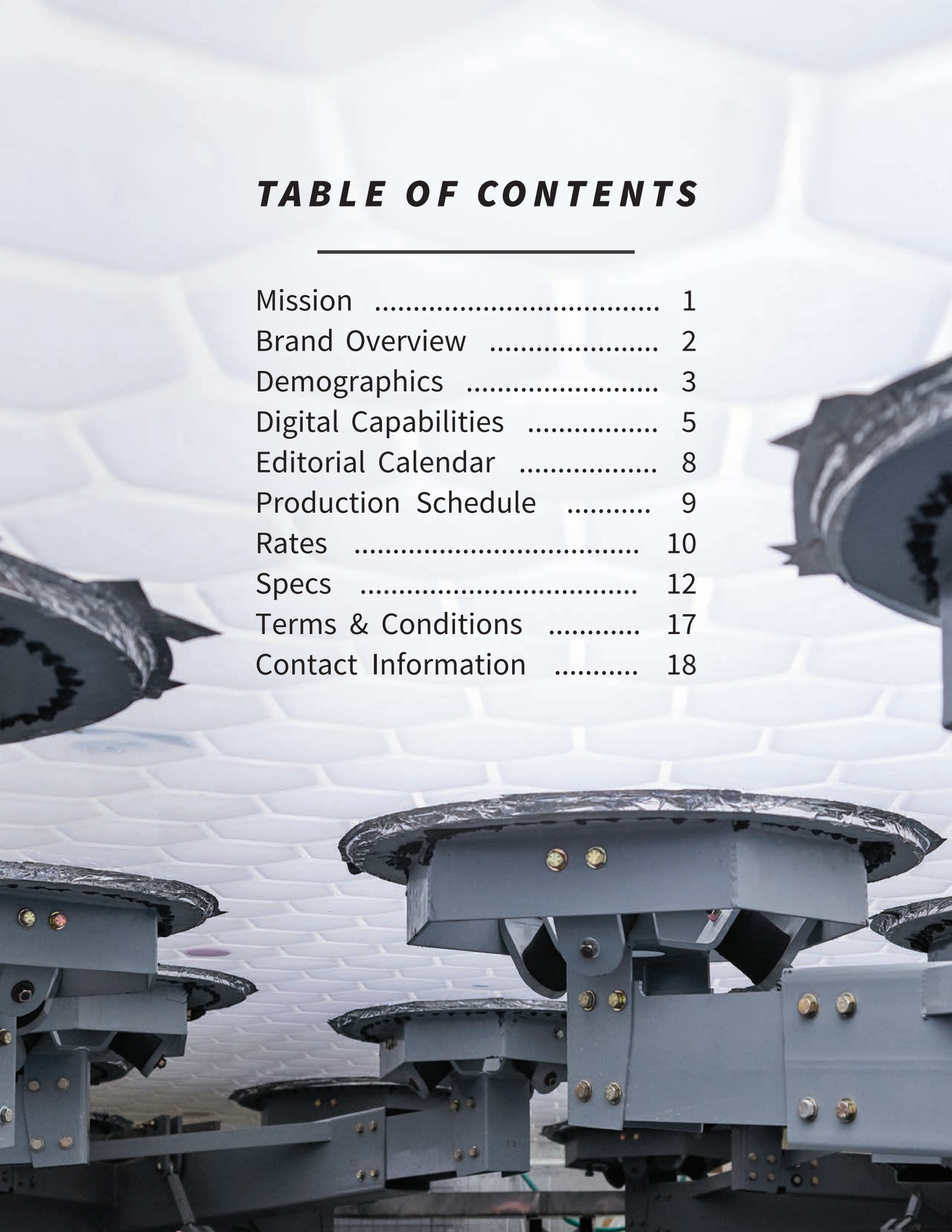
POPULAR SCIENCE

2020 MEDIA KIT



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MISSION



Popular Science demystifies the world. We explain the inner workings of the phone in your pocket, explore world-changing innovations, and examine everything from the marvels of deep space to the secret lives of staples like bread. We bring science and tech right to your doorstep.

