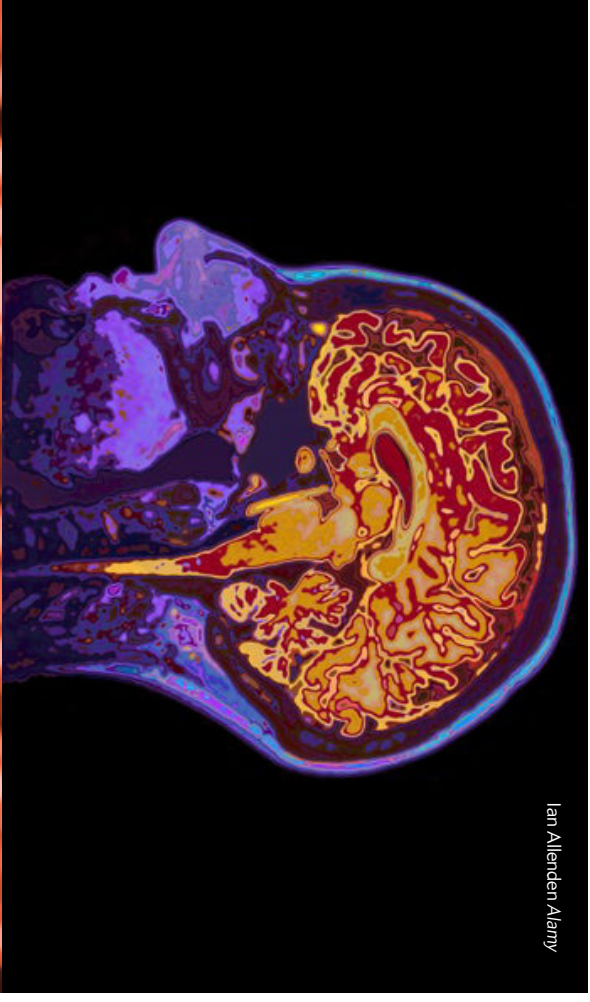


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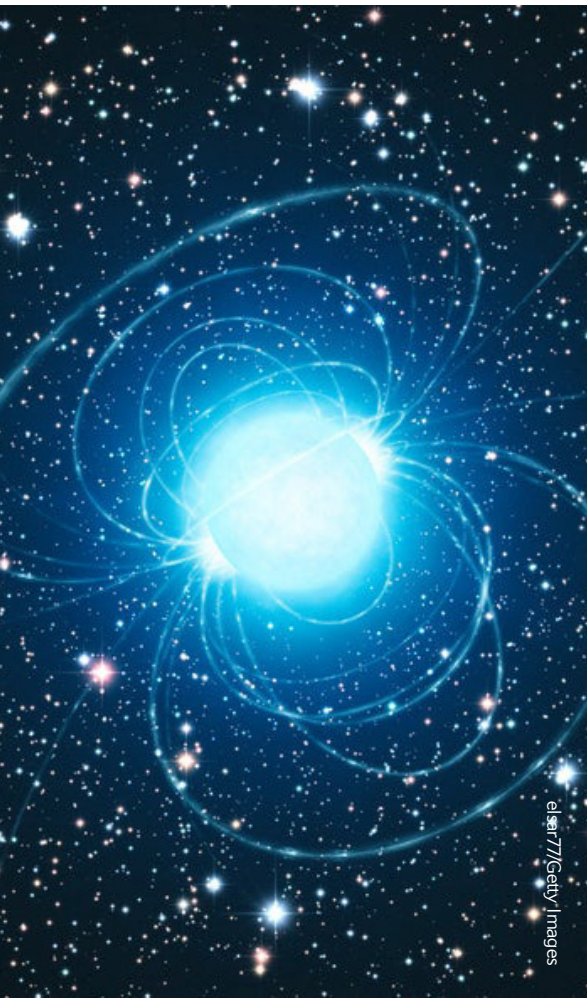
# 2023 Media Kit



