PT PHYSICS TODAY

2026 *PT* Marketing Planner

NEW offers include modernized website advertising options and more flexible, competitive pricing packages across a variety of lead gen solutions.

Accelerate your STEM marketing with the most influential & closely followed physical sciences magazine in the world.

BOLD NEW LOOK, SAME TRUSTED AUTHORITY, SMARTER AUDIENCE REACH

Explore our new suite of digital-powered solutions that better connect you with your targeted customer.

AIP

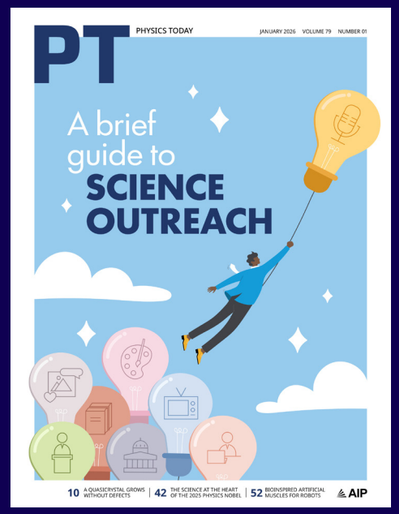
MORE PERSONALIZED EXPERIENCES FOR READERS, MORE IMPACTFUL SOLUTIONS FOR MARKETERS

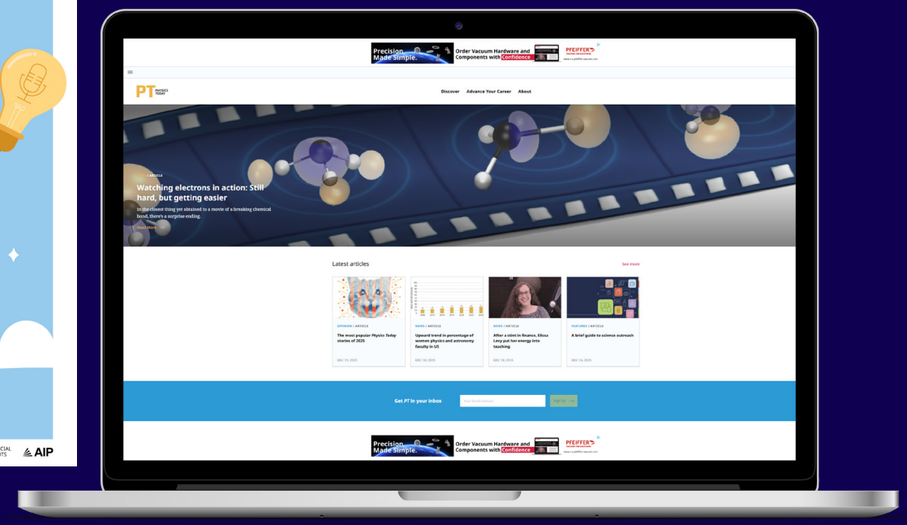
The Next Era of *Physics Today* is Digitally Focused and Audience-Centric

The next generation of *Physics Today* has arrived

Welcome to *PT*—the reimagined *Physics Today*. With a name as sharp and streamlined as its new design, *PT* marks a confident step into the future of scientific media: A new experience, designed to expand the conversation.

PT retains everything readers trust about *Physics Today*—**depth, credibility, and connection to the broader scientific community—while delivering it with a modern, digital-first approach.** The sleek new acronym, paired with an accessible digital experience and magazine, signals a brand evolving with its audience. Faster to read, easier to share, refreshed content, built for how discovery moves today.





More Than a New Website

As part of the holistic reimaging of the brand, *PT* boasts a bold new website that isn't just a revamped design—it's a modernized digital experience.

Behind the scenes, there is an entirely revitalized tech stack steering an informed content strategy that is powered by our audiences' preferences and behaviors—a data-driven approach that entirely reimagines the user experience.

On the surface, this looks like more personalized interactions every visit, wrapped in a fresh, sleek look and feel that makes navigating a breeze and finding desired content easier than ever. It means proactive recommendations suited to the individual and better feedback mechanisms that drive editorial strategy.

At the core will be the same trusted, authoritative content that 110,000+ global subscribers have relied upon for over 75 years.

