

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.

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



- 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

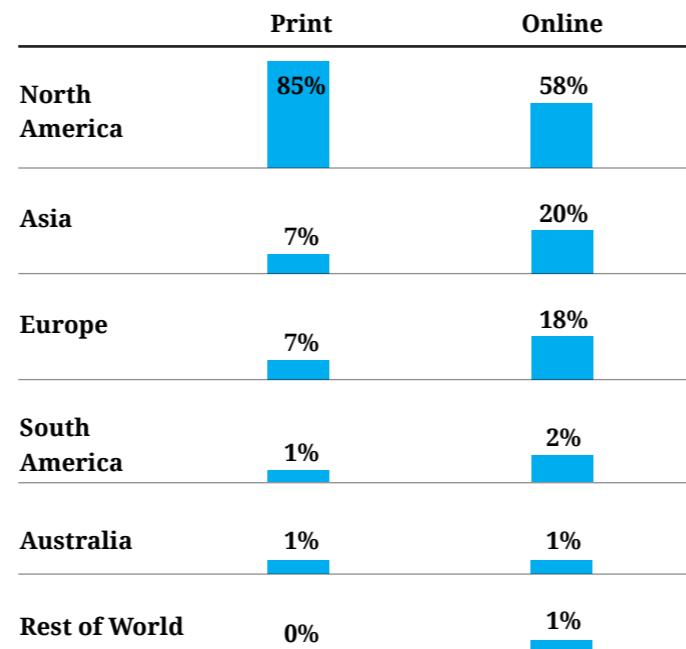


Physics Today's newsletters are deployed throughout the month, with a single e-newsletter reaching up to 88,500+ recipients.



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

Physics Today Readership by Location



An Engaged Audience of Active Buyers:

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

The average *Physics Today* buyer spends \$3.9 million per year on the above products.

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