ESOL, Calçada



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 **SPRINGER NATURE**

 **SCIENTIFIC AMERICAN**

 OUR MISSION

 OUR AUDIENCE

 **PRINT PUBLICATIONS**

 CALENDAR

 PRINT RATES & SPECS

 **DIGITAL ADVERTISING**

 DIGITAL RATES & SPECS

 **E-BLAST SPONSORSHIP**

 **NEWSLETTER SPONSORSHIP**

 **MULTIMEDIA SPONSORSHIPS**

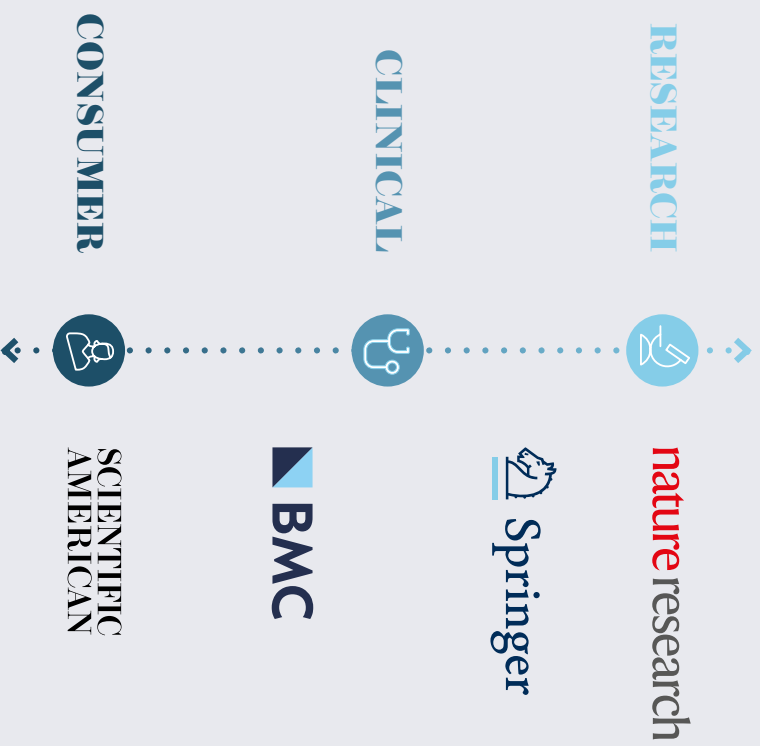
 **CUSTOM MEDIA SOLUTIONS**

 **CONTACT US**

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.





“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 Helmut, editor in chief of Scientific American**

## AN ENGAGED AUDIENCE

[BACK TO MENU](#) 

Print Readership\*



**3.1 million**

Monthly Web Reach\*\*



**5.5 million**

unique users



**6.9 million**

page views

Social\*\*\*



**7.6 million**

social media followers



**38 million**

YouTube video views

A Strong Global Presence



**10**

Local Language Editions





	Scientific American Print/Digital Audience
<b>Total Audience</b>	<b>5,593,000</b>
% M/F	67/33
A18-34	30%
A35-54	36%
A50+	43%
Median Age	45 years
Any College	79%
Grad Coll+	57%
Post Grad Degree	31%
HHI \$100K+	49%
HHI \$150K+	29%
Median HHI	\$97,806
Professional/Managerial	39%
Chief Officer/Owner/Partner/VP	12%
Any BDM	24%

**JANUARY**

Cover story: Human metabolism  
 On-Sale Date: Dec 12  
 Materials Due: Nov 17  
 Space Close: Nov 10

**FEBRUARY**

Cover story: The search for life as we don't know it  
 On-Sale Date: Feb 24  
 Materials Due: Dec 15  
 Space Close: Dec 9

**MARCH**

Feature story: Building a chip-fabrication industry  
 Feature story: 3rd anniversary of COVID  
 On-Sale Date: Mar 21  
 Materials Due: Jan 20  
 Space Close: Jan 10