For you, the science marketer, this equates to more modern, targeted digital solutions with more impactful results among our audience of sought-after R&D decision-makers.

This is about so much more than a platform shift or technology upgrade. For more than a year, the Physics Today team has been rethinking and reworking its operations and editorial focus. Stories are shorter, more punchy, more vibrant. The writing emphasizes value and relevance over density. We're hearing good things from readers about how much they like the changes we've been making. With the new website, we also unveil a new look for the PT brand. It's bold and smart and distinctive. The sum of our changes means direct benefits for your ads and sponsorship messages. As the site is designed to be more "sticky," it will keep readers engaged longer and with more content, including your ad messages. And there's more to come as we strive to deepen PT's relationship with its core readership, your customers.

Richard Fitzgerald,
Editor-In-Chief, *PT*

Your Goals, Aligned with Our Modern Solutions

Align your goals with the right mix of *PT* solutions to move customers through the buying journey.

Nurture Through the Buying Journey to Optimize Conversions

Buyer Journey Stage	*PT* Solution	Branding & Awareness (Impressions & Reach)	Engagement (Traffic & Clicks)	Sales Pipeline (Lead Generation)	Education & Thought Leadership (Market Positioning, Retention)
		Marketing Goal/KPI			
Awareness	Magazine Ads (print + Digital magazine)	✓			
	Website Ads: AIP Publishing Journals	✓			
	PT	✓			
Consideration	PT Website Interstitials	✓	✓		
	Newsletter ads: The Week in Physics; Digital Magazine & More	✓	✓		
	Exclusive Sponsored Eblasts	✓	✓	✓	✓
	Webinars				
Conversion	Editorially Led (Content Sponsorship)	✓		✓	✓
	Custom (Your Content)	✓		✓	✓
	White papers	✓		✓	✓
Retention	Native Ads				
	Native Display (leaves *PT*)				
	True Native (hosted on *PT*)	✓	✓		✓
	Newsletter Native				

Awareness → Consideration → Conversion → Retention

Targeting may help accelerate your pipeline build when applied strategically-- talk to your sales consultant!

Readers' top 3 impressions

of companies who communicate regularly through *Physics Today's* suite of media:

01 The company is likely to **understand the requirements of those in the physical sciences more exactly**

02 The company is likely to **offer products/ equipment that are more relevant to our needs**

03 The company is likely to **be more experienced in their product/ equipment category**

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2025

OUR READERS ARE YOUR CUSTOMERS

Make Our Reach, Your Reach:

ABOUT US

Physics Today, the flagship publication of AIP , is the most influential and closely followed physics magazine in the world.

PT's mission is to be a unifying influence on the physical sciences by cultivating a shared understanding, appreciation, and sense of belonging among scientists. It achieves that by providing authoritative, engaging coverage of physical sciences research and its applications without regard to disciplinary boundaries, capturing the shared experience of being a physical scientist, reporting on the often complex interactions of the physical sciences with each other and with other spheres of human endeavor, and offering a forum for the exchange of ideas within the scientific community. With engaging and authoritative features, full news coverage and analysis, and fresh perspectives on technological advances and groundbreaking research, PT informs readers about science and its role in society.

Since its debut in 1948, PT has been distributed as a benefit to members of the 10 professional societies in the AIP federation:

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

It is also sent to members of the Society of Physics Students and has individual and institutional subscribers around the world.

Physics is everywhere, and so is PT.

- 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.
- AND virtually every University Department Chair in Physics & Astronomy in the USA receives a copy of ***Physics Today*** each month

Physics Today's newsletters are deployed throughout the month, with a single e-newsletter reaching up to **88,500**+ recipients.

