EXCLUSIVE EMAIL SPONSORSHIPS

Single-Sponsor E-Blasts for Your Content, Partnered With the *Physics Today* Brand

Give exclusive exposure to the resources you want this R&D audience to engage with!

Physics Today's new partner sponsored exclusive e-blasts deliver an unprecedented open rate, ***surpassing as much as 59% avg open rate and 2% CTR.***

The ideal way to promote your upcoming or on-demand webinars, white papers, live and virtual conferences, app notes, e-books and other valuable resources ripe for drawing in the qualified leads you seek.

Details:

- Opt-in list of 50,100+ highly engaged recipients
- Benefit from the brand-halo effect of *Physics Today*
- Packaged as a partner of *Physics Today*
- Choose send lists up to 50,000 names
- Verify your preferred send date (Tues, Wed, Thurs recommended)
- Send your assets to aipadtraffic@wiley.com two weeks in advance

Please note: The authorized list use within PT for these eblasts is currently limited to resources—webinars, whitepapers, app notes, tip sheets, event promotion (conferences, workshops, etc), educational resources, career development resources and anything that can be considered content marketing. In sum, we do not offer this list as a channel to promote hard sales, that is special offers, sales sheets, product guides, etc.