

# NewScientist

## MEDIA CENTER

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**New Scientist**  
600 Technology Square, 5th Floor  
Cambridge, MA 02139



## Welcome to New Scientist

- the science and technology resource for the intellectually curious.

New Scientist is made for people who ask why - so, likewise this media center will answer the question "Why Advertise with New Scientist?"

Inside our media center you'll find our:

- Brand values and history
- Website traffic statistics
- Print magazine readership and circulation statistics
- Audience Profile
- Audience Engagement Tactics
- Business Solutions
- Case studies of previous client campaigns
- Online & Print Rate Cards
- Online & Print Artwork Specifications

Science and technology is an integral part of our everyday lives, and similarly, New Scientist applies the analytics and innovation of the scientific community in the services we provide our clients.

Connect with us to learn more specifically about how we can align our services and creativity with your needs. We look forward to working with you.

Best Regards,

Joe McCabe



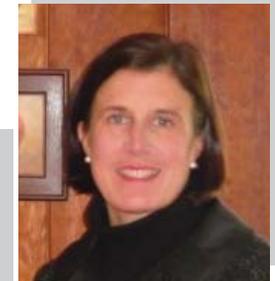
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## NewScientist Jobs

**Interested in recruitment advertising?**

New Scientist Jobs is the solution for you.

Contact us at [NSSales@NewScientist.com](mailto:NSSales@NewScientist.com) or

617.386.2190 for information on our recruitment solutions, or visit us at [www.NewScientistJobs.com](http://www.NewScientistJobs.com).

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## About New Scientist

New Scientist reports on the very latest science and technology news each week through the magazine, and every day on our website - putting discoveries and advances in the context of everyday life.

New Scientist is the only brand that relates to the advancements of human knowledge to the broader impacts on society and culture - which makes it essential reading for people who want to know what's happening, why it's happening and how it will affect everything they do.

The New Scientist brand 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 - in print, online, in video and audio, New Scientist reports, explores and interprets the results of human endeavour set in the context of society and culture.

## Our Values

Intriguing



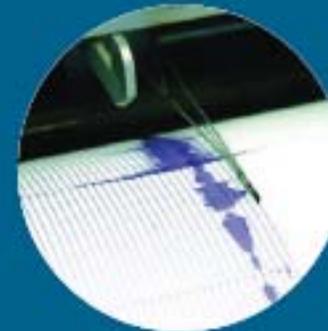
Informing



Inquisitive



Impartial





## New Scientist Online

New Scientist's website at [www.NewScientist.com](http://www.NewScientist.com) was launched in 1996 and has over 76,000 content pieces. The site reports on the very latest science and technology news putting discoveries and advances in the context of everyday life.

Updated throughout the day, our global network of specialist correspondents provide comprehensive coverage of science and technology news.

NewScientist.com has an audience of over 3 million unique users and generates nearly 14 million page impressions per month.\*

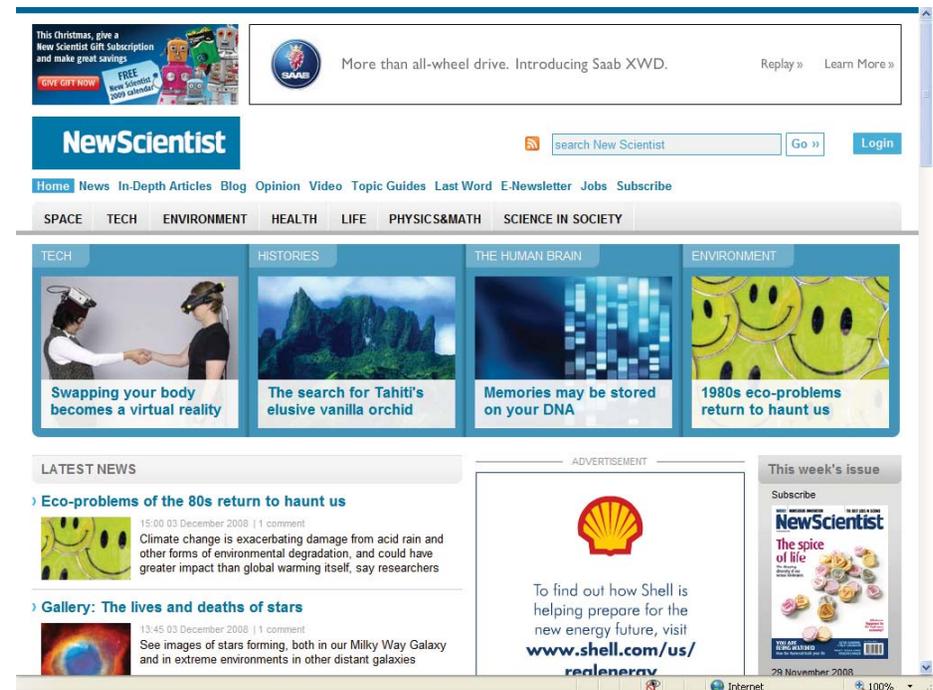
### The New NewScientist.com

In November 2008, NewScientist.com was relaunched to provide all of our content in more cohesive and accessible format for our readers. Our navigation themes include:

- Space
- Tech
- Environment
- Health
- Life
- Physics & Math
- Science in Society

In light of our relaunch, we are already experiencing an uplift of 30% more unique users to our site.\*

\* Source: ABCe Audit Statement, March 2009





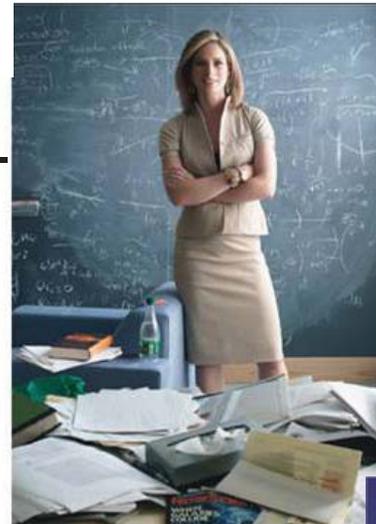
## Media Coverage

New Scientist content has been written and talked about all over the world for years in newspapers, online news sites, radio, television, and film.

In 2007 & 2008, New Scientist has been referenced by or generated stories for:

- The New York Times
- ABC News
- Boston Globe
- The Washington Post
- Chicago Tribune
- CNN TV
- BBC World Service
- San Francisco Chronicle
- The Guardian
- Wired
- Marie Claire
- Slashdot
- Digg
- Reddit
- Fark

From August 2007 VOGUE, Harvard physicist Lisa Randall is 'a beautiful mind.' Catch the copy of New Scientist on her desk. Photographed by Raymond Meier



According to **New Scientist** magazine the earth's continents are on a crash course moving at roughly the same speed that fingernails grow. Now I'm sure your saying, the speed that fingernails grow, Stephen, you're crazy – that's not a crisis. Oh really....

The Colbert Report  
October 18, 2007 show



Featured on Good Morning America, as well as in a series of YouTube experiments, New Scientist experts explain how to extract iron from your cereal from the book [How to Fossilize Your Hamster. And Other Amazing Experiments for the Armchair Scientist](#)





## Awards & Recognitions

- PPA interactive consumer magazine of the year 2008
- Royal Statistical Society 2008 Awards  
Awards for Statistical Excellence in Journalism  
Joint 2nd prize Peter Aldhous, *New Scientist*  
“Sex Offenders: Throwing Away the Key”
- The Society of Environmental Journalists 7th Annual Awards for Reporting on the Environment Outstanding Beat Reporting, Print  
2nd Place: Peter Aldhous, *New Scientist*  
“High Value of Whale Meat Costs Minkes in Korea”  
“Exclusive Global Warming Poll: The Buck Stops Here”  
“The Hidden Tragedy of Africa’s HIV Crisis”  
“Exotic Pets Pose Risks to Native Species”  
“Could New GM Crops Please the Greens?”

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*Aldhous has an eye out for environmental perils and solutions that test conventional thinking in remote parts of the globe. He writes about a scientist who promotes genetic engineering to produce crops that require less fertilizer. He reveals how the global trade in exotic pets is wreaking ecological havoc. He also travels to Southern Africa, examining how the HIV crisis is killing park rangers and undercutting conservation efforts. Aldhous writes with authority and urgency, and in 2007, he approached his international beat with a strong sense of the possibilities.*

- SEJ Winners Announcement <http://www.sej.org/contest/winners.htm#beatprint>



### Past Achievements Include:

- Wistar Institute Science Journalism Award 2007, Peter Aldhous
- BT IT Security Journalist of the Year Award 2007, Paul Marks
- 2007 US Association of Health Care Journalists third place, Peter Aldhous and Jessica Marshall
- European School of Oncology Best Cancer Reporter Award 2007, runner up, Linda Geddes
- Medical Journalists' Association, Health Journalist of the Year 2006, Andy Coghlan
- Medical Journalists' Association, Health Editor of the Year 2006, Michael Le Page
- PPA Interactive Consumer Magazine of the Year 2006 and 2002
- BSME Magazine Website Editor of the Year 2005
- PPA Award for Continuous Excellence 2003



## Global Warming - the Buck Stop Here

New Scientist is a media brand with real impact and influence. Here is just one example of how we use our relationships to harness the thinking of the moment, and leverage our brand to set the news agenda.

Most Americans now believe that global warming is happening and they want the federal government to take action to limit its effects. But what form should that action take? And does support for action hold firm if people understand how much it will cost them financially?

To find out, New Scientist worked with Stanford University and Resources for the Future to commission a survey of American adults.

The findings were covered in a special report in New Scientist, in both the magazine and online at [www.NewScientist.com/environment](http://www.NewScientist.com/environment). The results were announced at a heavily subscribed press conference, held at the National Press Club, Washington DC. Our report has been picked up by a number of media outlets including United Press International and The Christian Science Monitor.



The coverage of the survey, combined with special content in print and online, generated almost 10% of page impressions to the New Scientist website for the month, by attracting a significantly enhanced audience.

New Scientist is a brand that delivers real impact and real influence. It's perfect for brands looking for an association with thought leadership and far-reaching exposure.



