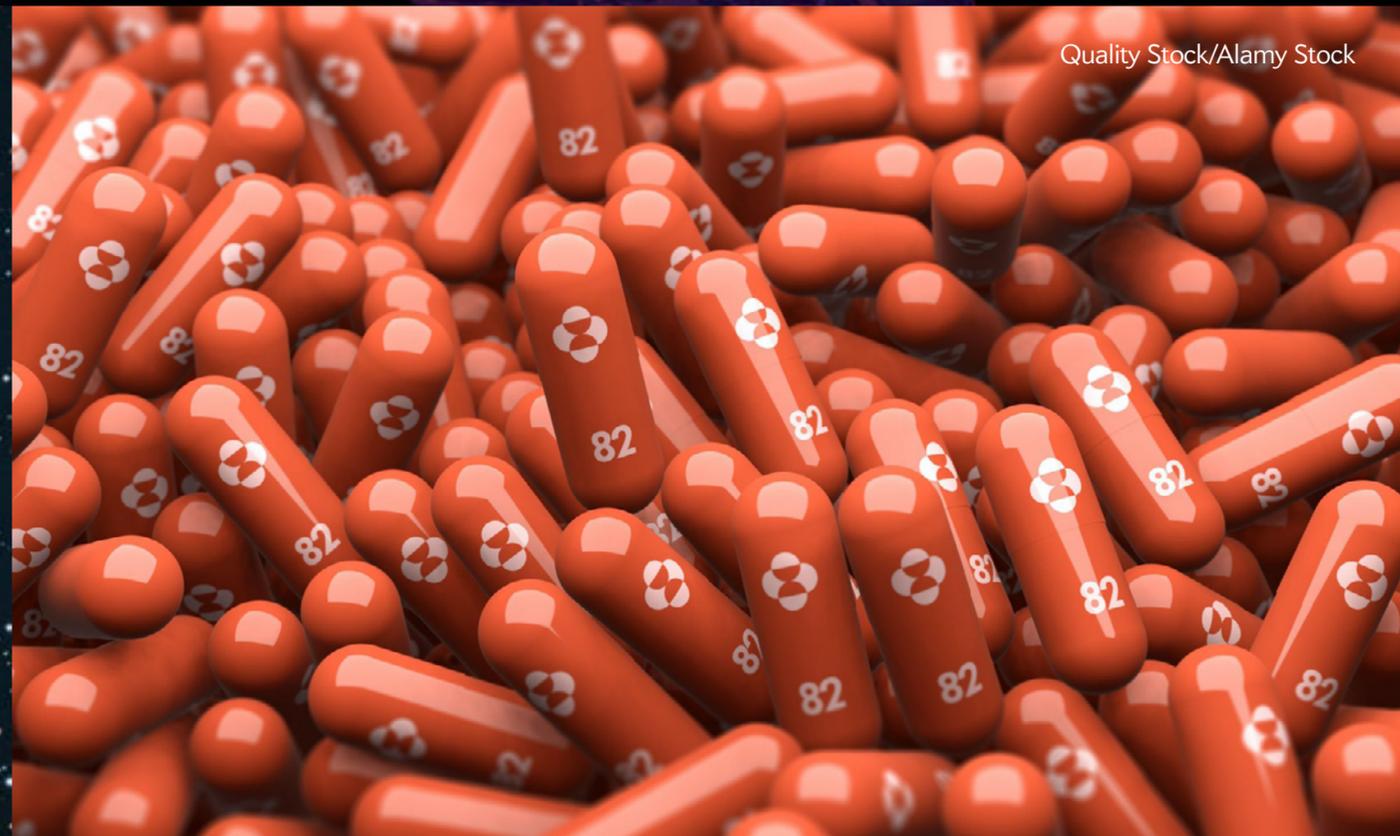
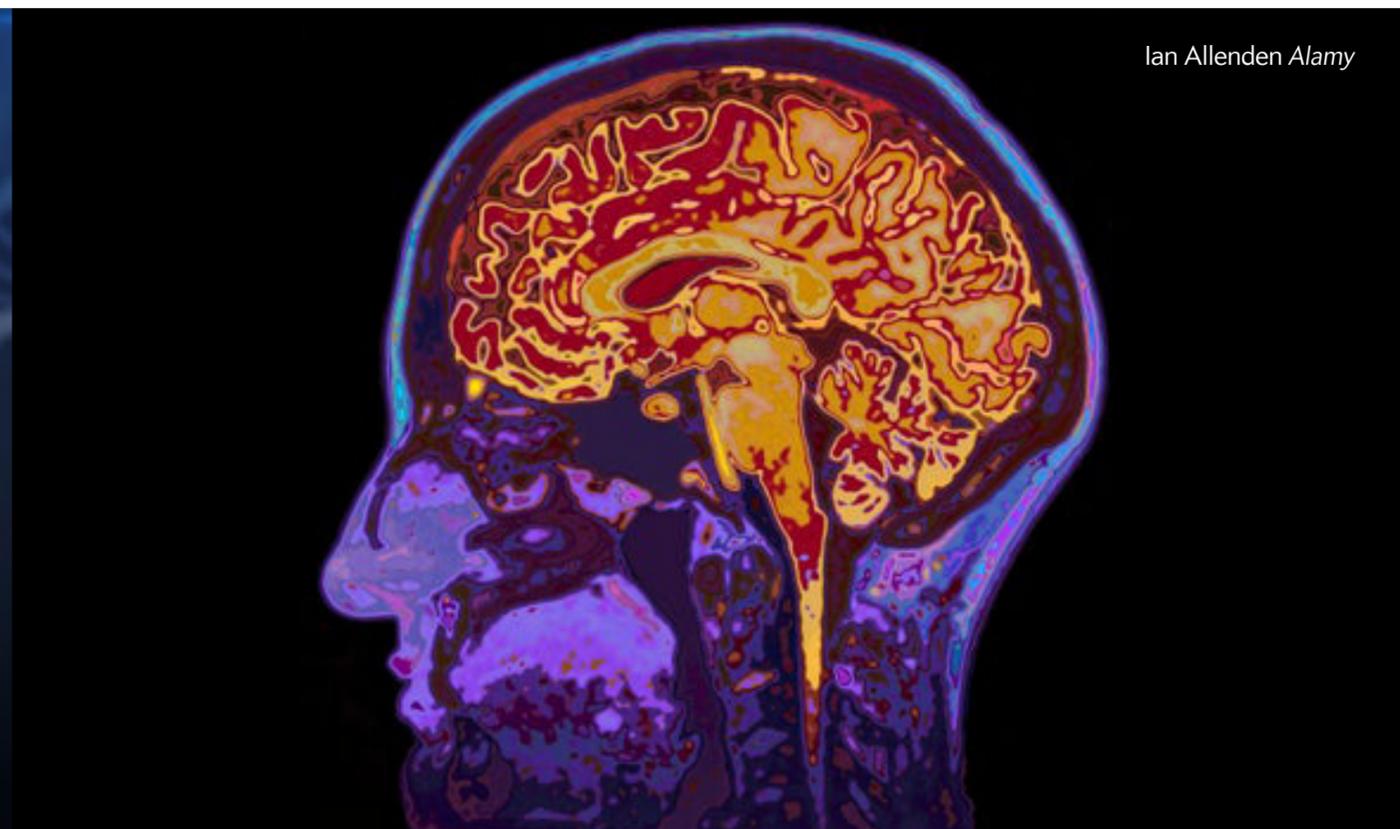


