

**SCIENTIFIC
AMERICAN**

2024 Media Kit



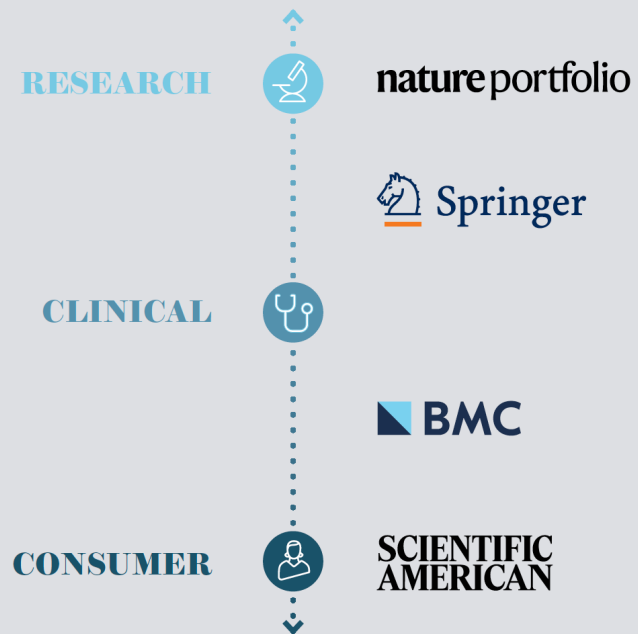
Springer Nature

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Scientific American's Mission Statement

“Scientific American is a science publication for our times, fulfilling the urgent need for trustworthy, engaging, clear, evidence-driven journalism and analysis.

Scientific American is a leading voice in the issues that are shaping our world in ways that aren't available elsewhere.

Our mission is to elevate, examine, and explain the most important research in the world, from scientists, researchers, and innovators who are doing the most urgent, transformative, and relevant work.”

Laura Helmuth, editor in chief of Scientific American



Global Reach



Print Readership*

2.2 Million A18+ Readers

Monthly Web Reach**



4.9 Million Unique Users

8.4 Million Page Views

Social***



7.9 Million Social Media Followers

41 Million YouTube Video Views



A Strong Global Presence

7 Local Language Editions



Audience Demographics



| | |
|--------------------------------|------------------|
| Total Audience | 6,482,000 |
| % M/F | 63/37 |
| A18-34 | 33% |
| A35-54 | 35% |
| A55+ | 32% |
| Median Age | 44 years |
| Any College | 73% |
| Grad Coll+ | 50% |
| Post Grad Degree | 26% |
| HHI \$100K+ | 47% |
| HHI \$150K+ | 27% |
| Median HHI | \$91,706 |
| Median Home Value | \$362,650 |
| Professional/Managerial | 33% |
| Chief Officer/Owner/Partner/VP | 11% |
| Any BDM | 21% |
| Supervisor | 21% |

Print Advertising

Print Rates (Four-Color)

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/6 Page |
|-----|-----------|----------|----------|----------|----------|
| 1x | \$45,114 | \$36,051 | \$30,010 | \$18,321 | \$11,211 |
| 3x | \$44,218 | \$35,250 | \$29,321 | \$17,869 | \$10,985 |
| 6x | \$42,860 | \$34,265 | \$28,441 | \$17,347 | \$10,631 |
| 12x | \$40,689 | \$32,579 | \$27,116 | \$16,421 | \$10,120 |
| 18x | \$38,440 | \$30,713 | \$25,634 | \$15,609 | \$9,612 |
| 24x | \$36,206 | \$28,907 | \$24,095 | \$14,668 | \$8,999 |

Print Closing Dates

| | On-Sale Date | Space Close | Material Due |
|-------------|--------------|-------------|--------------|
| January | 12/20/23 | 11/10/23 | 11/17/23 |
| February | 01/23/24 | 12/8/23 | 12/14/23 |
| March | 02/20/24 | 01/10/24 | 01/19/24 |
| April | 03/19/24 | 02/09/24 | 02/20/24 |
| May | 04/24/24 | 03/11/24 | 03/20/24 |
| June | 05/21/24 | 04/10/24 | 04/19/24 |
| July/August | 06/18/24 | 05/10/24 | 05/20/24 |
| September | 08/20/24 | 07/10/24 | 07/19/24 |
| October | 09/17/24 | 08/09/24 | 08/20/24 |
| November | 10/22/24 | 09/10/24 | 09/20/24 |
| December | 11/19/24 | 10/10/24 | 10/21/24 |



View Print Specs [HERE](#)

Digital Advertising

ScientificAmerican.com reaches an average 4.9 million monthly unique users who pay to access premium content. While SciAm.com includes material from the magazine, the majority is fresh content updated daily with nearly 200 new articles each month.

Subchannels include:

- Health
- Mind & Brain
- Environment
- Technology
- Space & Physics

Reach these highly engaged users through contextual and/or behavioral targeting, all based on accurate, compliant, and unique first party data.

