

NewScientist

Recruitment media kit 2008



NewScientist

The world's leading science
and technology news weekly.

For all your advertising enquires
please contact:

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[Home](#)

[Profile](#)

[Print Rates](#)

[Issue Dates](#)

[Web/Jobs](#)

[Online Rates](#)

[Online Additional Options](#)

[Mechanical Details](#)

[Print](#)

What is New Scientist?

New Scientist is the world's leading science and technology news weekly. For 50 years it has been the one current affairs weekly that discusses science and technology in a world context and reports the vital commercial, industrial and social consequences affecting us all.

"We are the one authoritative news source for developments in technologies that matter to everyone."

Rachel Nowak PhD Australasian Editor

The Big Issues Covered

Our expert editorial team ensures New Scientist covers a wide range of scientific fields and issues with authority. These include:

- Consumer Technology
- Natural Resources
- The Internet
- Environmental Issues
- Telecommunications
- Space Technology
- Drug Development
- Human Nature
- Space Technology
- Politics
- Economics
- Climate Change

Circulation

New Scientist is read by more than 850,674^A people globally 255,000^B of these people are in Australia.

There are three editions published globally;

Australia/NZ	27,080^C
Rest of the world	151,774^D
Total Global Circulation	178,854^D

Source

- A Roy Morgan, NRS Publishers Statement 2006
- B Roy Morgan Readership survey March 2007
- C Australian ABC Audit Jan - Jul 2007
- D ABC Jan - Jul 2007

What's in the magazine?

News - Much of our news coverage is exclusive to the magazine: you'll find special in-depth reports on the biggest events of the week and insightful editorial comment

Technology - Providing readers with news and features on the very latest trends, emerging technologies and devices new to the market

Comment and Analysis - Senior figures provide their views on issues affecting the world today

Features - In-depth analysis and investigations of the latest topics in science

Interviews - The hottest names in science every week

Letters - Correspondence from our readers, which is always entertaining and informative

Feedback - Humour, irony, quirky tales

Last Word - An old favourite. Questions and answers on everyday science



Rates 2008 [✱]

	Australia/NZ (A\$)	Worldwide (A\$)
Double page spread	13,100	50,400
Whole page	6,770	28,850
Half page horizontal or vertical	3,600	13,700
Quarter page	1,860	7,000
Single column cm <i>(see mechanical specifications)</i>	75	260
Online Option (A\$)		
Place your print ad online	200	

[✱]Quoted in AUD, exclude GST.

In every issue, New Scientist carries the best jobs in science from around the world.

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Issue Dates 2008

Publisher reserves the right to change editorial features at any time.

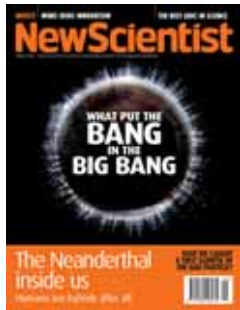
International Booking and Material deadline*	Local Booking and Material deadline**	Publication Date***
13-Dec	20-Dec	5-Jan
13-Dec	7-Jan	12-Jan
10-Jan	14-Jan	19-Jan
17-Jan	21-Jan	26-Jan
24-Jan	25-Jan	2-Feb
31-Jan	4-Feb	9-Feb
7-Feb	11-Feb	16-Feb
14-Feb	18-Feb	23-Feb
21-Feb	25-Feb	1-Mar
28-Feb	3-Mar	8-Mar
6-Mar	10-Mar	15-Mar
13-Mar	17-Mar	22-Mar
20-Mar	20-Mar	29-Mar
27-Mar	31-Mar	5-Apr
3-Apr	7-Apr	12-Apr
10-Apr	14-Apr	19-Apr
17-Apr	21-Apr	26-Apr
24-Apr	28-Apr	3-May
1-May	5-May	10-May
8-May	12-May	17-May
15-May	19-May	24-May
22-May	26-May	31-May
29-May	2-Jun	7-Jun
5-Jun	6-Jun	14-Jun
12-Jun	16-Jun	21-Jun
19-Jun	23-Jun	28-Jun
26-Jun	30-Jun	5-Jul

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24-Jul	28-Jul	2-Aug
31-Jul	4-Aug	9-Aug
7-Aug	11-Aug	16-Aug
14-Aug	18-Aug	23-Aug
21-Aug	25-Aug	30-Aug
28-Aug	1-Sep	6-Sep
4-Sep	8-Sep	13-Sep
11-Sep	15-Sep	20-Sep
18-Sep	22-Sep	27-Sep
25-Sep	29-Sep	4-Oct
2-Oct	3-Oct	11-Oct
9-Oct	13-Oct	18-Oct
16-Oct	20-Oct	25-Oct
23-Oct	27-Oct	1-Nov
30-Oct	3-Nov	8-Nov
6-Nov	10-Nov	15-Nov
13-Nov	17-Nov	22-Nov
20-Nov	24-Nov	29-Nov
27-Nov	1-Dec	6-Dec
4-Dec	8-Dec	13-Dec
11-Dec	15-Dec	20/27-Dec

