

Our Readers Are Your Customers

Make Our Reach, Your Reach:



ABOUT US

One ad in *Physics Today* reaches an entire network of professionals across 10 physical science societies due to the unique partnership between *Physics Today's* parent company, AIP, and the societies below:

Acoustical Society of America, American Association of Physicists in Medicine, American Association of Physics Teachers, American Astronomical Society, ACA: The Structural Science Society, American Meteorological Society, American Physical Society, AVS: Science & Technology of Materials, Interfaces, and Processing, Optica, and The Society of Rheology



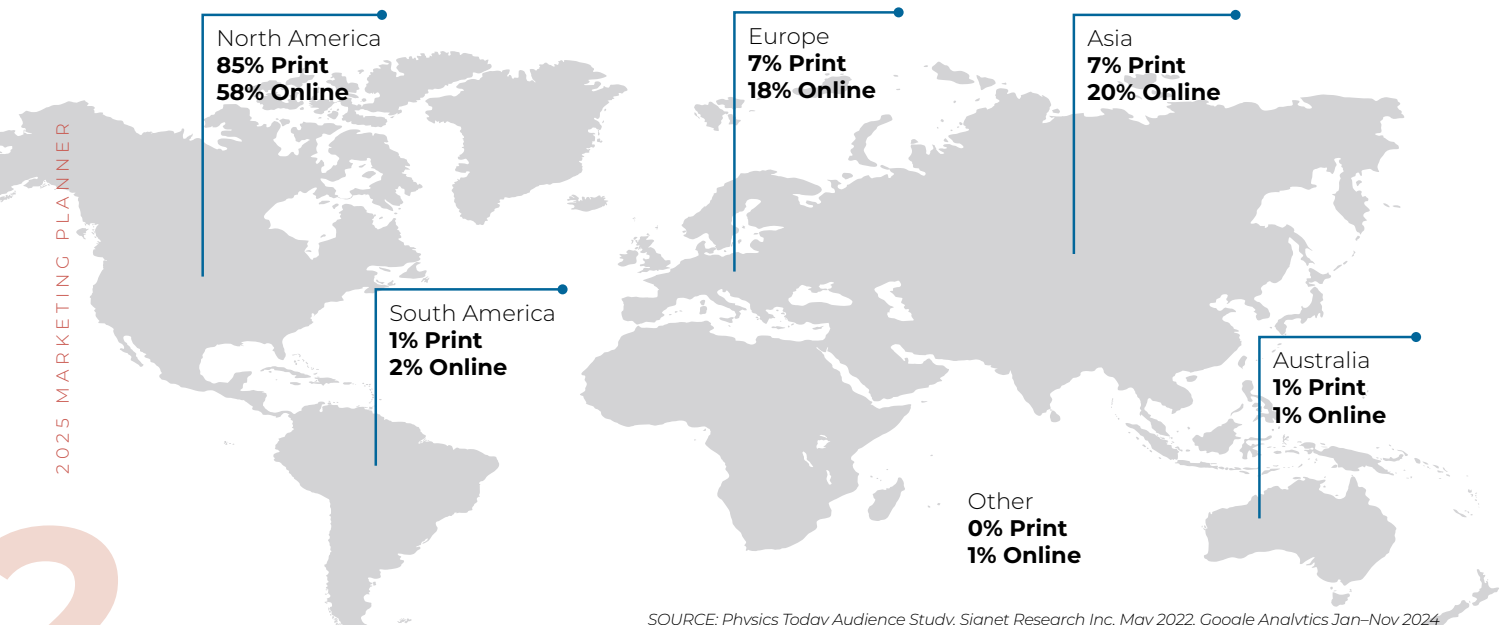
- Each issue engages **110,000+** individual subscribers
- AND **1600+** institutional subscribers (companies, national labs & universities with employee access to magazine issue content and website).
- ADDITIONALLY, *Physics Today* readers attend many key industry events throughout the year, when remaining in front of them with ads in *Physics Today* is most important (See page 13).
- AND virtually every University Department Chair in Physics & Astronomy in the USA receives a copy of *Physics Today* each month



Physics Today's e-newsletters are deployed throughout the month, with a single e-newsletter reaching up to **51,000+** recipients.



On social media, *Physics Today* dominates Facebook with nearly **3 million fans** across the globe.



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

[Get Started! Contact your sales consultant to discuss your plans.](#)
Wiley Partner Solutions represents the advertising sales for *Physics Today* and the American Institute of Physics.

An Engaged Audience of Active Buyers:

PRODUCT CATEGORY	READERS INVESTING & USING
Computer Hardware	62% or 65,100+
Software, Data Acquisition & Data Loggers	60% or 63,000+
Lasers & Light Sources	57% or 59,850+
Photonics & Optics	53% or 55,650+
Detectors & Sensors	51% or 53,550+
Materials	51% or 53,550+
Test & Measurement Equipment	48% or 50,400+
Cameras & Imaging	43% or 45,150+
Power Supplies	38% or 39,900+
Analytical Equipment & Diagnostics	37% or 38,850+
Literature/Books related to work	37% or 38,850+
Instruments & Components	35% or 36,750+
Spectroscopy, UV, Visible, Infrared, Fourier Transform Infrared Systems, Raman Systems	34% or 35,700+
Vacuum Equipment & Cryogenics	32% or 33,600+
Microscopy	29% or 30,450+
Gases/Gas Handling	27% or 28,350+
Equipment for Undergrad Labs	26% or 27,300+
Semiconductor & Optoelectronic Equipment	22% or 23,100
Motion Control & Positioning	21% or 22,050+
Nanoscience & Nanotechnology	19% or 19,950+
Magnets & Magnetic Systems	16% or 16,800+
Research Services	14% or 14,700+
Instructional Apparatus	14% or 14,700+
Deposition Systems	11% or 11,550+
Spectrometry/Inductive Plasma Spectrometry	10% or 10,500+

The average *Physics Today* buyer spends **\$3.9 million per year** on the above products.

76%

of our readers have made recommendations or approvals that led to the purchase of a vendor's products/equipment in the last year

Where Our Readers Work

- 57%** Univ/College (86% of those in the academic sector are also in active research)
23% Govt/Non-Profit
16% Commercial
13% Self-employed/Other
6% Hospital, healthcare, Medical Services

Most Represented Fields

1. Astronomy/Planetary Science
2. Optics & Photonics
3. Engineering
4. Computational Science
5. Materials Science
6. Condensed Matter Physics
7. Mathematical Physics/Applied Mathematics
8. Data Science/AI/Machine Learning
9. Instrument & Measurement Science
10. Atomic & Molecular Physics

88% of our readers work in more than one field!

A small fraction of readers recognize themselves as relegated to one field, verifying the truly multi-disciplinary effect of work across the physical science fields.

Most Common Job Functions

1. Research
2. Applied R&D
3. Educator (Most educators hold another job function: 74% in academic research; 48% in basic research; 28% in applied R&D; 17% in consulting & 13% in engineering/design)
4. Basic Research
5. Engineering/Design

Most Common Applications

1. Research Labs
2. Electronics
3. Materials Research
4. Spectroscopy
5. Astronomy
6. Lasers & other sources
7. Computers & office equipment
8. Signal Processing or Computing
9. Test & Measurement
10. Chemistry/Chemical Engineering

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