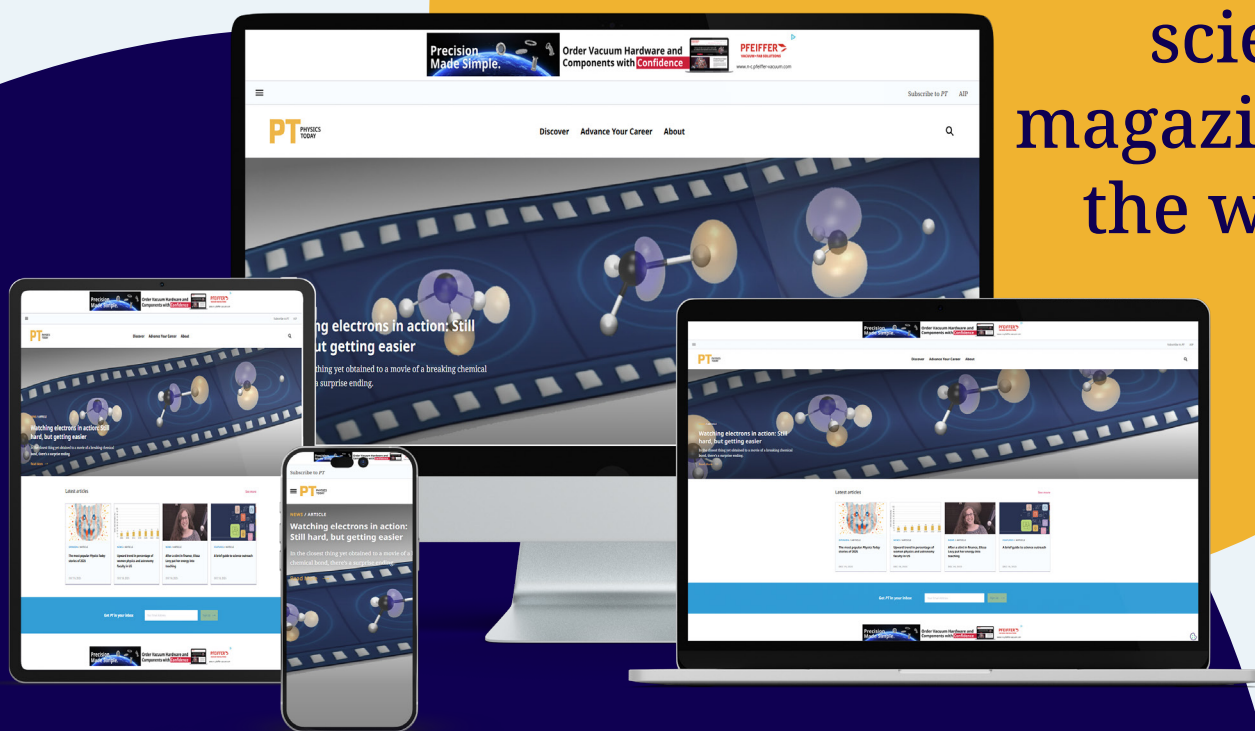


*NEW offers include modernized website advertising options and more flexible, competitive pricing packages across a variety of lead gen solutions.*

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.



