

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 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)	<ul style="list-style-type: none">• Top Banner• Within 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!