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

Physics Today Readership by Location

	Print	Online
North America	85%	58%
Asia	7%	20%
Europe	7%	18%
South America	1%	2%
Australia	1%	1%
Rest of World	0%	1%

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2025

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

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2025

PRINT ADVERTISING MEANS BUSINESS: NOW WITH A BOLD NEW LOOK FOR THE NEXT ERA

Marketing KPI: Impressions/Branding

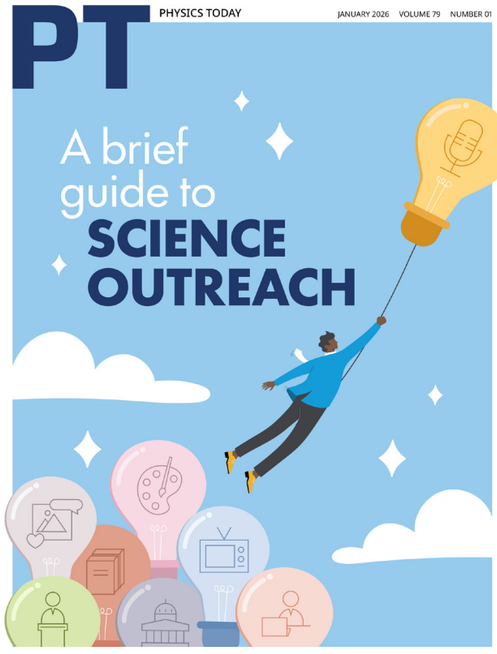
Your Ad Messages are Elevated by a New Future-Facing Magazine Design

Step into a new era of scientific storytelling with *PT*—the bold, modern reimagination of *Physics Today*. *PT* blends the magazine's longstanding presence in the physics community with a forward-looking, digital-first strategy. With a crisp, confident name that nods to our rich legacy, *PT* captures the pulse of discovery in every cover. The clean, modern design of the "*PT*" acronym signals a shift toward accessible, streamlined content while honoring the brand's history.

PT is refreshing its visual identity to shift perception—from an academic journal to a modern scientific magazine. Our goal is to align the design and tone with the energy, accessibility, and innovation of our content—strengthening engagement without sacrificing credibility.

The name "Physics Today" is known and respected around the world. That reputation positions PT to attract and serve a wide audience of R&D professionals across STEM disciplines and drive them into deeper relationships with our advertisers.

Richard Fitzgerald,
Editor-In-Chief, *PT*



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 1.3 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.
- **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

82% of readers took action after reading/seeing something in *Physics Today*

24% of subscribers are exclusive to Physics Today. That's 26,400+ readers that do not subscribe to any other scientific publication.

A bold new look for *PT* magazine will bring extra emphasis to your ad messages.

Ask about premium placements!

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2025

PHYSICS TODAY + AIP PUBLISHING JOURNALS: TRUSTED PHYSICAL SCIENCE CONTENT POWERHOUSES FOR YOUR AD MESSAGES

AIP Publishing

Marketing KPI: Impressions/Branding

Enhance Your *PT* Advertising With Companion Ads in Leading Journal Titles From AIP Publishing

Unified by their common connection—AIP— PT and AIP Publishing titles are available to bundle into powerful integrated advertising buys that offer the best of all worlds for your marketing goals.

Breadth and Depth: Cast a wide net while remaining specific to your desired targets. Unlock the brand recognition and breadth of reach from *PT* while diving deep into the focused topical areas active researchers rely on from AIP Publishing.

Holistic Strategies, Across the Globe: By tapping the full portfolio of ad and marketing solutions from both *Physics Today* and AIP Publishing, you can thoughtfully and efficiently combine a full spectrum of strategies to meet every objective; all with maximum access to a global customer base.

AIP Publishing has some of the most highly regarded titles in the field, including:

- *Applied Physics Letters*
- *Journal of Applied Physics*
- *The Journal of Chemical Physics*
- *Review of Scientific Instruments*
- Titles from AIP Publishing Partners:
  - American Association of Physics Teachers
  - AVS, Science & Technology of Materials, Interfaces & Processing
  - Society of Rheology
  - Acoustical Society of America

CPM, Sponsorship and Contextual Keyword targeting website advertising strategies available! Ask Your Sales Consultant.