## New Scientist

### Circulation and readership

*New Scientist* magazine has an ABC audited circulation of 166,663\* and a readership of over 796,010\*\* decision-makers worldwide.

### News Trade

*New Scientist* is available for purchase at most Barnes & Noble and Borders stores nationwide, as well as select newsstand vendors.

\*Source: ABC June - December 08

\*\*Source: NRS (January 08 - December 08) Roy Morgan Research 07, Publisher's Statement

*I am a long time fan of your magazine and always leave it around at work for others to enjoy.*

*I would like to congratulate you on a great magazine. I always buy it. It always stimulates my mind very much.*

*Love your work, The Last Word and Feedback are always the first things I read when I get a new issue!*

*I have been reading NS since my teens and now my own 14 year-old-daughter continues the tradition.*

*Re: lastword. Let me say that I enjoy your column very much... Keep up the good work!*

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**NewScientist**



## Audience Profile

New Scientist readers aren't just thought leaders. They are thought provokers - representing the leadership of their companies and communities. Technologically savvy and concerned about the world around them, New Scientist isn't just media to our consumers - its a conversation starter, an opinion influencer and a mindset.

### Financially Secure

- Average household income of \$108K
- 96% have a credit card
- 78% have an online bank account

### World News & Travel

- 99% like to keep up to date with world events
- 43% visit NYTimes.com
- 30% visit CNN.com
- Average 4 flights per year

### Gender Split

68% Male  
32% Female

### Leaders in the Field

- 40% manager level or above

### Highly Educated

- 86% are educated to a degree level or higher
- 27% have a doctorate degree

### Influencers

- 84% influence the perceptions and attitudes of their peers
- 75% prefer to set trends rather than follow them

### Leaders in the Community

- 62% have served as an officer for a local committee, club or organization
- 60% have been an active member of a group that tried to influence public policy or government
- 63% are actively involved in their local community

### Environmentally Friendly

- 95% would prefer to use products that are less damaging to the environment
- 92% would consider buying a hybrid car
- 91% are prepared to make changes to their lifestyles to reduce their impact on the environment
- 86% are prepared to pay more for products that are environmentally friendly

### Technology Connoisseurs

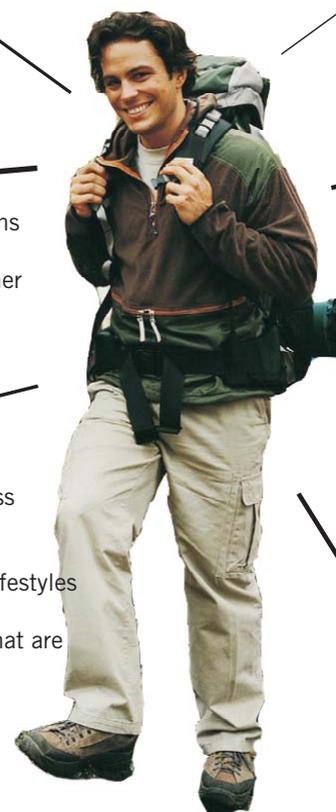
- 96% actively research technology products before buying them
- 95% would like to keep up to date with the latest technology
- 97% are prepared to pay more for products that are more high quality
- 89% wait until reviews come out on products and examine them before making a purchase decision

### Loyal to New Scientist

- Over 56% of our visitors come to [www.NewScientist.com](http://www.NewScientist.com) at least once a week

### IT Purchase Decision Makers

- 53% are responsible for purchasing IT Software
- 47% are responsible for purchasing IT Hardware
- 39% are responsible for purchasing telecommunications



Source: New Scientist US - Lifestyle Survey '08



## Audience Profile

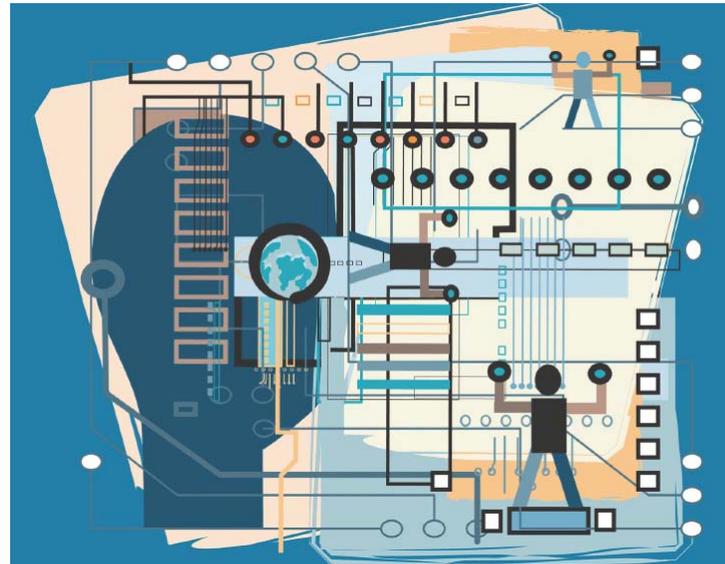
Technology is a key aspect of New Scientist coverage, and likewise, personal technology is very important to our readers.