**SCIENTIFIC
AMERICAN**

2022 Media Kit



MENU 

CLICK TO NAVIGATE

SPRINGER NATURE

SCIENTIFIC AMERICAN

OUR MISSION

OUR AUDIENCE

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DIGITAL ADVERTISING

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SPRINGER NATURE

Scientific American is published by **Springer Nature**, a leading research, educational and professional publisher dedicated to advancing discovery by supporting the development of new ideas and championing open science.

Operating in over **50** countries with **13,000** staff, Springer Nature is committed to upholding the highest quality of service for the scientific community, and our commercial partners all over the world.



Our brands cover the full range of science, health, and tech topics – work with us to reach your specialized audience.





“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.

The coronavirus pandemic has highlighted the 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.

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

AN ENGAGED AUDIENCE

Print Rate Base*



300,000

Monthly Web Reach**



8.3 million unique users



12 million page views

Social***



7.6 million social media followers



34 million YouTube video views

A Strong Global Presence



14 Local Language Editions



INFLUENTIAL AUDIENCE

Scientific American's forward-thinking and solutions-seeking audiences lead, deliver policy, and drive innovation across a variety of sectors – including health, energy, infrastructure, and planet management.



OPINION LEADERS INVOLVED IN:	% COVERAGE	% COMPOSITION	INDEX
Any Business Issue	23%	79%	102
Any Environmental Issue	27%	66%	122
Energy	33%	54%	146
Climate Change	33%	51%	145
Alternative Energy	37%	43%	163
Agriculture	30%	31%	132
Any Healthcare Issue	26%	58%	116
Medical Research	32%	24%	145
Any Scientific Issue	39%	73%	176
Basic Research	50%	54%	224
Bioethics	44%	21%	195
Biomedical Research	41%	22%	185
Science and Public Policy	44%	52%	194
Space Policy	46%	18%	203
Chemical Industry	45%	8%	203

PRINT PUBLICATIONS

Create a lasting impression with print ads published alongside our articles and editorial features.

