

AMERICAN Scientist



Bringing together science, engineering, and technology for a better FUTURE



American Scientist is an award-winning, illustrated bimonthly publication about science, engineering, and technology. Each issue is filled with feature articles written by prominent scientists and engineers who review important work in fields ranging from molecular biology to computer engineering. Also included is the *Scientists' Nightstand* that reviews a vast range of science-related books.

Published by Sigma Xi

American Scientist is published by Sigma Xi, The Scientific Research Honor Society. Sigma Xi was founded in 1886 as an honor society for research scientists and engineers. Its goals are to enhance the health of the research enterprise, integrity in science and engineering, promote the public's understanding of science and honor scientific accomplishments.



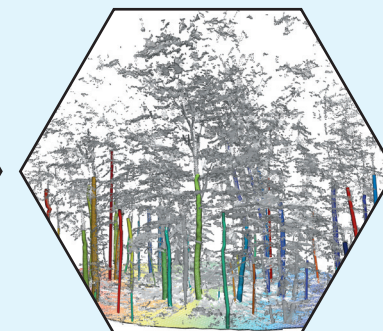
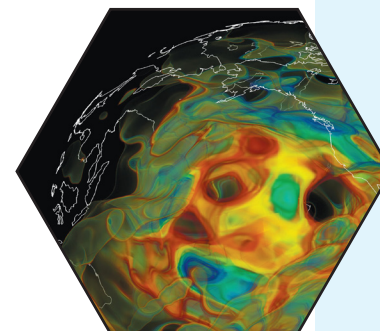
**2017 Excel Gold Winner for
General Excellence**

*AMP 37th Annual EXCEL Awards,
Journals Category - 2017

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Our readers

are well-educated, affluent members of the science and engineering community



Gender

22% female

78% male

Age

the average reader is in the prime of his or her career at the age of 56

Loyalty

78% have had subscriptions for more than 6 years

56% spend at least 1 hour reading an issue

75% read 4 out of every 4 issues they receive

47% read or look into an issue 3 or more times

23% spend at least 2 hours reading an issue

Education

97% graduated from college

65% earned a PhD.

Annual household income

average household income \$137,200

median household income \$122,000

Circulation

99,500 readers

55,000 paid circulation

1.81 pass-along rate



Leaders in their fields

nearly 200 Sigma Xi members have received the Nobel Prize, and many more have earned election to the National Academy of Science and Engineering. In addition, approximately 14,000 members are listed in *Who's Who in American*. Since its founding in 1886, Sigma Xi has offered membership to young scientists who later made outstanding contributions in their fields. A complete list of Sigma Xi members who have received the Nobel Prize can be found on our website www.sigmaxi.org.

Your advertisement in *American Scientist* reaches influential scientists such as these, as well as the young, promising scientific leaders of tomorrow.

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Primary field of employment

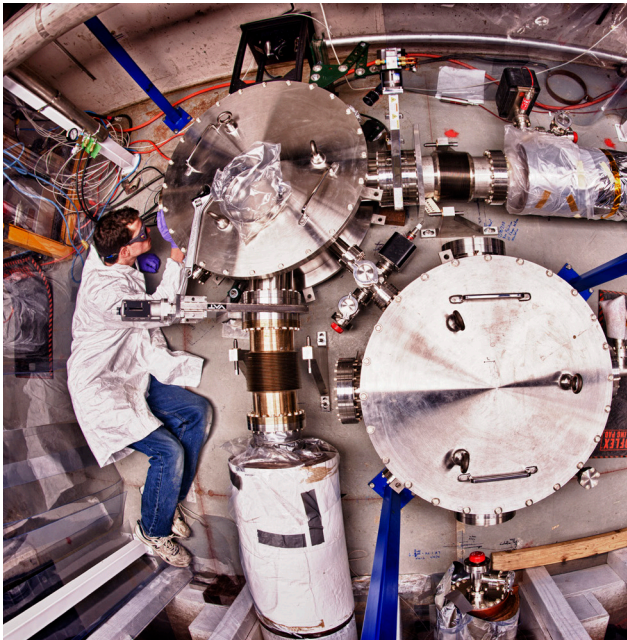
- 40% science/research
- 29% education
- 13% health care
- 4% government
- 14% other

Type of employer

- 42% education-College/University
- 14% health care
- 12% government agency
- 10% manufacturing
- 10% business services
- 12% other

Travel & investment

- 81% own their own home
- 87% make investments
- 85% hold a valid passport
- 79% spend 1 night in a hotel
- 50% spend 8 nights or more in a hotel
- 60% traveled outside the U.S. in the past 3 years



What our readers are saying...