AIP Publishing Readership Stats

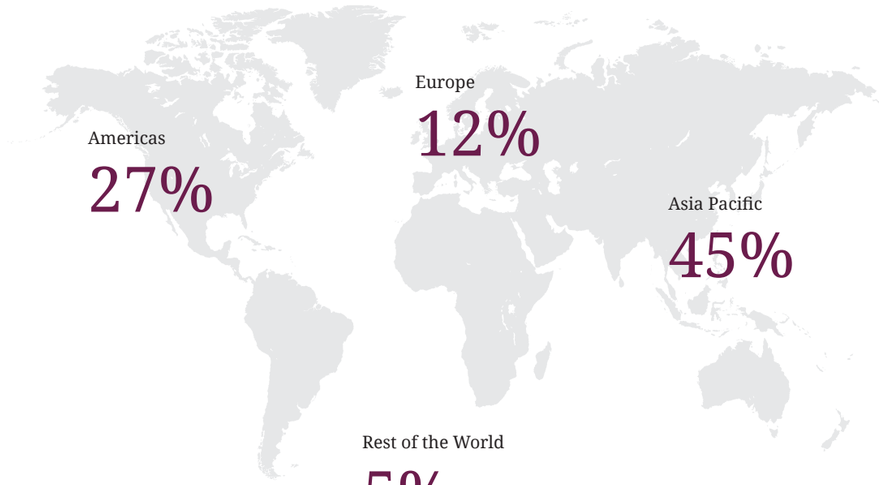
90%
of readers view AIP publishing as a reliable source of research

92%
of readers are actively doing research

50%+
of readers have decision making ability/influence how their lab budget is spent

Source: AIP Publishing Media Kit, 2025

AIP Publishing Readership by Location



AIP Publishing Readership by Sector

66% Academic

14% Research

10% Corporate

7% Government

2% Not for Profit

1% Other

Source: AIP Publishing Media Kit, 2025

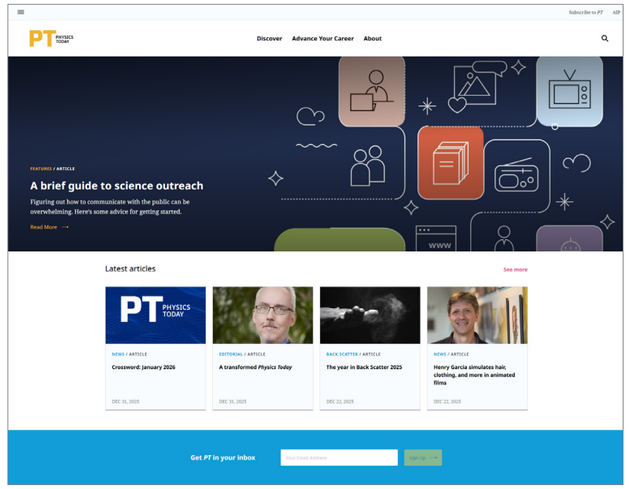
DOMINATE THE COMPETITION LIKE NEVER BEFORE ON THE NEW PHYSICSTODAY.AIP.ORG

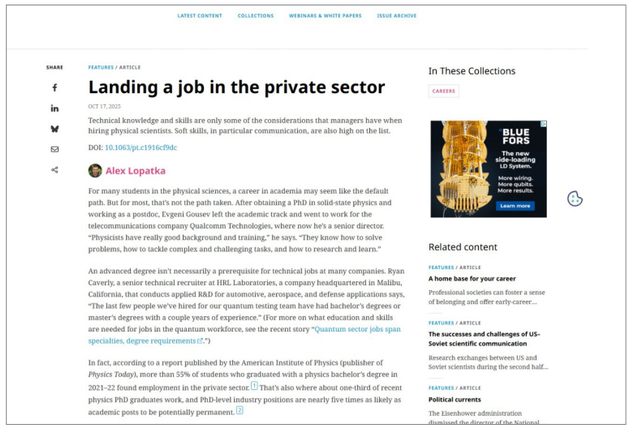
Marketing KPI: Impressions

PT's new website enables more competitive advertising options and strategies, among a more thoughtfully engaged audience

Advertising on the *PT* website is now available via CPM and adopts IAB recommended sizes, including a mobile ad unit that enhances visibility of your campaign on those devices.

And because the reinvention of the *PT* website also adopts a data-powered content strategy, web advertising is more optimized for success than ever before. Every web visit is a tailored user experience, recommending content related to their interests and 'listening' to user behavior to better understand what readers want more of. Through this new data-driven approach, the UX is strategically developed to be more "sticky" and more deeply engage more users for longer sessions. This means more meaningful interactions, with greater duration, for every ad message.





