

LAUNCHING DECEMBER 18, 2007

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SCIENCE & THE NATURAL WORLD NATURE • TECHNOLOGY • MEDICINE • CULTURE

SCIENCE ILLUSTRATED

THE MOST ACCESSIBLE SCIENCE MAGAZINE

PICTURE DRIVEN
AUTHORITATIVE
EXPANSIVE

A NEW MAGAZINE FROM BONNIER!

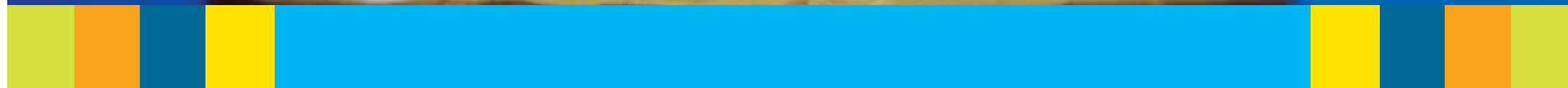
CHANGING THE SCIENCE MAGAZINE CATEGORY

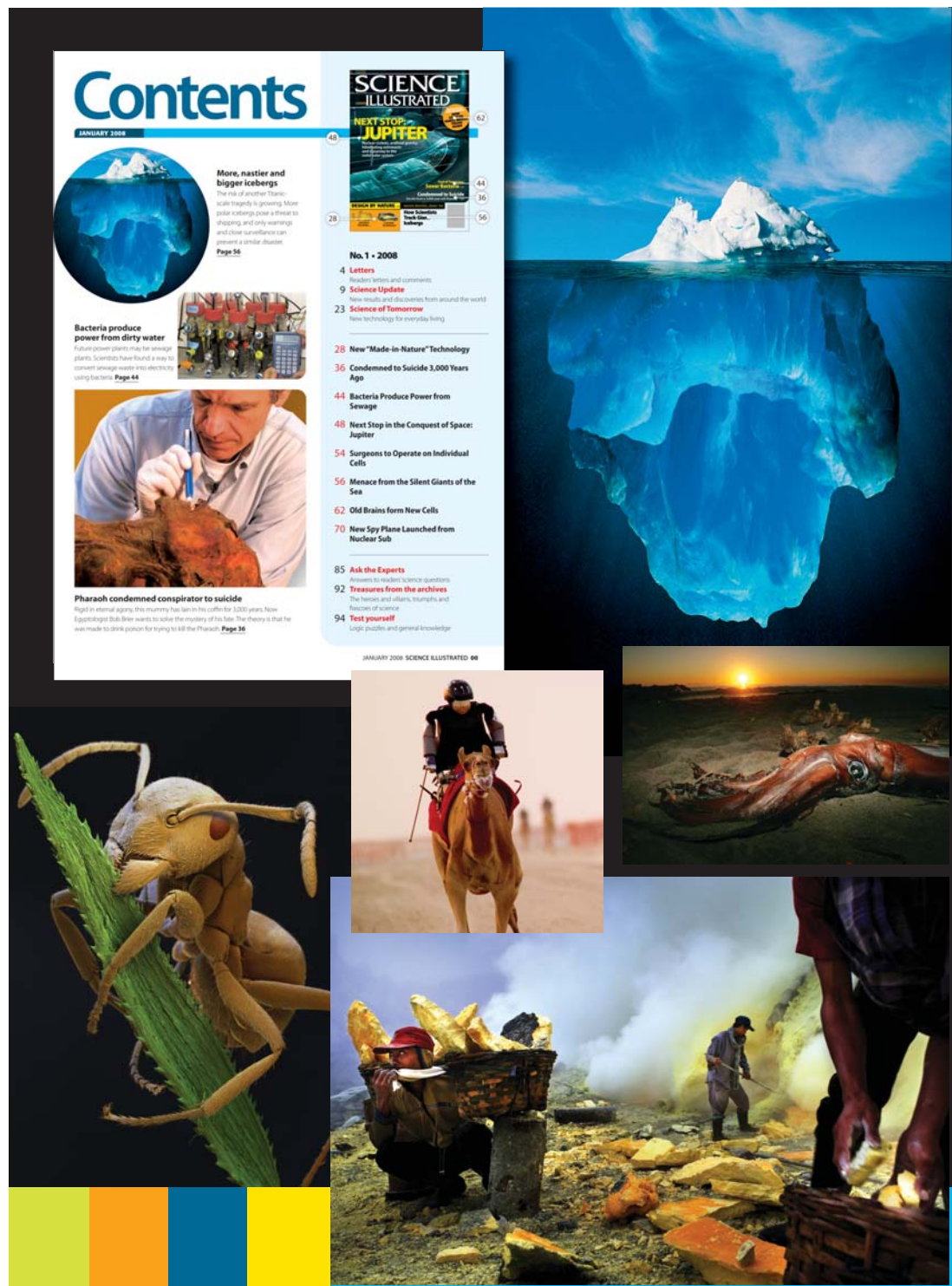
ENTERTAINING
EDUCATIONAL
EASY TO UNDERSTAND

