

Scalable
Collaborative

Brand Awareness

Expert

Dynamic

Informative

Partnership

Renown Editors

Newsletters

SCIENTIFIC AMERICAN™

C U S T O M M E D I A

Niche Distributed

Digital

Events

Mobile

Multi-Platform

Targeted

Objective

Customized

Compelling

Credible

Provocative

Cutting-Edge

Credible

Video

Print

What Is SA Custom Media?



As the gold standard in cutting-edge information for a thought-leading audience, **SCIENTIFIC AMERICAN** offers an unparalleled platform with a range of integrated opportunities for its media partners.

We offer marketers custom solutions **to achieve their business objectives, enhance their brand image, retain current customers, and acquire new prospects** through our custom publishing division, SA Custom Media.



SA CUSTOM MEDIA:

- Engages and captures a distinct, targeted audience

- Partners with esteemed industry experts, as only **SCIENTIFIC AMERICAN** can

- Develops original content through a wide variety of media channels and multiple consumer touch points

- Allows for unique, collaboratively conceived messaging platforms for innovative organizations



What Sets SA Custom Media Apart? Stellar Brand. Stellar People.



SA Custom Media leverages the clout, credibility, and authority of one of the world's leading brands: **SCIENTIFIC AMERICAN**

STELLAR BRAND

- The longest continuously published magazine in the U.S.
- Over 140 Nobel laureate authors in our 166 years -- the most of any consumer magazine
- A record of editorial excellence unequalled in publishing, including the 2011 National Magazine Award for "General Excellence" and a 2011 Webby Honoree in the Science category
- Independently ranked among the Top 10 US consumer media* for "Most Credible" and "Most Objective"

STELLAR PEOPLE

- Upholding the same rigorous journalistic standards of SCIENTIFIC AMERICAN, SA Custom Media engages a team of industry experts and writers to develop informative, thought-provoking content to best serve our readers' and our clients' needs.
- We enlist the world's leading scientists and Nobel prize winners to write first-hand accounts of their insights and innovations.

The collaboration between SCIENTIFIC AMERICAN and these partner groups ensures a richness of perspectives, a wide range of exposure points, and a unique convening of thought- leadership, contributing to one-of-a-kind media program.

*Erdos & Morgan 2009-2010 Opinion Leader Study

Esteemed Content Contributors

Leveraging **SCIENTIFIC AMERICAN's** clout and rich heritage of excellence, we are uniquely positioned to develop original, authoritative, and provocative custom content. Our handpicked team of writers, editors, designers, and illustrators work directly with our marketing partners to best achieve their communication goals.

SAMPLE OF THE EXPERTS AND ADVISORY ORGANIZATIONS WITH WHOM SCIENTIFIC AMERICAN HAS WORKED:



- **Steven Burrill** CEO Burrill & Company



- **Bill Gates** Chairman & CEO Microsoft; The Bill & Melinda Gates Foundation



- **Robert S. Langer** David H. Koch Institute Professor, M.I.T



- **Marion Nestle** Paulette Goddard Professor in the Dept of Nutrition, Food Studies, and Public Health at NYU



- **Martin Nowak** Dir, Program for Evolutionary Dynamics, Harvard University



- **Lisa Randall** Professor of Physics, Harvard University



- **Jeffrey Sachs** Director, The Earth Institute, Columbia University



- **David Satcher** Former U.S. Surgeon General

ORGANIZATIONS:

- The Carter Center
- The Biotechnology Industry Organization
- The California Academy of Sciences
- The U.S. Department of Commerce

The experts who author articles for us are at the pinnacle of their fields, including Nobel laureates, heads of business & industry, academia, and research.

The Right Story to the Right Audience

SA Custom Media has the distinct ability to engage and capture the right audience across both broad and narrow scope industry sectors. We ensure the right content will be distributed to the right audience.