CORINNE IOZZIO
Popular Science Editor-in-Chief

BRAND OVERVIEW

PRINT

PRINT AUDIENCE: **7,026,000**
RATE BASE: **500,000**

DIGITAL

AVG. MONTHLY UV: **4,481,930**
AVG. MONTHLY PAGE VIEWS: **6,783,197**
TABLET AUDIENCE: **384,031**

EMAIL

E-NEWSLETTER SUBSCRIBERS: **350,000**
E-BLAST SUBSCRIBERS: **200,000**

SOCIAL

3.5MM+
followers

1.3MM+
followers

110k+
followers

56.5k+
subscribers

PODCAST



30k+
weekly listeners

Source: Google Analytics 6 month avg (Oct 2019-Mar 2020); 2019 MRI Doublebase; comScore Media Metrix Multi-Platform 12-Month Avg (Aug 2018-July 2019)

DIGITAL DEMOGRAPHICS

total audience **5.8 MM+**

30% | 18 - 34

47% | 25 - 54

44% | 50+

INCOME

63% | HHI $60,000+

53% | HHI $75,000+

41% | HHI $100,000+

have **KIDS** **40%**

52% MALE



GENDER DIGITAL READER



48% FEMALE

Source: comScore Media Metrix, March 2020

PRINT DEMOGRAPHICS

47.7
MEDIAN AGE

27% | 18 - 34

54% | 25 - 54

45% | 50+

36.6% consider themselves to be an automotive enthusiast *(Index 126)*

44.4% like to discuss my knowledge of technology or electronic products with others *(Index 129)*

70% are fascinated by new technology *(Index 121)*

35.6% are among the first of their friends and colleagues to try new technology products *(Index 122)*

Popular Science readers spent **$5.1 billion** on home DIY projects in the last 12 months.