"American Scientist keeps getting better. Your November- December issue is outstanding. Every article is a must-read and a pleasure to have read. You're doing it right."
-Boyce Rensberger

"American Scientist is now the world's journal of record for communicating the fun of creation and discovery of science."
-Dr. Roald Hoffmann
 1981 Nobel Laureate in Chemistry and frequent contributor to *American Scientist* magazine

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Online advertising

▶ Parallax

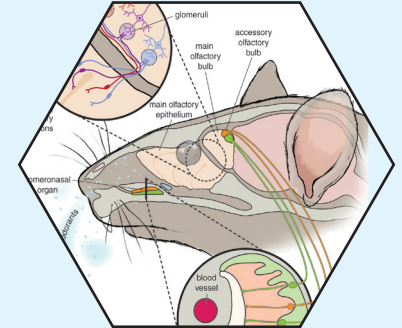
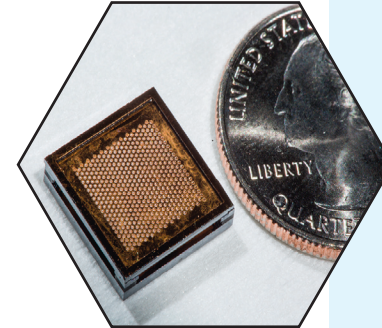
Consists of a static ad on the homepage that appears as the page is scrolled through on www.americanscientist.org. Also includes a Skyscraper interior page ad. Availability is limited, only 10 per year. Space 1700p x 117p
Skyscraper Interior Ad: 300p x 600p
\$3,500

▶ Lower Leaderboard

Consists of a horizontal banner at the bottom of the page. Also includes a Skyscraper interior page ad. Availability is limited, only 10 per year. Space 1700p x 360p
Skyscraper Interior Ad: 300p x 600p
\$2,750

▶ Banner Campaign

Consists of Parallax, Lower Leaderboard plus a Skyscraper at a reduced price,
\$4,950



Advertise with American Scientist

These exclusive placements give your company the attention it deserves in front of thousands of potential customers in the science, engineering, and technology community.

Online advertising

To learn more about these opportunities, contact our publishing partner MULTIVIEW at **972-402-7070** salesinquiries@multiview.com



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Print advertising

All print advertising is included in our digital subscription.

Deadlines

ISSUE	RESERVATION	MATERIAL
January / February	November 1	November 10
March / April	January 3	January 12
May / June	February 28	March 9
July / August	May 2	May 11
September / October	July 3	July 13
November / December	August 29	September 7

Rates black and white

1 page	\$2,900
2/3 page	\$2,383
1/2 page	\$1,879
1/3 page	\$1,273
1/4 page	\$980
1/6 page	\$756

Special advertising rates are available to book publishers and philanthropic advertisers. 10% discount off earned black and white rate.

Rates color

Additional \$1,100 for 4-color process (CMYK)

No charge for bleed.

Cover positions

All cover positions are full color

Inside front	\$4,580
Inside back	\$4,435
Back	\$4,725

Positions preferred and special

10% premium over earned black and white rate for full or fractional page units ordered as specified positions and guaranteed by publisher



Contact

Print Advertising

Insertion orders or questions on print advertisements and packages:

Julie Blake

Marketing and Publishing Associate

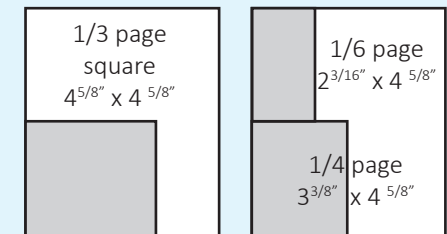
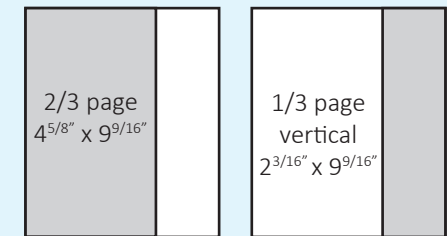
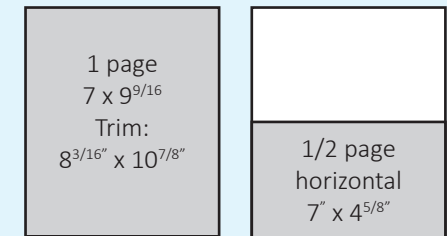
800-282-0444 ext. 219

919-547-5219

advertising@amsci.org

Ad sizes

	PICAS
Trim size	49p4 x 65p3
1 page	42 x 57p5
1 page bleed	50p8 x 66p9
2 page spread/bleed	101p4 x 66p9
2/3 page	27p9 x 57p5
1/2 page horizontal	42 x 27p9
1/3 page horizontal	13p4 x 57p5
1/3 page square	27p9 x 27p9
1/4 page	20p3 x 27p9
1/6 page	13p4 x 27p9



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Advertising packages

Frequency discounts

Black and white

	3 X	6 X
1 page	\$2,726	\$2,610
2/3 page	\$2,240	\$2,145
1/2 page	\$1,766	\$1,691
1/3 page	\$1,197	\$1,146
1/4 page	\$921	\$882
1/6 page	\$711	\$681

Black and white. Color additional \$1100.

Cover positions

	1 X	3 X	6 X
Inside front	\$4,580	\$4,371	\$4,232
Inside back	\$4,435	\$4,235	\$4,102
Back	\$4,725	\$4,508	\$4,363

Package combo 1

Purchase either the Parallax or Lower Leaderboard online advertisement and receive 10% discount on print advertisement.

Package combo 2

Purchase the Banner online advertisement and receive a 25% discount on print advertisement.

Package combo 3

Purchase the Banner online package, print advertisement and receive online advertisement in the Sigma Xi Newsletter for an additional 35% discount.

Custom package

Packages are available to fit your advertising needs. These may include social media, videos, and live events.



Contact

Advertising packages

For insertion orders or questions on print advertisements and packages

Julie Blake

Marketing and Publishing Associate

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