### Tech Saavy Internet Users

- 13% have created their own blog; 72% use blogs online
- 67% watch video online
- 32% have created their own photo albums; 65% use them online
- 31% of our users have their own social network profiles
- 70% use community forums / discussions online
- 66% use wikis
- 58% use peer reviews online
- 48% listen to podcasts

### Computer Ownership

- 79% own a PC
- 26% own a Mac



Source: New Scientist US - Lifestyle Survey '08

### Personal Technology Products

- 88% own a digital camera
- 86% own a cell phone
- 58% own an iPod/ MP3 player

### Upgrading their Gear

- 22% intend on buying or upgrading to a high def/ plasma/ LCD TV
- 16% intend on buying a Blu Ray Disc player

### Motoring

89% of users own a car, and they view the following factors as important when buying a car:

- Fuel efficiency (97%)
- Price (97%)
- Safety rating (95%)
- Effect on the environment (90%)
- Performance (87%)



## Audience Engagement

New Scientist is full of opinions, and so are our readers. We encourage them to communicate with us and create a community dialogue in multiple formats.

### Commenting

At the end of every New Scientist article, blog or feature, a commenting field is available for readers to instantaneously post their reactions. New Scientist receives more than 8,000 comments a month.

**Have your say**

Comment title

Your name

Email

Comment

### Social Networking

You can find New Scientist interacting in the major social networking realms via:

- Facebook Group
- MySpace page
- LinkedIn Group

### YouTube

New Scientist's video content is also available on its very own YouTube channel at [www.youtube.com/newscientistvideo](http://www.youtube.com/newscientistvideo).

With hundreds of videos, 30,000+ subscribers and an interactive video audience, New Scientist's YouTube channel consistently is:

- top rated among the top 50 director's channels
- top ranking science and technology channel with over 23,000,000 total views

### iGoogle Gadget

Readers can access New Scientist easily on their desktops with our iGoogle gadget feeding New Scientist news to their iGoogle home pages. Over 14,000 subscribers take advantage of this tool online.



## Audience Engagement

### Blog

New Scientist operates our Sharp Short Science blog, capturing the news, thoughts and reactions of our staff of journalists in the 24/7 news cycle.

Covering new technology patents and gadgets, public policy and politics, and science in the arts, the blog is a more continuous and internet informal means of expressing our views to our readers.

Blog topics are often great traffic drivers to our website, and continue to provoke thought and response through the web community.

# Short Sharp Science\*

A science news blog from  
**NewScientist**

[Buy New Scientist](#)

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December 1, 2008 3:25 PM
Subscribe

Should the US taxpayer support green cars for rich people?

The US taxpayer is in a pickle. It's being asked to hand out \$400 million to support [Tesla Motors](#), a pioneering startup working on electric cars as part of a programme to support fuel-efficient cars.

That might sound like a no-brainer, since electric cars are widely acknowledged as a way to cut harmful air pollution in cities and greenhouse emissions.

But here's the catch: Tesla has so far only shipped about 80 cars, and they were all [\\$109,000 convertibles](#). These aren't cars for the masses, and they are some way from making any kind of dent in US air pollution or greenhouse emissions.

Is this a company that should receive a state handout? That dilemma was highlighted by business professor Randal Stross [in the New York Times](#).

In Tesla's favour, it is planning a more affordable sedan, priced at \$60,000. And history shows that many technologies spend their formative years as expensive luxuries before trickling down to the mainstream.

But Tesla's sedan is far from reality, and the company knows little or nothing about mass market car manufacturing. Nor do they seem interested in licensing their knowledge to other manufacturers. Should they get the cash, or should it go to a company closer to making a tangible difference?

*Tom Simonite, online technology editor*

[Via](#)

[Read our in-depth feature on the future of green cars.](#)

**Categories**

- Being Human (8)
- Environment (47)
- Fred's Footprint (4)
- From the Editors (1)
- Health (13)
- Life (16)
- Opinion (5)
- Physics & Maths (6)
- Science in Society (65)
- Space (22)
- Technology (62)

**Recent Entries**

- FDA says gun for the disabled is 'not a medical device'
- Artist releases carbon dioxide in Greenland
- Distant planetoid Sedna still has no equal
- Has climate change claimed first mammal extinction?
- New guide helps patients spot stem-cell scams



## Audience Engagement

### Video

New Scientist offers hundreds of science and technology clips, commentaries and interviews within our video programming. Generating thousands of page impressions each week, our short science clips are educational, yet entertaining.

Video content has ranged from the first video of human ovulation caught on film to the latest robotic technology, from electric car showcases to interviews with scientific luminaries.

Post and pre-roll advertising slots are available for our video content, capturing an important and relevant audience's attention.

### YouTube

New Scientist's video content is also available on its very own YouTube channel at [www.youtube.com/newscientistvideo](http://www.youtube.com/newscientistvideo).

With hundreds of videos, 30,000+ subscribers and an interactive video audience, New Scientist's YouTube channel consistently is:

- top rated among the top 50 director's channels
- top ranking science and technology channel with over 23,000,000 total views

Videos from New Scientist



## Audience Engagement

### The Last Word

The Last Word is the renowned last page of New Scientist's print magazine and our popular blog featuring questions written by our readers, answered by our readers and edited for scientific accuracy by our staff of experts. This column offers a great opportunity for our consumers to interact with New Scientist - asking questions that come up in every day life, probing deeper to understand the world around them.