$78,199
MEDIAN INCOME

63% | HHI $60,000+
52% | HHI $75,000+
36% | HHI $100,000+

71%
Att/Graduated College

67%
Employed

65%
Partnered/ Married

37%
Have Kids

68%
Own Home

82%
MALE



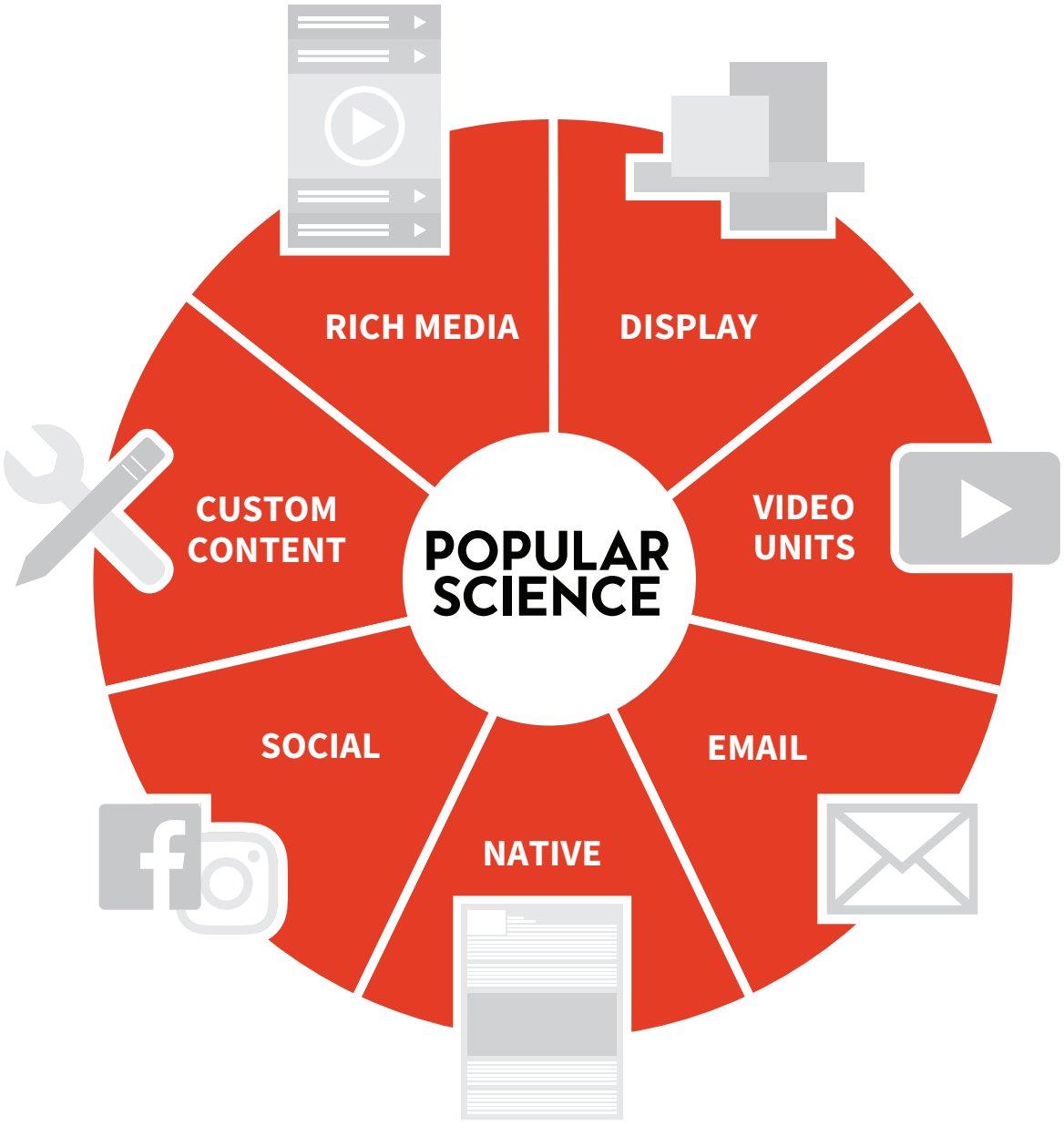
GENDER MAGAZINE READER



18%
FEMALE

Source: 2019 MRI Doublebase

DIGITAL CAPABILITIES



DIGITAL CAPABILITIES

DISPLAY

Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.

- Standard
- High-Impact
- Mobile

VIDEO UNITS

Video messaging. Distribute brand video that is 15 seconds or longer.

- Pre-roll
- Outstream
- Native

EMAIL

Editorial newsletter sponsorships and dedicated partner emails. Reach some of our most engaged audiences.

Dedicated Partner E-blasts
200,000 *subscribers*

- 100% custom partner messaging *(client-provided or Bonnier-created)*
- Available on Monday, Wednesday, and Friday

E-Newsletter Sponsorships
350,000 *subscribers*

- 728x90 and/or 300x250 sponsorship of our editorial newsletter
- Option for native inclusion in email content
- Available on Tuesday, Thursday, Saturday and Sunday

NATIVE

Ads that look like editorial and are marked as sponsored. Drive directly to your site, distribute your content in our site framework, or let our team create the content for you.

- Video
- Display

SOCIAL

Sponsored posts or brand ads from our page handles.

- Facebook
- Instagram
- Twitter

CUSTOM CONTENT

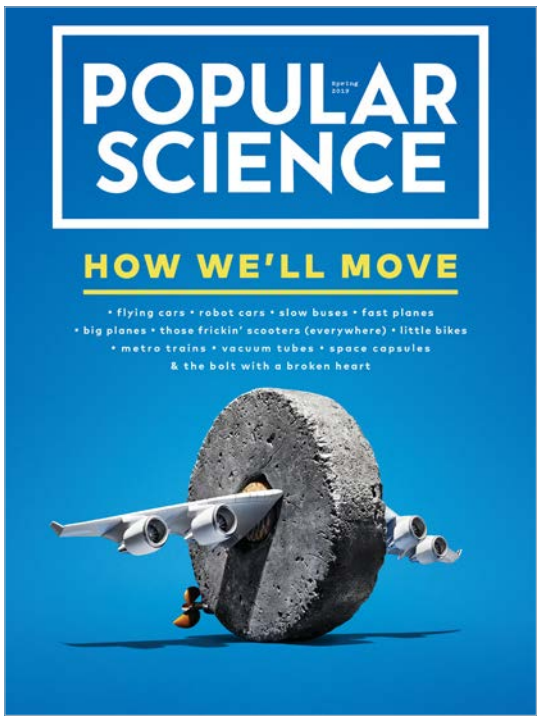
Brand name or product integrations in editorial. Or partner with us to create branded content, which we will help distribute, and that you can own and use on your brand properties.