# 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

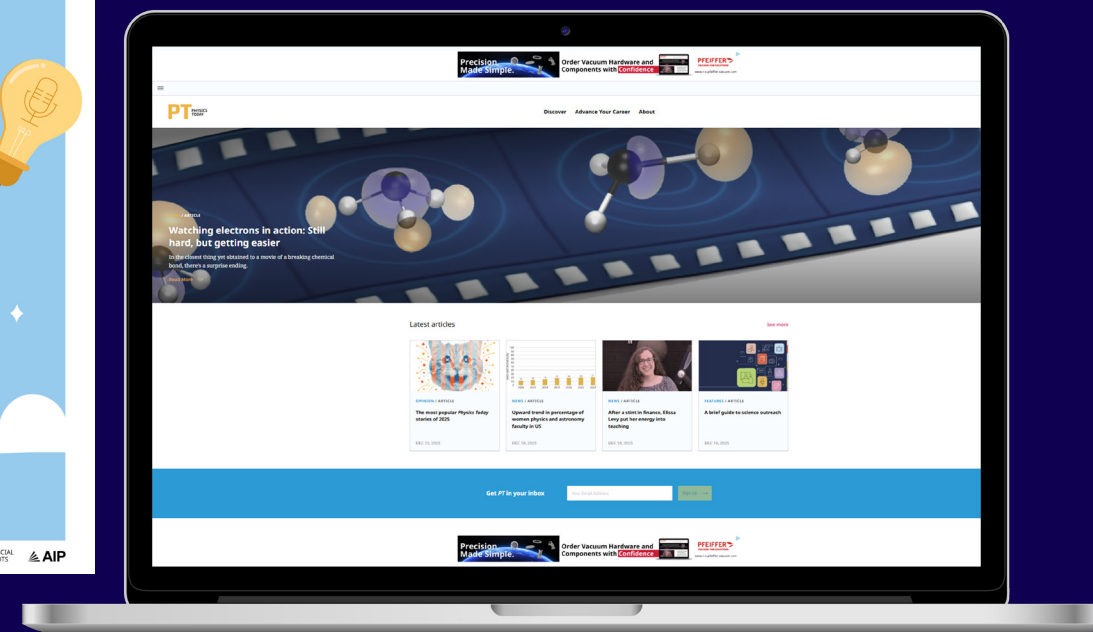
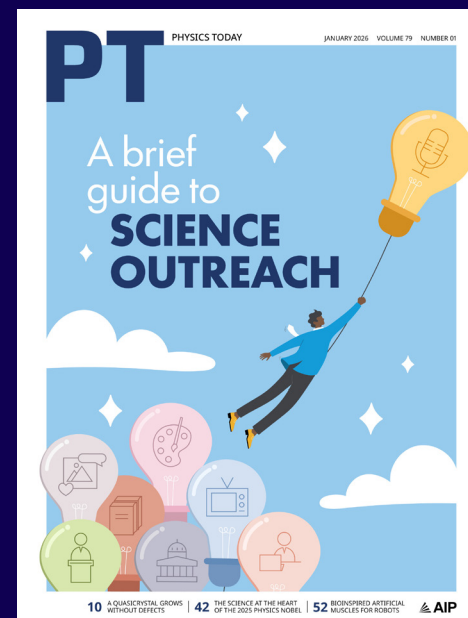
As part of the holistic reimagining of the brand, *PT* boasts a bold new website that isn't just a revamped design—it's a modernized digital experience.

**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.

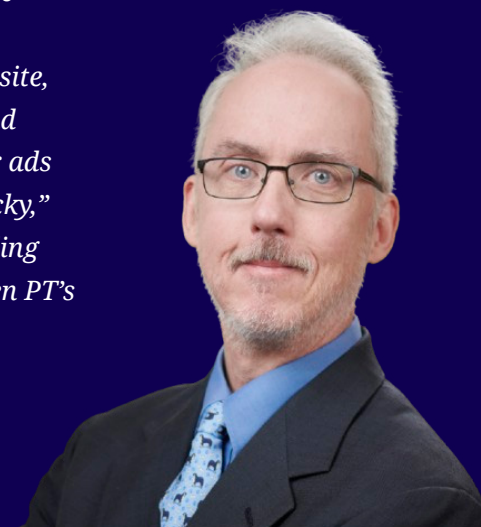
**For you, the science marketer**, this equates to more modern, targeted digital solutions with more impactful results among our audience of sought-after R&D decision-makers.