**APRIL**

Feature story: Breakthroughs in organ transplants  
 On-Sale Date: Apr 21  
 Materials Due: Feb 17  
 Space Close: Feb 10

**MAY**

Cover story: The literal day the dinosaurs died  
 Feature Story: Psychedelics as psychiatric drugs  
 On-Sale Date: May 25  
 Materials Due: Mar 20  
 Space Close: Mar 10

**JUNE**

Special report: The Science of Gun Violence  
 On-Sale Date: Jun 23  
 Materials Due: Apr 20  
 Space Close: Apr 10

**JULY/AUGUST**

Cover Story: The 25th anniversary of the discovery of Dark Energy  
 On-Sale Date: Jul 20  
 Materials Due: May 19  
 Space Close: May 10

**SEPTEMBER**

On-Sale Date: Sep 22  
 Materials Due: Jul 20  
 Space Close: Jul 10

**OCTOBER**

On-Sale Date: Oct 19  
 Materials Due: Aug 17  
 Space Close: Aug 10

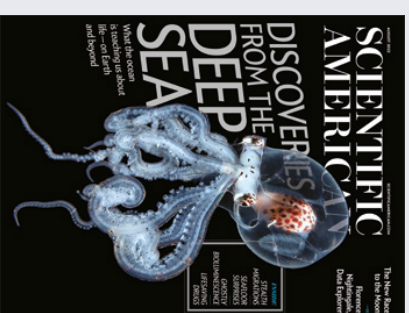
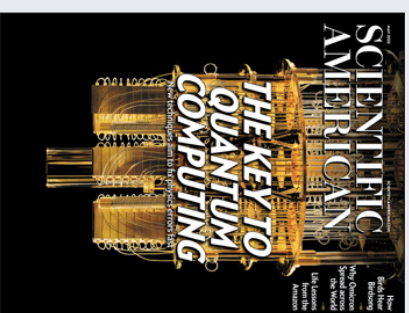
**NOVEMBER**

On-Sale Date: Nov 24  
 Materials Due: Sep 20  
 Space Close: Sep 11

**DECEMBER**

On-Sale Date: Dec 21  
 Materials Due: Oct 20  
 Space Close: Oct 10

Cover stories are accompanied with a robust multi-media build-out



ScientificAmerican.com reaches an average of nearly 6 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.


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**REPRODUCTION**  
The Supreme Court's Abortion Ruling Upholds White Supremacy  
Britu Mengesha | Opinion

**PSYCHOLOGY**  
A 4-Hundred-Hour, Friends-Heighten-the-Terror  
Susan Martinez-Gonide and Stephen Madschak | Opinion

**PLANTS**  
How to Grow a 2,500-Pound Pumpkin  
Dimitri Leonov

**ARTIFICIAL INTELLIGENCE**  
Google DeepMind CEO Demis Hassabis explains how its AlphaFold AI program predicted the 3-D structure of every known protein  
Tanya Lewis

**MOST POPULAR**

**New Omicron Variants Are Here—What We Know So Far**

The variants appear to sneak past the immune system, but vaccines will likely continue to hold strong.  
Shannon Hall

**REPRODUCTION**  
Over-the-Counter Birth Control Pills Could Be Approved Next Year  
Lucia Berezchok, Marjan Juretski and The Conversation US

**VACCINES**  
The New COVID Booster Shot Could Save Your Life: Get One Now, PMA Expert Says  
Tanya Lewis

**POLITICS**  
How to Inoculate against Midterm Election Losses: Campaigns Empty Warnings  
Emily Winters

**ANIMALS**  
This Lemur's Creeping Long Finger Is Perfect for Nosh-Picking  
Stephanie Pappas

**CLIMATE CHANGE**  
Why the Upcoming Climate Talks Are Different from Past Ones  
Jean Cherniack and E&E News

**PLANETARY SCIENCE**  
Space Station Experiment Maps Earth's Methane 'Super Emitters'  
NASA's Earth instrument has found more than 50 methane super emitters in its first few months of operation—and that's not even its main job  
Mike Wall and SPACE.com

