

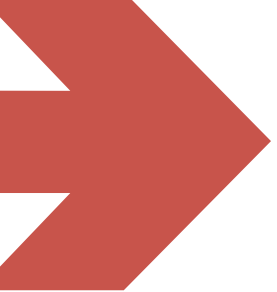
THE **POWER** OF PRESTIGE



"Physics Today is one of the most respected and widely read journals in the science community. Their large and varied readership makes it the perfect vehicle for communicating information about new products or news about our company. In this sense, Physics Today has been a key component of our advertising strategy."

— Barak Green,
Global Marketing Manager, Quantum Design, Inc.

Partner with the **most influential** and closely followed physics magazine in the world



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



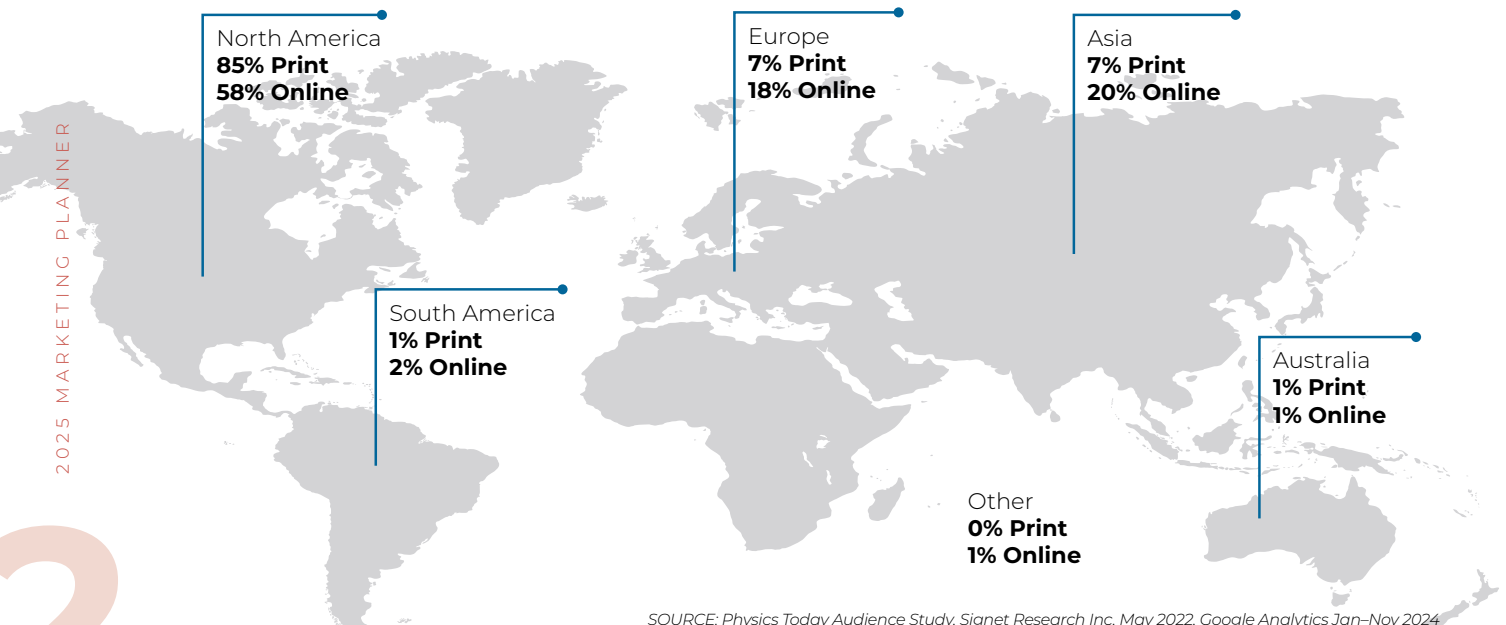
- Each issue engages **110,000+** individual subscribers
- AND **1600+** institutional subscribers (companies, national labs & universities with employee access to magazine issue content and website).
- ADDITIONALLY, *Physics Today* readers attend many key industry events throughout the year, when remaining 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

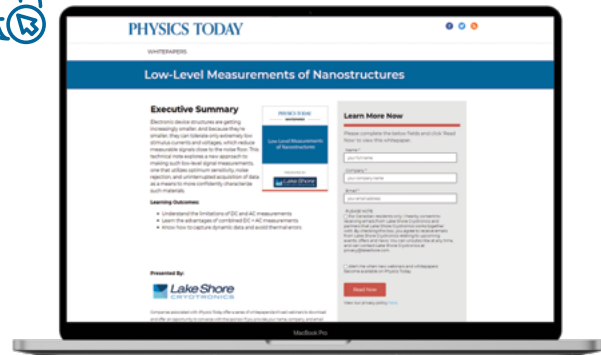
Most Common Applications

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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Lead Gen Options: Supplied Whitepapers, 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.