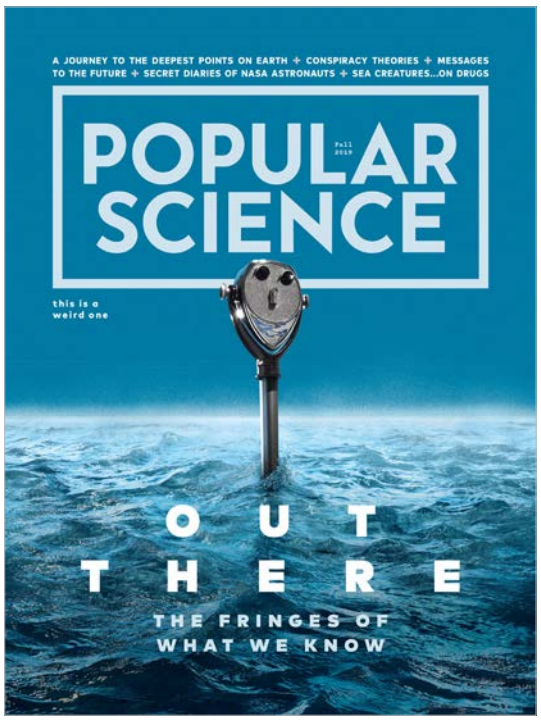
- Video
- Articles
- Photography

Distribution Types Available

- Published to popsci.com; promoted editorially and via native ads
- Promoted in *Popular Science*'s editorial email newsletters and dedicated partner e-blast(s)
- Facebook native video posts and amplification
- Facebook link posts for written content and amplification
- Instagram video posts and amplification
- Instagram photo posts and amplification
- Print advertorials
- *And more*

Popular Science









EDITORIAL CALENDAR

Spring
ORIGINS / OLD STUFF

AD CLOSE: **1/6/20** *ON SALE:* **2/25/20**

This issue will focus on beginnings: what we can unearth about what's come before, and what we'll leave behind for the future. From seminal examples of important technologies to animal foreparents, we'll take readers on a crackin' ride through history in the making. Yes, there will be dinosaurs. Yes, there will be archaeology, conservation, and restoration. Yes, it will be awesome—a classic, if you will.

Fall
MYSTERIES

AD CLOSE: **8/11/20** *ON SALE:* **9/29/20**

Science is one big detective story, and our Fall issue will take that truth and run with it. Why do we see ghosts? Will we ever be able to close cold-case files? Can anyone make a perpetual motion machine? Loch. Ness. Monster. (Maybe.) This issue will explain the hard-to-explain—and embrace being gloriously stumped by the unsolvable secrets of our universe.

Summer
PLAY

AD CLOSE: **3/30/20** *ON SALE:* **5/19/20**

We're embracing summer and diving (get it?) into the world of play. There will be games, Olympic stadiums, sports and puzzles and awesome feats of human ability. And not just humans, either. How do animals play? What is "fun" for an Artificial Intelligence? We're about to get serious about fun. But not too serious. Because fun! FUN!

Winter
THRIVE

AD CLOSE: **10/12/20** *ON SALE:* **12/1/20**

Crises have a knack for finding every fissure, breaching faults in our communities. But every newly exposed vulnerability is also an opportunity—a reminder that we can do better. Contagion spawns medical discovery. Strained supply chains demand innovation. Inequality motivates redress. Isolation inspires togetherness. Viruses adapt; so can we.