*For ad placements in all copies of New Scientist worldwide. Deadline Thursday 5pm AEST

**For ad placements in Australian and NZ copies only. Deadline Monday 5pm AEST

***New Scientist is published every Saturday. On sale date is Friday, one day prior to publication date.



NewScientist.com

NewScientist.com accompanies and further strengthens the influence of New Scientist magazine.

Newscientist.com has over 7.8 million page views and 1.9 million unique users per month^f - making it a global giant.

Unique Users and Page Views

	Australia/NZ ^f	Globally ^f
Unique Users:	122,219	1,967,827
Page Views:	309,173	7,861,505

Source

E hitbox Oct 2007

F ABCe Oct 2006



NewScientistJobs.com

NewScientistJobs provides an efficient and effective service, delivering a targeted response, via print and online recruitment advertising.

NewScientistJobs attracts a wide range of science and technology candidates through dedicated portals in Australasia, UK/Europe and North America.

NewScientistJobs Unique Users and Page Views

	Australia/NZ ^f
Unique Users:	10,357 per month
Page Impressions:	56,103 per month

Recruiters now have free access to additional information for each job posting including:

Number of views

Number of responses

Direct link to resumes of applicants

This information can be viewed via your own online account with password, or reports can be emailed on request.

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NewScientistJobs.com

Online Rates

Single Job Postings	Rate
Single Job - 4 weeks	\$495
Single Job with logo + link - 4 weeks	\$595

Webpacks	Per month
Standard webpack	\$1,490
Jobs with Logos	up to 5 jobs
Featured job	2 jobs

Enhanced Webpack	\$3,650
Jobs with Logos	up to 10 jobs
Featured job	3 jobs
Who's Recruiting (inc. logo and profile)***	1
Button	30,000 page impressions

Premium webpack	\$5,250
Jobs with Logos	up to 20 jobs
Featured job	7 jobs
Who's Recruiting (inc. logo and profile)***	1
Banner	30,000 page impressions
Button	30,000 page impressions

*** appears only when jobs live on site

Webpacks: Web packs offer great value for companies that need to fill 3 or more positions. Simply choose the web pack that best suits you and save. Webpack credit can be used across your entire organisation and can be redeemed at any time within 30 days of purchase.

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NewScientistJobs.com Additional Options*

Display Ads

Banner: Home page and run-of-site. (ad impressions can be targeted on request)

Skyscraper: Homepage only.

Button: Homepage and run-of-site (ad impressions can be targeted on request)

Associated Job Category Buttons: Target your candidates with an Associated Job Category Button. Every time your category is selected, such as Biology, your button appears on the search results page.

Individual Job Enhancements

Logo: One small yearly fee ensures your logo is automatically loaded with each of your company's jobs when they are posted.

Now you don't need to remember to request and pay for a logo every time you post a job!

Online job graphic: Replaces the standard text job description with your own creative. This allows the job description to include colour and branding. Especially useful to match online ads to print creative.

Featured Job: Highlights your job with colour. Ensures your company's jobs stand out from the crowd in search results.

Company Enhancements

Recruiter of the week: Your company's logo and company name is featured in the middle of the newscientistjobs.com homepage. This is an exclusive position. Recruiter of the week also includes a link to your company's current jobs.

Who's Recruiting: Your logo appears as a premium employer on the Who's Recruiting page. This ensures your logo is at the top of the newscientistjobs.com Who's Recruiting page. Who's Recruiting also includes a link to your company's profile.

Who's Recruiting Featured Employer: This is the highest position available on the Who's recruiting page. It is an exclusive position. It includes your company logo and link to your company's profile.

E-newsletter

Job of the week: A button and link to your chosen job. The Job of the week is featured under the New Scientist 'Top Stories' on the newscientist.com weekly e-newsletter.

Online Rates

Display	Rate
Banner CPM**	\$35
Skyscraper CPM**	\$40
Button on Home Page CPM**	\$35
Associated job category buttons	\$500 per month

Individual Job Enhancements

Logo	\$200
Online Job Graphic	\$600 extra
Featured Job	\$350 extra

Company Enhancement

Recruiter of the week	\$525 extra
Who's recruiting (inc. logo and profile)***	\$5,700 per year
Who's recruiting 'Featured Employer'****	\$300 per month extra

E-newsletter

Job of the week	\$500 per week
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* additional to job posting or Webpacks

** minimum cpm: 30,000

*** appears only when jobs live on site

**** additional to 'Who's recruiting' price

Mechanical specifications

Banner: 468 wide x 60 deep.