Our Mission

Science Illustrated is the most authoritative, most accessible, most expansive magazine about science and the natural world. It's the magazine for intellectually curious men and women with a passion for science and discovery and a desire to share that passion with their families. Every bimonthly issue is an upbeat, optimistic, visually spectacular gateway to the world of cutting-edge science and discovery, covering an astonishing range of subjects, from paleontology to space exploration, from medical breakthroughs to the latest environmental insights. In this age of accelerating change and discovery, to understand science is to understand the world. *Science Illustrated* delivers that understanding—delivers the world—to the entire family.

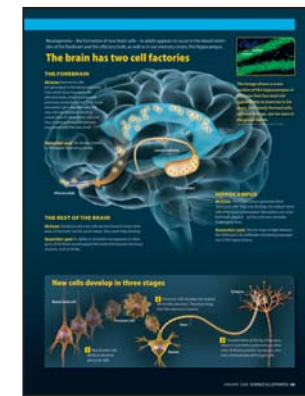
The eye of a needle dwarfs a crowd of microscopic sea life swimming in a shivering droplet of water. The photo, taken by Peter Parks, was one of the finalists chosen for this year's Nikon Small World Competition. The contest challenges amateurs and professionals alike to take the best image using a light microscope (the same kind you remember from science class in high school), which uses light to illuminate a specimen. The zooplankton—tiny krill, copepods and larvae—are a very important part of the ocean's food web, eating photosynthetic plankton and, in turn, being eaten by larger animals like fish and whales.





People Are Eager for a New Science Magazine

- Science Illustrated has something for everyone
- TBD Million People have Expressed an Interest in Science
- Science has never been more important in our daily lives



Research / Distribution

Science Illustrated Focus Groups – Summer 2007

People Care Deeply About Science

- They care about science and want to be knowledgeable about what is relevant in today's world
- There are "hot issues" that affect their everyday lives (the environment: global warming, energy, new technology, medicine, space, etc.)
- It is critical to be up-to-date in order to make good choices:
- To learn how to live longer and better
- To find "the next big thing" for investment purposes
- To keep pace with emerging technologies and innovations
- To come across as an intelligent, well-rounded person in social situations

People Are Eager for a New Science Magazine

- Everyone who viewed the magazine had a positive and enthusiastic reaction to Science Illustrated
- The engaging writing style is what's needed for a new scientific magazine
- The audience loved the subject matter. "Something for everyone"
- Educational for teens (useful for school)
- Gender neutral: initially picked up by men but will be equally enjoyable to women
- Respondents showed genuine interest in reading and buying it in the future

1st Half 2008 Distribution

Gross Subscriptions **60,000 copies**
Sold through direct mail, e-mail solicitations, and on-line

Single Copy distribution:

Bookstores **45,000**
Barnes & Noble, Borders, etc

Airports and other newsstands **45,000**
Major city airport newsstands where Pop Sci sells well & other select outlets

Specialty distribution **10,000**
Gift shops at science centers & museums, international outlets

Total Single Copy distribution **100,000**

Public Place copies **10,000**
High visibility, high traffic outlets such as Pediatrician's offices

Other Miscellaneous **5,000**

Total Distribution **175,000**

SCIENCE ILLUSTRATED

Science update

The first snakes had legs!
In Argentina scientists found fossils of 60-million-year-old fossil of primitive snake. The fossil, which the artist re-created, shows the snake had a pair of tiny, stubby legs. The fossil also shows the first snakes evolved on land and not in water.



