



NewScientist Jobs
MEDIA CENTER

Email: NSSales@NewScientist.com
Phone: 781.734.8777
Web: www.NewScientistJobs.com

New Scientist

New Scientist

ABOUT US

New Scientist magazine was launched in 1956 “for all those men and women who are interested in scientific discovery and in its industrial, commercial and social consequences.” The brand’s mission is no different today - for its consumers, *New Scientist* reports, explores and interprets the results of human endeavor set in the context of society and culture.

New Scientist is written by professional science journalists for scientific professionals and the intellectually curious. Covering all areas of science, *New Scientist* keeps its readers up to date with the worlds of biology, chemistry, physics, technology, health and public policy - providing scientists a view beyond their niche area of expertise. These informed individuals are experienced, yet diverse candidates for employment.

NewScientist.com was launched in 1996 and has over 90,000 content pieces. Updated throughout the day, our global network of specialist correspondents provides comprehensive coverage of breaking science and technology news on our website.

Print Circulation 150,574*

Print Readership 855,149**

2.3 million NewScientist.com monthly unique users***

9.2 million NewScientist.com monthly page impressions***



BRAND INNOVATION & EXTENSIONS

A technology leader, New Scientist is available in multiple platforms, just the way our users consume media.

Digital Edition

zinio.com/newscientist



facebook.com/newscientist



twitter.com/newscientist



youtube.com/newscientistvideo

AWARD WINNING CONTENT

- Medical Journalists Association, Medical Publication of the Year, 2009
- 2010 Maggie Awards, Best Cover Winner Specialist Magazine
- Helen Thomson, New Scientist Biomedical editor
Best Newcomer Award, Association of British Science Writers
- Peter Aldhous, New Scientist San Francisco Bureau chief
Best Investigative Journalism Award, Association of British Science Writers
- Linda Geddes, New Scientist Reporter
Best Investigative Journalism Award, Best Privacy Feature, Best Overall Feature, BT Information Security Awards
- Paul Marks, New Scientist Senior technology correspondent
Best News Story, BT Information Security Awards



*ABC Audit Jan- June 2010

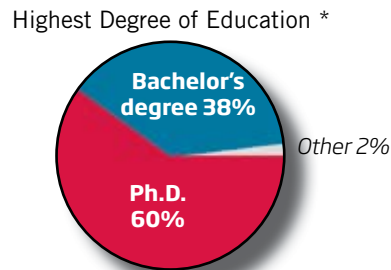
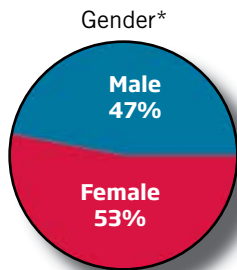
**Readership survey

***Publisher's statement, Nov 2010

NewScientist Jobs

Audience Demographics

New Scientist Jobs is the premiere resource for recruiting qualified scientists for your open employment opportunities, courses and events. Our products and services allow your message to reach an extensive, yet relevant audience of scientific professionals.



On average our jobseekers have been working in science for 10 years and have been in their current jobs for 4 years, meaning your message will reach a highly qualified audience. New Scientist Jobs can help you fit a wide range of scientific experience and backgrounds to fill all position levels and AA/EOE needs. Specifically, New Scientist Jobs works with organizations dedicated to improving diversity in the sciences to ensure recruitment from a diverse candidate pool.

162,000+ NewScientistJobs.com monthly unique users*
182,000+ Jobs By Email Alert registrants**
59,000+ searchable jobseeker profiles**

JOBSEEKERS AT A GLANCE

Our jobseekers come from a wide range of disciplines and skills including:

- Biological Sciences
- Engineering
- Agricultural Science
- Clinical Research
- Math & IT
- Chemistry
- Earth & Environmental Science

Our audience is looking for opportunities across multiple employment sectors including:

- Academic Universities and Institutions
- Non-profit organizations
- Government agencies
- Industry
 - Biopharmaceutical
 - Chemistry
 - Research & Development

PARTNER NETWORK

Posting your jobs on www.NewScientistJobs.com also includes exposure on our partner sites at no additional cost to you.



BioCompare, Inc. is the leading global media company informing and connecting the buyers, users and sellers of Life Science products. BioCompare.com reaches over 342,000 monthly unique users.



ChemIndustry.com is the leading comprehensive directory and search engine for chemical and related industry professionals, serving 2.5 million searches per month.



