



# New Scientist Media kit 2022

[newscientist.com](https://newscientist.com)

# We are *New Scientist*

In a world where true facts are in short supply, there has never been a greater need for a trusted, impartial source of information about what's going on in the world – or a greater need for inspiration through great ideas.

From artificial intelligence to climate change, from the latest innovations in health to the mysteries of quantum physics and the human mind, New Scientist covers the ideas and innovations that matter. We talk to researchers at the cutting edge, sift fact from fiction, and distil it all into an intelligible, need-to-know digest.



## Our mission

- To bring you the most exciting new ideas in science and technology
- We believe science is for everyone and can make the world a better place
- We want to inspire curious minds with the very best stories and experiences

## Our promise

To share our passion for science and discovery and deliver trusted, entertaining and engaging news, insights and experiences about the universe and how it works

# Introducing our audience

New Scientist connects brands, products and services to a global, affluent and engaged audience of business decision-makers, purchasers and the general public with an interest in science and technology, allowing your brand-building and marketing messages to be associated with the thought-leadership of influential editorial content.

## Global

~~33%~~ US

~~22%~~ UK

~~16%~~ Australia

~~29%~~ Rest of the World



## Engaged



~~99%~~  
actively purchased



~~1hr 9mins~~  
average print read time



~~3min 31sec~~  
average time per digital session



~~10.15~~  
pages read per app session



## Affluent

~~66%~~  
AB

~~88%~~  
ABC1



~~77.9%~~  
educated to degree level



~~40+~~  
average age



~~£40k~~  
average income



~~63%~~  
currently saving



~~23%~~  
have 2+ credit cards



~~79%~~  
own 1 or more cars



# A multi-platform brand

Established in 1956 as a print magazine, New Scientist is now a global brand spanning multiple channels

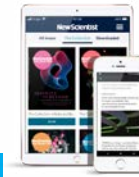


~~143,980~~ — ~~8m~~

paid circulation



online page views per month



~~50k~~

app users



~~30k+~~

event attendees



~~8m+~~

followers on Facebook, Twitter,  
Instagram, YouTube and TikTok



~~372.5k~~

email newsletter subscribers



~~480k~~

jobseekers on New Scientist Jobs

# Magazine

New Scientist is the world's most popular weekly science and technology magazine. Its website, app and print editions cover international news from a scientific standpoint, and ask the biggest-picture questions about life, the universe and what it means to be human. If someone in the world has a good idea, you'll read about it in New Scientist.

New Scientist communicates brands, products and services to a discerning and influential audience of business decision-makers, purchasers and those with a keen eye for technology. New Scientist provides an environment where brand building and marketing messages can be associated with the thought-leadership of influential editorial content.

## CONTACT

[display@newscientist.com](mailto:display@newscientist.com)

### News section

Award-winning reports, insight and analysis from the week in science and technology