AUDIENCES INCLUDE, BUT ARE NOT LIMITED TO:

- Educated and engaged consumers/ citizens

- Policymakers

- Key scientific, academic, and research opinion leaders

- International policy leaders & governmental officials

- Business, financial, and venture capital sectors

- Educators & students

- Science, business, and consumer media outlets

DISTRIBUTION METHODS:

- As a supplement to SCIENTIFIC AMERICAN

- As an insert in SCIENTIFIC AMERICAN or other appropriate, thought-leading publications

- Industry Events

- Custom lists developed by our experienced circulation and marketing teams

- Dedicated Website

- Mobile Apps

- Direct or bulk-shipped to Client

- Geographically targeted (Metro, National, International)

Content Channels Deliver Creative Solutions

SA Custom Media offers a broad array of content channels that are both modular and scalable. Every program is developed in close collaboration with our marketing partners, working together toward a common goal. Custom projects can be broad or narrow in scope, depending upon your campaign communication objectives and budget parameters.



Custom Content Capabilities

Whether it's print, digital, or mobile, it's critical to engage in a dialog with your customers and convey your brand's value. Solutions through SA Custom Media allow a marketer to become a trusted resources for its customers by offering precise, relevant, informative, and content-rich messaging.

- SA Custom Media offers a variety of Custom Content solutions that deliver the right message to the right audience.
- Scalable in budget and scope, we will develop integrated or platform-specific programs to accommodate your marketing needs
- Programs can leverage one or multiple media formats

PRINT

- Stand-Alone Issues
- Custom booklets, custom books, magazines, or other formats
- Special sections within SCIENTIFIC AMERICAN

ONLINE

- Websites with a dedicated URL
- Digital publications
- E-newsletters
- Podcasts

MOBILE/ APPS

- Complete, multi-device app development
- Content distribution/aggregation
- Access to a business' blog, social media feed, white papers, video, etc

VIDEO

- Documentaries
- Broadcast partnerships
- Promotional videos

Sponsoring organizations *will benefit from the authority of the program*, its unique content, and its far-reaching audience impact.

Case Study: Worldview *A Multi-Sponsored Program*

Now in its 4th consecutive year, SA Custom Media has produced, in partnership with the Biotechnology Industry Organization (BIO), a 100-page custom magazine - *Worldview: A Global Biotechnology Perspective*.

BIO's goal was to illustrate to international policymakers the value of bioscience solutions and the importance of a regulatory framework that fosters innovation.



Sponsors who participated in this partnership effort between BIO and SA Custom Solutions also benefited through:

- A customized, **two-page ad spread** in the custom print issue
- **Additional copies** for events, investor relations, international communications or other marketing collateral
- **Web site sponsorship** with an in-depth company profile and interview linked to the main issue
- Recognition at the SA Worldview Super-session at the BIO International Convention, **hosted by Fared Zakaria**
- Advertising in SA's national run featuring the **logos and websites of all lead sponsors**
- Acknowledgment in the *Worldview* introductory letter
- A highly visible presence on the Sciam.com promotional campaign

Case Study: Pathways *An Exclusive, Big Idea*

SA Custom Media is able to create larger-scale programs that are exclusive to one sponsor. Our handpicked team of writers, editors, designers, and illustrators worked directly with Quintiles in creating *Pathways: The Changing Science, Business & Experience of Health*.

The program consisted of:

- A 100-page, perfect-bound, richly illustrated magazine which was polybagged with issues of SCIENTIFIC AMERICAN and mailed to key constituents
- A 12-page excerpt that was inserted in *The Economist*
- A fully developed, content-rich website (sa-pathways.com)
- Live learning events
- Print and digital promotional campaign across SCIENTIFIC AMERICAN's networks

This program became the cornerstone of Quintiles' global media and rebranding strategy.

SA Custom Media was chosen for its best-in-class editorial abilities, its recognized credibility, objectivity and editorial independence, and its broad and narrow scope capabilities in content distribution.



Event Sponsorship Opportunities

SCIENTIFIC AMERICAN believes creating a space where the greatest minds can gather and help shape our collective future is the best way to solve the biggest challenges we face. To that end, SA Custom Media offers a variety of high-profile events for our advertisers to connect and engage with the world's most innovative thought leaders from across industry, science and government, business, and venture capital.