“

*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

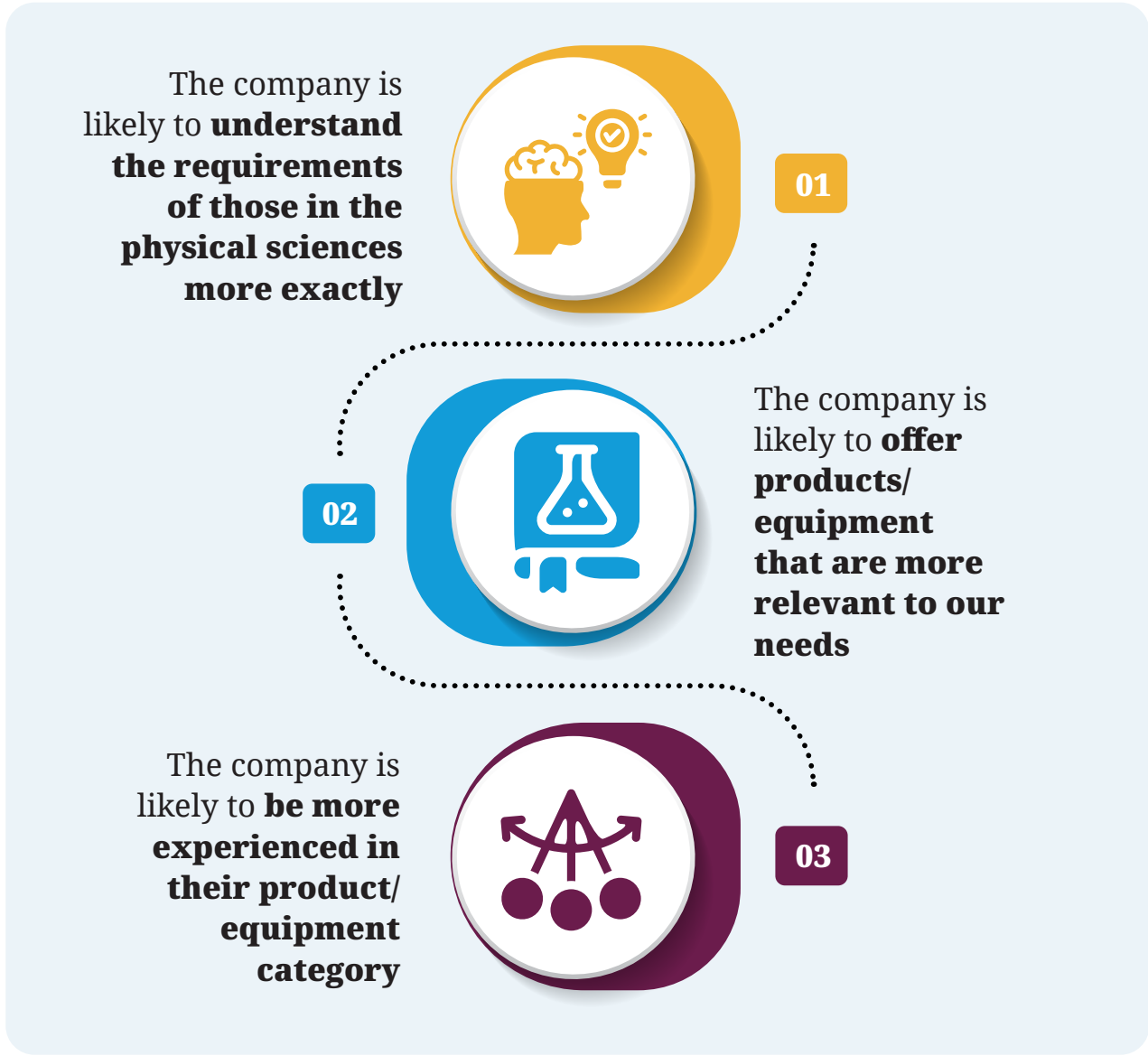
Align your goals with the right mix of PT solutions to move customers through the buying journey.

		Marketing Goal/KPI			
Buyer Journey Stage	PT Solution	Branding & Awareness (Impressions & Reach)	Engagement (Traffic & Clicks)	Sales Pipeline (Lead Generation)	Education & Thought Leadership (Market Positioning, Retention)
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				
Conversion	Exclusive Sponsored Eblasts	✓	✓	✓	✓
	Webinars				
	Editorially Led (Content Sponsorship)	✓		✓	✓
	Custom (Your Content)				
Retention	White papers	✓		✓	✓
	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:



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%

## 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



# 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

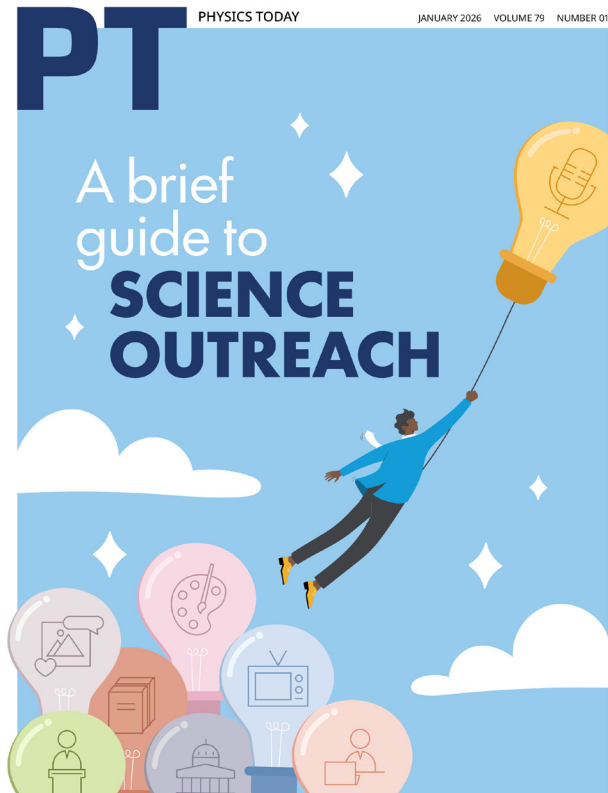
Step into a new era of scientific storytelling with *PT*—the bold, modern reimagination of *Physics Today*. *PT* blends the magazine's longstanding presence in the physics community with a forward-looking, digital-first strategy. With a crisp, confident name that nods to our rich legacy, *PT* captures 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

The next generation **Lock-In Amplifiers**  
Only from SRS !

DC to 4MHz (SR865A)  
DC to 500kHz (SR860)  
2.5 nV/√Hz input noise  
Fast time constants

The SR860 series brings new performance to lock-in measurements—a frequency range of 4MHz (SR865A) or 500kHz (SR860), state-of-the-art current and voltage input preamplifiers, a differential sine-wave output with DC offset, and fast time constants (1 µs) with advanced filtering.

And there's a colorful touchscreen display and a long list of new features...

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- HDMI video output
- GPIB, RS-232, Ethernet and USB communication

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**Q&A: Kate Marvel on the physics and emotions of climate change**

The astrophysicist turned climate physicist connects science with people through math and language.

By **Jessica Duncombe**

Climate change is not an universal haunting toward us that we can't do anything about,” says Kate Marvel, a climate physicist at NASA's Goddard Institute for Space Studies (GISS) in New York City. She sees climate change as a solvable problem. Initially interested in astronomy, she pivoted to climate science during her post-doctoral studies. Her work approaches Earth's climate from a global perspective, and she served as a lead author of the 2013 Fifth National Climate Assessment, released in 2023. “We understand climate change, which means we know how to fix it,” she says, “and that is a beautiful thing.”

One of Marvel's passions is telling us about our journey to NASA. After my second position, at Lawrence Livermore National Laboratory, I moved to New York because my husband got the dream job there. I made this move for personal reasons, meaning I couldn't apply to academia jobs just anywhere because I had geographical restraints. I basically called my way into a soft-money job in 2014 at NASA GISS through Columbia University. I had to raise my own salary. It was hard being on soft money. I had the opportunity to become a civil servant in 2024. I find the expectation in academia that you are supposed to move all the time and you are not supposed to have a family pretty silly. I have felt supported by my immediate group at NASA.

What are you working on now? I study physical and biogeochemical feedbacks in the climate system. How will clouds manage in response to warming, and how much will this affect the global temperature? And how will climate-related changes to natural systems affect the amount of carbon dioxide that the biosphere can take out of the atmosphere? I'm fascinated by what the climate state of the past can teach us about the future. I use Bayesian methods to draw inferences from data; those methods are a language and way of seeing the world that makes sense to me as a physicist.

You did a one-year sabbatical in 2023 at the nonprofit Project Drawdown. The organization conducts research on and helps implement science-based climate solutions. What did you take away from the experience? When you look at climate change from my global perch as a researcher, it can seem overwhelming. But when you get down to the nitty-gritty, you see that the solutions are almost boring. Like, balls rolling down inclined planes. And I find that comforting.