FLAGSHIP PUBLICATION



Frequency: 12x/year

Distribution: Print, Digital Subscription

SINGLE TOPIC ANTHOLOGIES



Frequency: Bi-Monthly

Distribution: Newsstand, Digital Subscription

COLLECTOR'S EDITIONS



Frequency: Bi-Monthly

Distribution: Newsstand, Digital Subscription

Opportunities include

Display paging



Impact units



Custom articles



Onserts



DIGITAL ADVERTISING

ScientificAmerican.com reaches an average of 8 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.

Subchannels include:

- Health
- Mind & Brain
- Environment
- Technology
- Space & Physics

Reach these highly engaged users through contextual and/or behavioral targeting, all based on accurate, compliant, and unique first party data.

The screenshot shows the Scientific American website homepage. At the top, there are navigation links for 'Subscribe', 'Latest Issues', 'Cart', 'Sign In', and 'Newsletters'. The main navigation bar includes categories like 'Coronavirus', 'Health', 'Mind & Brain', 'Environment', 'Technology', 'Space & Physics', 'Video', 'Podcasts', 'Opinion', and 'Store'. The main content area features several article thumbnails. The largest article is 'Why COVID Deaths Have Surpassed AIDS Deaths in the U.S.' by Steven W. Thrasher, categorized under 'PUBLIC HEALTH'. Other articles include 'A Timeline of How Abortion Laws Could Affect Pregnancy Decisions' (REPRODUCTION), 'How the New Antiviral Pills Help Thwart COVID' (PHARMACEUTICALS), 'Gathering Cancer Clues for Early Diagnosis' (SPONSORED), 'Elusive Neutrino Candidates Detected in Breakthrough Physics Experiment' (PARTICLE PHYSICS), 'Arctic Snow Is Shifting to Rain As Temperatures Rise' (CLIMATE CHANGE), 'The surprising next step to preventing pandemics' (SPONSORED), 'To Better Persuade a Human, a Robot Should Use This Trick' (ROBOTICS), and 'Immune Cells That Remember Inflammation Could Offer Treatment Targets for Atherosclerosis' (MEDICINE). A 'MOST POPULAR' section is also visible, featuring articles like 'Redo of a Famous Experiment on the Origins of Life Reveals Critical Detail Missed for Decades' (EVOLUTION), 'COVID Can Cause Strange Eye and Ear Symptoms' (PHYSIOLOGY), 'Heavily Mutated Omicron Variant Puts Scientists on Alert' (EPIDEMIOLOGY), and 'The Psychological Differences between Those Who Love and Loathe Black Friday Shopping' (BEHAVIOR). An advertisement for 'Network security evolved' is also present.

DIGITAL RATES

STANDARD PLACEMENT	UNIT	CPM
Homepage	300 x 250, 728 x 90	\$30
Vertical Content Channel	300x250, 728x90	\$20
	Pre-roll	\$28
ROS	300 x 250, 728 x 90	\$20
	Pre-roll (540x340 or 285x246)	\$28
Mobile	300x250	\$18
	300x50	\$10

PREMIUM PLACEMENT	UNIT	CPM
Larger Impact Unit	300x600	\$30
Roadblocks: 1 Section; 1 Day	300x250, 728x90, 300x600	\$1,000-\$3,000 (depending upon section)
Keyword Targeting	300X250, 728X90, 300X600	\$25
Audience Interest Targeting	300x250, 728x90, 300x600	\$25
Expandables	970x90 (expandable downward to 970 X 415)	\$30
	728x90 (expandable downward to 728x315)	\$30
	300x250 (expandable left to 600x250)	\$30
	300x600 (expandable left to 600x600)	\$30
	300x50 mobile middle (TBC)	\$30

[View digital specs here](#)

E-BLAST SPONSORSHIP

OVERVIEW

Scientific American allows its marketing partners the opportunity to communicate directly with their top prospects through sponsored e-blasts.

- E-Blasts offers the ability to expand upon messaging to a targeted audience who has opted-in to receive marketing information.
- E-blasts can be used to announce an upcoming event, serve as a call-to-action, promote a contest, etc.

DETAILS

- Reach: 115,000 recipients worldwide
- Distributed Wednesdays
- Requires a 10 day lead time
- Advertiser to supply materials

Johnson & Johnson INNOVATION QUICKFIRE CHALLENGE BRIEF

DISCOVER QUICKFIRE CHALLENGE OPPORTUNITIES

Discover

CURRENT CHALLENGES

Johnson & Johnson Nurses Innovate QuickFire Challenge on Mental Health

Nurses and nursing students worldwide are invited to submit their nurse-led novel concepts, education programs, protocols, prevention or treatment approaches, screening tools, and consumer product ideas with the power to potentially transform mental health care and well-being for their fellow healthcare professionals or the patients they serve amid the current pandemic environment and beyond.

