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

- **A Global Audience:** 110.000+ 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.
- **AAA 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
- Association Media & Publishing recognized Physics Today with multiple EXCEL Awards in 2023: GOLDs for the feature article "Physics ... is for girls?" (August 2022) and for its #BlackInPhysics online essay collection, and SILVER for its Careers Issue cover (October 2022)

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

of subscribers are exclusive to Physics **Today.** That's 24.000+ readers that do not subscribe to any other scientific publication.



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

Ask about premium placements!

SOURCE: Physics Today Audience Study, Signet Research Inc, May 2022, Google Analytics Jan-Nov 2024

# **Print Advertising Options for Every Budget and Goal**

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











### Cover Ad:

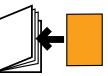
Make a bold statement every issue. Must be purchased in 6 or 12 month packages. Options: Cover 2 (inside front) Cover 3 (inside back), Cover 4 (outside back).

## **Spread:**

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



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.



A dramatic emphasis for vour 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.

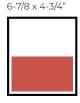


Captivate your potential buvers. Opt for thicker paper—a message that cannot be missed.



8 x 10-1/2"





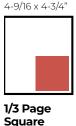


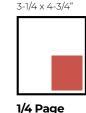
**Horizontal** 



**Junior Page** 







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



1/6 Page

## **Need Design Help?**

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

Vertical

## Ready to talk about your ad program?

Quotes are customized based on your budget, goals and preferences. Contact your sales consultant today.