SA Custom Media offers various levels of event ownership opportunities tailored to your budget and communication needs:

Exclusive Event Sponsorship

- Built from the ground up
- Client has input in event format
- May range from an intimate setting (i.e. salon dinner) to a broader half-day event or longer
- Client can be the sole-sponsor

Partnered Event Sponsorship

- Client may either co-sponsor a major SCIENTIFIC AMERICAN branded event or tie-into an existing, large-scale, multi-day conference



Case Study: Decade2 *Exclusive Event Sponsorship*

SA Custom Media's Decade2 initiative is an event series addressing the most pressing issues facing the world today. The first event was sponsored exclusively by Amgen who was able to associate its brand with luminaries in research, public policy and the private sector. The conference, focused on STEM education in American, generated national press pick-ups, including AOL News, *The Street*, *The Washington Examiner* and *Earth Times*.

The sponsorship package included:

- Exclusive participation in an invitation-only event
- Presence and visibility on the Decade2 website which provided content and video from the event, additional resources, and editorial from the SCIENTIFIC AMERICAN archives
- Post-event worldwide advertising in print
- Global promotion online

SA assembled a panel of highly esteemed speakers, including:



- **The Honorable Bart Gordon** Chairman of the House Committee on Science and Technology



- **Robert M. Lippincott** Senior VP, Education, PBS



- **The Honorable Anthony Wilder Miller** Deputy Secretary U.S. Dept. of Education



- **The Honorable Kristina M. Johnson, Ph.D.** Undersecretary, U.S. Dept. of Energy



- **Paul Sereno** Noted paleontologist and co-founder of Project Exploration



- **Patricia Shane** President of the National Science Teachers Association

Case Study: Compass Summit *Partnered Event Sponsorship*



As the official media sponsor of the highly exclusive Compass Summit, SCIENTIFIC AMERICAN is able to provide its marketing partners access to the world's greatest minds and key influencers.

The Compass Summit is a “who’s who” of the most innovative thinkers and doers in the world. Attendance is by invitation only and restricted to 300 “creative capitalists” from across industry, science, government, and academia.

As partners, SA Custom Media sponsors have the opportunity to associate their brand with innovative solutions and reach a highly-exclusive audience.

Past participants included:

- **Bill Gates**, Chairman & CEO, Microsoft
- **Eric Schmidt**, Executive Chairman, Google
- **Jeff Bezos**, CEO, Amazon
- **John Doerr**, Partner, KPCB Venture Capital
- **Padmasree Warrior**, CTO, Cisco
- **Bill Joy**, Sr Partner, KPCB (Co-founder, Sun Microsystems)
- **David Gelernter**, Professor of Computer Science, Yale

Sponsor Benefits include:

- Logo recognition on all marketing and promotional materials
- Logo on signage and video screens throughout the venue
- Ad in conference program
- Advertorial unit in SCIENTIFIC AMERICAN to spotlight your company's involvement in the event
- Complimentary tickets for your executives and clients

The SCIENTIFIC AMERICAN “Candid Conversation” Series

New in 2012, SA Custom Media will produce an innovative program entitled “Candid Conversations”. The series will be a high-impact, 12-page poly-bagged supplement to SCIENTIFIC AMERICAN, consisting of a hybrid of branded content and live SCIENTIFIC AMERICAN editorial.

Overview

- The highlight of “Candid Conversations” is an in-depth interview of the sponsor’s CEO, Chief Scientific Officer, or other high-ranking official, providing recognition, clout, and relevancy to the organization
- Interviews will feature a topic of interest to the sponsor (i.e. rare diseases, personalized medicine, energy, the marriage of technology and health, space exploration, science education, etc.)
- Interviews will be supplemented with pertinent articles and trends pieces from expert authors and or journalists
- The sponsor has final approval of the interview and would also be given input into the feature pieces that accompany it

Distribution

- Depending on the sponsor’s budget and/or objective, the supplement can be distributed to the full North American list of subscribers or to targeted, major metro areas.



Editorial Ownership Collection: Let Our Content Work for You

From alternative energy and environmental science, to biotechnology and medical research, to information systems and civil infrastructure, **SCIENTIFIC AMERICAN** charts the path for individuals and industries that are searching for answers to today's most challenging and complex questions.