NOTE: EDIT CALENDAR SUBJECT TO CHANGE

PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
Fall 2020	8/11/20	8/17/20	9/29/20
Winter 2020	10/12/20	10/19/20	12/1/20
Spring 2021	1/4/21	1/11/21	2/23/21

NOTE: Please upload files to ad portal – http://adportal.bonniercorp.com

STANDARD RATES

EFFECTIVE DATE OF RATE:	*FREQUENCY:*	*RATEBASE:*	*CLASSIFIED RATE:*
Jan 2020	**4x**	**500,000**	**$28.50** ***per word*** *12 word-minimum*

DISPLAY

AD MEDIA SPECS	FULL PAGE	⅔ PAGE	½ PAGE	⅓ PAGE
Four Color	$78,590	$65,810	$51,080	$35,360
Black & White	$62,880	$52,660	$40,870	$28,290

COVERS

AD MEDIA SPECS	COVER 2	COVER 3	COVER 4
Cover	$94,300	$86,450	$102,160

SHOWCASE

4C	FULL PAGE	½ PAGE	⅓ PAGE	⅙ PAGE	1/12 PAGE
1x	$45,120	$29,320	$20,300	$10,150	$5,070
3X	$42,860	$27,850	$19,280	$9,640	$4,810

DIRECT RESPONSE

4C	1 INCH	2 INCHES	3 INCHES
1x	$1,180	$2,280	$3,300
3X	$1,120	$2,160	$3,135

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

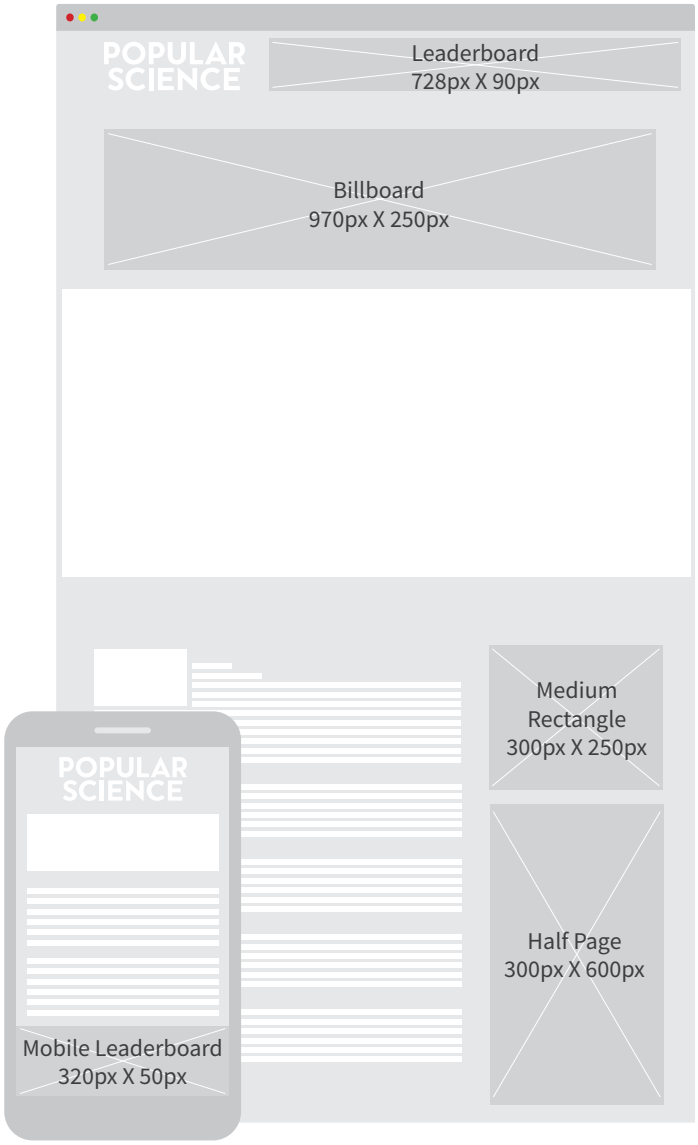
Orders cannot be canceled or changed after closing date.
All space rates gross / production costs net • Rates subject to change.