OCTOBER 18, 2023 | 5 MIN READ

Milestone Pig-to-Human Heart Transplant May Pave the Way for Broader Trial

Surgeons transplanted a genetically modified pig heart into a human for the second time ever, and the recipient survived for six weeks

BY TANVA LEWIS



How AI Can Help Save Endangered Species

OCTOBER 31, 2023 | 4 MIN READ

How AI Can Help Save Endangered Species

Scientists are using artificial intelligence to fight biodiversity loss by analysing vast amounts of data, monitoring ecosystems and spotting trends over time

BY NATURE MAGAZINE & TOSIN THOMPSON



Digital Advertising

| Placement | Unit | CPM |
|--------------------------|--|------|
| Homepage | 970x250 (1 st ad position on page) | \$30 |
| | 970x250 | \$25 |
| Vertical Content Channel | 970x250 (1 st ad position on page) | \$25 |
| | 970x250 | \$20 |
| ROS | 970x250 (1 st ad position on page) | \$22 |
| | 970x250 | \$20 |
| Mobile | 300x250 | \$20 |
| | 300x50 | \$18 |

300x250, 728x90 available on desktop, if needed

View Digital Specs [HERE](#)



SCI AM


Milestone Pig-to-Human Heart Transplant May Pave the Way for Broader Trial

OCTOBER 16, 2022 | 9 MIN READ

Milestone Pig-to-Human Heart Transplant May Pave the Way for Broader Trial

Surgeons transplanted a genetically modified pig heart into a human for the second time ever, and the recipient survived for six weeks

BY JAYME LOCKE



Late last month a team of researchers at the University of Maryland School of Medicine transplanted a genetically modified pig heart into a person—the second such surgery ever attempted—and it has kept him alive for the past few weeks. **The patient**, 58-year-old Lawrence Faucette, underwent the highly experimental procedure under a “compassionate use” pathway, in which the U.S. Food and Drug Administration permits an unapproved therapy when a person is seriously ill or dying and has no other options available. Faucette was not eligible for a conventional human heart transplant because he had peripheral vascular disease and other complications, which narrowed the outlook for success.

970x250

By mid-October, Faucette was continuing to recover and doing physical therapy. “He’s had a rough time,” however, Bartley Griffith, a surgeon at the University of Maryland, who performed Faucette’s procedure as well as the previous one, said at that time. According to Griffith, Faucette was living at home when the FDA first approved the surgery, but he was subsequently hospitalized with fluid in his lungs. Then he suffered a cardiac arrest the night before the surgery. Still, he had so far responded well to the transplant—and was sitting up in a chair two days afterward.

More than 100,000 people are waiting for an organ transplant—most of them for kidney—so researchers have long been exploring **xenotransplantation**: transplanting other species’ organs into humans. To prevent the human immune system from attacking these alien organs, scientists have begun to breed genetically modified donor pigs that lack certain genes or have other genes added.

In the past couple of years, pig xenotransplants have been tested in both **nonhuman primates** and deceased humans—but the ultimate goal is to conduct human clinical trials on a bigger scale. The results of the recent compassionate use transplant will likely influence the FDA’s consideration of whether and when to allow such trials to take place. Many researchers hope this could happen in the next year or two.

“I would love to see heart [xenotransplantation in] a clinical trial next year and kidney [xenotransplantation trials] shortly thereafter,” says Jayme Locke, director of the division of transplantation at the University of Alabama at Birmingham, who was not involved in the latest experimental surgery. Locke and her colleagues have performed several kidney xenotransplants in humans who had suffered brain death. “The FDA holds those cards, and I think it’s going to really depend on what their risk tolerance threshold is,” she says. “But I’m hopeful. I think the FDA wants to see this happen.”


E-Blast Sponsorship

Scientific American allows its marketing partners the opportunity to communicate directly with their top prospects through sponsored e-blasts.

- E-Blasts offers the ability to expand upon messaging to a targeted audience who has opted-in to receive marketing information.
- E-blasts can be used to announce an upcoming event, serve as a call-to-action, promote a contest, etc.

DETAILS

- Reach: 130,000 recipients worldwide
- Distributed Wednesdays
- Requires a 10-day lead time
- Advertiser to supply materials



BATTELLE

Innovations in
Climate Resilience
Conference
Registration is open

DATE MARCH28-30, 2023
LOCATION COLUMBUS, OHIO

“You’ve been hearing people for decades talking about climate change,” says Justin Sanchez a technical fellow at Battelle who is lead organizer for Battelle’s **Innovations in Climate Resilience conference** in Columbus, Ohio, next March. “But now it’s very personal. The extreme weather events and temperatures and infectious diseases are impacting the things that drive our ability to live the lives we want.”

[RESERVE MY SEAT](#)

Avoiding unintended consequences
To cultivate climate resilience, fixing one aspect of the problem, without looking at the whole system, won’t work, Sanchez says. It’s like a balloon, Sanchez says. “Squeeze on one part, and something else changes.”

For example, replacing water-intensive crops with drought-resistant ones may help gird against dry times, but it won’t help reduce flooding. But taking both threats into account and [planting the right mix of crops will](#). “You’ve got to take systems into account in order to actually get something done,” Sanchez says.