SA Custom Media offers its marketing partners the opportunity to “own” a selected article or a collection of articles that are relevant to that organization's business.

- The collection of content would be paired with a letter from the Sponsor to be used as marketing collateral.
- Collections may be used as a resource for peers/colleagues/customers, to promote and inform an audience about new activities, initiatives, research, products, etc.
- Article(s) may be offered as
 - Digital affinity newsletters
 - Custom apps
 - In-book collections
 - Print supplements
 - Full updatable microsites



- Sponsorship of an editorial collection allows the advertiser to leverage the **SCIENTIFIC AMERICAN** brand, align itself with expert journalism, and provide a service to its customers.

Compelling Educational Programs and Partnerships

As the world's leading source and authority for science and technology information, SA Custom Media offers universities nationwide the unique proposition of creating customized products to help promote their innovative research to an extremely targeted audience.



Content could be used to:

- Fund-raise/ procure grants
- Highlight new developments in laboratories and research centers
- Highlight scientific advances
- Promote community outreach initiatives



Higher Education Products Include:

- Content supplements for text books
- Alumni magazines
- Websites/Web publications
- Online books
- E-mail newsletters
- Folios
- Brochures



Benefits

- Improve brand recognition
- Build student and alumni loyalty
- Promote core educational services
- Recruit students

SA Custom Media would work closely with the university in the development of the product to understand and achieve its objective

Webcasts/Webinars: Reinventing the Medium



Webcasts and Webinars are valuable sales and marketing tools for content distribution and lead generation. Online video, live or on-demand webcasts, and virtual events can be integral elements of a custom media strategy. Webcasts/webinars provide an interactive, visually interesting format for delivering content.

SA Custom Media will produce, in collaboration with its sponsoring partner, a highly-informative, engaging, and educational seminar/conference/lecture/presentation for the user to learn more about a relevant topic in the science and technology spheres:

- IP
 - Basic and translational science
 - Industry specific training
 - Life sciences
 - Biotech Innovation
 - Information technology
 - Energy and environment
- Answers from the registration forms, polls and surveys provide the host with valuable marketing information and lead generation
 - SA Custom Media will assemble relevant journalists, writers and/or industry insiders who are experts on the given topic to conduct the webcast/webinar.
 - The sponsors would help shape the forum, suggesting particular topics or experts who might contribute.

Program Menu with Scalable Options

SA Custom Media will work closely with you to create a unique, customized program that meets your marketing objectives and budget. No matter what the scope of the project, we will develop a compelling and authoritative program that will provide relevant information directly into the hands of your audience.

| SAMPLE MEDIA MIX | LEVEL I | LEVEL II | LEVEL III |
|---|-------------|----------|------------------|
| PRINT Special Section (Multi-Sponsor) Custom Booklet Editorial Collection Candid Conversation Series Custom Magazine - Multi Sponsor Stand-Alone Magazine (Sole Sponsor) | X X X | X X | X |
| DIGITAL Original digital content for sponsor site Custom Microsites; dedicated URL Digital destination with multimedia | X | X | X |
| EVENT Salon Dinner Half-Day Panel series 2-day conference | X | X | X |
| MOBILE | X | X | X |
| VIDEO | | X | |
| WEBCAST | | | X |
| EDITORIAL CONTENT COLLECTION Single Article Article Collection bound together Article Collection (Print/Online) | X | X X | |
| EDUCATION MARKET Email Newsletter Custom magazine Online books Folios/Brochures Content supplements for text books | X | | X X X X |

The Key Takeaways

SA Custom Media:

- Leverages SCIENTIFIC AMERICAN's credibility and authority to create a one-of-a-kind media program
- Offers a unique, collaborative effort between SCIENTIFIC AMERICAN, and our partners
- Affords sponsors the ability to shape the content and deliver it to an extremely defined targeted audience
- Provides original, compelling content developed by a team of industry experts and the worlds leading journalists
- Offers a wide range of capabilities to meet our sponsors' communication goals
- Provides scalable marketing programs to maximize efficiencies

For custom media opportunities contact:

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212.451.8859 or email jabbate@SciAm.com or your sales rep.
