

AUSTRALIAN

# POPULAR SCIENCE

**“It’s not the strongest of the species that survives, nor the most intelligent, but the one most responsive to *change*.”**

(Charles Darwin, Author of *On the Origin of Species*)



## MEDIA KIT 2017

# Popular Science - About

**With a heritage stretching back over 140 years, Popular Science is more than a science magazine. It's a future-looking technology magazine, and a watchdog for human progress.**

PopSci's scientific and publishing pedigree is unparalleled. Encompassing notable alumni such as 'the father of evolution' Charles Darwin, microbiologist Louis Pasteur, philosopher Herbert Spencer, and America's greatest inventor Thomas Edison, Popular Science is blessed with an enviable contributor base of world-famous scientists, Nobel prize winners and critically acclaimed journalists all instrumental in shaping science as we know it.





# Popular Science - History and Context

Popular Science is also unique in that our 140+ year history allows the magazine to place every new technology or discovery in its proper context.

Each month, we publish **from the archives**, examining a feature from our extensive back catalogue that is in some way relevant to the present. We also publish **retro invention**, a celebration of a piece of technology that was once cutting edge, or plays an important cultural role.

**From the Archives**



**Better circuits, made by machine, give you more for your money in new television receivers. Here's what to look for when you choose your set.**

## Inside the 1957 TV Sets

By Hubert Luckett and Martin Mann

**T**HE four-door sedan of television is the black-and-white 21-incher. It is the set most people buy. But this year its popularity faces a two-way challenge. Will you trade up to the exciting luxury of color, now cheap enough to be within reach? Or will you have money with one of the pretty little portables?

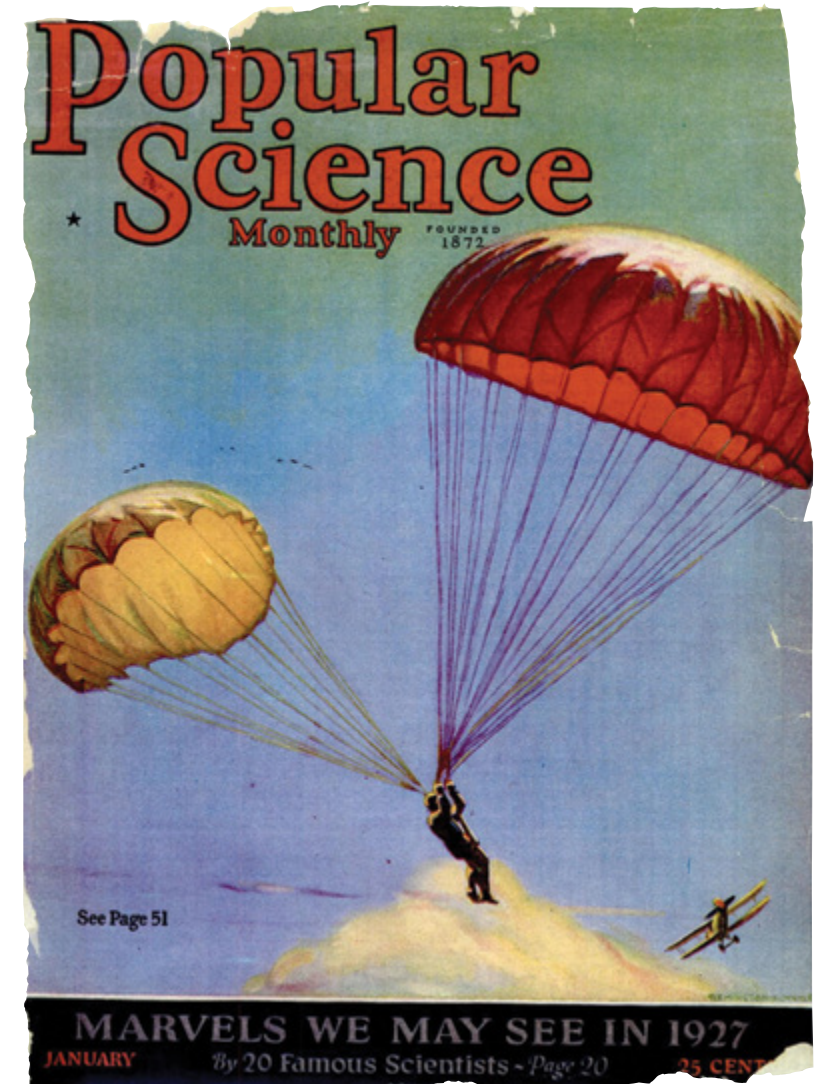
The new "standard" sets are ready for their strong competition. Most of them will cost you a little more than equivalent models did last year - the price rise runs around \$10 - but improved circuits, electronic refinements and greater use of automatic manufacturing make them, as a class, the most television for the money. Some however offer more than others. Here's how they stack up. [The magazine created an exhaustive list of many TV models that both highlights how people couldn't rely on the internet for shopping comparison, but also how in the age before cheap electronics, dozens of brands - you may remember Magnavox, but Muntz? Olympic? Hoffman? - could carve out their own little niches and survive.]