Examples of past Last Word questions include:

- Why, after I've spent hours attempting to remember somebody's name or something similar, does the answer eventually arrive in the middle of the night when I'm not even trying?
- Is it more damaging to the planet to buy a new, greener car than it is to use my old, more-polluting car until it finally falls to pieces? I've heard that producing a new car would consume more resources - and so is actually more environmentally harmful. Is this true?
- Modern mobile phone chargers are much lighter and less bulky than they used to be. I assume that this is because they no longer use a transformer with a metal core to step the voltage down. So how do they work?



## The Last Word

Q&As on everyday science from  
**NewScientist Blogs**

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Wednesday, 10 December 2008

### Blow hole

What is the purpose of the small hole halfway down the outside shell of a Bic ballpoint pen?

*Frank Horseman, Derby, UK*

SHARE

**The Last Word** explores the science of everyday things. Both the questions and the answers are provided by the smartest people we know? you, the New Scientist users. You can post your answers in the comments under each blog post. [More about The Last Word.](#)

Labels: [domestic-science](#), [Technology](#), [unanswered](#)



## Book Series

New Scientist is the proud producer of a series of books based around our famous Last Word column.

Our titles include:

- Last Word: Questions and Answers from the Popular Column on Everyday Science
- Last Word 2
- Why Don't Penguins' Feet Freeze? And 114 Other Questions
- Does Anything Eat Wasps? And 101 Other Unsettling, Witty Answers to Questions You Never Thought You Wanted to Ask
- How to Fossilize Your Hamster: And Other Amazing Experiments for the Armchair Scientist
- Do Polar Bears Get Lonely? And 101 Other Intriguing Science Questions *(to be released in the US in May 2009)*



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**NewScientist**



## Customized Solutions

New Scientist embodies the values of science; innovation and analytics.

We aim to provide unique creative solutions that drive results for our clients. Need to place your product in front of the appropriate audience? Want to attract business decision makers to your website? Need to demonstrate a measurable return on your investment?

We're eager to align our business solutions with your needs for a unique and successful campaign.

Our past advertising clients have included:



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**NewScientist**



## Nobel Interactive Studio Initiative

### Honeywell's Objectives:

- To connect Nobel prize recipients with university students
- To encourage young people to feel inspired by science

### Creative Solution:

- Tune-in campaign to create awareness of Honeywell's sponsored "Nobel Minds", which aired on BBC
- Drive traffic to [www.honeywellsience.com](http://www.honeywellsience.com)
- Multiple video campaign with leading Nobel Laureates from Advertorial Page

### Supporting Marketing Campaign:

Leaderboards, Skyscrapers, MPUs  
Traffic Drivers to Advertorial Page

### Results

IN PAGE UNIT	Page Impressions	Clicks	Click-thru Rate
Leaderboards	1,247,201	1,683	0.14%
Skyscrapers	1,247,116	1,776	0.14%
MPUs	2,239,858	9,380	0.40%

## Honeywell





## Chemistry's Greatest Contribution Competition

### Honeywell's Objectives:

- To promote science education in the chemical industry
- To build brand awareness of Honeywell

### Creative Solution:

- Customized microsite and "Innovations in Chemistry" competition
- Traffic Drivers to [www.newscientist.com/honeywell.ns](http://www.newscientist.com/honeywell.ns)

### Supporting Marketing Campaign:

- Leaderboards, Skyscrapers, MPUs
- Traffic Drivers to Advertorial Page
- Two page feature in New Scientist magazine
- Competition asking readers to respond with chemistry's greatest contribution. Promoted on [www.ICIS.com](http://www.ICIS.com) and [www.NewScientistJobs.com](http://www.NewScientistJobs.com), the winners were selected by Honeywell, ICIS, and New Scientist editor-in-chief Jeremy Webb.

### Results:

The competition had 110 entries with answers ranging from the winning penicillin to ink to the atomic bomb.

	Impressions	Clicks	CTR
Leaderboards	8260	5	.06%
MPUs	7296	16	.22
Traffic Drivers	1,125,990	1,492	.13%

## Honeywell

*The competition was very successful as it was a way to engage New Scientist readers while positioning Honeywell as a thought leader within the science community.*

**Simone Bott**

Marketing Communications Manager, Honeywell

**The winners**

**Chuck Jones**  
 Penicillin and antibiotics – the gift of life

Chemistry has improved the way of life of the human race in many ways. The truly remarkable changes are the ways it has enabled lives to be saved, and not only lives but limbs and organs; antibiotics have prevented countless amputations, blindness and organ loss, as well as deaths from diseases and infections we today consider trivial. The modern human lifespan and infant mortality rates are directly linked to antibiotics. A current quandary of chemistry is finding next-generation antibiotics to replace the existing formulary, which has become ineffective against many organisms. Imagine a world in which antibiotics are ineffective, and the state of medicine would be not much removed from what it was in AD 1900. Not having antibiotics over the last 70 years would probably represent a world population decrease of 500 million people. Antibiotics are the most important contribution to chemistry of all time.