**QUANTUM PHYSICS**  
The Universe Is Not Locally Real, and the Physics Nobel Prize Winners Proved It  
Elegant experiments with entangled light have had here a profound mystery at the heart of reality  
Daniel Garisto

**PLANETARY SCIENCE**  
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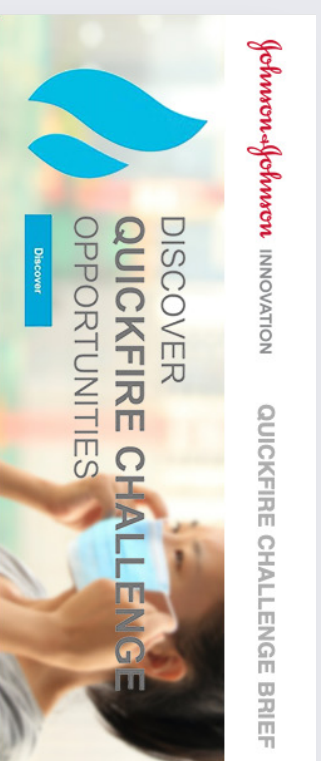
## OVERVIEW

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: 160,000 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](#)

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.

Your logo



Newsletter	# Recipients
Today in Science	84,226
Health & Biology	80,629
Technology	70,699
Mind & Brain	81,560
Earth & Environment	70,337
Space & Physics	71,978
The Week in Science	93,280

Acknowledgement of your support

**Cosmology**  
**Was Our Universe Created in a Laboratory?**  
 Developing quantum-gravity technologies may elevate us to a 'class A' civilization, capable of creating a baby universe  
 By Avi Loeb

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**COGNITION**  
 People Who Jump to Conclusions Show Other Kinds of Thinking Errors  
 Belief in conspiracy theories and overconfidence are two tendencies linked to hasty thinking  
 By Carmen Sanchez-David Dunning

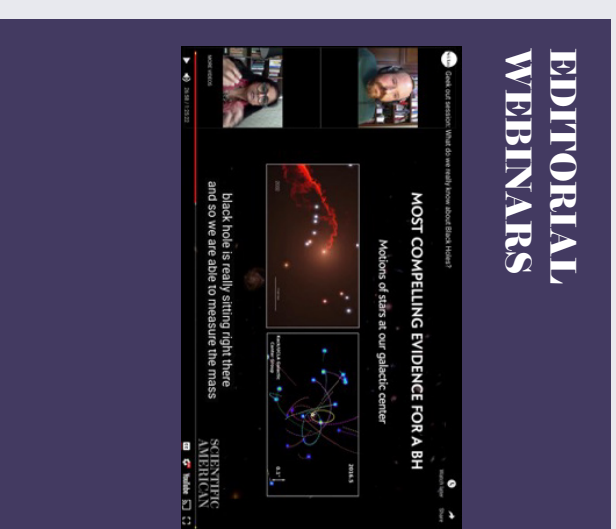
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**PLANETARY SCIENCE**  
 Meteorite Crashes Into Woman's Bed in Canada  
 The woman awoke to find the space rock lying next to her head  
 By Mindy Weisberger/Livescience

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**SPONSORED BY MACMILLAN AUDIO**  
 A new audiobook from Jane Goodall: *The Book of Hope*  
 Filled with moving and inspirational stories and photographs from Jane's remarkable career, *The Book of Hope* is a deeply personal conversation with one of the most beloved figures in the world today. Listen to the audiobook, read by the authors.

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.



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

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.

