



Scientific American & AfricaLive

2022 Media Program

MAY 2022

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**SCIENTIFIC
AMERICAN®**

The Right Partner for AfricaLive's Brand Alignment

Scientific American's Mission



“The next 10 years will be even more tumultuous than the past decade for journalism, and for the world. Scientific American will be a science publication for our times.

There is an urgent need for trustworthy, engaging, clear, evidence-driven journalism and analysis. Scientific American is a leading voice in the issues that are shaping our world. Readers come to us because we provide an enjoyable way for them to be informed about the most important things happening in the world, in ways that aren't available elsewhere. Depth, beauty, intelligence, direct from the frontlines of science.

Our mission is to elevate, examine, and explain the most important research in the world, from scientists, researchers, and innovators who are doing the most urgent, transformative, and relevant work.”

Laura Helmuth, editor in chief of Scientific American

A Commitment to Sustainability Rooted in SA's Heritage

Readers of Scientific American first learned that excess CO₂ could detrimentally affect climate in a feature article that ran back in 1959— over 60 years ago!

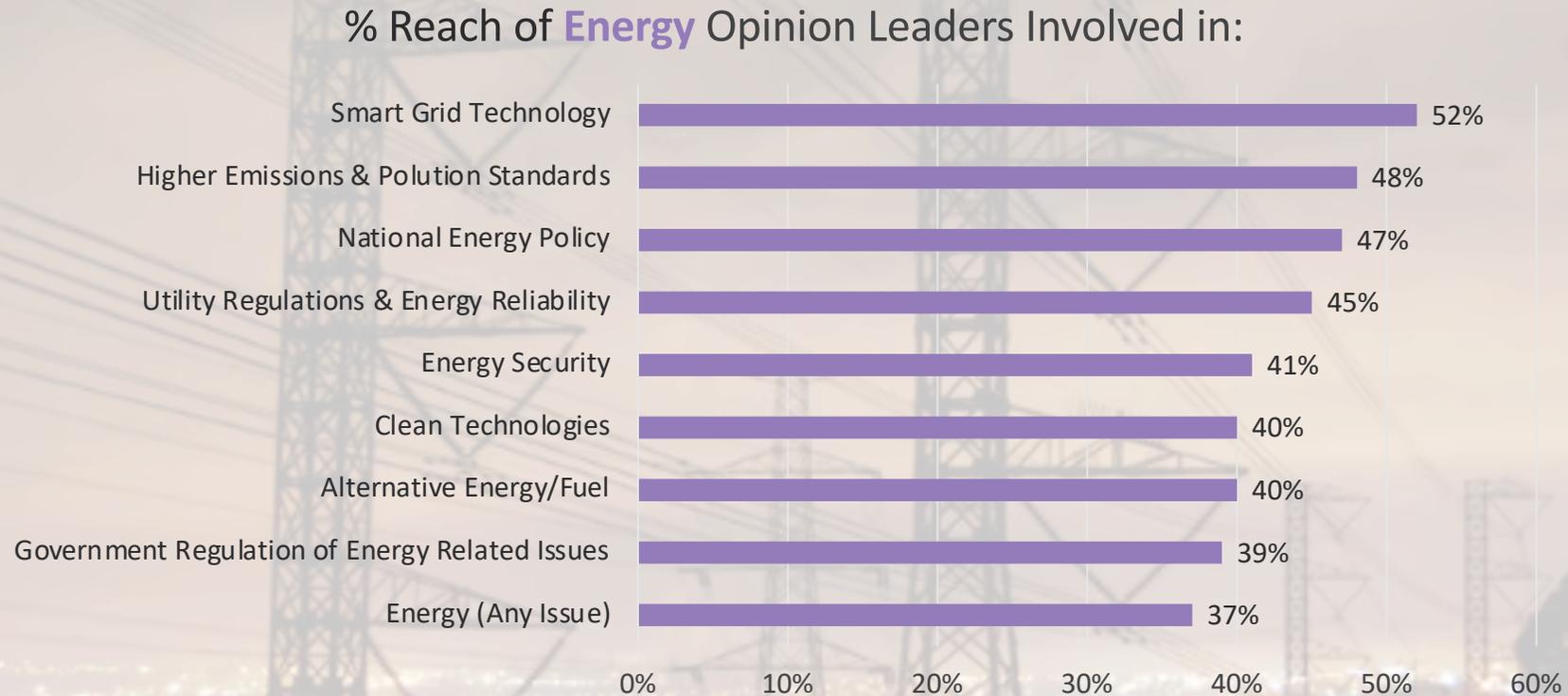
Today science is still grappling with uncertainties over the degree of human influence, but the work of thousands of researchers before and since that 1959 article shows that it does exist. We have fundamentally altered Earth—its climate, its resources, its ecosystems. **SA's mission is to provide readers with a comprehensive understanding and the innovative solutions for our planet's most pressing issues. The various impacts are featured daily online and in every print issue.**