### Views section

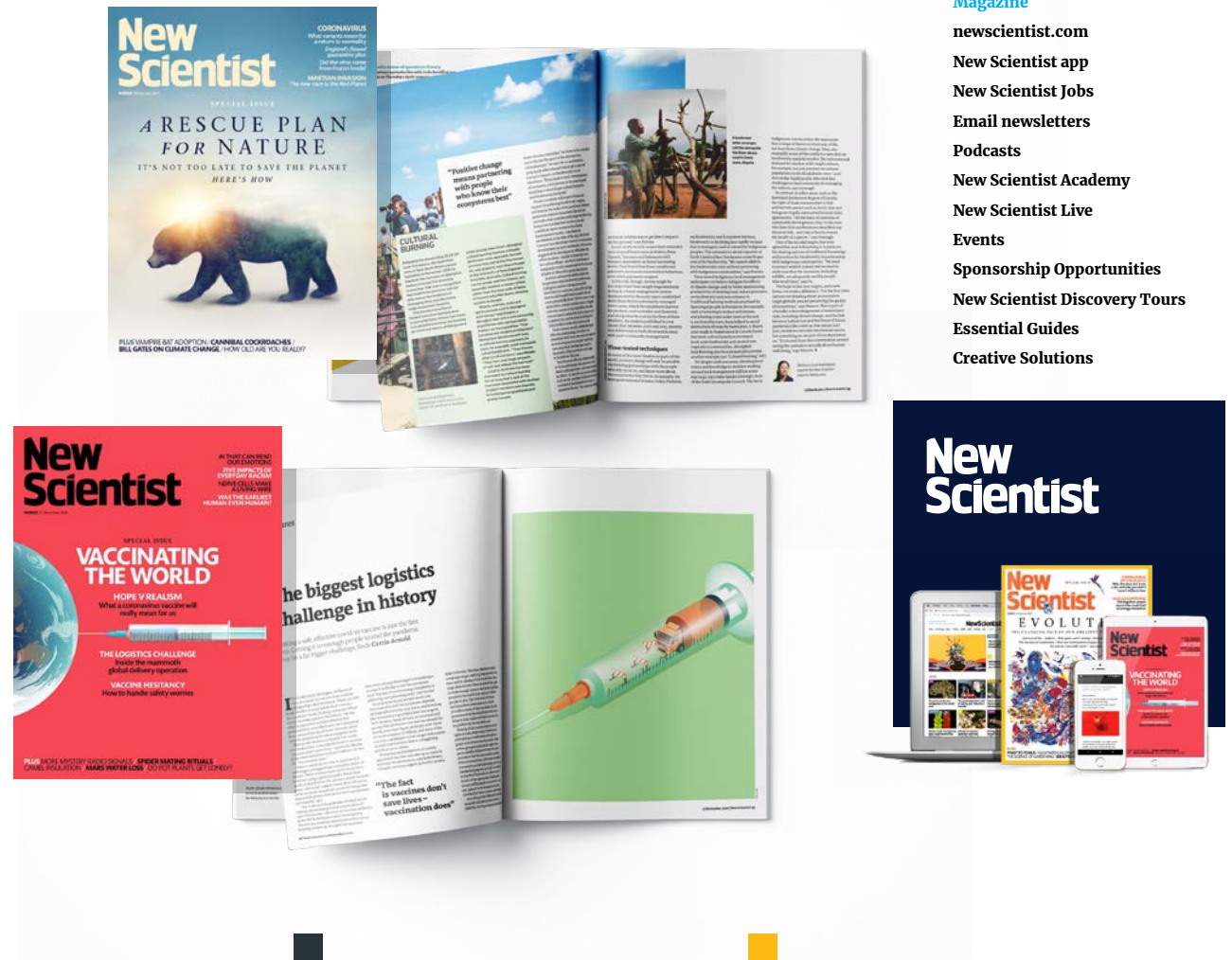
Comment and columnists, reader letters, books & culture and more

### Features section

In-depth, entertaining long reads showcasing the cutting edge of scientific research

### The back pages

Puzzles including our weekly crossword, humour, your questions answered and more



New Scientist:  
A multi-platform brand

## Magazine

[newscientist.com](http://newscientist.com)