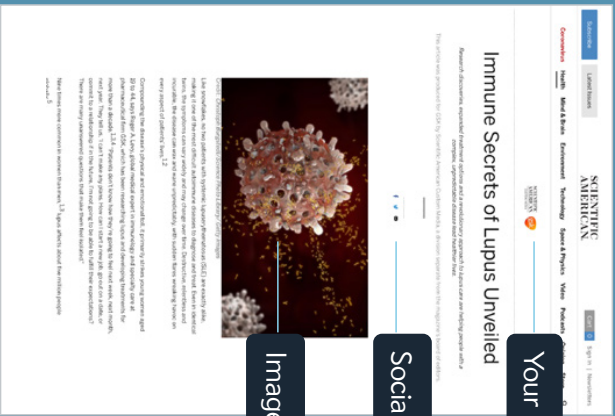
**EVENT PRODUCTION • CUSTOM VIDEO  
PODCASTS • STANDALONE ISSUES  
NATIVE CONTENT • WEBCASTS  
SOCIAL MEDIA • EMAIL COMMUNICATIONS  
GENERAL COMMUNICATION CONSULTING  
VIRTUAL MEETING SERIES**



**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.

## CUSTOM ARTICLES

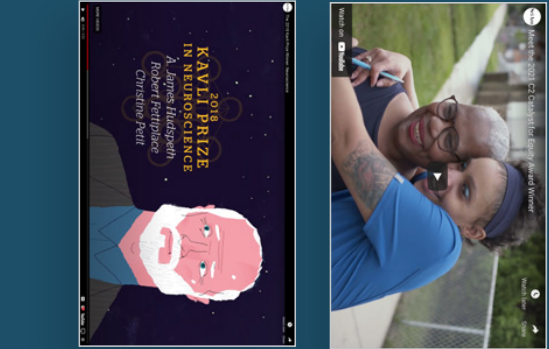


**Your logo**

**Social sharing**

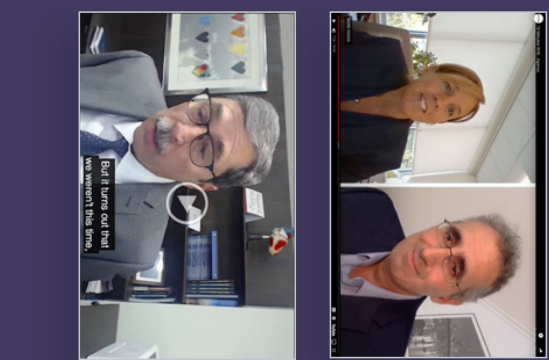
**Images/Video**

## CUSTOM VIDEOS




**Click to watch**

## EVENTS (IN-PERSON AND VIRTUAL)




**Click to watch**

## CUSTOM PODCASTS



**Click to watch**



**Click to watch**



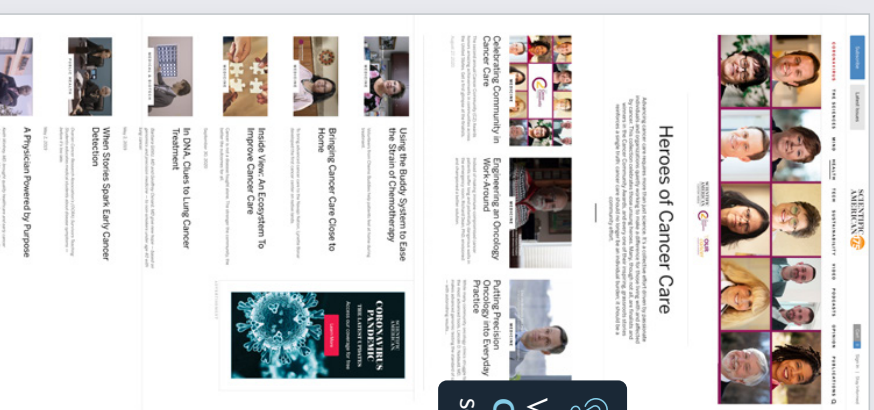
## Heroes of Cancer Care: AstraZeneca C2 Awards


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.