**Convenience.** Following the trend in cars, TVs are becoming simpler and simpler to operate. You hardly ever have to touch anything besides the channel selector. Volume, brightness, contrast and clarity remain the same as you switch from station to station. More stable circuits have made this possible and have led designers to hide or leave off little-used fiddly controls. Every set

still has height and hold controls somewhere, but the width control is disappearing rapidly... You can get some kind of "lazy man's" control on nearly all sets now. Just pushing a button automatically and accurately tunes the receiver from one channel to the next. The button may be on the set itself or separate, on a small remote-control box. Du Mont's remote control has a dial, like a telephone. Motorola and Zenith eliminate the wire connecting remote control and receiver, Motorola with a hand-size wireless transmitter and Zenith with a tricky ultrasonic tuning fork [yes, really]...

This year a few receivers gain sensitivity from a new kind of tuner, the neutrode...

### How Big is a TV Screen?



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# Popular Science - At a Glance

Australian Popular Science reaches a wide and varied audience through the mediums of print, website, newsletter, eDM, events and social media ensuring your advertising message reaches the right target audience in their preferred medium.

## Magazine:

**AUSTRALIAN CIRCULATION:** **16,400\* p/month**

**AUSTRALIAN CIRCULATION  
READERSHIP:** **117,000\* p/month**

## Popular Science website:

**AUSTRALIAN UNIQUE  
BROWSERS** **85,000+ p/month**

**AUSTRALIAN IMPRESSIONS** **240,000+ p/month**

**NEWSLETTER** **3,780 p/send**

**EDM** **2,560**

**FACEBOOK** **11,636**

**TWITTER** **34,200**

\*publisher claim



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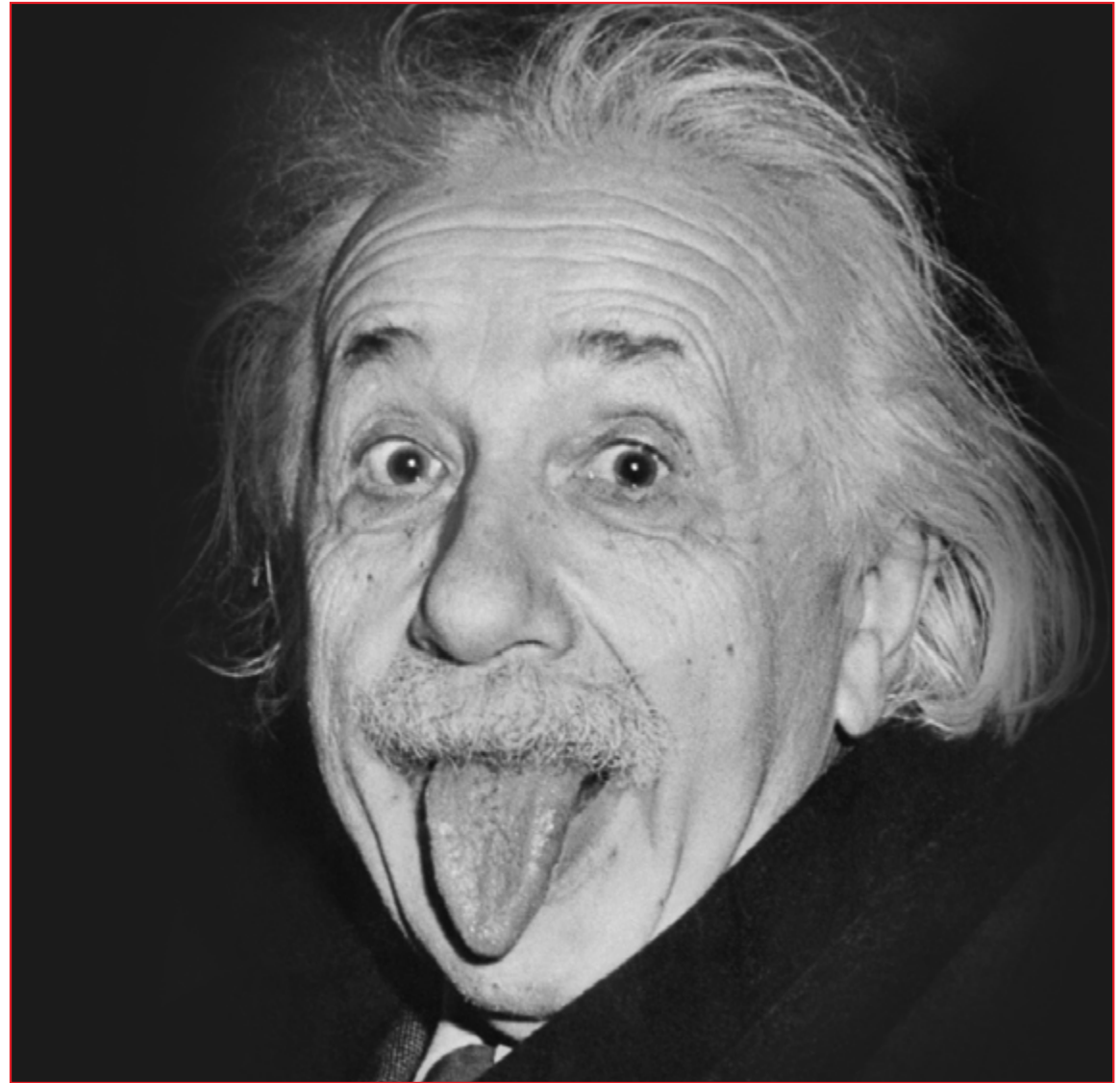