## New Scientist Visions of the Future with Microsoft

### Microsoft's objectives

- To encourage trial of Microsoft® Office 2007
- To maintain awareness of the product
- To promote the roadshows and event showcasing the product
- To reinforce the campaign message, 'new day, new office'

The match between Microsoft's target of tech savvy people and New Scientist's audience and track record of engaging with innovative creative solutions, made New Scientist the ideal partner for this campaign.

### Creative solution

'Visions of the Future' was a fully integrated campaign delivered via all of New Scientist's branded channels (print, online and email). Agency-organised countrywide roadshows showcased Office 2007 and distributed copies of New Scientist and the campaign finale was an event at The Science Museum in London.

A New Scientist competition was at the heart of the campaign. The competition, hosted on a microsite which was designed, built and maintained by New Scientist, required users to describe which technology would have the biggest impact on our working life in 50 years time. The site included video content about Office 2007 and clicked through to trials. Competition prizes were sourced by New Scientist and reflected the message of the campaign. A first prize and five runners up received a work/life balance package including a top of the range laptop and Windows mobile.

### Success against objectives

- Over 1.1m ad impressions delivered (with 0.11% CTR) across the online campaign
- 800 competition entries against a target of 500
- Over 300 people at the awards event and trials at the UK roadshows target exceeded
- A compelling competition that clearly engaged Microsoft's target audience of tech savvy readers



The campaign culminated in an award ceremony at The Science Museum, London, where futurologists and New Scientist's Editor Jeremy Webb spoke and our winners were presented with their prizes.



## Canon Photographic Competition

### Canon's objectives

- To gain exposure for their latest product launch, the EOS400D digital SLR camera
- To establish Canon as a brand at the cutting edge of innovation
- New Scientist online audience
- 65% own a digital camera\*
- 21% plan to buy or upgrade a digital camera\*
- 89% of users agree with the statement "I like to keep up-to-date with the latest technology"\*

The match between Canon's target and New Scientist's audience together with New Scientist's expertise in creating innovative solutions made New Scientist the obvious partner for this campaign.

\*NewScientist.com Lifestyle Research, Reed Business Information, April 2006

### Creative solution

A customized microsite supported by online and print promotion provided the opportunity to develop a fully integrated campaign.

The Canon micro-site became the most popular destination on New Scientist's website.

### Supporting marketing campaign

Traffic driving banners, skys and MPUs and page ads in New Scientist supported the campaign. The print promotion culminated in an eight page gatefold in the 50th anniversary issue, on sale for two weeks.

### Results

- 537,561 impressions on the Canon microsite = 80,238 unique users browsing the site and exposed to the Canon brand
- 1,896 competition entries
- Over 60,000 copies of the anniversary issue were sold through the UK newstrade. This represents a 20% uplift in newstrade sales

Ad type	Impressions	Clicks
Megabanner	416,086	602
Sky	316,031	1,005
MPU	316,368	1,489




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"Media which encouraged debate and provided learning was essential – the New Scientist proposition fitted in with this mindset perfectly"  
Emily Rich, BJ&E, London, UK

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### Testimonials from competition winners:

"I was over the moon when I opened your email about my winning photo"  
Sailesh

"Thank you for your kind email. I'm very pleased to hear my image will appear in New Scientist. I was in an article that appeared in New Scientist a few years ago (Magic Eyes, January 2004). I'm quite tickled to be in it again"  
Mike

"I am very proud to have a photograph in the New Scientist. I am an amateur naturalist with an interest in photography. I post my images on a flickr site in the hope that I can inspire others to look at the natural world around them...no matter how small"  
Sarah



## New Scientist Space Adventure in association with Audi

### Audi's objectives

- The launch of the Audi A6 was space themed: NASA has filed 6,509 patents to date, Audi has filed 9,621 during the development of the A6 alone
  - Audi were looking for a high profile competition opportunity to tie in with this theme and raise awareness of the A6 launch campaign
  - To establish Audi as a brand at the cutting edge of automotive technology
  - To reinforce the vorsprung durch technik message
- The match between Audi's objective and our expertise in innovative solutions made New Scientist the obvious partner for this campaign.

### Creative solution

The "Win a Trip to Space" competition was a New Scientist idea. Entrants had to answer the question "What is the best patented invention of all time and why?" The prize is a sub-orbital space flight. The competition ran for three months and got coverage in national newspapers, TV stations (including BBC News 24) and radio stations.

### Supporting marketing campaign

Traffic driving banners, skys and MPUs and coverage in New Scientist magazine supported the campaign.