“Climate science is urgent. It’s going to be with us throughout our lifetimes. It’s so important for us to take it seriously, to mitigate it, to prepare people, and to share real information rather than conspiracy theories about it...The whole purpose of science and scientific journalism is to share what we actually know about the world.”

Laura Helmuth, Scientific American Editor in Chief

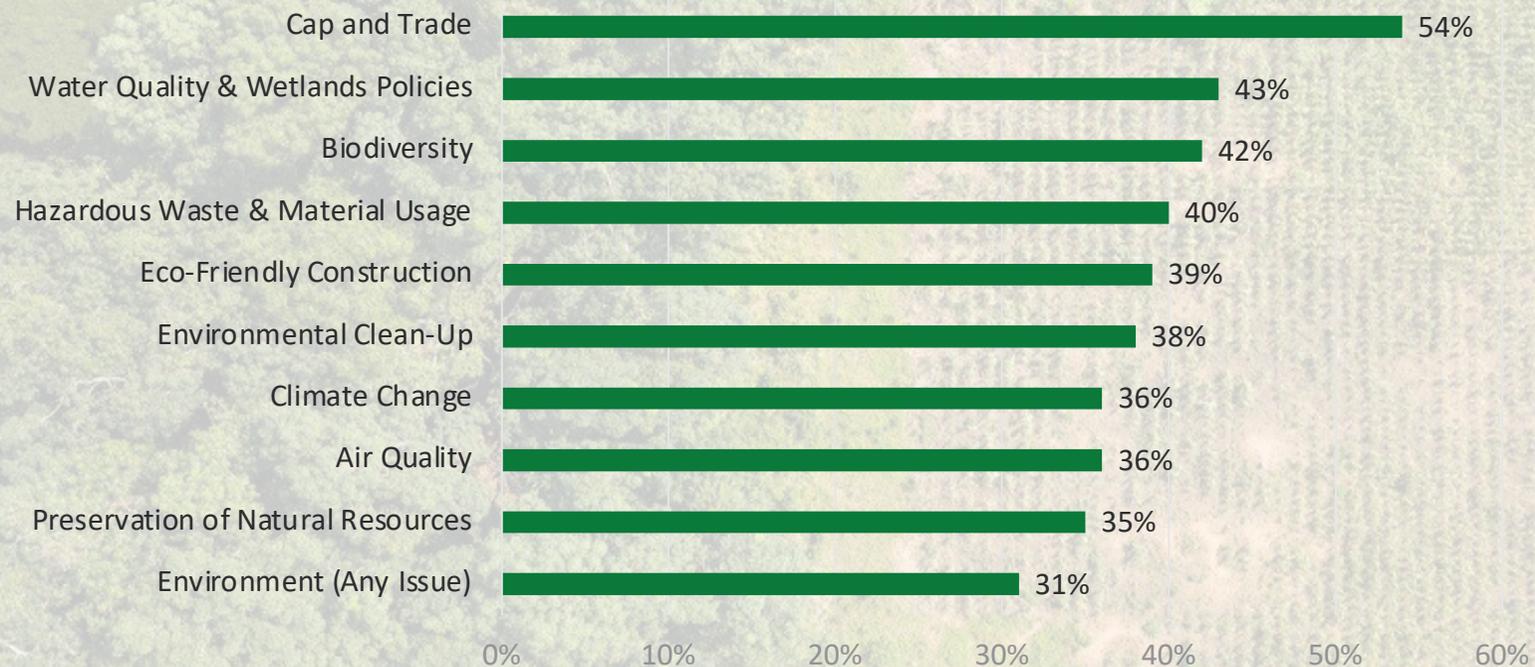
SA Reaches Opinion Leaders In the Sustainability Sector



Source: 2021 Erdos & Morgan Opinion Leaders Study; Scientific American Print + Digital Audience

SA Reaches Opinion Leaders In the Sustainability Sector

% Reach of All **Environment** Opinion Leaders Involved In:



Source: 2021 Erdos & Morgan Opinion Leaders Study; Scientific American Print + Digital Audience

PROGRAM RECOMMENDATION

Our Overall Communications Strategy

Scientific American is pleased to present a program recommendation to help AfricaLive:

- Promote the innovative and inspiring projects that are shaping Africa's future
- Challenge Afropessimism and dispel misperceptions around the continent to global audience of governments, civil society, academia, investors and the private sectors
- Educate audiences about opportunities that exist to collaborate in the continent's sustainable development

To achieve these goals, SA recommends a variety of strategies which can be timed to coincide with COP 27 in Egypt November 2022:

Build Awareness

1. Digital Display Media
2. Newsletter Sponsorship

Story Telling

1. Sponsored Content: Multi-Page Print Section
2. Inside View Q&A (print & digital) with AfricaLive KOL

Awareness: Digital Display Media

ScientificAmerican.com reaches an average of 6.5 million monthly unique users who pay to access premium content. While SA.com includes material from the magazine, the majority is fresh content updated daily with more than 200 new articles each month.

AfricaLives' ad unit would be placed in SA's ENVIRONMENT section, giving the brand ownership of highly relevant content to maximize potential to be seen and noted.

The section includes subtopics: Conservation, climate change, fossil fuels, Renewable energy, water, weather, and more.

Ad Sizes:

- 728x90, 300x250, 300x600

Recommended Campaign Date:

- November (around COP 27)
- Flighting is very flexible

The image shows a screenshot of a Scientific American article page. At the top, a purple box indicates a 728x90 ad size. Below the navigation bar, the article title is "Climate Change Doubled the Likelihood of Devastating South African Floods". A sub-headline reads "Hundreds of people were killed and thousands of homes destroyed in Durban after torrential rains unleashed flooding". The byline is "By Chelsea Harvey, E&E News on May 16, 2022". To the left of the main image is a social media sharing icon. The main image shows a destroyed road in Durban. To the right of the main image is a "READ THIS NEXT" section with sponsored content. At the bottom of the page, a purple box indicates a 300x250 ad size. The page footer includes the Scientific American logo and a small text line: "A warmer atmosphere can hold more water, allowing storms to dump".

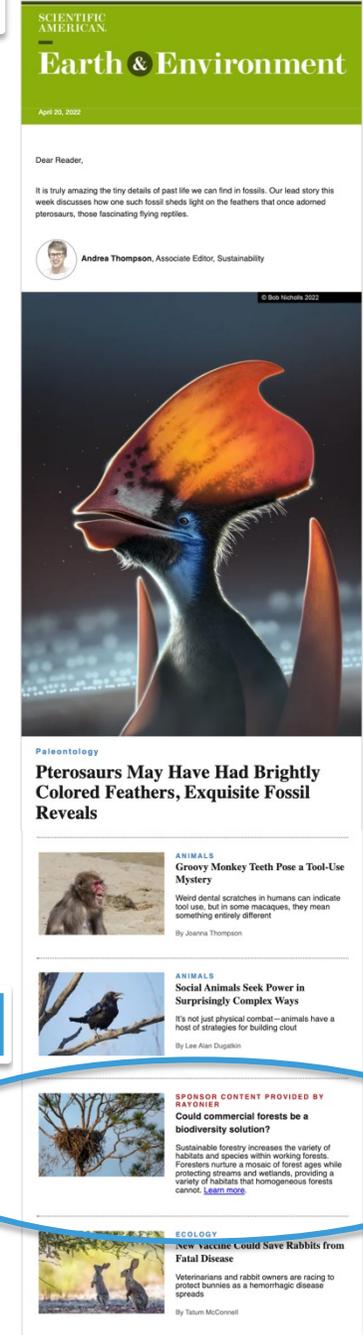
Awareness: e-Newsletter Sponsorship

SA's 7 different e-Newsletters help to keep our audience in touch with the latest developments across a variety of topical categories. Since subscribers opt-in to receive the newsletters, you will reach a highly engaged audience who wants to stay on top of key insights.

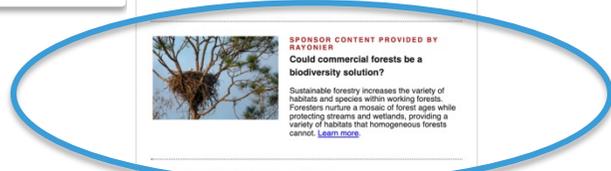
- AfricaLive would be the exclusive sponsor of a series of targeted newsletters
- Sponsorship includes your logo on the top of the page for immediate awareness **plus** a native unit text box with your copy, image, and link for readers to learn more*.