ChemJobs.net is a leading jobs board leveraging the power of ChemIndustry and ChemWeb.com



Just Garcia Hill is committed to increasing the number of minorities entering science careers and to celebrate contributions to science by minorities.

**For more demographic information,
call 781.734.8777 or email NSSales@NewScientist.com**

NewScientist Jobs

*Reed Business Research Job Seeker Survey US 2007

**October 2010 Publisher's Statement

Print Rates, Deadlines & Artwork Specifications

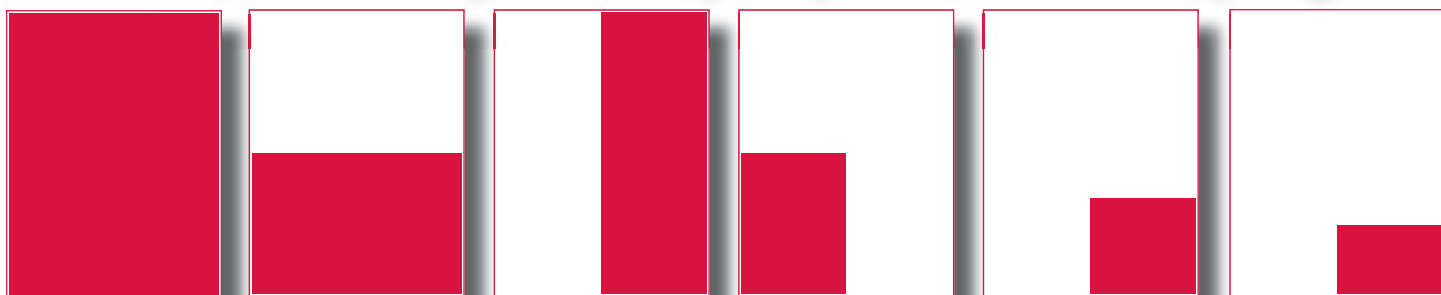
Print

ISSUE CALENDAR - New Scientist is published every week.

Our cover date is every Saturday. Reservation and artwork deadline is 10 days prior (Wednesday of the preceding week) to the issue date. Public holiday deadlines are brought forward accordingly.

Features	Issue Date	Deadline
Postdoc Bonus Distribution: American Association for the Advancement of Science	January 29	January 19
Postdoc	February 5	January 26
Postdoc	February 12	February 2
Children's Hospital	March 5	February 23
Cancer Bonus Distribution: American Association for Cancer Research	April 2	March 30
Diversity	May 7	April 27
Global Innovation Special Bonus Distribution: BIO International Convention	June 25	June 15
Environment	July 30	July 20
Faculty	August 27	August 17
Diversity	September 24	September 14
Academic	October 15	October 5
Neuroscience Bonus Distribution: Society for Neuroscience	November 12	November 2
Space and Earth Science	December 10	November 30
Careers Guide	December 24 & 31	December 14

Rates include initial print insertion, print repeat and an 8 week online posting.



Full Page:

7 1/4" x 9 1/2"

Bleed: 8 1/4" x 10 3/4"

Trim: 8" x 10 1/2"

Word count: up to 1000

\$10,081

Half Page Horizontal

7 1/4" x 4 5/8"

Word count: up to 450

\$5,394

Half Page Vertical

3 5/8" x 9 1/2"

Word count: up to 450

\$5,394

Quarter Page

3 5/8" x 4 5/8"

Word count: up to 300

\$2,894

Sixth Page

3 5/8" x 3"

Word count: up to 225

\$1,919

Eighth Page

3 5/8" x 2 1/4"

Word count: up to 175

\$1,594

ARTWORK SPECIFICATIONS

PDF files in high resolution (300 dpi).

All fonts must be embedded.

Colors must be CMYK.

Column Size	Rate per column inch \$250
1 Column	1 3/4"
2 Column	3 5/8"
3 Column	5 3/8"
4 Column	7 1/4"

For alternative price options, please call

781.734.8777 or email NSSales@NewScientist.com

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CANCELLATION POLICY Cancellation deadline is 12 days prior (Monday of the preceding week) to the issue date

