

New Scientist
 WELCOME TO THE SCIENCE OF THE 21ST CENTURY
 The world's most authoritative magazine of science, technology, space and the environment
 THE NEW SCIENTIST
 The UK's most popular science magazine
 The science magazine that everyone is talking about

DAILY LIFE DONE BETTER
 Simple changes to your everyday habits that could help transform your health

TRYING TO FIX FLU?
 THE ANSWER MAY BE IN YOUR GUT

WALK YOUR OWN WALK
 HOW TO GET THE MOST FROM YOUR WALKING ROUTE

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 The world's most authoritative magazine of science, technology, space and the environment
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YOUR THINKING BODY
 Why consciousness isn't in the head

WHEN LIFE LEARNED TO SWIM
 HOW DID THE FIRST ANIMALS GET AROUND IN THE WATER?

EXPANDING YOUR MIND
 WHY IT'S NOT JUST YOUR MIND THAT'S IN THE HEAD

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

- *New Scientist* boasts an affluent readership with 88% of readers being ABC1
- 75% are educated to a degree level
- *New Scientist* readers describe themselves as 'seekers of quality', 'globally aware' and

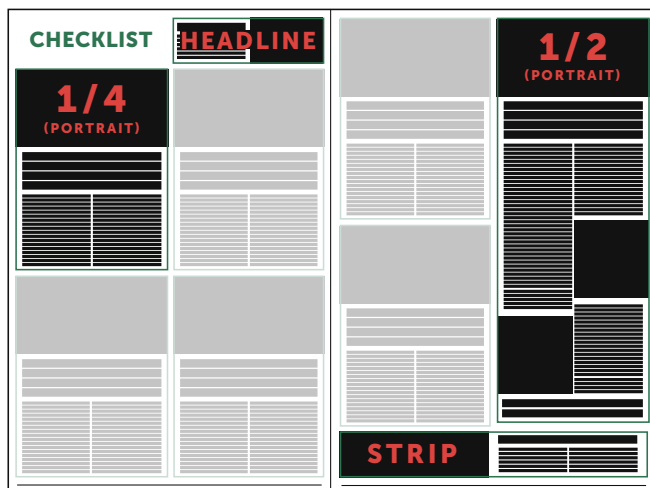


Statistic	Value
Average print readership of <i>New Scientist</i>	360k
people engage with <i>New Scientist</i> every week online and in print	5.2m
minutes is the average read time of <i>New Scientist</i>	69
The average age of a typical reader	40

Sources: New Scientist, ABC2018
last updated Jan'21

1/4 , 1/2 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 89.5 x 103.5 mm

HALF PAGE

Landscape: 89.5 x 211 mm

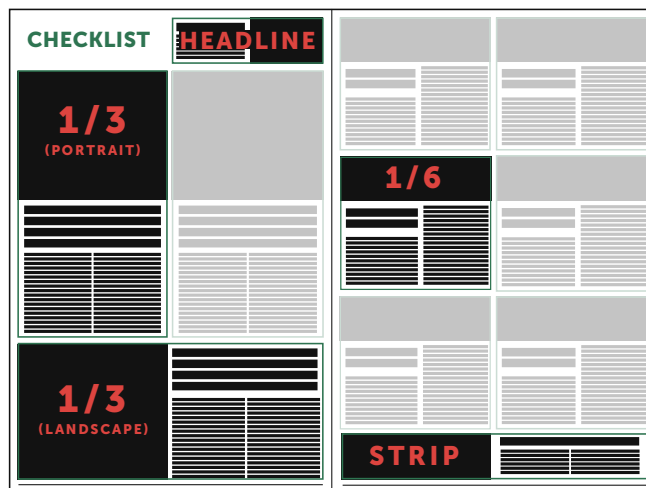
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 183 x 32 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 183 x 67.5 mm
Portrait: 89.5 x 139 mm

SIXTH PAGE

Landscape: 89.5 x 67.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 89.5 x 32 mm

Copy	What is the prize and its value.
Entry & URL	Hurst Media will create and include the competition link in the copy
Images	1 image

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG. TIFF or PSD can be accepted.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action. Word count is calculated based on the line length being filled, therefore, copy which includes short bullet points is likely to result in a lower word count capacity.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: 7mb EMAIL ATTACHMENT LIMIT

Files can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the magazine must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Company number: 08375910 VAT number: 161866882

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *New Scientist*
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The UK's trusted media partner