96%

of visitors say physicstoday.aip.org is better than other science websites

95%

of visitors say physicstoday.aip.org is useful to them in their work

76%

of visitors say the information found on physicstoday.org is not easily found elsewhere

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2025

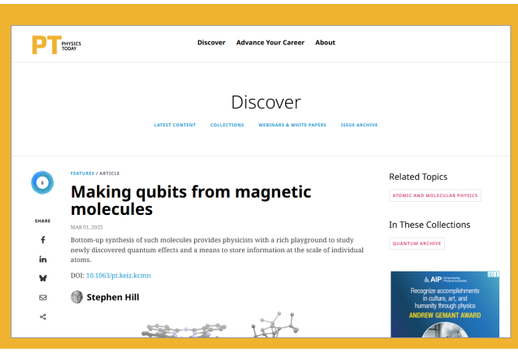
Top 5 reasons

Readers Look to *Physics Today's* Content:

1. To learn about research breakthroughs
2. To be informed and educated about changes and developments in physics
3. To learn of the breakthroughs and innovations made by other scientists, engineers and professionals
4. To find out more about areas of research that are not their own
5. To learn about new things that help them in their profession

77%

of website visitors are involved in the purchasing decisions for products and equipment at their organization!



More audience and site targeting options

COMING SOON!

- **Interstitials**—this mobile-friendly 300x250 MPU will appear at key points during a user journey on the *Physics Today* site, aligning the more deeply invested readers with your ad messages at strategic times, optimizing your engagement KPIs.
- **Native Ads**—designed to flow seamlessly among editorial content on the site, native ads will be available in two formats: True Native and Native Display. Adopting all of the organic look and feel of the *Physics Today* site, these premium ad units are designed to elicit strong engagement among the most interested and aligned audiences.
  - **True Native:** this is content that looks and feels like the endemic editorial on the *Physics Today* site, and when clicked, brings the user to your content on another page within the *Physics Today* website, keeping users inside the same editorial environment they sought out.
  - **Native Display:** this is content that looks and feels like the endemic editorial on the *Physics Today* site, and when clicked on, brings users to a landing page on your own website, leaving the *Physics Today* site.

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2025

DRIVE MEANINGFUL ENGAGEMENT: NEWSLETTER ADVERTISING

Marketing KPI: Engagement

Capitalize on a Core Audience of the Most Dedicated R&D Professionals

Our newsletters bring your ad messages to the most engaged of our audiences—opt-in lists of up to 88k names with open rates that tower over scientific trade publication benchmarks!

PT Newsletter Stats

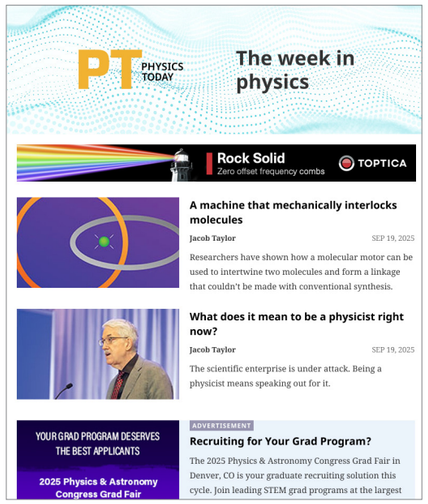
Newsletter	Open Rate	List Size	Frequency	Ad Placements	Description
Digital Issue	34%	88,500+	Monthly, with a re-mail to non-opens one week later!	• Top Banner • Within Editorial (native-style) • Bottom Banner	A link to the latest magazine issue and highlights of the latest content for that month.
The Week in Physics (TWIP)	28%	48,300+	Weekly (Monday)	• Top Banner • Within Editorial (native-style) • Bottom Banner	An overview of the latest content available from *Physics Today.*

Ad Specifications: Newsletter advertising can support both banners and native style ads. Banner Requirements- 728x90 with click-through url (GIF, PNG or JPG accepted with file sizes lass than 40KB).

Native Requirements: 310 pixels wide by 173 pixels tall, headlines up to 45 characters, with body copy up to 320 characters (character counts include spaces), with click-through url. All art can be sent to aipadtraffic@wiley.com at least 2 weeks prior to your run date. Indicate Company name, Run Date and Name of Newsletter in your email.