### Results

- 2,458 competition entries
- 160,997 page views and 50,185 unique users to the website
- Media coverage included:
  - 2 television appearances = total reach of 31,000,000
  - 25 radio appearances = total reach of 47,705,000
  - 23 appearances in print = total reach of 9,518,741
  - 87 appearances on other websites
- Extensive print promotion in New Scientist including a double page spread announcing the winning entry



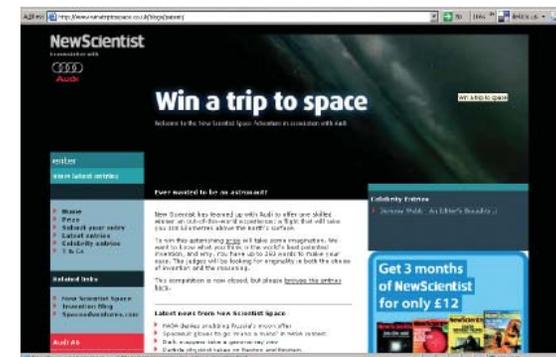
"Audi is already no stranger to pushing back the boundaries of what is possible technologically and aesthetically, so it is fitting that when the vorsprung durch technik brand runs a competition, it doesn't just see the sky as the limit!"  
 Jeremy Hicks, Director of Audi UK

"I think it's a fantastic prize. Personally I would love to win it. I'm just sad I can't enter. Imagine seeing the Earth from 100 kilometres up, floating around in microgravity and being able to call yourself an astronaut. How cool is that?"  
 Jeremy Webb, Editor, New Scientist

"It's a prize that can only be described as out of this world."

The Times, 1 Feb 07

"This couldn't be much better suited to us."  
 Jeremy Hicks, Director of Audi UK





## British Airways' Aviation Timeline

### British Airways' objectives

- British Airways were looking for a cross platform media solution that would allow them to fully communicate the messages from their "Ease" campaign
- They were looking for an integrated approach that would provide a forum to tell a story either through imagery or editorial
- British Airways were also keen to reach audiences not necessarily in the travel mindset

### Creative Solution

New Scientist built a customized microsite with clear BA sponsorship on every page. Integrated into this site was a specially commissioned top story charting the future of aviation and travel, along with an advertorial timeline with integrated BA slides charting the history of flight.

In print, an eight page center gatefold also included the aviation timeline. Two additional pages were used for an article written by New Scientist journalists and a further two pages carried British Airways advertising.

### Results

- 2,068 page views of the timeline
- 1,257 visitors
- Exposure to the New Scientist print readership through the gatefold timeline
- 123,017 traffic drivers were delivered with a click through rate of 0.18%

**BRITISH AIRWAYS**   
The world's favourite airline

*New Scientist provided an innovative solution that answered our brief and provided excellent value for money by integrating online with press.*

Craig Osborne, Media Director,  
Agency.com

*The strong synergy between the audience and the proposition made the New Scientist the perfect vehicle for this campaign.*

Darren Burroughs, Press Manager, ZenithOptimedia



**Contact:** Joe McCabe, US Director, Online Advertising | 600 Technology Square, 5th Floor, Cambridge, MA 02139  
Phone: 617.386.2192 | Fax: 617.397.2805 | Email: Joe.McCabe@NewScientist.com | Web: www.newscientist.com/mediacenter

**NewScientist**



## Online Artwork Specifications

IN PAGE UNITS	Dimensions (pixels)	Max Initial Load
Banner	468 x 60	30K
Leaderboard (Megabanner)	728 x 90	30K
Skyscraper	120 x 600	30K
Wide Skyscraper (Megaskyscraper)	160 x 600	30K
MPU (Med rectangle)	300 x 250	30K

NB. All animations must cease completely after a maximum of 30 seconds

IN PAGE EXPANDABLE UNITS	Maximum Expansion (pixels)	Maximum Initial Load Expansion	Direction
Banner	468 x 400	40K	down
Leaderboard (Megabanner)	728 x 400	40K	down
Skyscraper	400 x 600	40K	left
Wide Skyscraper (Megaskyscraper)	400 x 600	40K	left
MPU (Med rectangle)	500 x 500	40K	left and vertical

NB. All animations must cease completely after a maximum of 30 seconds  
 Creative must have a close button that reads "Close X" in minimum font size 16  
 Expansion must be user initiated  
 Creative must return to original state without delay if a user moves off the creative area

OVERLAY AND FLOATING UNITS	Maximum Expansion (pixels)	Maximum Initial Load
Overlay	500 x 500	30K

NB. Overlay creative must remove itself after a maximum of 10 seconds  
 Expandable creative must have a close button control. It must appear at the first completely visible frame and should read "Close X" in minimum font size 16, on a non-transparent background

NEWSLETTER UNITS	Dimensions (pixels)	Maximum File Size
Banner	468 x 60	30K
Skyscraper	120 x 600	30K

Only GIF or JPG files are acceptable. All must conform to our general ad guidelines above  
 Creatives can be 3rd party delivered / redirects



## Online Artwork Guidelines

### General Ad Guidelines

- Animations must cease completely after a maximum of 30 seconds
- All audio initiation must be on-click only
- Click-through URLs must open into a new tab or window
- Creatives designed with a white background must include a colored border
- Expandable creative must have a close button control. It must appear at the first completely visible frame and should read "Close X" in minimum font size 16, on a non-transparent background
- Expanded creative should 'snap back' without delay if a user moves out of the creative area
- We do not accept ads that mimic NewScientist.com's editorial content or style, or computer or computing system messages or warnings
- Creative must be supplied three working days before campaign start
- All creatives must be approved and tested before a campaign can begin. If creatives have to be returned for revision, there may be a delay in starting the campaign