We know what is causing climate change. To use particle-physics language, this is like a 100% thing; there, I made this move for personal reasons, meaning I couldn't apply to academia jobs just anywhere because I had geographical restraints. I basically called my way into a soft-money job in 2014 at NASA GISS through Columbia University. I had to raise my own salary. It was hard being on soft money. I had the opportunity to become a civil servant in 2024. I find the expectation in academia that you are supposed to move all the time and you are not supposed to have a family pretty silly. I have felt supported by my immediate group at NASA.

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What did you study in your doctorate in Observational Physics? I was interested in the cosmological constant problem, which is the enormous disagreement between quantum theory and experimental data on the value of vacuum energy. A lot of my PhD work at the University of Cambridge was on what we called Coleman-de Luccia instantons. I studied bubble nucleation as a possible resolution of the cosmological constant problem.

During that time, I got used to the idea of math as a language. I don't consider myself particularly good at math, but I learned to use it as the language in which we do science. Learning this also made me a little bit omnivorous, willing to try to use math tools for any problem even if they are typically applied to other areas of study.

Can you give an example? In my first position, at Stanford University, I ended up using random matrix theory—which was originally developed for atomic physics using Wigner matrices—to model

the instabilities in the electric grid. How did you get interested in climate science? Some contacts recommended I try climate modeling during my first postdoc, so I went and talked to climate modeler Ken Caldeira. We ended up writing this crazy paper together. It was about hypothetically putting wind turbines in the jet stream. If we did that, how much energy could be extracted before we shut down global wind? I was intrigued because the research question was nuts. I came from astrophysics, this field that tries to explain the entire universe. And I found myself being surprised that we didn't know how much wind we have in the jet stream. I liked climate science because it addressed questions that seemed big and interesting and expensive but also relevant. I also came from a hypothesis-driven theoretical physics department during my PhD where every seminar felt like a blood sport. Going to a seminar in climate science, I noticed that people were asking questions about things they were curious about as opposed to feeling the pressure to know everything I liked the culture a lot better.

Tell us about your journey to NASA. After my second position, at Lawrence Livermore National Laboratory, I moved to New York because my husband got the dream job there. I made this move for personal reasons, meaning I couldn't apply to academia jobs just anywhere because I had geographical restraints. I basically called my way into a soft-money job in 2014 at NASA GISS through Columbia University. I had to raise my own salary. It was hard being on soft money. I had the opportunity to become a civil servant in 2024. I find the expectation in academia that you are supposed to move all the time and you are not supposed to have a family pretty silly. I have felt supported by my immediate group at NASA.

20 PT JANUARY 2026

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MAD CITY LABS INC.

Check key photo credit  
Low noise amplifier precision  
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Microscopy

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SM-MTM Microscopy with optical  
positioning & control  
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modcitylabs.com