# Reader Profile

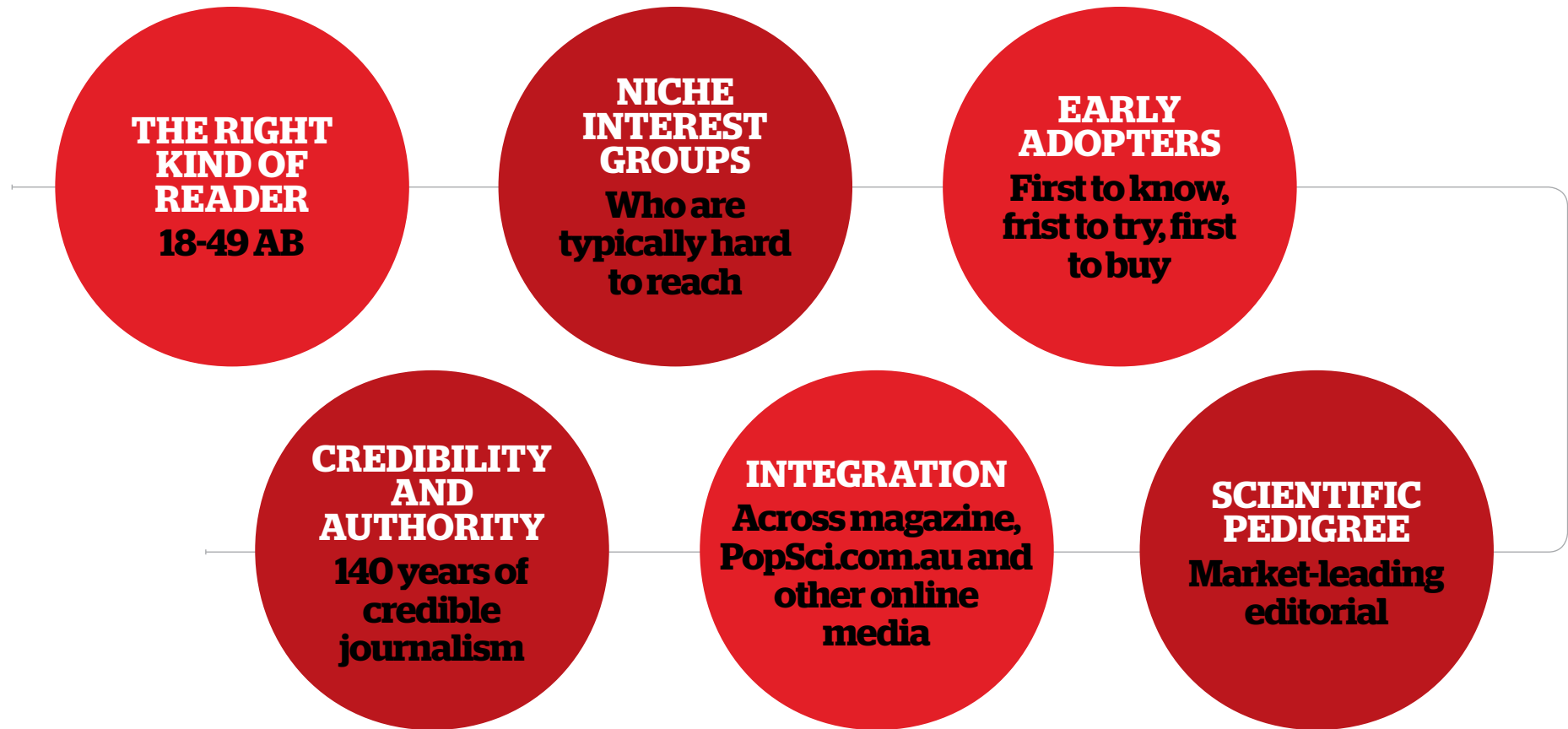
The core PopSci reader is well educated, an influencer and a high achiever. As an unashamed technologist with a keen interest in both the future and the past, our reader seeks knowledge and embraces change in all its forms.

