

Print Advertising Means Business

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)

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.



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.**

Tip-On:
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.

Blow-Ins:
A dramatic emphasis for your 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.

Insert:
Captivate your potential buyers. Opt for thicker paper—a message that cannot be missed.

8 x 10-1/2"

Full Page

6-7/8 x 4-3/4"

1/2 Page Horizontal

4-9/16 x 7-1/4"

Junior Page

2-3/16 x 9-3/4"

1/3 Page Vertical

4-9/16 x 4-3/4"

1/3 Page Square

3-1/4 x 4-3/4"

1/4 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.

Ready to talk about your ad program?
Quotes are customized based on your budget, goals and preferences. [Contact your sales consultant today.](#)