Skyscraper: 120 wide x 600 deep.

Button: 120 wide x 60 deep.

Associated Job Category Buttons: 120wide x60 deep.

Logo: size is 124 wide x 44 deep max file size of 5k. Resolution of 72dpi, file format GIF or jpeg. (NB: if PDF we can re-save to correct format here)

Online job graphic: Graphic size: max 600 pixels wide (no restriction on depth), File Size: max 100k. Resolution of 72dpi, File format GIF, jpeg or PDF.

Featured Job: Nothing to supply additional to job text.

Recruiter of the week: Supply logo. (links to jobs)

Who's Recruiting: Supply logo and company profile

Who's Recruiting Featured Employer: Supply logo and company profile

Note for logos: Sizes stated are in pixels.

Note for Banner, Skyscraper and Button: Sizes are in pixels. For rich media or flash creative please supply an alternative flat file (such as .gif or .jpg) Max file is 30K. Please supply material 3 days prior to start date.

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Mechanical Specifications - Print ads

Quarter page	118mm x 89.5mm
Half page (vertical)	203mm x 89.5mm
Half page (horizontal)	118mm x 185mm
Full page	203mm x 185mm
1 column	44mm
2 columns	89.5mm
3 columns	138mm
4 columns	185mm

Software

We accept:

- PDFs generated by Adobe Acrobat Distiller through 3DAPv2 settings and not produced directly by an application or PDF writer print to a Postscript file, then produce your PDF using Acrobat Distiller. PDFs must be press optimised and not print optimised.
- QuarkXpress up to Version 6.5.
- Adobe Photoshop and Illustrator versions up to and including Creative Suite

Transparent areas created using these applications must be flattened before supplying.

If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting.

For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with Transparency at www.adobe.com/studio/print.

There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

We do not accept:

- Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher, Powerpoint files, PDFs derived from these applications or PDFs generated directly out of any application.

Fonts

- QuarkXpress - when collecting all components, include both screen and printer fonts.
- Illustrator - any text created in Illustrator should be Outlined (Create Outlines is found in the Type menu).
- Please be advised that text should be created using Quark or Illustrator Outlined text and that we cannot guarantee the best printed results from Photoshop text.
- We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.
- Fonts must not be artificially stylised.
- Type size must not be below 8 points or reversed type below 10 points.

Colour

- CMYK only for both colour images and illustrations not RGB or LAB.
- Special colours (eg; Pantone) by prior arrangement and additional cost (see Media Kit).
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14 – 18% dot gain.

Resolution

- Four-colour CMYK – 300 dpi at 100% print size.
- Format – EPS or Tiff.
- Black & White Line Art – 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

Document

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1mm clearance on both sides of the gutter. Allow 3mm clearance on both sides of the gutter for Perfect Bound publications.

Proofing

- In order to accurately reproduce your digital file we require a content proof to be supplied.
- Documents must be set and proofed to the correct size.

Delivery of material

- Send via Quickcut or Websend (service providers for electronic delivery of digital files).
- Burn onto CD or DVD.
- All CDs & DVDs must be clearly marked and should be accompanied by material instructions including details of the original applications.
- It is also a requirement that material be delivered on time so that quality checking procedures can take place. Late material is liable to incur additional production costs.

Additionally, Reed-Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.

- CDs and DVDs will not be returned.

PDF via Quickcut

- Quickcut is one of the preferred ways to send PDFs. When you register with Quickcut you will receive software called QuickPrint PDF Light.

Opening your PDF using this program allows you to send the PDF to Quickcut.

If the ad is correct Quickcut will then send your ad to us. The capacity for sending larger sized files is greater than that of email.

- For cost, connection and setup details please call Quickcut on (02) 9938 7500 or (02) 9938 7599 (TechSupport) or visit their website at www.quickcut.com.au

PDF via Websend

Websend is another preferred way to send your PDFs. When you register with Websend you will receive a password to login to their website.

Upload your PDF to the website. If your ad is correct Websend will forward your material to us. Again your capacity to send/upload large sized PDFs is greater than email.

- For cost, connection and setup details please call Websend on (03) 9642 2046 or 1300 798 949 (Tech Support) or visit their website at www.websend.com.au

Email Enquiries

john.defraia@reedbusiness.com.au

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