

What is Popular Science?

The First General Interest Magazine & Website that Gives the Modern Smart Guy his fix.

Popular Science satisfies their hunger for the latest Innovations in Communications, Sports & Medicine, Automotive, Computers, Home Entertainment, Environment, Photography, Computing, Gadgets, Space, Robotics and more.

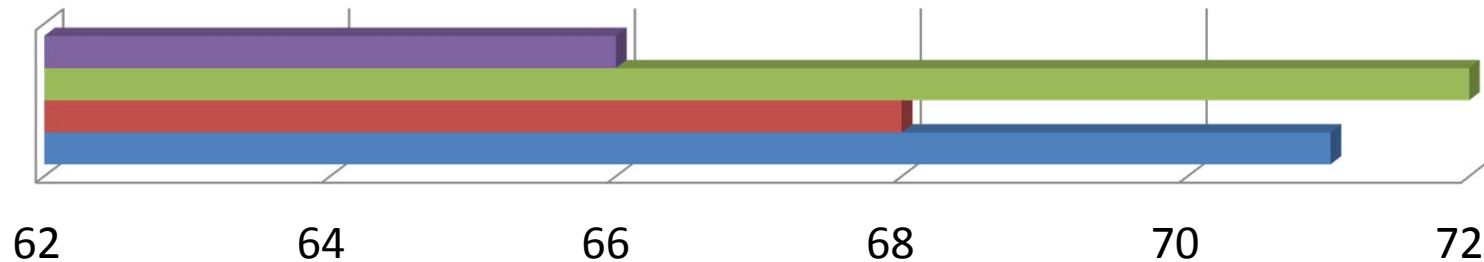
We are a Global Brand.

With over 140 years of heritage in the USA, Popular Science Has a proven track record of excellence and authority.

We Deliver Cutting Edge Technology in Accessible, Enjoy able Editorial.



Our Readers



- bought or recommended product seen in PopSci
- Have 2+ Cars in the home
- High Credit Card users
- Big Spenders

- Male 18-44 and the Majority work full time.
- 53% married, 41% young parents, 25% Students
- Mean household income \$137, 500; mean personal income \$89, 000.
- Skew to Professionals and Managers.
- Active and engaged with his health and appearance.
- Goes out of his way to learn everything he can about new technology.



Publication Dates & Deadlines 2014/15

Issue	Publication date	Booking Deadline	Material Deadline
August	July 18th	ASAP	July 7th
September	August 19th	July 31st	August 5th
October	September 16th	August 26th	September 1st
November	October 17th	September 23rd	September 30th
December	November 15th	October 20th	October 27th
January	December 12th	November 18 th	November 25th
February	January 16 th /'15	December 15th	December 22nd
March	February 16 th /'15	January 11 th	January 19th
April	March 15 th /'15	February 14th	February 21st
May	April 15 th /'15	March 12 th	March 19th
June	May 16 th /'15	April 16 th	April 23rd
July	June 15 th /'15	May 15 th	May 23rd

Size	Casual	3 Insertions	6 Insertions
Outside cover	\$4000.00	\$3650.00	\$3450.00
Inside cover	\$3500.00	\$3350.00	\$3200.00
Full Page	\$3250.00	\$3000.00	\$2700.00
Half Page	\$2200.00	\$2000.00	\$1800.00

Circulation:

29,919

Subscriptions:

6,348

Digital Subscriptions:

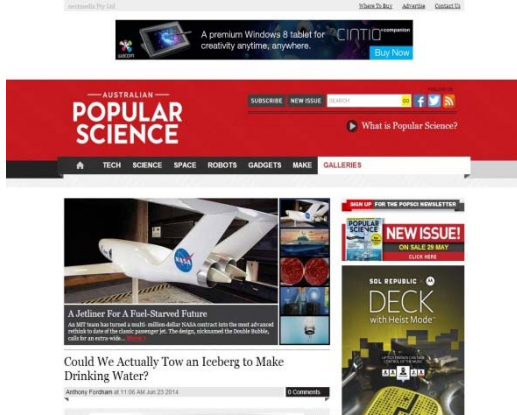
3,155

Readership:

70,000+

Average Oct-Dec 2014





Unique Browsers

124,777

Page Views

263,130

Newsletter Subscriptions

15,700

eDM Subscriptions

11,850

CREATIVE	RUN OF SITE (CPM)	SPECS
Leaderboard	\$65	728 x 90
Medium Rectangle (M-Rec)	\$75	300 x 250
Half Page	\$95	300 x 600
Interstitial (welcome advert)	\$175	640 x 480 (Freq Cap – 1 UB per day)
Site Skin (background only)	\$150	On request
Minisuite	POA	
Contextual/Keyword targeting	POA	
Sponsored Links	\$150 p/week	Logo + 8 – 15 words
Newsletter Sponsorship	Banner \$750 p/month	728 x 90
eDM	\$800 CPM	HTML (No Flash, No JavaScript)