New Scientist app

New Scientist Jobs

Email newsletters

Podcasts

New Scientist Academy

New Scientist Live

Events

Sponsorship Opportunities

New Scientist Discovery Tours

Essential Guides

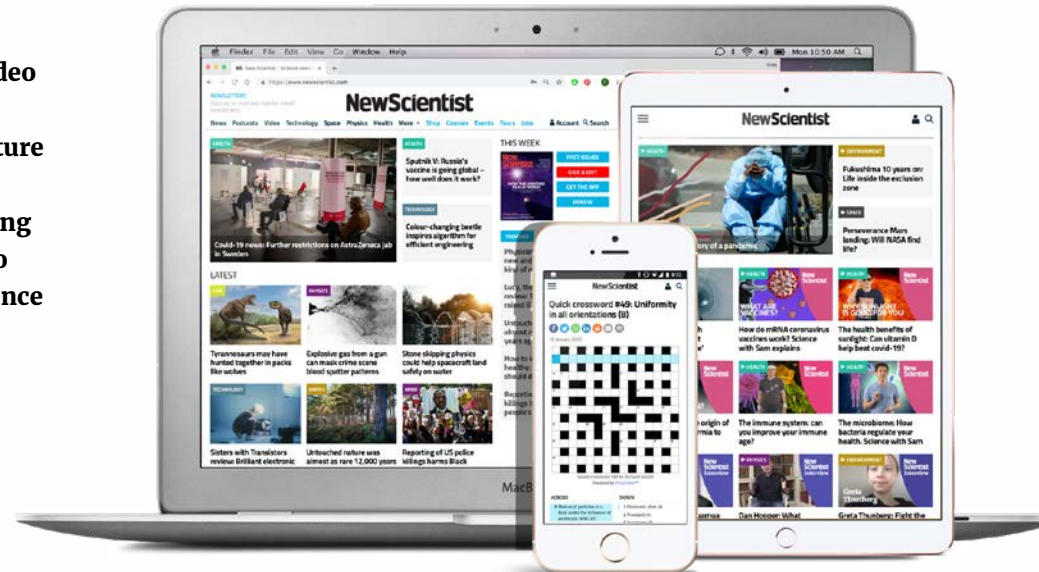
Creative Solutions

# newscientist.com

Featuring all the magazine content and more, with a wealth of news, opinion, in-depth articles, blogs, opinion and video content added daily, newscientist.com attracts a global readership. With a mixture of paywalled and free content, and comprehensive archive content stretching back over 30 years, it is the ideal place to expose your brand to an informed audience hungry for new ideas.

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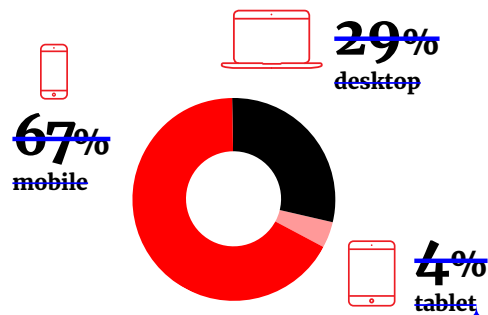
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Creative Solutions