74%
of newsletter subscribers are involved in purchasing decisions for products and equipment!

62%
of newsletter recipients say that it helps them learn about technologies and vendors for physical science research!



Physics Today Buying Power Study, Signet Research Inc, May 2022, Mailchimp Jan–Nov 2025

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!

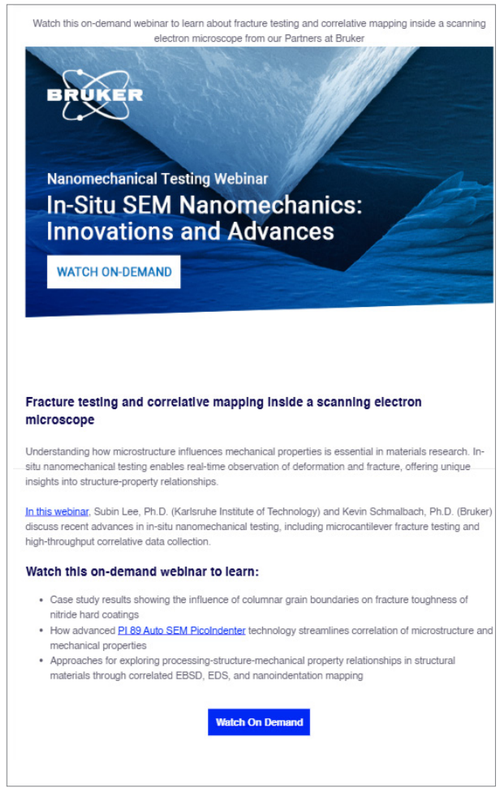
Physics Today's new partner sponsored exclusive e-blasts deliver an unprecedented open rate, ***surpassing as much as 59% avg open rate and 2% CTR.***

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.

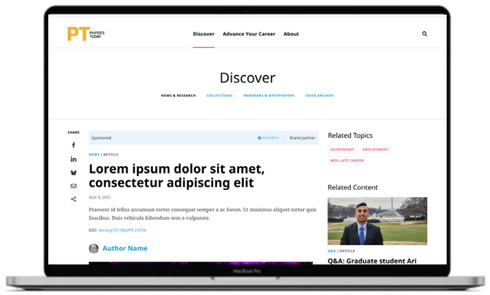


LEAD GEN OPTIONS

Marketing KPI: LeadGen

Supplied White papers, eBooks, Handbooks, & App Notes

These products offer an excellent way to both generate marketing-qualified leads as well as position your company as a thought-leader alongside Physics Today's authoritative editorial, all while obtaining extensive brand exposure with a comprehensive marketing campaign that spans both Wiley and PT audiences..



Any asset has potential to generate leads! Consult with your sales contact to find out how we can transform your resources into sales.

> *"We have been partnering with Physics Today for our advertising campaigns for many years, both print & online. We feel confident that we are reaching a quality audience who is interested in our adhesives, sealants & coatings. ...We received leads from some very solid companies who downloaded our white paper."*
>
> **Jane Trager, Marketing, Master Bond**

> *"The Physics Today white paper program has helped PI (Physik Instrumente) to connect with physicists and engineers in the optics and photonics community."*
>
> **Stefan Vorndran,VP Marketing, Physik Instrumente**

Each program includes:

- Customized landing page with responsive design
- Email, social and/or website marketing campaign
- Contact information for all leads
- Content archived on our site for 12 months—leads all year round!
- Choose from a variety of lead generating packages, starting at just $3,000 net!

Sponsored Editorial or Custom Sponsored Webinars

Each program includes:

- Your branding on customized registration page and audience viewing console
- Live or SimuLive
- Contact info for all registrants
- Integrated marketing campaign promoting event & your brand
- Reminder emails to promote high attendance and post-event email to promote on-demand viewing
- Full production support for hosting platform, rehearsal of live event and technical support
- Editorial moderator
- Registration and attendance reports
- GDPR compliant

New!

Expanded lead gen packages designed to deliver!

Ask for details.

