

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!	<ul style="list-style-type: none">Top BannerWithin 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)	<ul style="list-style-type: none">Top BannerWithin Editorial (native-style)Bottom Banner	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 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!

The screenshot shows a digital issue of Physics Today. The header features the 'PT PHYSICS TODAY' logo and the text 'The week in physics'. Below the header, there are several news articles. One article is titled 'Rock Solid' with a sub-headline 'Zero offset frequency combs' and a logo for 'TOPTICA'. Another article is titled 'A machine that mechanically interlocks molecules' by Jacob Taylor, dated SEP 19, 2025. The text states that 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. A third article is titled 'What does it mean to be a physicist right now?' by Jacob Taylor, dated SEP 19, 2025. The text discusses the scientific enterprise and the role of physicists in it. At the bottom of the newsletter, there is an advertisement for the '2025 Physics & Astronomy Congress Grad Fair' with the text 'YOUR GRAD PROGRAM DESERVES THE BEST APPLICANTS' and 'Recruiting for Your Grad Program?'. The ad also mentions that the fair is in Denver, CO.