Newsletter Sponsorship

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- **Share Valuable Content:** A supplied image and customized text unit allows you to share relevant content.
- **Call-to-Action:** A link to your site to direct readers to learn more.

| Newsletter | # Recipients |
|---------------------|--------------|
| Today in Science | 248,000 |
| Health & Medicine | 148,600 |
| Technology | 146,000 |
| Mind & Brain | 156,000 |
| Earth & Environment | 147,000 |
| Space & Physics | 138,000 |
| The Week in Science | 184,000 |



October 30, 2023: Why people love being scared, a big mystery in physics and the closest creature to a werewolf on Earth.
—Andrea Gaurylewski, Chief Newsletter Editor

TOP STORIES

BOO!

Why do people love haunted houses and scary movies? Voluntary exposure to horror and scares is [rooted deeply in our evolutionary past](#) and can help us overcome fears and learn how to respond to new challenges—those that surface in our own lives and others that arise in the world. Studies show that there's a strong group bonding element to scary play: People actively regulate their fear and arousal levels when getting scared together.

How it works: Many other animals engage in scary play or morbid curiosity—often in the form of predator watching. When young animals inspect their predators from afar (think gazelles and cheetahs) they learn about the biggest threat in their lives. Meanwhile, play with peers trains them to respond under pressure. For humans, even the fear of exaggerated predators (like zombies) creates strong emotional and behavioral responses, familiarizing us with these reactions for when we have to deal with more down-to-earth dangers.

Dark Energy Delay

When the universe was less than a half-million years old it was relatively uniform—having only minuscule variations in the density of energy and matter. Across cosmic history, gravity has amplified these variations to create the clusters and superclusters of galaxies we see today. However, the force of dark energy—the mysterious force driving an acceleration in cosmic expansion—counteracts this gravitational action, delaying the formation of those structures. In a new paper, physicists studying the large-scale structure of the universe find that dark energy [may be changing over time](#), or even augmented by another as-yet-unknown force.

What this means: The new work tracked the eons-spanning timing of this gradual cosmic coalescence, finding evidence it was delayed for even longer than basic models of dark energy can readily explain. This could mean that dark energy has somehow grown stronger over time, or that another undiscovered force is suppressing large-scale structure formation.

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How can we responsibly and equitably use AI in health to accelerate basic research, diagnose conditions, develop novel treatments, predict and prevent disease, and lead to better health outcomes and cures? Apply to the Cure Xchange Challenge: Health AI for Good today and you could win a share of seed money from a pool of \$1 million, 1-YR residency at Cure in NYC and mentorship from our advisors. [Learn More](#)

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Podcasts



Video



Events

Science on the Hill: Climate-Smart Agriculture

FRIDAY, JULY 15, 2022 12:00pm - 1:00pm ET



Andrea Thompson
Scientific American



Keith Paustian
Colorado State University



Deepthi Kolady
South Dakota State University



Mitchell Hora
Continuum Ag



Rep. Sean Casten
(IL-06)



Rep. John Curtis
(UT-03)



All sponsored products are supported with a comprehensive marketing plan targeting your desired audience for increased engagement, reach, and awareness of the content.

Custom Media Solutions

Scientific American's Emmy-nominated Custom Media team collaborates closely with its partners to create unique stories that elevate and amplify brands and/or leadership to valued stakeholders. The team works with your objectives and budget as key considerations. Projects can be broad or narrow in scope and can be distributed in multiple formats and platforms.

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PODCASTS · STANDALONE ISSUES
NATIVE CONTENT · WEBCASTS
SOCIAL MEDIA · EMAIL COMMUNICATIONS
GENERAL COMMUNICATION CONSULTING
VIRTUAL MEETING SERIES



Award Winning Custom Media Team

Custom Media Examples



Articles

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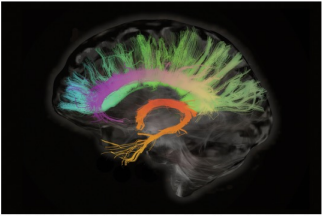
COVID Health Mind & Brain Environment Technology Space & Physics Video Podcasts Opinion

SCIENTIFIC AMERICAN PHENOME HEALTH

Brain Monitoring Could Prevent Most Neurological and Psychiatric Illnesses

By crunching data from molecular tests, cognitive assessments and medical history, doctors could one day intervene and prevent brain disease.

By Michael Morazzini on December 7, 2022



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ASSESSING BRAIN HEALTH

Two challenges stand in the way of routine clinical assessments of brain health. First, while medical scientists have developed many highly sophisticated technologies for assessing the physical and functional status of the brain, practical, scalable tools have not made it out of the laboratory into routine clinical practice. Second, the blood-brain barrier—a vital functional barrier in our brains that helps blood-borne infectious agents and larger chemical molecules out of brain tissues—limits the detection in blood samples of chemical indicators from the brain that could forecast future neurological



Multimedia




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and we also work on advocacy.



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Huda Y. Zoghbi
2022 Kavli Prize in Neuroscience

THE KAVLI PRIZE

SCIENTIFIC AMERICAN
CUSTOM MEDIA



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Prof. Sir John Pendry

18 MINUTES with...

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