Newsletter	Distribution Day	# Recipients
Today in Science	Daily (M-F)	45,082
Health & Biology	Monday	55,100
Technology	Tuesday	47,880
Mind & Brain	Wednesday	58,098
★ Earth & Environment	Wednesday	47,092
Space & Physics	Thursday	49,490
The Week in Science	Friday	72,766

Logo



Native Unit



Story Telling: High Impact Print Placement

SA can publish a 4-page or 8-page sponsor feature, supplied by AfricaLive, that would run in SA's November Issue to coincide with COP 27.

This high-impact, multi-page section would give AfricaLive a enormous platform to share its story to a highly targeted, global audience. AfricaLive could promote its various projects, research, and investment opportunities that carry a positive social, economic and environmental impact on the African continent: higher education, conservation, energy, green building, infrastructure, and more.

SA is published monthly (12x per year), has a rate base of 300,000 and a total audience of 2.4 mill.

November issue

- On sale: Oct 25
- Space Close: Sep 9
- Material Due to Printer by: Sep 20



Telling the Story: Custom Digital Articles

Scientific American will showcase a leader within the AfricaLive organization through our *Inside View* print/online custom content program. Our Custom Media team will engage a journalist to interview an executive/leader within AfricaLive to create an informative and engaging Q&A where he/she could share valuable insights, initiatives, and/or opportunities in Africa. Since AfricaLive already has a wealth of content on its site, this Q&A will add a different lens for the public to learn more.

- You have control of content, topic, and questions asked.
- The sponsored Q&A includes an image and brief bio of the interviewee.

PRINT

- Positioned far forward for maximum impact
- One full page profile including 700 words with an image
- One full page advertisement will run opposite the profile
- PDF version of the reprint for your use

DIGITAL CONTENT:

- The Q&A will run as a native article on SA.com, hosted for 1 month.
- Digital content will be amplified via onsite promotion and sponsored posts on SA's social media platforms (note: SA can not promote "supplied" content through these channels).



Promotional Campaign to Optimize Viewership

Articles, videos and podcasts are supported by a one-month, targeted promotional campaign onsite and through SA's social media channels to drive traffic to the content.

Onsite Promotion

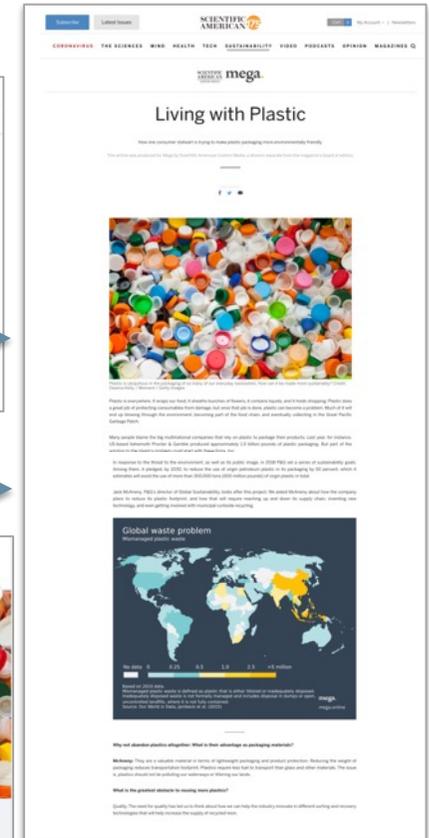
- Content will be promoted on SciAm.com through a heavy rotation of native ad slots served on the homepage and appropriate sections throughout the site (i.e. Environment, Tech).
- Ad slots are served on on both desktop and mobile devices.

Social Media

- SA will create an organic and targeted paid social promotion on its FB/TWTR/IG feeds.
- SA will work with AfricaLive to define specific audiences to target though paid promotion to hone in on its best prospects.



Social Post



Pricing

Media Element	\$Cost (net)
Digital Banner Campaign	\$20 CPM (\$10,000 for 500,000 impressions during November)
Print Insert <ul style="list-style-type: none"> • 4-page Supplied Insert • 8-page Supplied Insert 	\$20,000 \$35,000
e-Newsletter	\$3,000/newsletter (or \$10,000 for 4)
Inside View (print + digital)	\$45,000



Thank you

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