## Multi-platform



## Engaged

~~8m~~

page-views  
per month

~~4.5m~~

unique-users

~~68%~~

browse for 30  
seconds or more

~~3m 31s~~

on page

## Social

~~3.5m~~ ~~4.06m~~



~~484k~~ ~~221k~~



~~88k~~



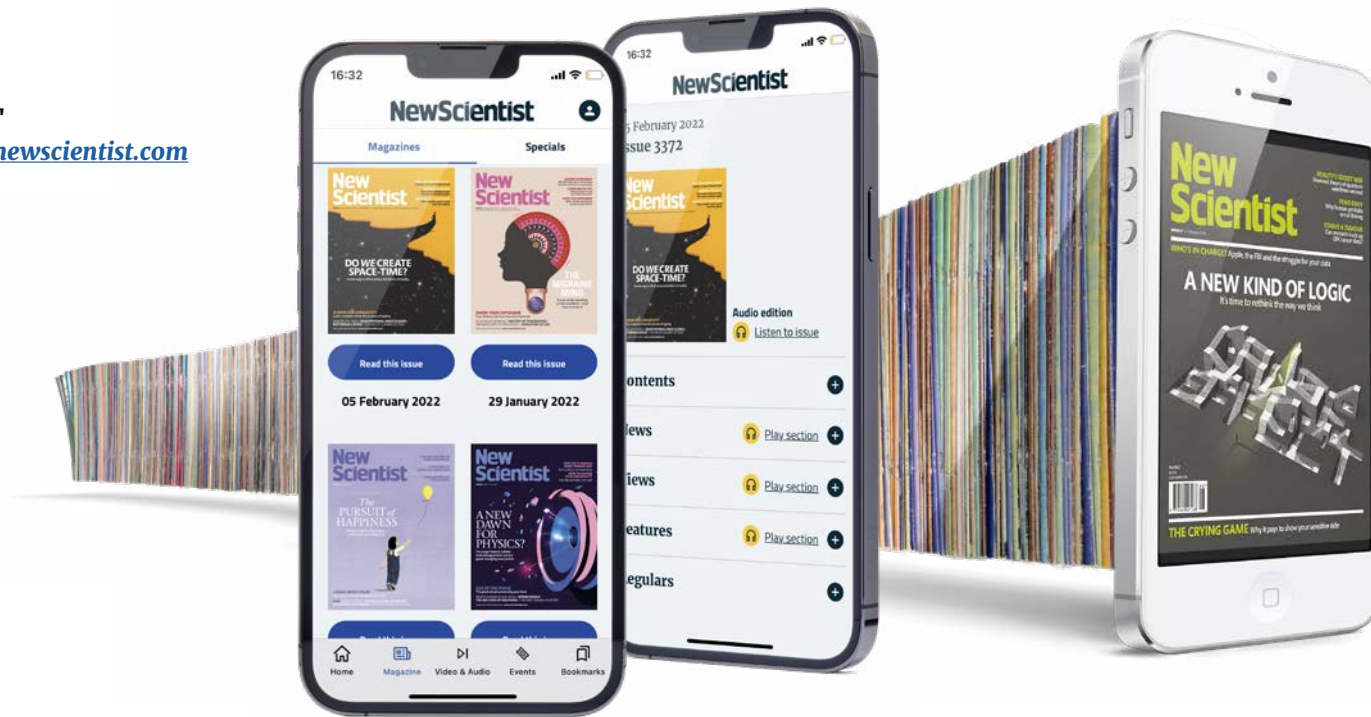
Source: Google Analytics Jan - Dec 2021

## The app

Available for Android and Apple smartphones, our app offers the current magazine issue and all issues of New Scientist: The Collection, as well as access to our 25-year online content archive.

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New  
Scientist  
App

**50k**  
app users  
worldwide

**85%**  
Apple users

**15%**  
Android users

**8.9**  
average pages  
per session

**11m 17s**  
session duration

Source: Google Analytics Jan – Dec 2021



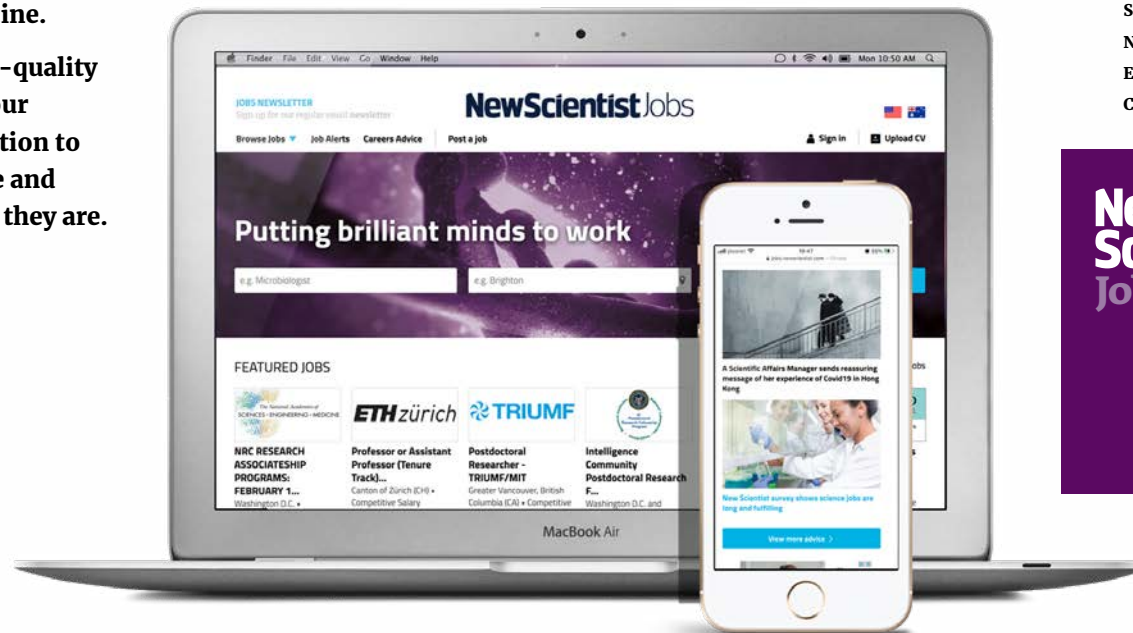
# New Scientist Jobs

## Putting brilliant minds to work

Since its inception New Scientist has been helping people find jobs with the very best career advice and insight, and the largest range of openings across science, technology, engineering and medicine.

New Scientist Jobs can help you drive a high-quality response for a single vacancy or promote your employer brand, offering you a flexible solution to manage your recruitment and reach, engage and attract the best talent wherever in the world they are.

