

# DOMINATE THE COMPETITION LIKE NEVER BEFORE ON THE NEW PHYSICSTODAY.AIP.ORG

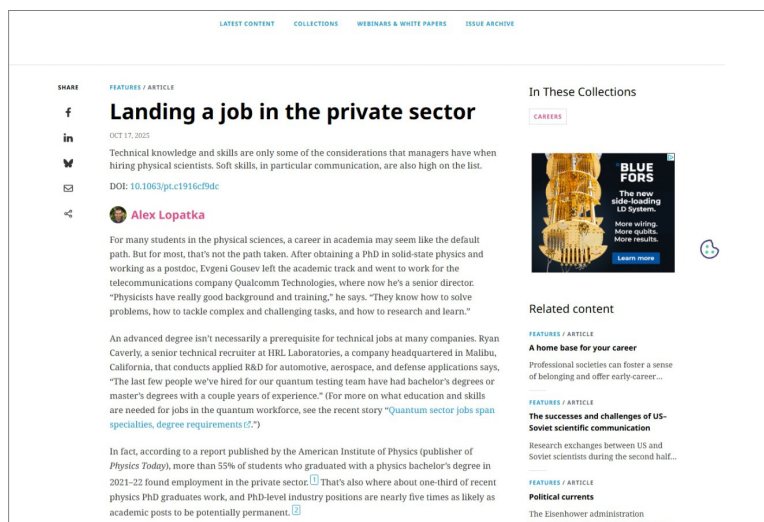
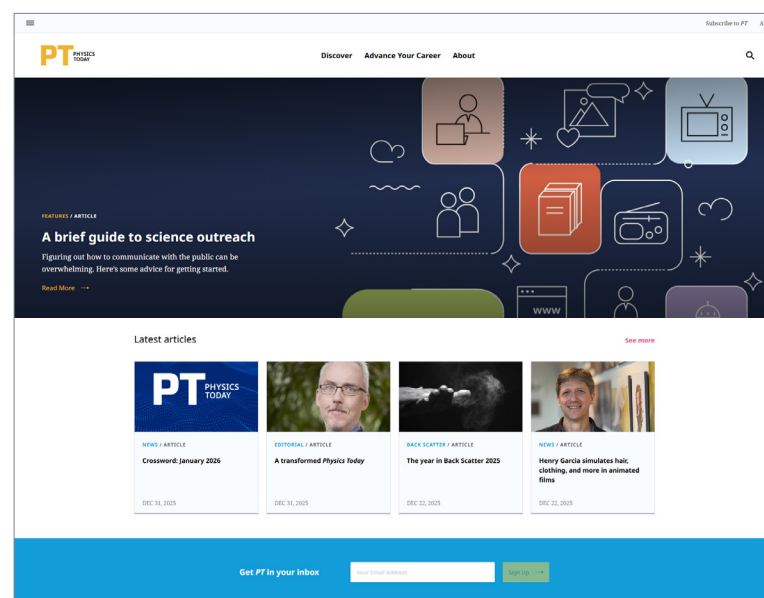


## Marketing KPI: Impressions

### PT's new website enables more competitive advertising options and strategies, among a more thoughtfully engaged audience

Advertising on the *PT* website is now available via CPM and adopts IAB recommended sizes, including a mobile ad unit that enhances visibility of your campaign on those devices.

And because the reinvention of the *PT* website also adopts a data-powered content strategy, web advertising is more optimized for success than ever before. Every web visit is a tailored user experience, recommending content related to their interests and 'listening' to user behavior to better understand what readers want more of. Through this new data-driven approach, the UX is strategically developed to be more "sticky" and more deeply engage more users for longer sessions. This means more meaningful interactions, with greater duration, for every ad message.



## 96%

of visitors say [physicstoday.aip.org](http://physicstoday.aip.org) is better than other science websites

## 95%

of visitors say [physicstoday.aip.org](http://physicstoday.aip.org) is useful to them in their work

## 76%

of visitors say the information found on [physicstoday.org](http://physicstoday.org) is not easily found elsewhere

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

## Top 5 reasons

### Readers Look to *Physics Today's* Content:

# 77%

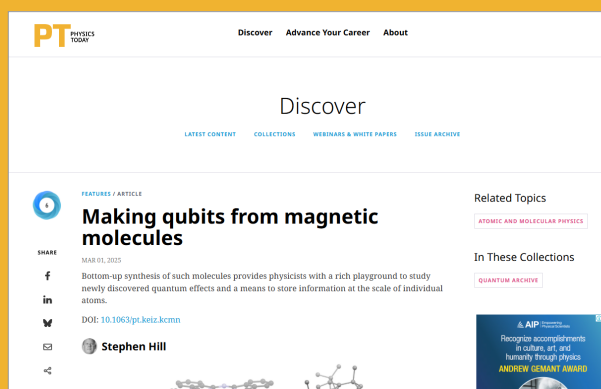
of website visitors are involved in the purchasing decisions for products and equipment at their organization!

- 1 To learn about research breakthroughs
- 2 To be informed and educated about changes and developments in physics
- 3 To learn of the breakthroughs and innovations made by other scientists, engineers and professionals
- 4 To find out more about areas of research that are not their own
- 5 To learn about new things that help them in their profession

### More audience and site targeting options

## COMING SOON!

- **Interstitials**—this mobile-friendly 300x250 MPU will appear at key points during a user journey on the *Physics Today* site, aligning the more deeply invested readers with your ad messages at strategic times, optimizing your engagement KPIs.
- **Native Ads**—designed to flow seamlessly among editorial content on the site, native ads will be available in two formats: True Native and Native Display. Adopting all of the organic look and feel of the *Physics Today* site, these premium ad units are designed to elicit strong engagement among the most interested and aligned audiences.
- **True Native:** this is content that looks and feels like the endemic editorial on the *Physics Today* site, and when clicked, brings the user to your content on another page within the *Physics Today* website, keeping users inside the same editorial environment they sought out.
- **Native Display:** this is content that looks and feels like the endemic editorial on the *Physics Today* site, and when clicked on, brings users to a landing page on your own website, leaving the *Physics Today* site.



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