- **Male 18-44 ABC**
- **53% married, 41% young parents, 25% students**
- **Majority work full time**
- **Skew to professionals and managers**
- **62% own their homes or are paying off a mortgage**
- **\$137,500 Mean household income**
- **\$89,000 mean personal income**
- **Has a Degree and is committed to further study**
- **Active and engaged with their health and appearance**
- **Learns everything they can about new technology**



# Delivering the Goods

Popular Science delivers an intelligent, affluent and hard-to-reach reader.



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# Don't Just Take Our Word For It!

Focus groups conducted by  
Popular Science identified:

**“...a clear market for an interesting diverse,  
accessible magazine about science and  
technology.”**

Regular online reader surveys confirm that  
Popular Science has tapped into this evolving  
market segment and appeals to a broad and  
diverse spectrum of the male population.

## **The PopSci reader is:**

- **84% male**
- **66% bought or recommended a product  
they saw in the magazine**
- **68% are high credit card users**
- **61% earn between \$80-\$100K**
- **32% earn over \$100K**

Great effort  
folks. Love the mag  
and all its cool stuff. I  
was so inspired that I used  
my tax return to invest in  
one of the featured How  
2.0 projects! Keep it up.  
**Russell Walton,  
NSW**

Source:



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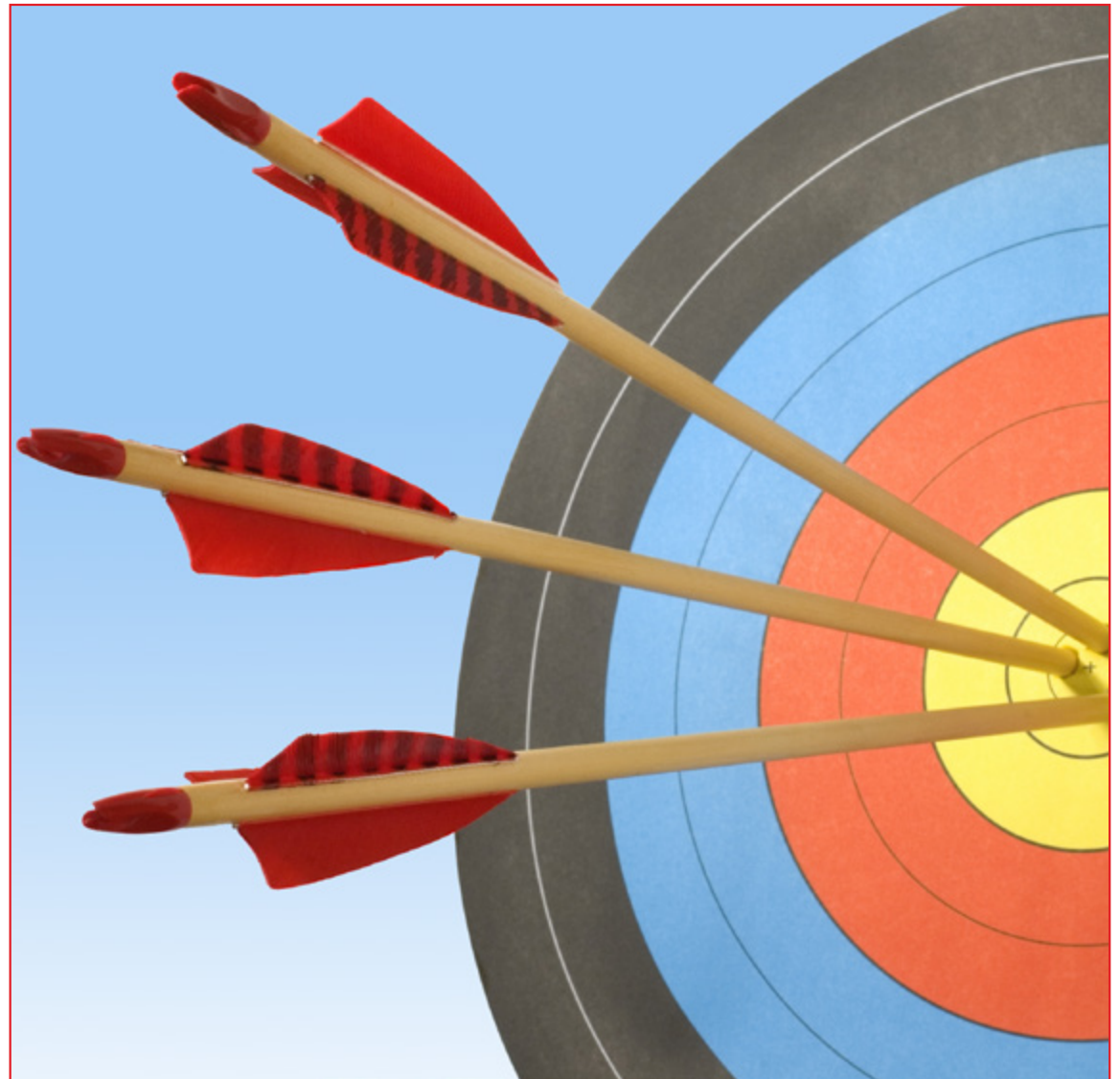
# Target & Investment

A heavy online, print and cinema consumer,  
The Popular Science reader is difficult to reach  
through traditional mass media.

- **71%** are big spenders
- **65%** have 2+ cars in their homes
- **72%** agree that they like to be well insured
- **\$231,760** in savings and investments
- Readers are **DIY enthusiasts**. They spend time and money on their homes