Focus areas:
Treatment protocols | Health technologies | Medical devices | Preventive approach | Consumer products | Community health approaches | Screening tools

Rewards:
★ Up to \$100,000 in grant funding
★ Mentorship from the Johnson & Johnson family of companies
★ Access to the JLABS ecosystem

Enter the challenge

Submission deadline: January 15, 2021

Black Innovators in Skin Health QuickFire Challenge

Within our consumer business, our products must reach, have a positive impact on, and most importantly, serve everyone. Looking to the future of healthcare, we must seek out and

SPONSORED NEWSLETTER

Reach active and engaged users by sponsoring any of our seven newsletters that keep our audience in touch with the latest developments across a variety of topics.

Sponsorship allows you to:

- **Build Awareness & Visibility:** Your logo appears at the top of the page – the first thing subscribers see.
- **Share Valuable Content:** A supplied image and customized text unit allows you to share up to 40 words of relevant content.
- **Call-to-Action:** A link to your site will direct readers to learn more.

Newsletter	# Recipients
Today in Science	45,082
Health & Biology	55,100
Technology	47,880
Mind & Brain	58,098
Earth & Environment	47,092
Space & Physics	49,490
The Week in Science	72,766

The screenshot shows a newsletter header with the Macmillan Audio logo and the text 'Sponsored by macmillan audio'. Below this is the 'SCIENTIFIC AMERICAN' logo and the title 'The Week in Science' with the date 'October 22, 2021'. The main image is a colorful nebula. The first article is titled 'Was Our Universe Created in a Laboratory?' under the category 'Cosmology', by Avi Loeb. The second article is 'People Who Jump to Conclusions Show Other Kinds of Thinking Errors' under 'COGNITION', by Carmen Sanchez and David Dunning. The third article is 'Meteorite Crashes into Woman's Bed in Canada' under 'PLANETARY SCIENCE', by Mindy Weisberger. The final section is 'SPONSOR CONTENT PROVIDED BY MACMILLAN AUDIO' featuring 'A new audiobook from Jane Goodall: The Book of Hope'.

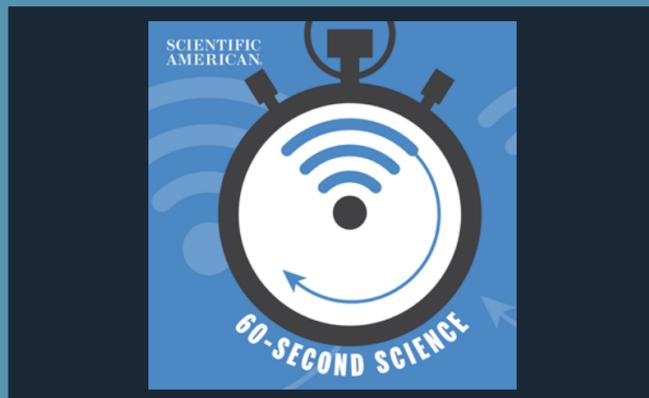
Your logo

Acknowledgement of your support

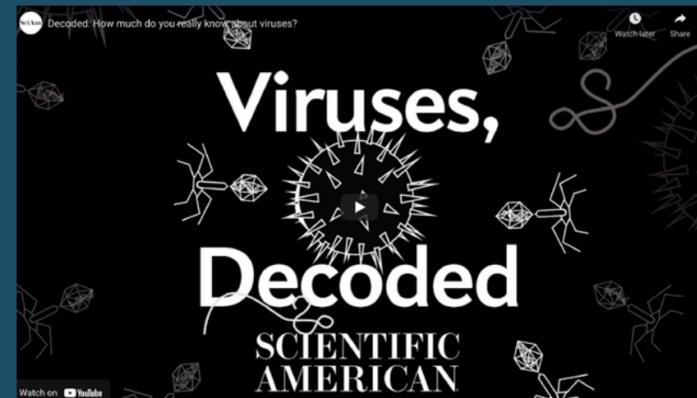
MULTIMEDIA SPONSORSHIPS

Our Emmy-award winning team takes storytelling to the next level with high-quality, sophisticated, and ambitious multimedia formats. Align your brand with authoritative, informative, and fascinating content centered around a topic of your choice, with prominent acknowledgement of your support.

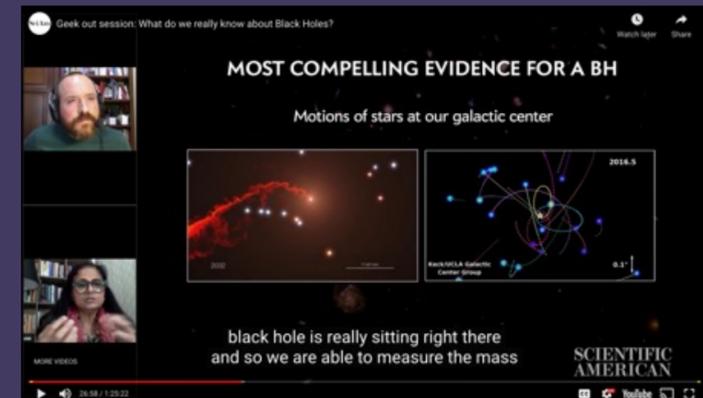
PODCAST SPONSORSHIPS



VIDEO SPONSORSHIPS



EDITORIAL WEBINARS



All sponsored products are supported with a comprehensive marketing plan targeting your desired audience for increased engagement, reach, and awareness of the content.