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

“The Physics Today whitepaper program has helped PI (Physik Instrumente) to connect with physicists and engineers in the optics and photonics community.”

—Stefan Vorndran,
VP Marketing, Physik Instrumente

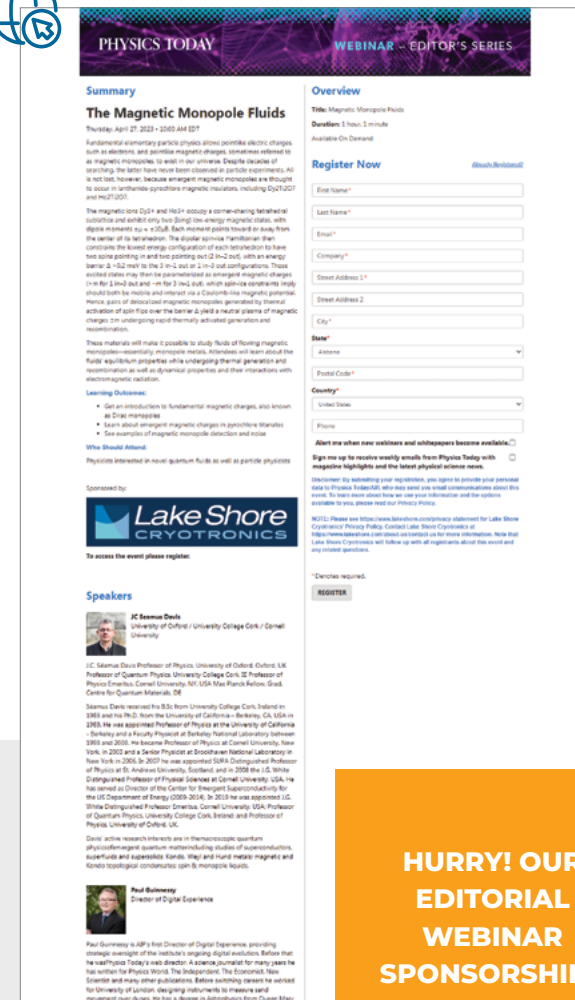
“We have been partnering with Physics Today for our advertising campaigns for many years, both print & online. We feel confident that we are reaching a quality audience who is interested in our adhesives, sealants & coatings. ...We received leads from some very solid companies who downloaded our whitepaper.”

—Jane Trager, Marketing,
Master Bond

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!

Lead Gen Options: Sponsored Editorial or Custom Sponsored Webinars



**HURRY! OUR
EDITORIAL
WEBINAR
SPONSORSHIPS
SELL OUT FAST!**

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

Custom Webinars Deliver 389 registrants & 52% attendance rate on avg

Editorial Sponsored Webinars Deliver 643 registrants & 42% attendance rate on avg

Choose from a variety of lead-generating packages

Drive Your Inbound with E-newsletter Advertising

Dominate the Competition with physicstoday.org Ads

3 e-newsletters, 3–4 positions per, choose from design-free ads or traditional banner

Enewsletter	Description	Open Rate	Frequency	List Size	Avg CTR (all content)	Rate (per ad)
Magazine Highlights	Highlights from the latest issue; the first place to access issue content	23%	monthly	50k+	14%	\$975
The Week in Physics (TWIP)	An overview of the website-exclusive content from the week prior and a Special Edition TWIP the day of the Physics Nobel announcement	23%	weekly	47K+	14%	\$1,590
Digital Edition	For those subscribed to the magazine via the digital PDF, this email announces its arrival	38%	monthly	41K+	3.1%	\$875



Advertisement

KNF LEAK-TIGHT PUMPS ALWAYS SAFER

Get the added safety of a backup system when handling hazardous and/or expensive gases and vapors. KNF LeakTight pumps offer ultra-low leak rates of $<6 \times 10^{-6}$ mbar L/sec and a safety back-up diaphragm, plus safeguards against intrusion contamination. Flow rates from 15 - 290 L/min. Options include explosion-proof motors and material choices. [Learn more.](#)

Design-Free Ads—No Work Required!

