American Scientist is an award-winning, illustrated bimonthly publication about science, engineering, and technology. Each issue is filled with feature articles written by prominent scientists and engineers who review important work in fields ranging from molecular biology to computer engineering. Also included is the Scientists’ Nightstand that reviews a vast range of science-related books.

Published by Sigma Xi

American Scientist is published by Sigma Xi, The Scientific Research Honor Society. Sigma Xi was founded in 1886 as an honor society for research scientists and engineers. Its goals are to enhance the health of the research enterprise, integrity in science and engineering, promote the public’s understanding of science and honor scientific accomplishments.
Our readers
are well-educated, affluent members of the science and engineering community

Gender
22% female
78% male

Age
the average reader is in the prime of his or her career at the age of 56

Loyalty
78% have had subscriptions for more than 6 years
56% spend at least 1 hour reading an issue
75% read 4 out of every 4 issues they receive
47% read or look into an issue 3 or more times
23% spend at least 2 hours reading an issue

Education
97% graduated from college
65% earned a PhD.

Annual household income
average household income $137,200
median household income $122,000

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

Leaders in their fields
nearly 200 Sigma Xi members have received the Nobel Prize, and many more have earned election to the National Academy of Science and Engineering. In addition, approximately 14,000 members are listed in Who’s Who in American. Since its founding in 1886, Sigma Xi has offered membership to young scientists who later made outstanding contributions in their fields. A complete list of Sigma Xi members who have received the Nobel Prize can be found on our website www.sigmaxi.org.

Your advertisement in American Scientist reaches influential scientists such as these, as well as the young, promising scientific leaders of tomorrow.
Our readers
are well-educated, affluent members of the science and engineering community

Primary field of employment
40% science/research
29% education
13% health care
4% government
14% other

Type of employer
42% education-College/University
14% health care
12% government agency
10% manufacturing
10% business services
12% other

Travel & investment
81% own their own home
87% make investments
85% hold a valid passport
79% spend 1 night in a hotel
50% spend 8 nights or more in a hotel
60% traveled outside the U.S. in the past 3 years

What our readers are saying...
“American Scientist keeps getting better. Your November- December issue is outstanding. Every article is a must-read and a pleasure to have read. You’re doing it right.”
-Boyce Rensberger

“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
Online advertising

Parallax
Consists of a static ad on the homepage that appears as the page is scrolled through on www.americanscientist.org. Also includes a Skyscraper interior page ad. Availability is limited, only 10 per year.
Space 1700p x 117p
Skyscraper Interior Ad: 300p x 600p
$3,500

Lower Leaderboard
Consists of a horizontal banner at the bottom of the page. Also includes a Skyscraper interior page ad. Availability is limited, only 10 per year.
Space 1700p x 360p
Skyscraper Interior Ad: 300p x 600p
$2,750

Banner Campaign
Consists of Parallax, Lower Leaderboard plus a Skyscraper at a reduced price.
$4,950

Save $1,300!

Advertise with American Scientist
These exclusive placements give your company the attention it deserves in front of thousands of potential customers in the science, engineering, and technology community.

Online advertising
To learn more about these opportunities, contact our publishing partner MULTIVIEW at 972-402-7070 salesinquiries@multivew.com
Print advertising
All print advertising is included in our digital subscription.

Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>MATERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>November 1</td>
<td>November 10</td>
</tr>
<tr>
<td>March / April</td>
<td>January 3</td>
<td>January 12</td>
</tr>
<tr>
<td>May / June</td>
<td>February 28</td>
<td>March 9</td>
</tr>
<tr>
<td>July / August</td>
<td>May 2</td>
<td>May 11</td>
</tr>
<tr>
<td>September / October</td>
<td>July 3</td>
<td>July 13</td>
</tr>
<tr>
<td>November / December</td>
<td>August 29</td>
<td>September 7</td>
</tr>
</tbody>
</table>

Rates black and white

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,900</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,383</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,879</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,273</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$980</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$756</td>
</tr>
</tbody>
</table>

Rates color

Additional $1,100 for 4-color process (CMYK)
No charge for bleed.

Cover positions

All cover positions are full color

- Inside front: $4,580
- Inside back: $4,435
- Back: $4,725

Positions preferred and special

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

Contact
Print Advertising

Insertion orders or questions on print advertisements and packages:

Julie Blake
Marketing and Publishing Associate
800-282-0444 ext. 219
919-547-5219
advertising@amsci.org

Special advertising rates are available to book publishers and philanthropic advertisers. 10% discount off earned black and white rate.
Bringing together science, engineering, and technology for a better FUTURE

2018 Media Kit

Advertising packages

Frequency discounts
Black and white

<table>
<thead>
<tr>
<th>Size</th>
<th>1</th>
<th>2/3</th>
<th>1/2</th>
<th>1/3</th>
<th>1/4</th>
<th>1/6</th>
</tr>
</thead>
<tbody>
<tr>
<td>page</td>
<td>$2,726</td>
<td>$2,240</td>
<td>$1,766</td>
<td>$1,197</td>
<td>$921</td>
<td>$711</td>
</tr>
</tbody>
</table>

Black and white. Color additional $1100.

Cover positions

<table>
<thead>
<tr>
<th>Position</th>
<th>1 X</th>
<th>3 X</th>
<th>6 X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front</td>
<td>$4,580</td>
<td>$4,371</td>
<td>$4,232</td>
</tr>
<tr>
<td>Inside back</td>
<td>$4,435</td>
<td>$4,235</td>
<td>$4,102</td>
</tr>
<tr>
<td>Back</td>
<td>$4,725</td>
<td>$4,508</td>
<td>$4,363</td>
</tr>
</tbody>
</table>

Custom package
Packages are available to fit your advertising needs. These may include social media, videos, and live events.

Save up to 35%

Package combo 1
Purchase either the Parallax or Lower Leaderboard online advertisement and receive 10% discount on print advertisement.

Package combo 2
Purchase the Banner online advertisement and receive a 25% discount on print advertisement.

Package combo 3
Purchase the Banner online package, print advertisement and receive online advertisement in the Sigma Xi Newsletter for an additional 35% discount.

Contact
Advertising packages
For insertion orders or questions on print advertisements and packages

Julie Blake
Marketing and Publishing Associate
800-282-0444 ext. 219
919-547-5219
advertising@amsci.org

Online advertising
To purchase or learn more about online advertising for American Scientist, please contact our publishing partner, Multiview:
972-402-7070
salesinquiries@multiview.com

contact: advertising@amsci.org