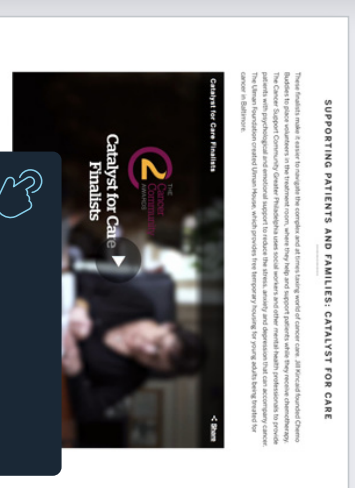
### Program elements include:


- 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
- Custom newsletter

Nominations doubled and new awards categories were added in 2020.



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



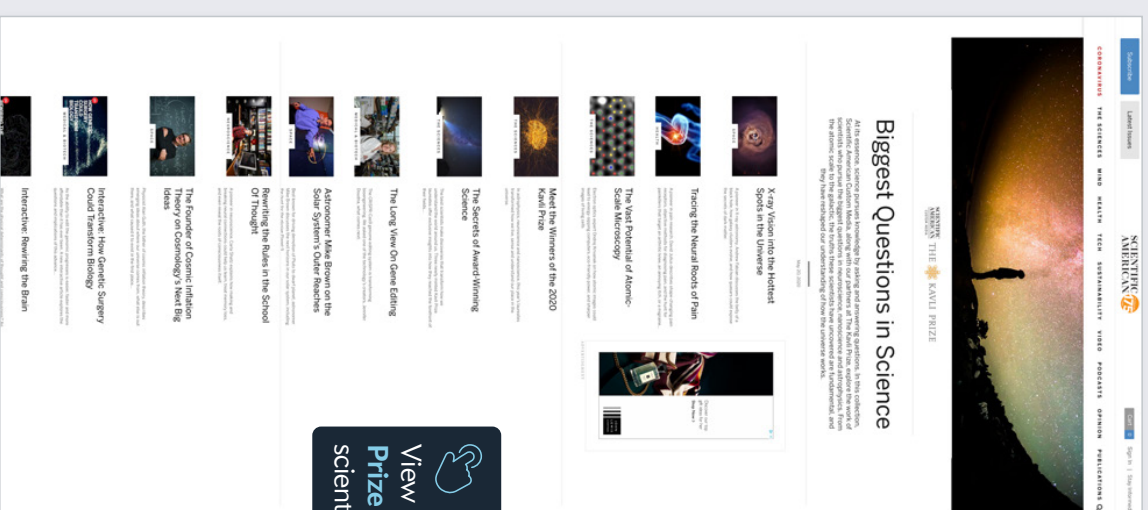
 Watch Custom Video Highlights of the C2 Awards Finalists.



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.





## 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

The screenshot shows the article 'The rapid evolution of immuno-oncology research' on the nature.com website. The article title is prominently displayed, followed by a sub-headline: 'ADVANCEMENT REVIEW | Advances in immunotherapy have opened up new opportunities for the cancer field. Immuno-oncology is exciting, limited new therapies. Many targets are showing promise and new might they cure difficult cancer treatment'. The article is attributed to 'nature research | CUSTOM MEDIA'. A large, colorful image of a cell is featured. A 'View our site' button is visible in the bottom right corner of the article preview.

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



FOR CONSUMER AUDIENCES

The screenshot shows the article 'The Evolution of Cancer Research' on the scientificamerican.com website. The article title is prominently displayed, followed by a sub-headline: 'The year of personalized medicine changed the cancer landscape. The year of emerging therapies from the immuno-oncology field'. The article is attributed to 'NATURE | CUSTOM MEDIA'. A large, colorful image of a cell is featured. A 'View our site' button is visible in the bottom right corner of the article preview.

 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.



## CONTACT US

For more information on our marketing solutions,  
please contact your Account Manager or get in touch via:

Our website: [partnerships.nature.com/contact-us](https://partnerships.nature.com/contact-us)



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