CUSTOM MEDIA SOLUTIONS

The Scientific American Custom Media (SACM) team collaborates closely with its partners to create unique stories that elevate and amplify brands and/or leadership to valued stakeholders. SACM works with your objectives and budget as key considerations. Projects can be broad or narrow in scope and can be distributed in multiple formats and platforms.

EVENT PRODUCTION · CUSTOM VIDEO
PODCASTS · STANDALONE ISSUES
NATIVE CONTENT · WEBCASTS
SOCIAL MEDIA · EMAIL COMMUNICATIONS
GENERAL COMMUNICATION CONSULTING
VIRTUAL MEETING SERIES

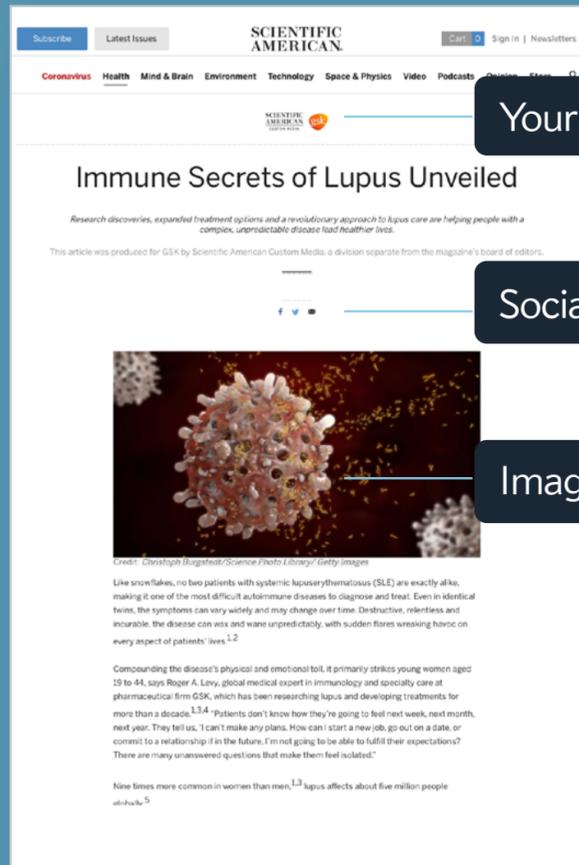


Award Winning Custom Media Team

SACM has won 15 awards in the past 5 years for outstanding content creation, and was recently nominated for the Emmys.

EXAMPLES: ARTICLES, VIDEOS, EVENTS, PODCASTS

CUSTOM ARTICLES



Your logo

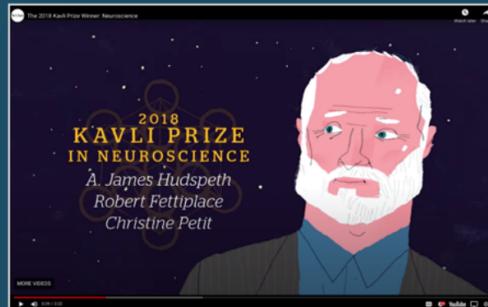
Social sharing

Images/video

CUSTOM VIDEOS



Click to watch



Click to watch

EVENTS (IN-PERSON AND VIRTUAL)