This type of ad is crafted to appear seamlessly among editorial content. Headline, body copy and image are all linked to the site of your choice.

Custom E-newsletter

Single Sponsor E-newsletter **\$4,950**

Exclusive E-Blast **\$360/M**
(up to 36k names; restrictions apply)

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

Physics Today’s web ads offer you exclusive exposure above the fold

Options	Duration	Impact	Rate/wk	Avg. CTR
Trending News BrandBlock — Appears on the pages updated daily with online only content: Research & Technology, Politics & Policy, Commentary & Reviews, People & History, Careers & Education	1 week	15,000 average impressions/wk	\$885	0.10%
Homepage BrandBlock — Appears on the <i>Physics Today</i> website homepage HURRY-SOLD OUT LAST YEAR!	1 week	15,000 average impressions/wk	\$770	0.15%
Magazine BrandBlock — Appears on all pages with content from the print magazine—including the archives	1 week	52,000 average impressions/wk	\$1,400	0.10%

96% of visitors say physicstoday.org is better than other science websites

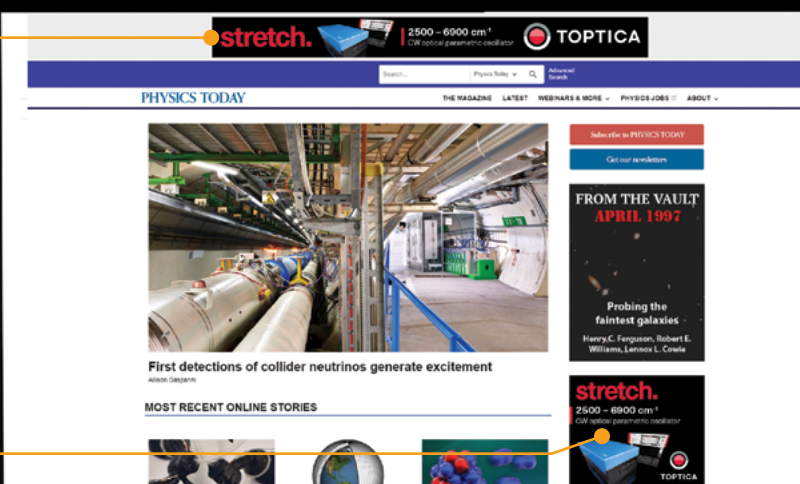
95% of visitors say physicstoday.org is useful to them in their work

76% of visitors say the information found on physicstoday.org is not easily found elsewhere

TWO ADS = ONE BRANDBLOCK

Specifications: 970 x 90p banner and 300 x 250p boombox sent as GIF, PNG or JPG with click-through URL sent to aipadtraffic@wiley.com with run date indicated.

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



The screenshot shows the Physics Today website interface. At the top, there's a navigation bar with 'stretch.' and 'TOPTICA' logos, a search bar, and links for 'THE MAGAZINE', 'LATEST', 'WEBINARS & MORE', 'PHYSICS JOBS', and 'ABOUT'. Below the navigation bar, there's a large featured article titled 'First detections of collider neutrinos generate excitement' with a sub-headline 'Web Report'. To the right of this article, there's a 'FROM THE VAULT' section for 'APRIL 1997' titled 'Probing the faintest galaxies' by Henry C. Ferguson, Robert E. Williams, and Lennox L. Cowie. Below the featured article, there's a 'MOST RECENT ONLINE STORIES' section with three small image thumbnails. On the far right, there's a 'Subscribe to PHYSICS TODAY' section with a 'Get our newsletter' button. At the bottom right, there's another 'stretch.' logo with the text '2500 - 6900 cm⁻¹ CW external passimetric radiator' and the 'TOPTICA' logo.

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Engage a Captive Audience with Article Cover Page Ads

Magazine articles downloaded from the website include prime real estate for your message on the article cover page

Once downloaded/saved by the reader, your ad stays on the article page permanently!