- Readers intend to invest heavily on **home entertainment** including computing, gaming and photography in the next 12 months
- Readers are frequent domestic and international **travellers**

Use Popular Science To Reach Them!

Source: Roy Morgan



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# The Popular Science Pillars

**1 THE LATEST TECHNOLOGY**  
We cover the latest developments in human technology, from the very large to the microscopic (and below). While we do cover gadgets, our scope extends beyond retail shelves to machines and devices that can make a difference. We will cover any machine or system that we believe has a role to play now or in the future, but our core technological beats include:

- **Information & Communication Tech**
- **Automotive**
- **Aerospace**
- **Large scale engineering**
- **Medical systems**
- **Entertainment**



# The Popular Science Pillars

## 2

### SCIENTIFIC DISCOVERY

Like other science magazines, we cover the more important new scientific discoveries, but PopSci always views this from a technological standpoint. How has human technology made this new discovery possible?

What are the implications for how it will affect YOUR life? Our science beat includes:

- **Materials and processes**
- **Agriculture**
- **Energy**
- **Space (with a focus on space travel)**





# The Popular Science Pillars

## 3

### FIXING THE FUTURE

While PopSci does not subscribe to the “black armband” view of the present and future, we recognise there are challenges to be faced and overcome. PopSci’s coverage of environmental, social and technological challenges is forward-looking and focuses on the fix. We publish positive stories on topics including:

- **Feeding the world**
- **Securing our energy supply**
- **Preventing disease**
- **Increasing quality of life**
- **Freedom through technology**
- **How technology serves democracy**