For more information on how to advertise or post a job with New Scientist Jobs visit [newscientistjobs.com](https://newscientistjobs.com) or call +44 (0) 203 6156458



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**480k**  
registered users

**56,300**  
monthly visits

Source: Madgex – April 2021, Google Analytics 2021



## Email newsletters

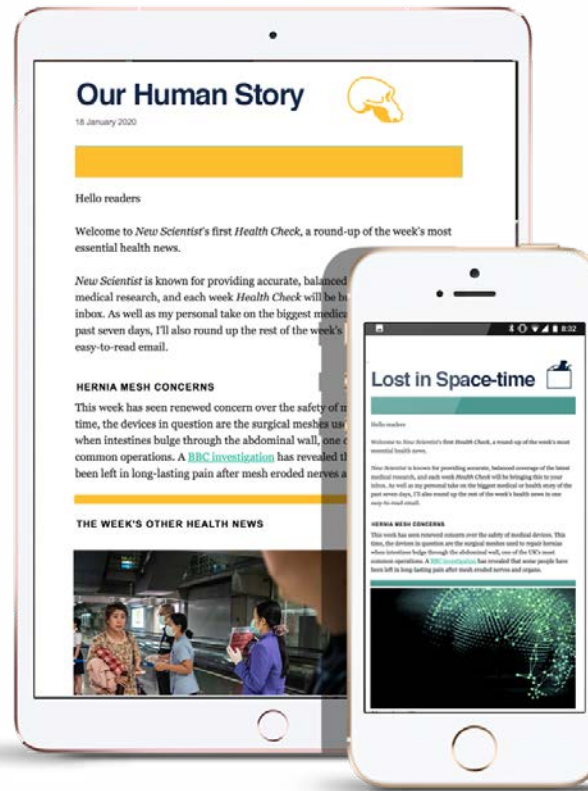
The main, weekly New Scientist newsletter features the latest stories from the magazine alongside fresh content from the website and new videos. With over three hundred and twenty thousand subscribers, it boasts an average ~~20% open rate~~.

## Third party emails

New Scientist also provides a third party email service for you to promote your own message, product or cause to our engaged audience. Our in-house team can build the email for you or you can provide the artwork, and it can be delivered to our global opted-in database or a bespoke target audience.

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New  
Scientist  
Newsletters

NS

The Weekly



The Daily



Fix The Planet



Health Check



Launchpad



Lost in Space-time



Our Human Story



Wild Wild Life

~~327.5k~~

newsletter  
subscribers

~~169k~~

opted in for 3rd party  
communications

~~New for 2022~~

~~New, subject and region specific newsletters  
have launched this year including Parental Guidance,  
Lost in Space-time and New Scientist America.~~

## Podcasts

Our hugely popular podcast, New Scientist Weekly, was launched in 2020. Exploring some of the burning issues in the world of popular science, it features members of the New Scientist team as they discuss their chosen stories from the week appealing to both science lovers and those with little scientific knowledge. The podcast has an extremely loyal listener base with around 23,000 listening to each episode.

A bespoke solution can be tailored to your objectives with options including advertising slots, host-read announcements and interviews with our award-winning podcast team either as a one-off or a series of episodes.

### CONTACT

[display@newscientist.com](mailto:display@newscientist.com)

**23k**

average downloads  
per episode

**2.5m +**

total downloads  
to-date

**166**

countries with  
listeners



**2021 Winner:  
Best Science &  
Medical Podcast**

**2021 Winner:  
Best podcast  
of the year**

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**New  
Scientist  
Podcasts**



# New Scientist Academy Science Courses for Everyone

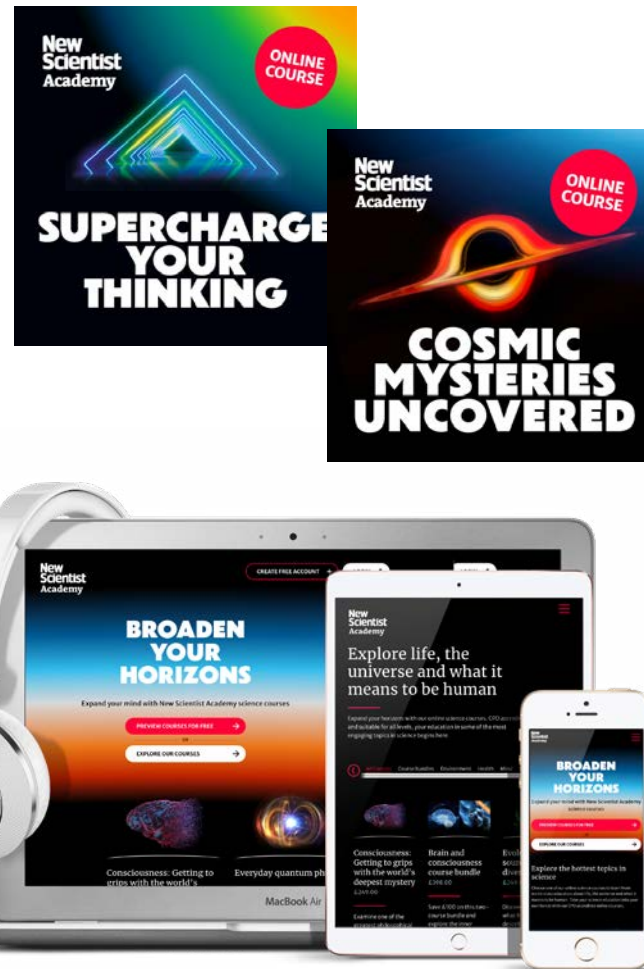
Learn directly from world-class scientists and experts with New Scientist Academy. Each specially tailored, expert-led New Scientist Academy course is designed to be both educational and entertaining, including a mix of video tutorials, interactive diagrams and reading resources, plus opportunities for you to test your understanding. It means you can get the big picture of the cutting edge of science at your leisure, anywhere, anytime.