94% of readers are actively thinking about products, materials, equipment or systems required to implement the approach being discussed in the article they just downloaded

63% of readers say it is worthwhile to have a relevant ad on the article downloads

PHYSICS TODAY ARTICLE COVER PAGE AD

34,000 impressions/month
.49% CTR
\$1,535/month



“Downloadable articles are table stakes for this industry and I expect them from all reputable published sources”

— Actual reader

Exclusive Email Sponsorships

Sole-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 67%.**

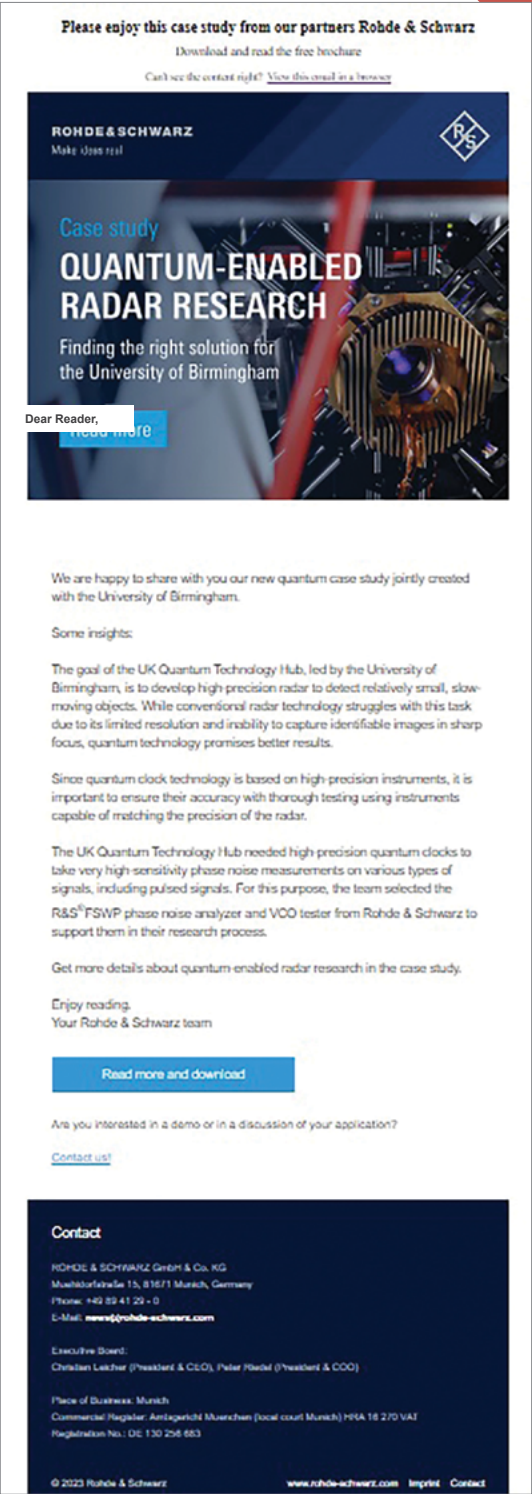
Details:

- Opt-in list of 36,000 highly engaged recipients
- Benefit from the brand-halo effect of Physics Today
- Packaged as a partner of Physics Today
- Send to up to 36,000 at just \$360/M
- Verify your preferred send date (Tues, Wed, Thurs recommended)
- Send your html to aiptadtraffic@wiley.com two weeks in advance*

The ideal way to promote your upcoming or on-demand webinars, whitepapers, live and virtual conferences, app notes, e-books and other valuable resources ripe for drawing in the qualified leads you seek.

*messages edited for style, fit, GDPR compliance and optimizing engagement (messages subject to approval)

Schedule your e-blast today while openings remain.



Hire Top Scientists & Engineers

Attract high-quality candidates with high-profile print ads & highly-trafficked jobsite ads

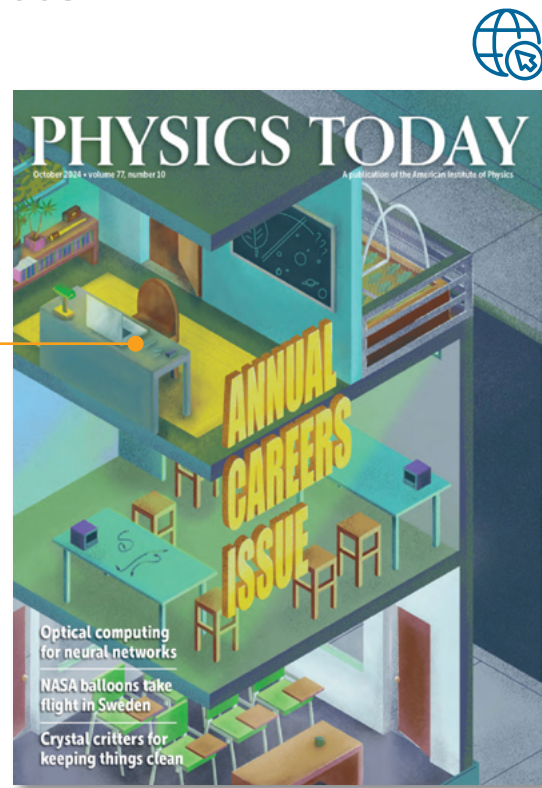
Print Options:

- All print job ads come with online postings & Design services, for every issue
- Special Careers issue each November raises your job visibility while offering discounted print plus online exposure packages

Print ads are now run of book instead of relegated to a classified section at the back. This means your ads appear alongside the editorial where readers are most engaged with content, raising the visibility of your job opening. Contact aipadvertising@wiley.com for more data on print readers.

"Thank you for this job posting service in *Physics Today*. We received several well qualified applicants to choose from. We plan to post two more openings in *Physics Today Jobs* this fall."

—Physics Department Chair, Eastern Illinois University



A NEW RECRUITMENT EXPERIENCE!

New Physics Today Jobs Career Network

- 45, 60, 90 day job posts with built-in upgrades to improve visibility
- Discounted bundles available
- Get in touch to find out more!

"Physics Today Jobs enabled us to hire two outstanding postdocs—one in quantum optics and one in condensed matter—from solicited applicants and the resume database. We look forward to using the site again when seeking candidates."

—Hiring Coordinator, Quantum Biology Laboratory, Howard University

PHYSICSTODAY.ORG/JOBS MONTHLY SITE STATS

10,000
UNIQUE VISITORS

2,100
Average views
per job

3,000
RESUME DATABASE

3,400
Active job seekers
(accessed account within one year)

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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

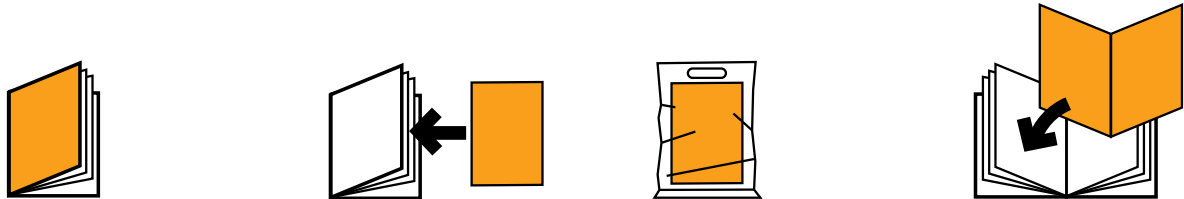
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Print Advertising Options for Every Budget and Goal

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).**

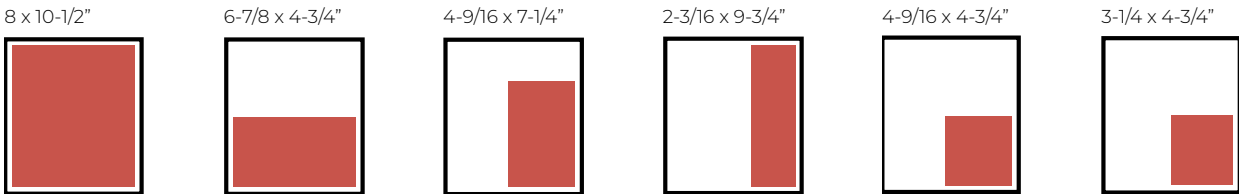


Tip-On:
Take over the cover with this option—the message or ad of your choice is adhered to the front of the magazine. Be the first thing readers will see a tip-on.

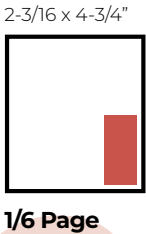
Blow-Ins:
A dramatic emphasis for your latest promotion—a loose card or folded piece that is placed within the pages of the magazine. There's no way to flip past a blow-in!