Click to watch

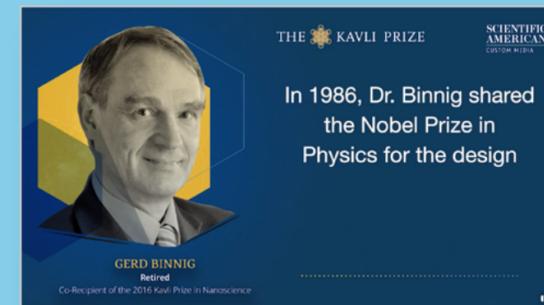


Click to watch

CUSTOM PODCASTS



Click to watch



Click to watch



Heroes of Cancer Care: AstraZeneca C2 Awards

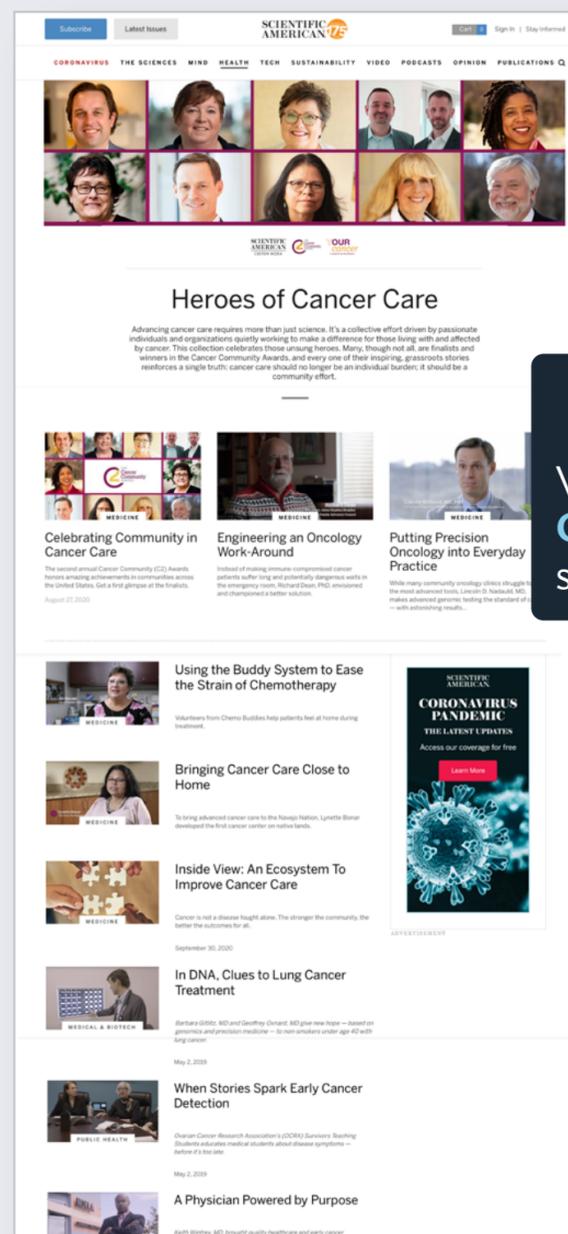
C2 AWARDS

We partnered with AstraZeneca to create the C2 Awards Program (“Cancer in the Community”) from the ground up to honor unsung heroes of healthcare. We serve as program consultant, content creator, and media distributor for this multi-year endeavor.

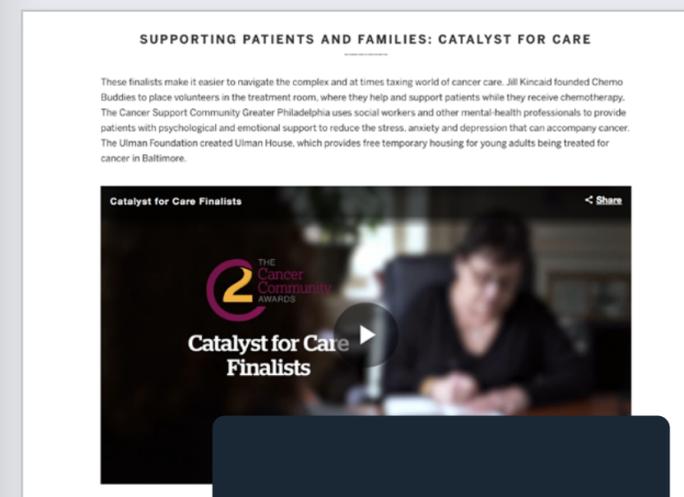
Program elements include:

- Developed award name and all branding, award design, award categories
- Managed submissions (vetting, judging, notification)
- Served on judging panel
- Curated event space (live and virtual) plus all logistics, etc.
- Content creation to amplify event, including article series, film series and custom podcasts

Nominations doubled and new awards categories were added in 2020.



View the **Heroes of Cancer Care Series** on [scientificamerican.com](https://www.scientificamerican.com).



Watch **Custom Video Highlights** of the C2 Awards Finalists.