Powerful, Competition-Busting KPIs

Editorially Led Webinars:

607 registrations — 52% attendance rate

Custom Webinars:

518 registrations — 40% attendance rate

HIRE THE BEST IN STEM: VALUABLE PROBLEM SOLVERS, PHYSICISTS FILL A VARIETY OF ROLES

The Competitive Edge: A Strong Workforce

Common Job Titles for New Physics Bachelors

Engineering
Systems Engineer
Engineering Technician
Electrical Engineer
Project Engineer
Mechanical Engineer
Test Engineer
Process Engineer
Production Engineer
Design Engineer
Manufacturing Engineer
Application Engineer
Data Engineer
Scientist

Programming/Software
Software Engineer
Software Developer
Application Developer
Data Engineer
Data Analyst
Data Scientist
Machine Learning Engineer
Consultant

Research and Technical
Research Assistant
Researcher
Research Technician
Junior Specialist
Patent Examiner
Accelerator Operator
Physicist
Scientist

Education
High School Physics Teacher
High School Math Teacher
Middle School Science Teacher
Tutor

Finance/Business
Data Analyst
Research Analyst
Project Manager
Investment Banker

Find Your Next Hire in Engineering, Data Science, Computer Software and More

The percentage of physics bachelor's degree earners who enter the workforce immediately after graduating has been trending upward since 2009. In a recent study of new physics bachelor-recipients, 60% of physics bachelor's holders were employed in the private sector; 11%, in colleges and universities; 9%, in civilian government (including national laboratories); 6%, in high schools; 4%, in the military; and 10%, in other areas.

Across all sectors, new *physics degree recipients most commonly worked in engineering (27%), followed by computer software (18%)*, physics or astronomy (11%), and other fields.

PT Reader Education & Career Stats

73%
have PhD or equivalent

66%
consider themselves mid-career or later

Access Elite Talent with Recruitment Solutions that Deliver

Print Options

- Access a Talent Pool of 110k+ Readers: PT offers fully designed job ads featured among the authoritative editorial throughout each monthly issue.
- A Special Careers Issue each November offers heightened visibility and discounted print+ online bundles that drive top results.

Source: Physics Today Buying Power Study, Signet Research Inc, May 2022; Physics Bachelor's Initial Employment: Academic Years 2020-21 & 2021-22, AIP Research 2024.

Accelerate Your STEM Hiring Goals With the New PT Jobs Network

The Physics Today Jobs Network is comprised of four niche job boards in STEM: AAPT Career Center, AVS Career Center, SPS Jobs and Physics Today Jobs. All posted jobs are relevantly distributed among the four boards for maximum visibility among the most applicable audience.

- Physics Today Jobs (all jobs)
- AVS Career Center (Applied Physics & Engineering disciplines)
- AAPT Career Center (Educators)
- SPS Jobs (early career level)

Choose 45-, 60- and 90-day job posts with built-in upgrades designed to fast-track your search!

PT PHYSICS TODAY JOBS NETWORK

525+ Daily job views

Monthly active users 80k+

90k Monthly user sessions

Daily job alerts 255+

940+ Monthly applications

Source: Madgex Insights, Jan - Nov 2025

CONTACT US

Advertising Sales Consultants

Please reach out for further information regarding advertising opportunities with *Physics Today*.

General Inquires:

Chris Darch
Sales Manager North America
aipadvertising@wiley.com

If you have an existing account with *Physics Today*, please reach out to your account manager:

Cybill Tascarella
Account Manager
ctascarell@wiley.com

John Day
Account Manager
jday@wiley.com

Wiley Partner Solutions represents the advertising sales for *Physics Today* and the *American Institute of Physics*.

Advertising Sales Management

Christina Unger Ramos
Director, Sales & Marketing

cunger@aip.org

There is more competition than ever these days for people's attention. In a media landscape rife with parroted press releases, uncritical upsell, oversimplifications, and misrepresentations, Physics Today stands out as being grounded in science, judicious in story selection and curation, and accurate yet accessible. In a world in which news, progress, and change are spreading faster than ever, having a trusted, reliable source of accurate, curated information that matters is essential.

Richard Fitzgerald,
Editor-In-Chief, *PT*

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physicstoday.aip.org

AIP