



NewScientist

MEDIA CENTER



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New Scientist
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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



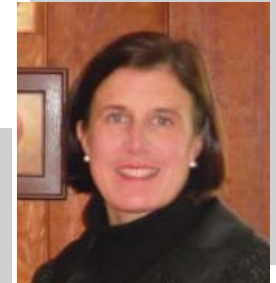
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NewScientist Jobs

Interested in recruitment advertising?

New Scientist Jobs is the solution for you.

Contact us at NSSales@NewScientist.com or

781.734.8770 for information on our recruitment solutions, or visit us at www.NewScientistJobs.com.



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



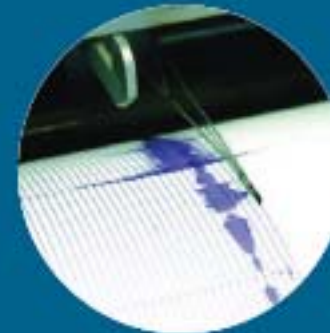
Informing



Inquisitive



Impartial



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NewScientist



New Scientist Online

New Scientist's website at www.NewScientist.com was launched in 1996 and has over 90,000 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.* More than half of our global traffic, over 1.5 million unique users, is from the United States.

The average time spent on NewScientist.com is 7 minutes.

* Source: ABCe Audit Statement, March 2009

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NewScientist



Environment

New Scientist provides premiere coverage on topics that directly affect the world we live in. From climate change and alternative energy to green technology and carbon emissions, New Scientist provides cutting edge reporting on news and opinions from scientific leaders from around the globe.

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SCIENCE IN SOCIETY

2009 REVIEW



In green tech we must trust

2010 PREVIEW



Automotive X Prize contestants power up

LATEST

› **Geo software aims to avoid ski resort eco-disasters**

14:00 29 December 2009 | 6 comments


The software analyses environmental factors to determine ideal spots for resorts, helping ensure alpine environments are not thoughtlessly disrupted

› **2009 review: It's the environment, stupid**

14:00 29 December 2009 | 14 comments

Thoughts of climate change were never far away... but with ice on fire and a

VIDEO



Play Video

Fractal forecasting

00:00 ▶ ◀ ↻ 📧 🔗 📄 🔊 00:53


› **Tomorrow's weather: Cloudy, with a chance of fractals**

03:03 05 November 2009

Umbrella or sunscreen? Flood or drought? The secret of flawless weather forecasting turns out to be surprisingly simple

This week's issue

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T-shirts, mugs and gear for the geek chic in us all



Technology

What's the best e-reader to purchase? How does that software work? Will robots be able to play soccer?

New Scientist explores the innovations and machines that make modern life possible while looking to the future to explore the next wave of technological advancements. Our constantly updated daily coverage of all things scientific makes New Scientist a great resource for technology aficionados internationally.

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NewScientist “ **New Scientist is my favourite publication and my most often read website.** ”

Duncan McKenzie, New Scientist subscriber

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This week's issue

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Perfect as a

LATEST

Gene rice on its way in China

09:30 04 January 2010 | 22 comments

China is set to become the first country to sow genetically modified rice cleared for commercial sale

A history of walking on water

HISTORIES - 11/01/03 January 2010 | 13 comments



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 the past 3 years, New Scientist has been referenced by or generated stories for a myriad of media outlets including:

American news media outlets

- The New York Times
- ABC News
- CBS News
- CNN
- The Washington Post
- Chicago Tribune
- Boston Globe
- San Francisco Chronicle

International news media outlets

- BBC World Service
- The Guardian
- The Telegraph

Consumer Magazines

- Wired
- Marie Claire
- PC World Magazine
- Mother Jones
- The Week
- Discover

Online News Aggregators & Sites

- Digg
- Reddit
- Fark
- Slashdot
- Gizmodo

New Scientist provides content for ABC News online, extending the impact of our science and technology coverage.

The screenshot shows the ABC News website interface. The main article is titled "Better-Looking Sportsmen More Likely to Win" by Even Callaway. A byline for "NewScientist" is visible. To the right, there is a "Credit Score" widget and a "Technology News" section.



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](#)



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

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Awards & Recognitions

- Medical Journalists' Association, Medical Publication of the Year 2009
- American Phytopathological Society 2009 Plant Pathology Journalism Award, Ewen Callaway
- Periodicals Training Council New Consumer Specialist/ Customer magazine journalist of the year award 2009, David Robson
- 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?"