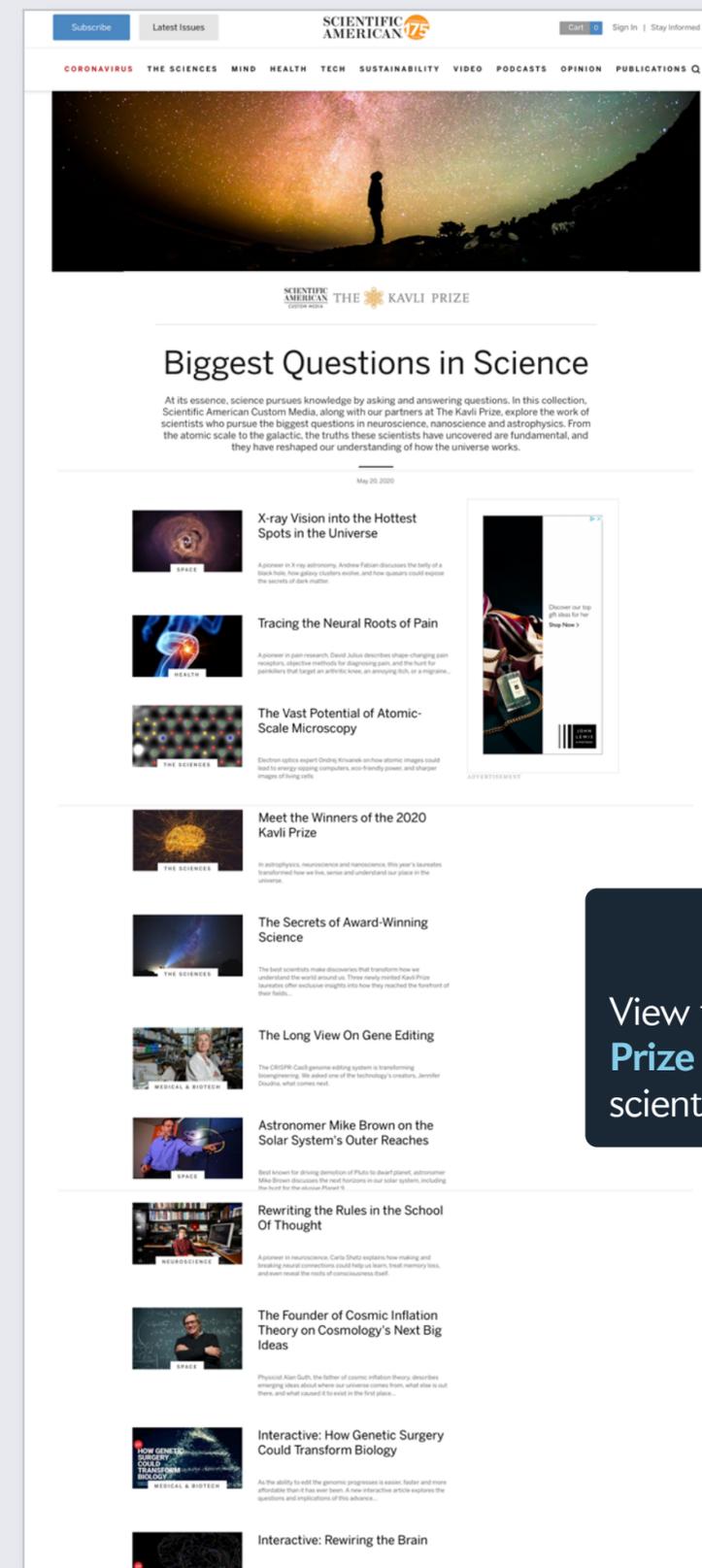
CUSTOM MEDIA EXAMPLE | THE KAVLI PRIZE



Since 2018, we have collaborated with The Kavli Foundation to produce an ongoing multi-platform media program that promotes their mission of advancing science and amplifies the voices of the Kavli Prize winners.

Program elements have included:

- Editorial sponsorship of 'Innovations In'
- Podcasts
- 3D interactive videos
- Interactive and immersive digital landing page
- Innovative social media campaign and more.



View the **Kavli Prize collection** on [scientificamerican.com](https://www.scientificamerican.com)

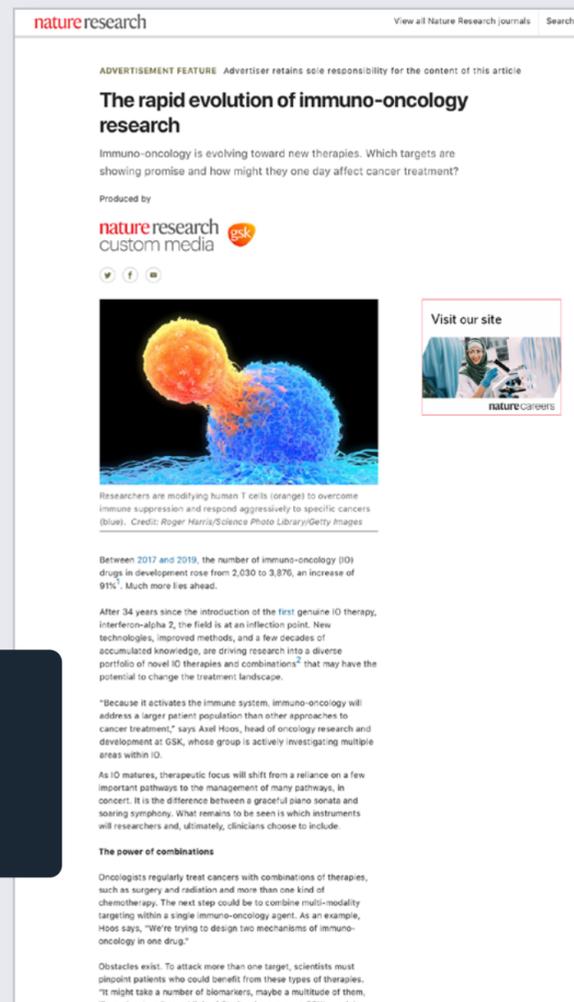


The Evolution of Cancer Research

Our Custom Media team created two versions of this branded content article to reach both research and consumer audiences for critical conversations on the milestones and emerging therapies from the immuno-oncology field.