## Our latest courses include:

- How to think critically and creatively
- The science of you
- How to be healthier and happier:  
The science of your wellbeing
- How your brain works and how  
to make the most of it
- An introduction to the biggest  
mysteries of the cosmos
- Consciousness: Getting to grips with  
the world's deepest mystery
- Plus: sleep, evolution, genetics  
and much, much more

## CONTACT

[courses@newscientist.com](mailto:courses@newscientist.com)



9k +

registered learners  
[newscientist.com/courses](https://newscientist.com/courses)

2k +

New Scientist Academy  
course purchases

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# New Scientist Live

Following a very successful New Scientist Live Manchester show earlier this year, we are delighted that New Scientist Live London our flagship show, is returning to the stage with a new format this autumn. The show will relaunch as a hybrid event, combining the best of our live and virtual experiences. New Scientist Live London will take place on 7-9 October 2022 at ExCeL and will now combined both face-to-face and virtual elements to bring you the best of both worlds.

Over the weekend of the 8 and 9 October, the show will be open to public audiences both in-person and on-line. The stage talks will be live streamed and roving camera's will bring the excitement of the show floor to our global online audience. Friday 7 October will be a dedicated in-person schools only day, with content curated specifically for different ages from upper key stage 2 to 4.

New Scientist will continue to ringfence free tickets for schools with a high proportion of disadvantaged students and are committed to offering a minimum of 3,000 tickets specifically for this audience. We can't wait to welcome over 25,000+ attendees, 60+ speakers and 80 exhibitors for talks, discussions, and hands on demonstrations. Our new hybrid format will reconnect a live audience with the stimulating experiences and engaging activities that New Scientist Live is famous for and will offer exhibitors and sponsors a range of new marketing opportunities, to reach a truly global audience.

At New Scientist Live we will continue to educate, inspire, and create incredible memories. But we can only do this by working together with you. We really look forward to working with you as we continue this amazing journey.

CONTACT

[live@newscientist.com](mailto:live@newscientist.com)



5  
stages

56  
talks

23k

in-person attendees

2k+

online attendees

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# New Scientist Events

Throughout 2022 we continue to bring science to life, with a series of virtual and in-person events including with one-day themed events, lectures, Q&As and panel discussions streamed live and available on-demand. Featuring New Scientist journalists, science experts and practitioners from around the world.

## Virtual events

We're showcasing the biggest names in science as part of our Big Thinkers Series and Being Human Series.

## Instant Expert

New Scientist's popular series feature six experts who provide a deep dive into a hot scientific topic.

19 November 2022 - Meet Your Brain

## Evening events

Our evening talks bring together two experts from related fields for a night of scientific discovery.

15 June 2022 - Understanding the AI Revolution

## CONTACT

[live@newscientist.com](mailto:live@newscientist.com)



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# Event Sponsorship Opportunities

We have various sponsorship opportunities available to help your brand reach a realm of curious minds.

## Event Branding

Your logo will be included on all pre-event marketing activity including the event website page, print and online advertising, email promotion and social posts. In addition to coverage at the virtual event including video content and slide graphics.