physics.today.asp.org 21

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



## 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

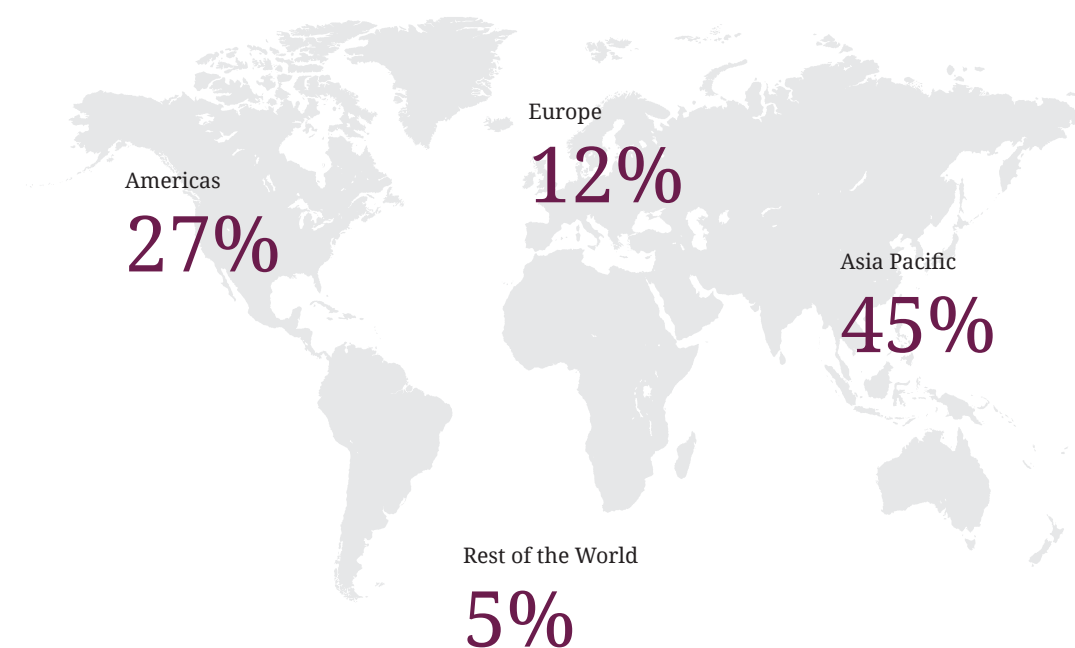
92%

of readers are actively doing research

50%+

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

### AIP Publishing Readership by Location



### AIP Publishing Readership by Sector





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

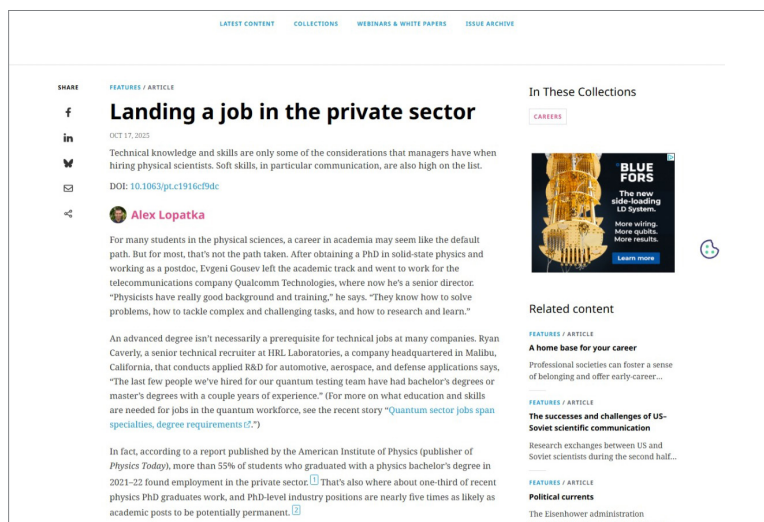
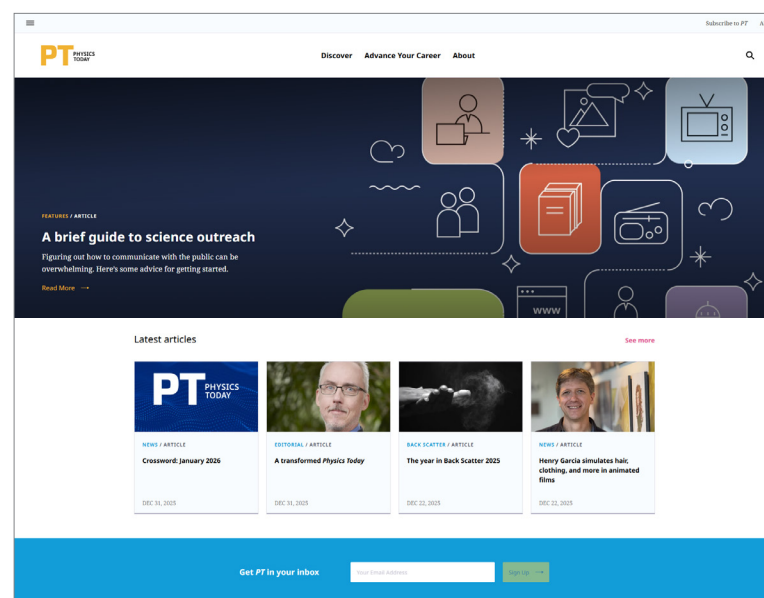


## Marketing KPI: Impressions

### 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](https://physicstoday.aip.org) is better than other science websites

## 95%

of visitors say [physicstoday.aip.org](https://physicstoday.aip.org) is useful to them in their work

