.

Payment must be received within 30 days of invoice with established credit. Credit approval must be completed prior to placement of the first insertion, or prepayment will be required. Penalty after 60 days is 1.5% per month.