Hill Revealed as Giant Pyramid
An ancient pyramid was discovered in the desert of Egypt. The pyramid is made of mud bricks and is the largest ever found. It is believed to be the tomb of a pharaoh.



The North Star Has a Close Partner
Astronomers have discovered a new star that is very close to the North Star. This star is believed to be a companion star to the North Star.



Did You Know...?
765°F
In the temperature of the water around an underwater volcano, water boils down in the Atlantic Ocean. This sets a new heat record for a "black smoker".

Science update

Kites Tow Ships Across the Sea
Sailing off prices may help bring back the age of sail.



Fleeing Footprints Attest to Huge Vesuvius Eruption
Scientists have found footprints of people fleeing from the eruption of Mount Vesuvius. The footprints are believed to be from the eruption in 79 AD.



Test Yourself

Brain Workout

1. Which number is missing?
3 4 13
8 8 56
1 5 24
9 7 40
2 2 2
5 3 X

2. What is the missing number?
11 26 41 11 17 31

3. What number should the missing hand point to?
79 = 24

4. Which is the best program?
A B C D

5. Which of these number pairs are the same?
1246 1347
1246 1347
1457 1323

Test Yourself

Trivia Countdown

5 point 4 point 3 point 2 point 1 point

1. Why was the river named this way?
2. What is the name of this river?
3. What is this object called?
4. What games is this animal?
5. What is this environment called?

Answers:
1. Because it was named after the river.
2. The Nile River.
3. A kite.
4. A kite.
5. A kite.

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Closing dates / Specs

Issue	Advertising Closing	Material Close	On Sale
JAN-FEB '08	11.08.07	11.15.07	12.18.07
MAR-APRIL '08	01.08.08	01.15.08	02.19.08
MAY-JUNE '08	03.06.08	03.13.08	04.22.08
JULY-AUG '08	05.08.08	05.15.08	06.17.08
SEPT-OCT '08	07.08.08	07.15.08	08.19.08
NOV-DEC '08	09.04.08	09.11.08	10.21.08

Printing: Web offset, perfect bound.
Trim Size: 8" x 10-7/8"

Ad Page Dimensions:	Non-Bleed	Bleed
Full Page:	7"w X 10"h	8-1/4"w X 11-1/8"h
Spread	15"w X 10"h	16-1/4"w X 11-1/8"h
2/3 Page:	4-5/8"w X 10"h	5-5/16"w X 11-1/8"h
1/2 Page Digest:	4-5/8"w X 7-5/8"h	5-5/16"w X 8-3/8"h
1/2 Page Horizontal:	7"w X 10"h	8-1/4"w X 5-3/8"h
1/2 Page Vertical:	3-3/8"w X 10"h	4"w X 11-1/8"h
1/3 Page Vertical:	2-1/8"w X 10"h	3"w X 11-1/8"h
1/3 Page Square	4-5/8"w X 5"h	5-5/16"w X 5-3/8"h
1/6 Page:	2-1/8"w X 5"h	-----

Please allow 1/4" safety from trim. For spreads, allow 1/8" safety on each side of the gutter. Allow 3/8" safety from all bleed sides.

Rates

2008 Open Rates: National

	Creative Unit	1x Open Rate
4 Color Bleed	Full PG 4C	10,000
	2/3 PG 4C	7,665
	1/2 PG 4C	6,625
	1/3 PG 4C	4,600
Black/White Bleed	Full PG BW	7,050
	2/3 PG BW	5,410
	1/2 PG BW	4,675
Covers Bleed	1/3 PG BW	3,245
	CVR 2 4C	12,000
	CVR 3 4C	10,995
	CVR 4 4C	14,350

2008 Open Rates: Direct Response

	Creative Unit	1x Open Rate
4 Color Bleed	Full PG 4C	7,500
	2/3 PG 4C	5,750
	1/2 PG 4C	4,970
	1/3 PG 4C	3,450
Black/White Bleed	1/6 PG 4C	1,815
	Full PG BW	5,290
	2/3 PG BW	4,060
	1/2 PG BW	3,505
	1/3 PG BW	2,435
	1/6 PG BW	1,280