

PRINT ADVERTISING MEANS BUSINESS: NOW WITH A BOLD NEW LOOK FOR THE NEXT ERA



Marketing KPI: Impressions/Branding

Your Ad Messages are Elevated by a New Future-Facing Magazine Design

Step into a new era of scientific storytelling with *PT*—the bold, modern reimagination of *Physics Today*. *PT* blends the magazine's longstanding presence in the physics community with a forward-looking, digital-first strategy. With a crisp, confident name that nods to our rich legacy, *PT* captures the pulse of discovery in every cover. The clean, modern design of the “*PT*” acronym signals a shift toward accessible, streamlined content while honoring the brand's history.

PT is refreshing its visual identity to shift perception—from an academic journal to a modern scientific magazine. Our goal is to align the design and tone with the energy, accessibility, and innovation of our content—strengthening engagement without sacrificing credibility.



The name “Physics Today” is known and respected around the world. That reputation positions PT to attract and serve a wide audience of R&D professionals across STEM disciplines and drive them into deeper relationships with our advertisers. “

Richard Fitzgerald
Editor-In-Chief, *PT*

When Print is a Part of Your Media Mix, Readers Notice

- **A Global Audience:**
110,000+ subscribers across the globe each month
- **Extra Exposure:**
30% of subscribers pass their issue along to someone else, making the total readers per copy 1.3 people.
- **Engaged Readers:**
71% of subscribers read all or some of each issue. Average reading time is 48 minutes per issue; 50% of subscribers retain their issues for future reference.
- **Relied Upon at Work:**
71% of readers say *Physics Today* is an important resource in their work/research
- **Preferred Among Similar Publications:**
85% of readers rank *Physics Today* as higher quality than other science magazines
- **A Destination Information Source:**
83% of readers say the information found in *Physics Today* magazine is not easily found elsewhere

82% of readers took action after reading/seeing something in *Physics Today*

24% of subscribers are exclusive to Physics Today. That's 26,400+ readers that do not subscribe to any other scientific publication.

A bold new look for *PT* magazine will bring extra emphasis to your ad messages.

Ask about premium placements!