## Thought leadership

Full editorial write up in *New Scientist* magazine, video or extended write up of the event on [newscientist.com](http://newscientist.com) supported by online display advertising promoting the content.

## Targeted Reach

Using New Scientist 1st Party email database to deliver focused and targeted audience reach.

**30k**

attendees expected in 2022

**35+**

planned events in 2022



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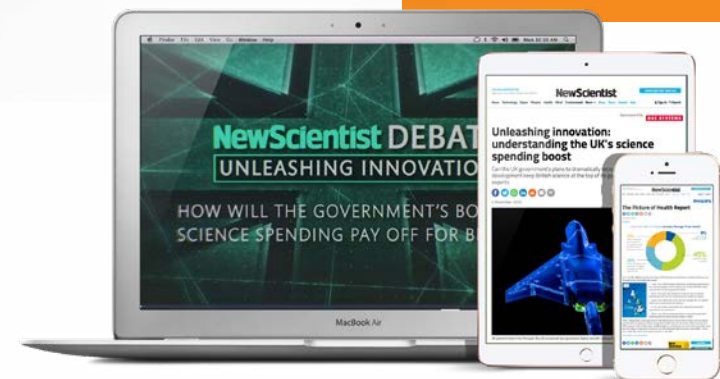
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[live@newscientist.com](mailto:live@newscientist.com)





# New Scientist Discovery Tours

~~Amazing science inspired tours and expeditions across the globe.~~  
~~All with experts on board and in the company of like-minded~~  
~~travellers who enjoy the discovery of science.~~

~~7 June, 23 August, and 5 September 2022~~

~~Ancient Caves, human origins: Northern Spain~~

~~10 June, 2 and 16 September 2022~~

~~Neanderthal Origins: Southern France~~

~~27 August 2022~~

~~Dinosaur hunting in the Gobi Desert: Mongolia~~

~~22 September 2022~~

~~Morocco and the Science of how~~  
~~to get more from your time~~

~~29 October 2022~~

~~Land of fire and ice: Iceland~~

~~22 January 2023~~

~~In the wake of Alfred Wallace:~~  
~~Cruise Indonesia~~

CONTACT  
[tours@newscientist.com](mailto:tours@newscientist.com)



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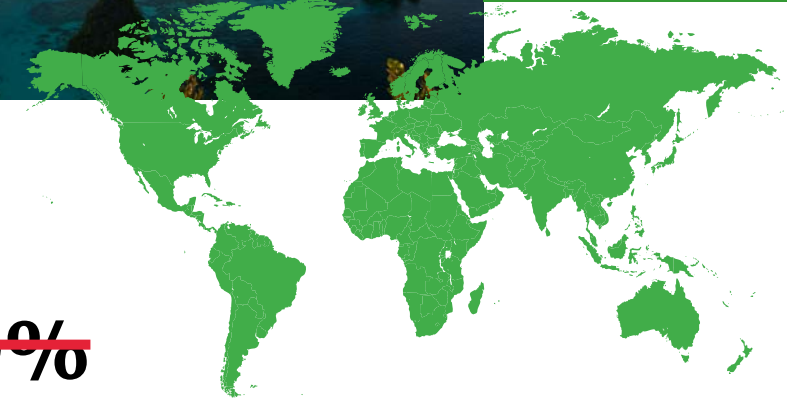
New  
Scientist  
Discovery  
Tours

~~30+~~

~~customer built tours and~~  
~~experiences around the~~  
~~globe (and growing)~~

~~A committed~~  
~~audience of travellers:~~  
~~Prices from £1,625~~  
~~to £13,250~~

~~96%~~  
~~guest satisfaction~~  
~~rating~~



# Essential Guides

In 2020, New Scientist Essential Guides were launched. In a high-quality format, each one provides an expertly curated overview of all you need to know in a cutting-edge area of science or technology.

## CONTACT

[display@newscientist.com](mailto:display@newscientist.com)



## 2022

- EG11 – Life on Earth
- EG12 – Consciousness
- EG13 – The Solar System
- EG14 – Human Society
- EG15 – Particle Physics

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Creative Solutions

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Guides



## Creative solutions

New Scientist is a premier UK publication with a vast digital, social and events presence to match. Readers are affluent, educated, influential and intellectually curious. Partners who work with New Scientist have a unique opportunity to engage with this hard-to-reach demographic. New Scientist aims to work with partners to ensure we reach your target audience through the most appropriate channels driving meaningful engagement.