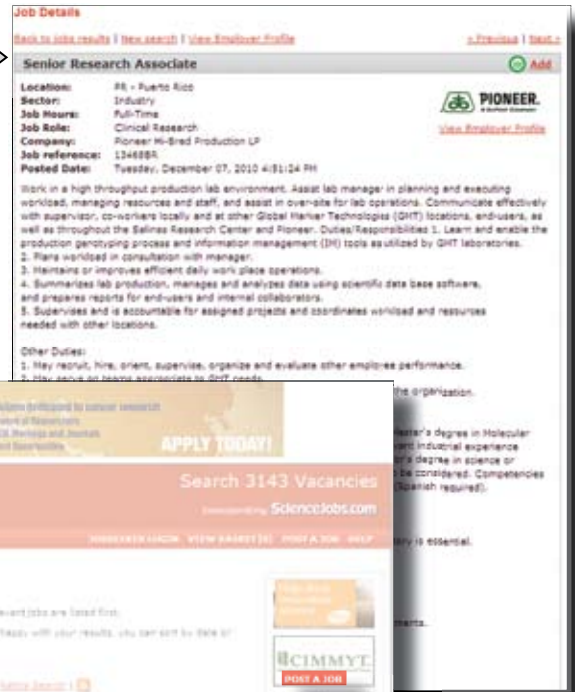
Job Postings

Online

Single Job Posting
\$395 / 8 weeks

A single job posting includes:

- 8 weeks online
- Unlimited text
- Color logo
- Exposure on partner network
- Jobs by email alert



Featured Job
\$100 / 8 weeks

Web Packages Include:

- Discounted rates for your job postings
- Logo branding on your job postings
- Live links to your site and/or applicant tracking system
- Recruiter services account where you can obtain statistic reports on your posting performance
- Email Alert Service inclusion to relevant jobseekers, delivering your job to the inbox of relevant jobseekers

Web Packages	
5 Jobs	\$1,580
10 Jobs	\$3,030
20 Jobs	\$5,600
100 Jobs	\$19,500
Post Doc Package	
up to 3 Jobs	\$750

LOOKING FOR A MORE COMPREHENSIVE PACKAGE?

Our customer service team is here to work with you to suit your needs.

Call 781.734.8777 or email NSSales@NewScientist.com

to connect with your recruitment specialist.

NewScientist Jobs

Online Exposure

Online

ACR American Association for Cancer Research
AACR Membership
 Join over 32,000 scientists and clinicians dedicated to cancer research
 Benefits include:
 • International Network of Researchers
 • Discounts on AACR Meetings and Journals
 • Training and Award Opportunities
APPLY TODAY!

NewScientist Jobs Search 3109 Vacancies
 The partner of ScienceJobs.com

Leaderboard Banner
\$1,995 / month
 468x60 pixels, gif or jpeg file format,
 15k file size max, can be animated

Branded Button
\$500 / month
 120x60 pixels, gif or jpeg file
 format, 5k file size max,
 can be animated

Organization of the Week
\$500 / week

Latest Job
\$100 / 48 hrs

Skyscraper Banner
\$1,995 / month
 120x600 pixels,
 gif or jpeg file format,
 30k file size max,
 can be animated

Did you know?
Utilizing additional online services can increase your response rates by 30%.*

To find out more about anticipated response rates call 781.734.8777 or email NSSales@NewScientist.com to connect with your customer representative.

*Publishers statement, October 2010

NewScientist Jobs

Email Solutions

Email

New Scientist Jobs Email Newsletter

Our biweekly email newsletter is a great way to receive additional exposure directly to the inbox of relevant jobseekers. Feature your message alongside relevant recruitment careers advice and content. Reserve your space as availability is limited.

Leaderboard Banner
\$500
468x60 pixels, gif or jpeg file format, 15k file size max, can be animated

Job of the Week
\$350

Who's Recruiting Button
\$250

Featured Employer
\$350

Skyscraper Banner
\$500
120x600 pixels, gif or jpeg file format, 30k file size max, can be animated

Who's Recruiting Button
\$250

Find out more about content and availability. Call 781.734.8777 or email NSSales@NewScientist.com to connect with your customer representative.

NewScientist Jobs

Email Solutions

EMAIL

New Scientist Newsletter

Our weekly New Scientist email newsletter reaches readers while they are leisurely enjoying this week's issue packed with the latest scientific news, features and opinions. Your message will take the form of an MPU creative slot or Job of the Week ad in the center of the email, drawing visual attention from a captive audience.

MPU Banner \$500
 300x250 pixels, gif or jpeg file format, 30k file size max, can be animated

Job of the Week \$500

New Scientist Jobs E-Shot
 Reach relevant jobseekers quickly and cost-effectively.