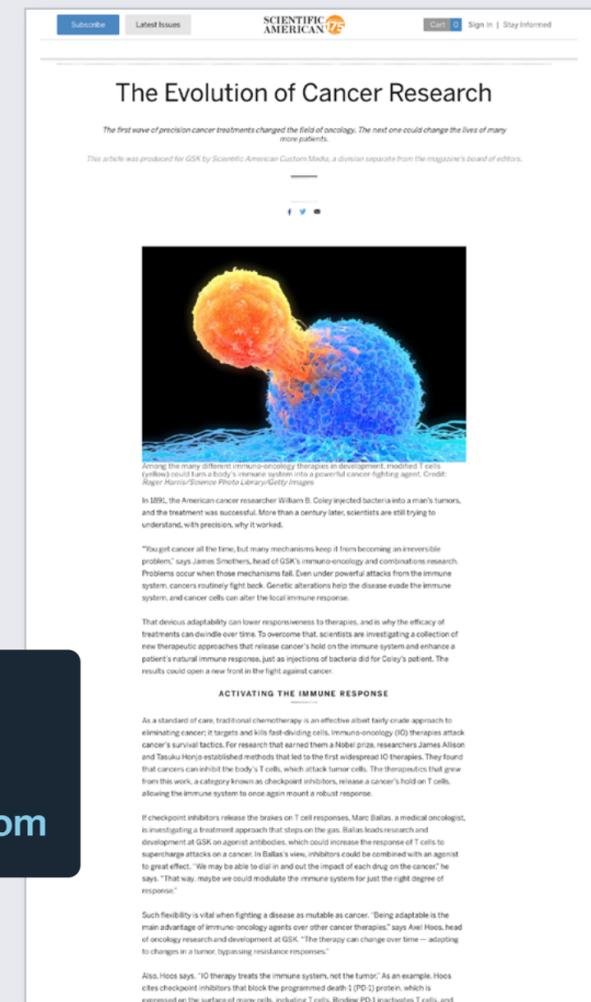
FOR RESEARCHERS



View article on [nature.com](https://www.nature.com)



FOR CONSUMER AUDIENCES



View article on [scientificamerican.com](https://www.scientificamerican.com)



Each article was promoted on both [nature.com](https://www.nature.com) and [Scientific American](https://www.scientificamerican.com) to ensure they reached the relevant audience via native ads, banners, and social media.

TESTIMONIALS | A FEW WORDS FROM OUR PARTNERS

“When we were seeking a media partner for Bayer’s Alka-Rocket Challenge, we immediately thought of *Scientific American*, the longest continuously published magazine in the United States. Since 1845, *Scientific American* has been educating readers about the latest news and information in science and innovation. Its iconic brand reaches the same influencers we are trying to target. **Thanks to this partnership, *Scientific American* has created dynamic, engaging content that has elevated the Bayer Alka-Rocket Challenge to new heights.**”

Chris Loder, Vice President of External Communications,
BAYER U.S.

“Colgate was **honored to partner with *Scientific American* in the development and delivery of the groundbreaking special issue on global oral health.** *Scientific American* permitted Colgate to put front and center, to a global audience, the key issues facing people today, relative to oral health and the impact it has on oral health.”

Fotinos S. Panagakos, DMD, PhD, Global Director, Scientific Affairs,
COLGATE-PALMOLIVE CO.

“*Scientific American* has worked for many years with the teams at JNJ to **produce excellent content and to help us spread our message around innovation, leadership and forging a path toward a healthy world.** We always enjoy our projects with them”

Seema Kumar, VP Innovation and Global Health Communications
JOHNSON & JOHNSON.

“Scientific American Custom Media **provided us with a solution that not only told a cogent and important story, but also helped our company expand its network** and bring our vaccine programs to a relevant audience. Scientific American Custom Media offered insights to our purpose and vision, and implemented a series of events that were designed to build both our network and audience.”

Tom Murphy, Strategic Business Development Analyst,
IMMUNOMIC THERAPEUTICS

“It is a **joy to work with a team who can help to tell great stories with high production value,** while getting the science right. They are collaborative, agile, smart and talented. The *Scientific American* team is a true partner and produced great work of lasting value. We couldn’t be happier.”

Eric Marshall, Vice President for Prizes and Public Programs,
THE KAVLI FOUNDATION

“*Scientific American* is **undoubtedly one of the best, and highly esteemed publications** that covers the technological and scientific innovation of interest to ‘Mega’ readers and Pictet Asset Management clients. We are pleased to be associated with them.”

Stephen Gunkel, Head of Communications,
PICTET ASSET MANAGEMENT