

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