E-Shot \$0.50 /email sent

Call 781.734.8777 or email NSSales@NewScientist.com for a count of how many relevant registrants suit your requirements. Full reporting is available after the send date.

NewScientist Jobs

Courses & Events

Courses & Events

New Scientist readers and online users are a great audience to get in front of when looking to reach high caliber potential conference delegates, professional development course attendees and students. You can advertise to a broad audience of scientific professionals or specifically target certain niche groups. Our customer service team is available to work within your criteria to allow for maximum exposure and visibility of your message.

Print Ad Sizes	Cost
Full Page	\$3,972.50
Half Page	\$2,097.50
Quarter Page	\$1,097.50
Sixth Page	\$707.50
Eighth Page	\$577.50
Add a basic online listing for 8 weeks an additional \$395	

Online Services	Cost
Leaderboard Banner	Starting at \$500
Skyscraper Banner	Starting at \$500
Email Solutions	Cost
New Scientist Newsletter	Starting at \$350
New Scientist Jobs Email Newsletter	Starting at \$250
New Scientist Jobs E-Shot	Starting at \$500

Custom packages are available and provide outstanding value. Please call 781.734.8777 or email NSSales@NewScientist.com for additional package options.

NewScientist Jobs

New Scientist Jobs Careers Guide

Careers Guide

Supported by the top names in science and delivering outstanding service, New Scientist and NewScientistJobs.com are the first choice for employers and jobseekers in all areas of science.

New Scientists Careers Guide:

The New Scientist Careers Guide is the leading Science and Technology Career's guide to be distributed across North America.

Multi-Media Solution

Bound into the Year-In-Review / New Year's bumper issue, the hard copy reaches all North American subscribers of New Scientist. Throughout the year, it is then distributed at major scientific events, reaching thousands of additional readers.

The digital edition is available for download to the entire audience of NewScientist.com from January 2012 through year's end in its complete format. This digital "active magazine" presents an easy to read, interactive format. Additionally, the company will benefit from an Online Profile and an Applicant Portal for 12 months on NewScientistJobs.com, turning potential jobseekers into informed applicants.



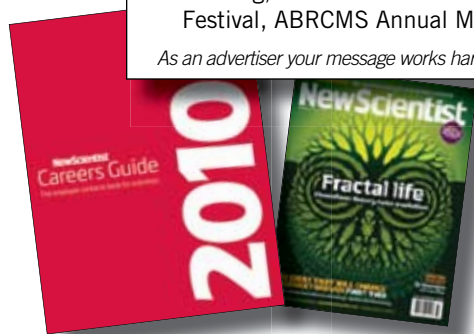
Benefits of Advertising in the Careers Guide:

- Your message appears across four (4) distinct media allowing you to reach multiple audiences
 - New Scientist magazine readers across North America
 - Attendees at key scientific events throughout 2012
 - Users of the interactive Digital edition
 - Jobseekers searching the NewScientistJobs.com network
- Engage with fresh graduates, mid career scientists and seasoned scientific professionals
- Reach passive and active jobseekers
- Attract talent from myriad science disciplines; Bioscience, Chemistry, Engineering, Environmental Sciences etc
- Enjoy year long attention from high caliber applicants
- Communicate the benefits of working at your organization quickly and simply – remain competitive
- Drive traffic to your site all year long
- Enjoy the peace of mind that comes with knowing your advertising dollars are working hard all year and come with trackable results!

Distribution:

- A minimum of 30,000 copies of the Careers Guide will be distributed and additional copies will be available for download online
- The Careers Guide is bound into New Scientist Year-In-Review Issue, which allows you to reach the largest New Scientist readership of the year
- Copies distributed FREE to graduates and science professionals throughout 2012 via career fairs, conventions and professional scientific meetings which are expected to include: AAAS Annual Meeting, AACR Annual Meeting, BIO2012, BIO Career Fair, SACNAS Annual Meeting, World Science Festival, ABRCMS Annual Meeting, SfN Annual Meeting, AGU Annual Meeting.

As an advertiser your message works hard all year, traveling across the continent reaching the top minds at the most prestigious events



Can I Track ROI?

Yes! Provided quarterly report will track:

- Physical distributions of the hard copy Careers Guide
- Statistics for the digital edition
- Marketing activity promoting the guide
- Metrics Reporting for the Applicant Portal
- Traffic Reporting on Digital Profile Page

**For prices please call 781.734.8777
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