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

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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

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 an advanced 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

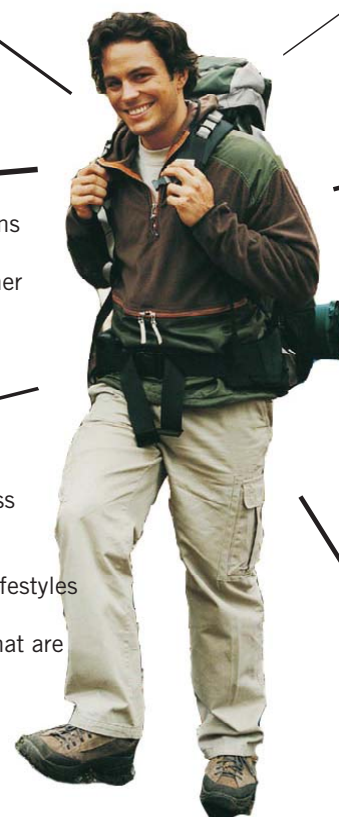
- 96% actively research technology products before buying them
- 95% would like to keep up to date with the latest technology
- 97% are prepared to pay more for products that are more high quality
- 89% wait until reviews come out on products and examine them before making a purchase decision

Loyal to New Scientist

- Over 56% of our visitors come to www.NewScientist.com 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

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Audience Profile

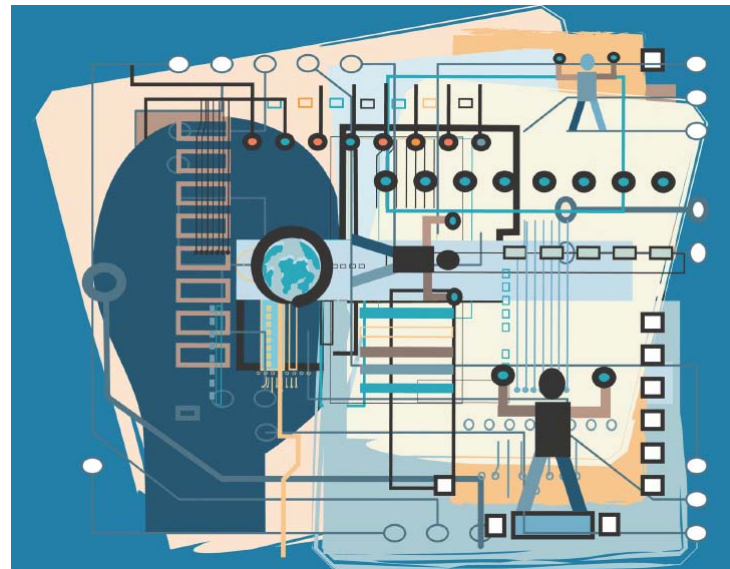
Technology is a key aspect of New Scientist coverage, and likewise, personal technology is very important to our readers.

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



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%)

Source: New Scientist US - Lifestyle Survey '08

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NewScientist



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 13,000 comments a month.

> read all 37 comments Comments 1 | 2 | 3 | 4

So Cell Phones Do Cause Cancer!
Wed Dec 02 10:42:45 GMT 2009 by Think Again

"though it could not rule out a possible elevated risk of glioma or acoustic neuroma from using a phone for more than 10 years."

Since almost everyone who has a cell phone uses it a lot and for many years...

Yeah, best solution is a wired headset or bluetooth which has less than 100th the intensity of cell phone radio waves.

Also interestingly, cell phone radiation is around 10 cm wavelength, which is about the length of many brain neurons - should this cause them to act as at least partial antennae and induce an EM field? Would this interfere with brain processes?

Cancer is only one concern after all... and no one believes the industry. Plenty of work for non-industry funded researchers...

> reply > report this comment

So Cell Phones Do Cause Cancer!
Wed Dec 02 10:45:02 GMT 2009 by Think Again

Oh and I should add - forget about cell phone risk and exercise and eat right first.

Returns much more there for sure.

> reply > report this comment

Have your say

Comment title

Your name

Email

Comment

Social Networking

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

- Twitter
- Facebook Group and Fan Page
- MySpace page
- LinkedIn Group



Twitter

More than 55,000+ users follow breaking news and our microblogging at twitter.com/newscientist as of December 2009.

YouTube

New Scientist's video content is also available on its very own YouTube channel at www.youtube.com/newscientistvideo.

With hundreds of videos, 48,000+ 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 35,000,000 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 59,000 subscribers take advantage of this tool online.



Audience Engagement

Sharp Short Science 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.

Culture Lab Blog

Launched in November 2009, Culture Lab is where art, literature and science meet - covering the latest art galleries to view, books to hit the shelves, and opinions and interviews of thought leaders.

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**

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December 1, 2008 3:25 PM

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

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CultureLab

A science news blog from **NewScientist**

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January 5, 2010 1:00 PM

Winners of our Sampling Darwin competition!