### Flash and Rich Media Guidelines

#### Looping

- Animations must cease after a maximum of 30 seconds

#### Expansion

- Any expansion must be user initiated.
- Creative should "snap back" without delay if a user moves out of the expansion area
- Expandable creative must have a close button control. It must appear at the first completely visible frame and should read "Close X" in minimum font size 16, on a non-transparent background

#### Clicks and Tracking

- Click-through URLs must open into a new tab or window
- Flash creatives should include the following clickTAG tracking code:

```
on (release) {
if (clickTAG.substr(0,5) == ""http:") {
getURL(_root.clickTAG, "_blank");
}
}
```

Additional information can be found on Adobe Macromedia's site [here](#)

#### CPU Usage Guidelines

- A CPU usage spike of ~25% is normal when Flash files are animating. If the CPU usage is higher, the Flash file may need revising until it uses less CPU resource. For information on optimising Flash files, Macromedia offer assistance [here](#)

#### Other Requirements

- Flash SWF files need to be version 6.0 or earlier
- Where applicable - e.g. streaming content - initial flash load size must be a maximum of 40Kb
- Audio is permitted; initiation is 'onClick' only and design must include an on/off (mute) switch at least 25x25px in size and clearly visible
- Video must be user initiated and have full user controls including mute and stop button
- Creatives designed with a white background must include a coloured border
- An alternative GIF or JPG file must be provided for browsers that do not have a compatible Flash Plug-In



## Video

VIDEO UNITS	Panel Aspect Ratio & Dimensions (pixels)	Maximum Length
Pre-roll	4:3 (480 x 360) or 16:9 (480 x 270)	15 seconds
Post-roll	4:3 (480 x 360) or 16:9 (480 x 270)	120 seconds

We also accept overlay (floating) and takeover advertising on our video players

## Video Player Guidelines

### Placements

We accept pre-roll (on play) and post-roll advertisements

### Commercial Length

Pre-roll: Up to a maximum of 15 seconds

Post-roll: Up to 120 seconds

### File Formats

FLV, Flash 7 or Flash 8

### Frames Per Second

15-30

### Key frame

Every 30-60 frames (2 seconds)

### Encoded Bit Rate

Video: 352 Kbps minimum (600 Kbps recommended)

Audio: 48 Kbps minimum

### File Size

Maximum 2.2 Mbps (after encode)

### Codec

Video: Any (commonly Windows Media Player 9)

Audio: Any

### 3rd Party Servicing

A single redirect (<http://> or <https://> path) to the creative asset is permitted. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment

Further guidelines plus overlay and takeover information can be found at

[http://studio.brightcove.com/library/help/ad\\_specifications.cfm](http://studio.brightcove.com/library/help/ad_specifications.cfm)



## Online Rates

### Creative

Mega skyscraper

MPU

Leaderboard

1 x 1 delivered\*

\* e.g. overlays, pop-ups, toast ads

### Rates

\$18 cpm

\$20 cpm

\$16 cpm

\$27 cpm

### New Scientist email newsletter

#### Creative

Banner

Skyscraper

#### Rates

\$80 cpm

\$80 cpm

### Custom opportunities

(price on application)

- webinars
- vodcasts
- microsites or customized channels
- poll sponsorship/research
- sponsored competitions
- client content hosting
- homepage takeovers

All advertising is accepted subject to

RBI standard terms and conditions:

[www.reedbusiness.co.uk/adtermsandconditions](http://www.reedbusiness.co.uk/adtermsandconditions)

Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, the Race Relations Act 1976, the Disability Discrimination Act 1995 and the Employment Equality (Age) Regulations 2006. Click here for information, or go to <http://www.reedbusiness.co.uk/GuideDocuments/discrimguide.htm>



## Print Artwork Specifications

Full Page	
Type area	9½" x 7¼"
Bleed	10¾" x 8¼"
Trim	10½" x 8"
Double page spread	
Type area	9½" x 15¾"
Bleed	10¾" x 16¼"
Trim	10½" x 16"
Half page	
Horizontal	4½" x 7¼"
Vertical	9½" x 3¼"
Quarter page	
Portrait	4½" x 3½"

## Vital matter

Should be at least 0.39" from the trim edge

## Cover date

Saturday each week, on sale the preceding

Thursday

## Copy date

11 days before cover date

## Production

Printed by offset-litho, four color

## Electronic artwork

Artwork can be received by email at

Joe.McCabe@NewScientist.com

Please label your email with your New Scientist contact, client and campaign name and insertion date

Artwork can be collected by FTP

We also accept Quickcut

Production Controller

Simon Hall +44 (0)20 8652 8233

Copy Address

New Scientist, Reed Business Information, 11th Floor, Quadrant House, The Quadrant, Sutton, Surrey, SM2 5AS

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**Contact:** Joe McCabe, US Director, Online Advertising | 600 Technology Square, 5th Floor, Cambridge, MA 02139

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# NewScientist



## Print Advertising Rates

Available upon request.

### Creative types

- Full page
- Double page spread
- Half page
- Quarter page

### Special positions

- Cover sites
- 1st right hand page
- 1st double page spread
- Half landscape spread
- All other guaranteed positions
- Bleed

### Booking deadline

3 weeks before the cover date.  
Please request full delivery specifications at time of order.