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.](#)

2025 Planning: Conferences Our Readers Attend + Our New Product Topics, Special Issues & Supplements

Preview some of the editorial for each month (in print and online) & Amplify your relevance by advertising when our readers are at key industry conferences

MONTH	CONFERENCES PHYSICS TODAY READERS ATTEND	DATE	LOCATION	NEW PRODUCT FOCUS	AD DEADLINES
January	American Association of Physics Teachers American Astronomical Society Photonics West Quantum West American Meteorological Society Joint MMM Intermag Conference	Jan 18-21 Jan 12-16 Jan 25-30 Jan 25-30 Jan 12-16 Jan 13-17	St. Louis, MO National Harbor, MD San Francisco, CA San Francisco, CA New Orleans, LA New Orleans, LA	This issue will be an archival collection of seminal quantum-related articles from the PT archive.	Magazine and Digital Edition E-news: December 20 TWIP E-News and website ads: 1 week prior Print: December 2
February	Biophysical Society (BPS)	Feb 15-19	Los Angeles, CA	Test, measurement, quantum metrology, analytical equipment	Magazine and Digital Edition E-news: January 27 TWIP E-News and website ads: 1 week prior Print: January 1
March	Global Physics Summit (APS March/April Joint) OFC Pittcon TMS	Mar 16-21 Mar 30-Apr 3 Mar 1-5 Mar 23-27	Anaheim, CA San Francisco, CA Boston, MA Las Vegas, NV	Photonics, spectroscopy and spectrometry	Magazine and Digital Edition E-news: February 24 TWIP E-News and website ads: 1 week prior Print: February 3
April	MRS Spring	Apr 7-11	Seattle, WA	Software, data acquisition, instrumentation	Magazine and Digital Edition E-news: March 25 TWIP E-News and website ads: 1 week prior Print: March 3
May	SVC (society of vacuum coaters) CLEO	May 19-22 May 4-9	Nashville, TN Long Beach, CA	Lasers, imaging, microscopy, nanoscience	Magazine and Digital Edition E-news: April 24 TWIP E-News and website ads: 1 week prior Print: April 1
June	Optica Quantum 2.0 Conference and Exhibition American Society for Mass Spectrometry (ASMS)	Jun 1-5 Jun 1-5	San Francisco, CA Baltimore, MD	Test, measurement, quantum metrology, analytical equipment	Magazine and Digital Edition E-news: May 26 TWIP E-News and website ads: 1 week prior Print: May 1
July	American Association of Physicists in Medicine (AAPM) Microscopy & Microanalysis	Jul 27-30 Jul 27-31	Washington, DC Salt Lake City, UT	Cryogenics, vacuum, semiconductors	Magazine and Digital Edition E-news: June 24 TWIP E-News and website ads: 1 week prior Print: June 2
August	SPIE Optics & Photonics	Aug 3-7	San Diego, CA	Software, data acquisition, instrumentation	Magazine and Digital Edition E-news: July 25 TWIP E-News and website ads: 1 week prior Print: July 1
September	AVS 71th International Symposium Exhibition MS&T	Sep 21-26 Sep 28-Oct 1	Charlotte, NC Columbus, OH	Lasers, imaging, microscopy and photonics	Magazine and Digital Edition E-news: August 25 TWIP E-News and website ads: 1 week prior Print: August 1
October	SEMICON West	Oct 7-9	Phoenix, AZ	Test, measurement, quantum metrology, spectroscopy, spectrometry	Magazine and Digital Edition E-news: September 24 TWIP E-News and website ads: 1 week prior Print: September 1
November	MRS Fall Careers Issue	Nov 30-Dec 5	Boston, MA	Software, data acquisition and instrumentation	Magazine and Digital Edition E-news: October 27 TWIP E-News and website ads: 1 week prior Print: October 1
December	AGU Acoustical Society of America (joint with the Acoustical Society of Japan)	Dec 15-19 Dec 1-5	New Orleans, LA Honolulu, Hawaii	Cryogenics, vacuum equipment, materials and semiconductors	Magazine and Digital Edition E-news: November 24 TWIP E-News and website ads: 1 week prior Print: November 3

Bold conferences indicate Physics Today presence is planned. Subject to change.

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

+1 206 867 4165

aipadvertising@wiley.com

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

Cybill Tascarella

Account Manager

+1 732 754 9940

ctascarell@wiley.com

John Day

Account Manager

+1 917 327 5184

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

+1 301 209 3003

cunger@aip.org

“

Through its magazine, website, webinars, and email newsletters, Physics Today informs our readers about cutting-edge research—not just the results, but how it was done and why it matters. We cross disciplinary boundaries to share tools and techniques. We are in the business of building relationships—with our audience and with companies like yours.”



—**Richard Fitzgerald**
Editor-In-Chief, Physics Today

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PHYSICS TODAY