# The Popular Science Pillars

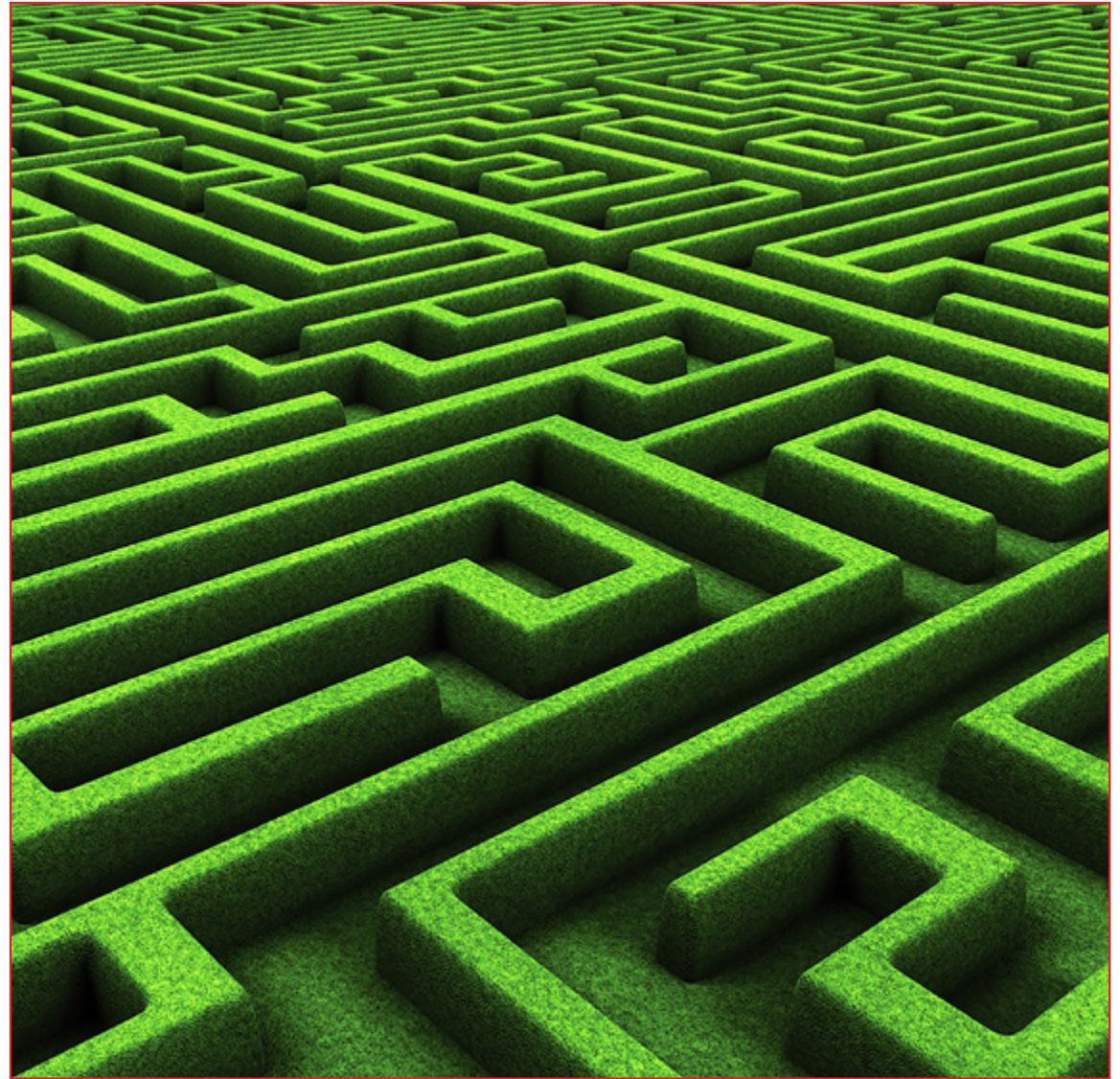
## 4

### NAVIGATING CHANGE

Since World War 2, Popular Science, as the magazine of “What’s New”, helps its readers understand the incredible changes that technology continues to bring to the world. We lay bare the implications of

new tech, in a beat that includes:

- **Energy infrastructure**
- **Transport (materials and people)**
- **Natural resources**
- **Health and life extension**
- **Communication**