In conjunction with our editorial, marketing, data, commerce and research teams, the New Scientist advertising team delivers integrated solutions to maximise value for your brand and meet your marketing objectives through the best use of the New Scientist portfolio.

- Sponsored content
- Alignment with existing content giving prestige and authority
- Original video creation
- Omni-channel exposure
- Data capture
- Lead generation

*If you would like a bespoke solution, get in touch with the team to discuss next steps. CONTACT [display@newscientist.com](mailto:display@newscientist.com)*

## Performance measures

We continuously track a wide range of performance indicators to ensure a campaign's success, including

### Digital content

- pageviews
- dwell time
- scroll depth
- multiple pageview
- action
- destination
- source

### Digital display

- impressions
- viewability
- CTR
- VTR

### Social

- impressions
- likes
- shares
- clicks
- VTR



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Solutions



# Rates



## Print

| FULL PAGES              | UK     | USA     | AUS      | Int'l    |
|-------------------------|--------|---------|----------|----------|
| Inside front cover DPS  | £9,405 | \$4,443 | \$10,088 | \$20,630 |
| Page run of paper DPS   | £8,550 | \$4,039 | \$9,171  | \$18,755 |
| Page run of paper       | £4,500 | \$2,126 | \$4,827  | \$9,871  |
| Page specified position | £4,725 | \$2,232 | \$5,068  | \$10,365 |
| Inside back cover       | £4,725 | \$2,232 | \$5,068  | \$10,365 |
| Outside back cover      | £4,950 | \$2,338 | \$5,310  | \$10,858 |

## PROMOTIONS

|                           |         |          |          |          |
|---------------------------|---------|----------|----------|----------|
| Page Advertorial          | £12,249 | \$8,847  | \$13,139 | \$22,051 |
| DPS Advertorial           | £24,502 | \$17,697 | \$26,282 | \$44,109 |
| IFC Page 1 Gatefold (4pp) | £25,650 | \$18,525 | \$27,512 | \$46,175 |

## INSERTS

|                              |              |
|------------------------------|--------------|
| Scent strips/bound inserts   | POA          |
| Tip on                       | POA          |
| Loose single sheet (Machine) | £50 per '000 |
| Loose single sheet (Hand)    | £80 per '000 |



## Digital

### WEBSITE

|                                  |            |
|----------------------------------|------------|
| Mixed ad units                   | £14cpm     |
| Mobile leader (300x100)          | £17cpm     |
| Leaderboard (728x90)             | £23cpm     |
| MPU (300x250)                    | £23cpm     |
| Billboard (970x250)              | £40cpm     |
| DMPU (300x600)                   | £40cpm     |
| Outstream (640x360 to 1920x1080) | £50cpm     |
| Pre-Roll                         | £50cpm     |
| Native                           | £60cpm     |
| Social                           | £1500/post |

### EMAIL

|                            |        |
|----------------------------|--------|
| Third party opted in email | £50cpm |
| Inline newsletter display  | £25cpm |
| Newsletter native          | £35cpm |
| Newsletter sponsorship     | £40cpm |

### PODCAST

|                         |        |
|-------------------------|--------|
| 15sec spot pre read     | £25cpm |
| 40sec spot mid read     | £30cpm |
| 15sec pre read pre read | £50cpm |
| 15sec mid read pre read | £60cpm |

### TAKE OVERS (per week)

|                 |         |
|-----------------|---------|
| HomePage        | £5,500  |
| News Section    | £18,500 |
| Technology      | £15,000 |
| Space           | £13,000 |
| Health          | £12,000 |
| Enviroment      | £16,000 |
| Culture Section | £3,000  |

| APP (interstitial)              | UK/Europe       | USA     | AUS     | Int'l   |
|---------------------------------|-----------------|---------|---------|---------|
| Interstitial run of issue       | £2,500          | \$1,805 | \$4,827 | \$8,101 |
| Interstitial specified position | £2,750          | \$3,575 | \$5,310 | \$8,912 |
| Pre download image              | £3,000          | \$3,738 | \$5,551 | \$9,316 |
| Container sponsorship           | POA (per month) |         |         |         |

# New Scientist

## Talk to us

We can get your message in front of the engaged global audience that matters to you.

Get in touch, we'd love to hear from you.

## Display

**Justin Viljoen**  
Sales Director

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