To help us celebrate the 150th anniversary of Charles Darwin's *On the Origin of Species* we asked you to use Darwin's remarkable concluding sentence in your own work of art. We wanted to see the cleverest and most creative ways that you could incorporate Darwin's words into a song, poem, painting, video or anything else you could imagine.

Thank you to everyone who entered the competition - we saw some pretty amazing stuff, and we've listed our favourites below. The top five winners listed here will receive a special edition *Origin* featuring a cover by artist Damien Hirst, courtesy of Penguin.

And now for your endless forms most beautiful...

Image: Penguin, featuring Damien Hirst's "Human skull in space"

"There is grandeur in this view of life, with its several powers, having been originally breathed into a few forms or into one; and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being, evolved."

[Twitter Updates](#)

- @andygates it's not a paywall - register for free to unlock more free articles 55 minutes ago
- @auntep oh, maybe 7 additional to the three 55 minutes ago
- @auntep it's per month - register for free and you get 10 about an hour ago

[Categories](#)

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- Exhibition (10)
- Film (2)
- Games (1)
- Housekeeping (2)
- Interview (2)
- Music (5)
- Television (2)

NewScientist



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.

In the month of December 2009, New Scientist videos on NewScientist.com received over 392,000+ plays, totaling over 9,100 hours of video viewed.

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.

With hundreds of videos, 48,000+ 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 35,000,000 total views



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 everyday 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?



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
- How to Make A Tornado: The Strange and Wonderful Things That Happen When Scientists Break Free (*Spring 2010 US release date*)



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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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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



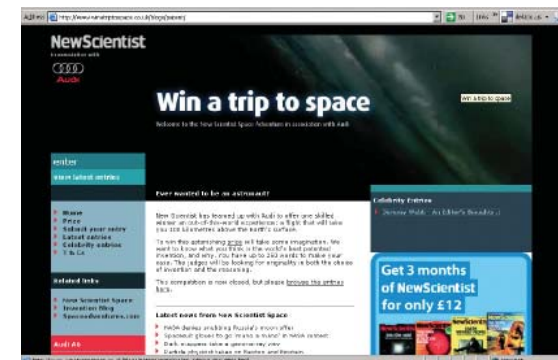
"Audi is already no stranger to pushing back the boundaries of what is possible technologically and aesthetically, so it is fitting that when the vorsprung durch technik brand runs a competition, it doesn't just see the sky as the limit!"
 Jeremy Hicks, Director of Audi UK

"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





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
- 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

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 and 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.



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 Ration & 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 Serving

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



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

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>



New Scientist Magazine Circulation & Readership

New Scientist is a publication written by professional science journalists for scientific professionals. 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 - allowing scientists to look beyond their niche area of expertise. These informed individuals are experienced, yet diverse employment candidates.

Circulation and readership

New Scientist magazine has an ABC audited circulation of 151,324* and a readership of over 809,444** science enthusiasts worldwide.

82% of our subscribers in North America have a personal subscription, meaning that scientists receive the magazine at home and read it during their leisure time - the ideal time to job search.

News Trade

New Scientist is available for purchase at most Barnes & Noble and Borders stores nationwide, as well as select newsstand vendors, which means that your message gets in front of a fresh audience weekly.

*Source: ABC July - Dec 09

**Source: NRS (Sept 08 - Oct 09) Roy Morgan Research 08, Publisher's Statement

What Readers Have to Say

Love New Scientist, truly, madly, deeply.

Jane Kauer, Ph.D., Lecturer (Anthropology and Critical Writing), University of Pennsylvania

I here by do solemnly swear that I love New Scientist. I am a fanatical reader of New Scientist magazine because every new issue I open up is exploring a new world of wonders. When I go into the bookstore and look at the science magazine section, the one thing that always stands out from the rest is the cover of New Scientist!

Jason Wadleigh

As a USA citizen, I'm impressed that the only real journalism written about my country comes from the UK. Thanks & keep up the good work!

Jon Dumbelton, Indexer fro Kaiser Permanente Hospital, Electronic Medical Records

I don't think I could get more (Big) bang for my buck than through New Scientist.

Jerome Stueart, Creative Writing Instructor and Science Fiction Writer, Yukon College

Contact: Joe McCabe, US Director, Online Advertising 225 Wyman Street, Waltham, MA 02451

Phone: 781.734.8779 Fax: 720.356.9219 Email: Joe.McCabe@NewScientist.com Web: www.NewScientist.com/MediaCenter

NewScientist



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

Reservation and Materials Deadline

Wednesday 12:00 noon of preceding week (except public holidays)

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

All advertising is accepted subject to

RBI standard terms and conditions:

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 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

Reservation and Materials Deadline

Wednesday 12:00 noon of
 preceding week (except public
 holidays)