For 147 years,

Popular Science ***has pointed readers to the wonders of science, technology, and the future.***

DIGITAL SPECS



STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications *(www.iab.net)*

- DoubleClick for Publishers *(DFP)* is used to serve all Bonnier Corp advertisements
- There is a minimum of a 48-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All standard ad types are accepted *(JPG, GIF, HTML)* except where noted

FILES

- File Types Accepted: jpg, gif, HTML
- Initial Load Size: 200K
- Polite Load Size: 300K*
- Complete Load Size: 120K*

** Polite and Complete download only apply to creatives served via a third party*

EXPANDING ADS

- 728x90 expands to 728x225 *(down)*
- 300x250 expands to 400x350, 300x600, 600x250 *(left)*
- 300x600 expands to 600x600 *(left)*

PUSHDOWN

- 970x90 *(non-expanded)*- 200k
- 970x250 *(expanded)*- 300k
- Controls: Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse off

MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click-on-expand button
- Ad should retract upon mouse off or clicking a close button. If the ad expands with user click, the panel still must retract when mouse is removed.
- Any sound should be user initiated by click, not mouse over

FILE AD SPECIFICATION

CREATIVE NAME	AD SIZE
Leaderboard	728px X 90px
Billboard	970px X 250px
Medium Rectangle	300px X 250px
Half Page	300px X 600px
Mobile Leaderboard	320px X 50px

DIGITAL SPECS

SOCIAL

Facebook, Instagram integration opportunities available

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors, please contact range365.com. Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Sizmek
- Bluestreak
- Flashtalking
- Campaign Manager *(formerly Doubleclick)*
- Interpolis
- Etc.

ANALYTICS

Integrated with Moat Analytics for viewability, attention metrics, and verification.

MOAT

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls
- Internal Redirect (InRed) format should be provided for Campaign Manager tags
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18 fps
- Animation length should not exceed 15 seconds

RICH MEDIA GUIDELINES

- 3 loops + 15 sec animation *(3x/15 seconds)*
- Additional Video File Size: 2.2 Mb

E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 350,000

- 728x90 and 300x250
- File size cannot exceed 200k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL's and impression pixels ONLY for tracking purposes

E-BLASTS

SUBSCRIBER SIZE: 200,000

- Max pixel width 650. Size recommend as standard is 569
- All images are jpg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

PRE-ROLL

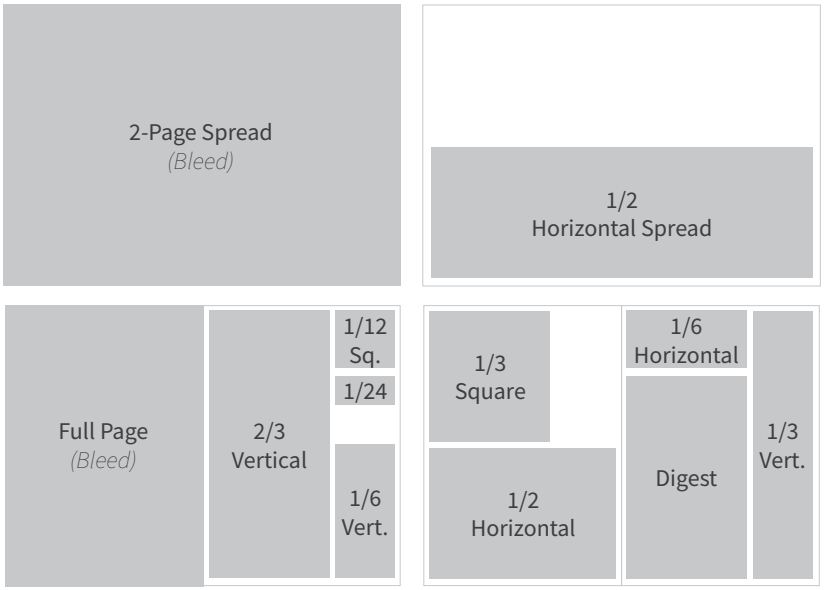
- Video Dimensions: At least 640px wide
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 2 Mb
- Aspect Ratio: 16: 9
- Target Bit Rate: 400 kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 fps
- Lead Time: 5 days prior to launch
- Additional Notes: *VAST/VPAID creatives accepted *(linear format only, no companion units, cannot contain Flash elements)*

HIGH IMPACT UNITS

The following units are available and their specs can be provided upon request.

- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel *(w/ Video Option)*
- 300x600 Halo *(w/ Video Option)*
- Native Ads, Native Video Ads
- Outstream Video
- High Impact Mobile Units Expanded Panel must include a close button
- Expanded Panel must close on mouse off

PRINT SPECS



FILE AD SPECIFICATION

AD SIZE	NON-BLEED	BLEED	TRIM
2-Page Spread	14" x 10"	16" x 10.75"	15.75" x 10.5"
Full Page	7" x 10"	8.125" x 10.75"	7.875" x 10.5"
2/3 Page Vertical	4.625" x 10"	5.125" x 10.75"	4.875" x 10.5"
1/2 Page Horizontal	7" x 5"	8.125" x 5.25"	7.875" x 5"
1/2 Page Horiz. Spread	14" X 5"	16" x 5.25"	15.75" x 5"
Digest	4.625" x 7.5"	5.125" x 8"	4.875" x 7.75"
1/3 Page Square	4.625" x 5"	5.125" x 5.25"	4.875" x 5"
1/3 Page Vertical	2.25" x 10"	2.75" x 10.75"	2.5" x 10.5"
1/6 Page Vertical	2.25" x 5"	N/A	N/A

SHOWCASE	NON-BLEED
1/2 Page Horizontal	7" x 5"
1/3 Page Square	4.5" x 5"
1/3 Page Vertical	2.25" x 10"
1/6 Page Vertical	2.25" x 5"
1/6 Page Horizontal	4.5" x 2.375"
1/12 Page Square	2.25" x 2.375"
1/24 Page Horizontal	2.25" x 1"

LAYOUT/PRODUCTION NOTES:

- Allow .25" safety area within TRIM on all 4 sides *(no live matter)*
- Ensure that crop marks are offset .125" from bleed

PRINT SPECS

PRINT SPECIFICATIONS

Trim Size: 7.875" x 10.5"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design, and prepress services are available; rates upon request.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size ***(see chart at right)*** **and add .125" bleed on all 4 sides**. Ensure that crop marks are offset .125" from bleed.

Allow .25" safety area within trim on all 4 sides *(no live matter)*

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res *(300 dpi)* in CMYK. B/W images must be high res *(300 dpi)* grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. (**Recommended:** Use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

AD MATERIAL SUBMISSIONS

Submit files via our Ad Portal at adportal.bonniercorp.com

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:
Popular Science / Magazine Issue
Attn: Kelly Kramer Weekley
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789

PRODUCTION CONTACT
Kelly Kramer Weekley / 407.571.4792
kelly.kramer.weekley@bonniercorp.com

Founded in 1872,
Popular Science
is the world's
largest science and
technology magazine.



TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in *Popular Science* MAGAZINE (the "Magazine") published by Bonnier Active Media (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the AAM. Total audited circulation for the Magazine comprises paid plus verified.

3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

5. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.

6. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.

7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.

8. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.

9. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

10. Creative work produced by Publisher remains the sole property of Publisher.

11. Until credit is approved, Advertisements are run on a prepaid basis only.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.

13. Special advertising production premiums do not earn any discounts or agency commissions.

14. The Magazine is subject to the *Popular Science* 2020 issue-by-issue tally (IBIT) pricing system.

CONTACT INFORMATION

SALES

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kelly.kramer.weekley@bonniercorp.com

Send Advertising Materials To:

Popular Science **/ Production**
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789
Attn: Kelly Kramer Weekley
Special Instructions: Magazine Issue

For Customer Service and Subscription questions, such as renewals, address changes, e-mail preferences, billing, and account status, go to ***popsci.com/cs***. Or call toll free ***1.800.289.9399***.