# The Popular Science Pillars

## 5

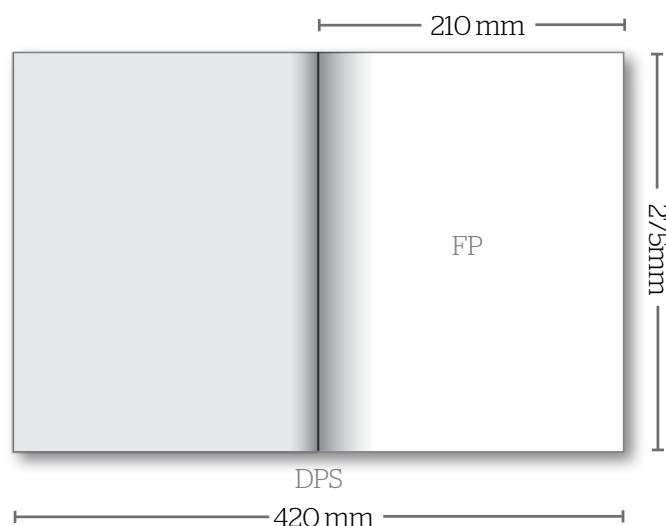
### **BUILDERS AND MAKERS**

PopSci is unique among science and technology magazines for its promotion of amateur inventors, and those of us who build and make our own technology for the love of it. There is a growing culture around skills-based hobbies and interests. We celebrate the dedication and inspiration of makers, with a dedicated magazine section and articles on:

- **Makerspaces**
- **Amazing inventions**
- **Impressive technology-based art**
- **Quirky or unusual solutions**
- **Amazing obsessions**
- **The tools and systems needed by makers**



# Rates & Specs - Magazine



	Casual	3x	6x	12x
<b>IFC DPS</b>	\$6,500	\$6,000	\$5,500	\$5,000
<b>OBC</b>	\$3,800	\$3,300	\$2,800	\$2,300
<b>1st RHP</b>	\$3,500	\$3,000	\$2,500	\$2,000
<b>DPS</b>	\$4,500	\$4,000	\$3,500	\$3,000
<b>Early RHP</b>	\$3,200	\$2,700	\$2,200	\$1,700
<b>Run of Book</b>	\$2,750	\$2,250	\$1,750	\$1,250
<b>DPS Advertorial</b>	\$5,100	\$4,600	\$4,100	\$3,600

All rates exclusive of GST

Plus 5 mm bleed on all sides. No type should be placed in the area 5 mm inside the trim. All files to be supplied as a high resolution (300 dpi or above) PDF.

**Published monthly and distributed nationally through: newsagents, supermarkets and various retail outlets, and on subscription.**

We love a challenge and welcome enquiries from agencies and direct clients alike. Spanning PopSci's mediums of Print, Web, Social Media, Events etc, our experienced team will work hard to find just the right fit and implementation in-line with your campaign requirements and KPI's.



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# Rates & Specs - Digital

Ad Unit	CPM - Targeted	CPM - Run Of Site	Size
Leaderboard	62	52	728 x 90
MREC	70	60	300 x250
Half Page	106	96	300 x 600
Skin Roadblock	224	214	Custom
Skin	166	156	Custom
Interstitial	140	130	640 x 480
Super Leaderboard	72	62	1,000 x 100
Mobile Banner	52	42	216 x 36
Sponsored Links	25	15	82 x 25 logo + 8-10 words

Newsletter	Subscribers PER SEND	Weekly Sponsorship	Size
Weekly (Fridays)	3,780	2,100 +GST	468 x 60 Banner + URL

EDM	Subscribers PER SEND	CPM/ Total Cost	Size
Pop Sci Database	2,560	3,370	Custom HTML to fit template provided

All rates exclusive of GST

**We are a dynamic team that can react quickly to a brief with exciting and cost-effective packages.**



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# Advertorial / Sponsored Content

An advertorial is the perfect medium to promote your product or service within PopSci. Working with our advertising and editorial teams, we'll write and design an advertorial that delivers your messaging in a concise, factual, entertaining and intelligent manner. Coupled with the magazine, we often post 'Sponsored Content' online to maximise impact and provide your company with a ready link to promote online, and product messaging to pass onto sales teams and retailers.



## Magazine Advertorial



## Sponsored Content Online



## Promoted via Facebook, EDM and newsletter



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# Contacts

**Please direct advertising enquiries to:**

**Cameron Ferris**  
**Group Advertising Manager, Tech,  
Gaming & Science**

**Interests:** Motorsport, History, Science,  
Technology, Film, Astronomy

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