## 76%

of visitors say the information found on [physicstoday.org](https://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:

# 77%

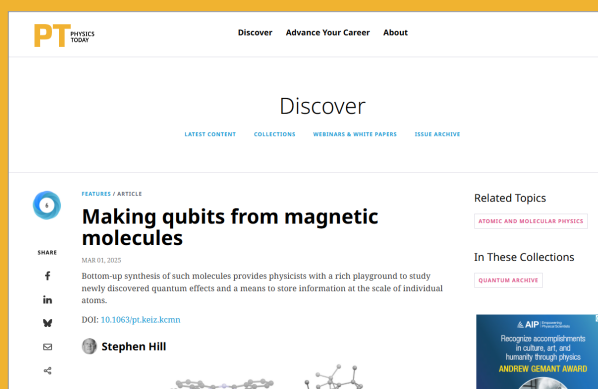
of website visitors are involved in the purchasing decisions for products and equipment at their organization!

- 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

### 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



## 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!	<ul style="list-style-type: none"><li>• Top Banner</li><li>• Within Editorial (native-style)</li><li>• Bottom Banner</li></ul>	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)	<ul style="list-style-type: none"><li>• Top Banner</li><li>• Within Editorial (native-style)</li><li>• Bottom Banner</li></ul>	An overview of the latest content available from <i>Physics Today</i> .

**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 less 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](mailto:aipadtraffic@wiley.com) at least 2 weeks prior to your run date. Indicate Company name, Run Date and Name of Newsletter in your email.

# 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](mailto: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.

# 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!

## The week in physics

### Rock Solid

Zero offset frequency combs

### A machine that mechanically interlocks molecules

Jacob Taylor SEP 19, 2025

Researchers have shown how a molecular motor can be used to intertwine two molecules and form a linkage that couldn't be made with conventional synthesis.

### What does it mean to be a physicist right now?

Jacob Taylor SEP 19, 2025

The scientific enterprise is under attack. Being a physicist means speaking out for it.

### Recruiting for Your Grad Program?

The 2025 Physics & Astronomy Congress Grad Fair in Denver, CO is your graduate recruiting solution this cycle. Join leading STEM grad programs at the largest

Watch this on-demand webinar to learn about fracture testing and correlative mapping inside a scanning electron microscope from our Partners at Bruker

## Nanomechanical Testing Webinar

### In-Situ SEM Nanomechanics: Innovations and Advances

[WATCH ON-DEMAND](#)

### Fracture testing and correlative mapping Inside a scanning electron microscope

Understanding how microstructure influences mechanical properties is essential in materials research. In-situ nanomechanical testing enables real-time observation of deformation and fracture, offering unique insights into structure-property relationships.

[In this webinar](#), Subin Lee, Ph.D. (Karlsruhe Institute of Technology) and Kevin Schmalbach, Ph.D. (Bruker) discuss recent advances in in-situ nanomechanical testing, including microcantilever fracture testing and high-throughput correlative data collection.

**Watch this on-demand webinar to learn:**

- Case study results showing the influence of columnar grain boundaries on fracture toughness of nitride hard coatings
- How advanced [PI 89 Auto SEM Picolindenter](#) technology streamlines correlation of microstructure and mechanical properties
- Approaches for exploring processing-structure-mechanical property relationships in structural materials through correlated EBSD, EDS, and nanoindentation mapping

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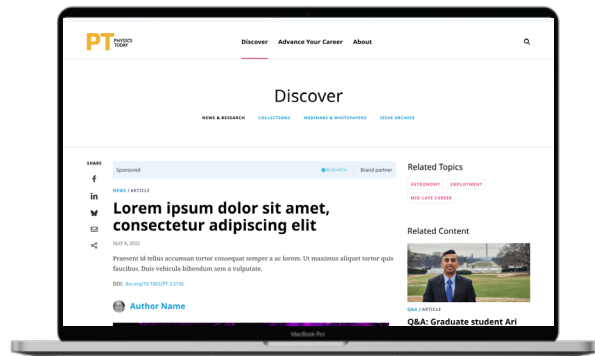
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Application Developer  
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Data Analyst  
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Patent Examiner  
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Physicist  
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