

## SECOND HALF OF 2012 KEY EDITORIAL OFFERINGS

Highlights for the next six months of SCIENTIFIC AMERICAN's special editorial opportunities! These high-interest features allow you to engage our audience across multiple platforms and are sure to give your message an incredible level of visibility.

For further advertising information contact: Stan Schmidt, 212.451.8525 [sschmidt@SciAm.com](mailto:sschmidt@SciAm.com) or your sales rep.

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### July | NOBEL LAUREATES

Thinking things never before thought: a how-to... Leveraging our exclusive relationship with Noble Prize winners past and present.

- + ONLINE: Blogs, videos and curated articles from our archives. Innovation from youthful aspirants whose goal is to change the world

### RISE OF THE MACHINES

Big data, big computation, big solutions

### COVER STORY: THE EVOLUTION OF ALTRUISM

Cooperation is key to most of the great innovations

**PRINT ON SALE:** June 26, 2012

**SPACE CLOSE:** May 10, 2012

**MATERIALS CLOSE:** May 21, 2012

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### August | SPECIAL REPORT: PUTTING EDUCATION AT THE TOP OF THE AGENDA

Are we doing an effective job of preparing kids for a super-competitive, science-centric future? How we can fix teaching, including case studies about states that have managed to make dramatic improvements.

- + ONLINE: Original research about teachers, crowd sourcing through our web site

### IN SYNC WITH THE OLYMPICS

WEB EXCLUSIVE: In-Depth Report on Science of Sports

### SCIENTIFIC AMERICAN IPAD EDITION LAUNCHES!

**PRINT ON SALE:** July 26, 2012

**SPACE CLOSE:** June 10, 2012

**MATERIALS CLOSE:** June 20, 2012

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### September | SINGLE TOPIC ISSUE:

#### BEYOND LIMITS

Occasionally we see some gleaning of the future and wonder if it's possible. We are exploding past known boundaries. This special issue will look at where we're headed in key areas:

- + Our selves
- + Our technologies
- + Our social organizations

**PRINT ON SALE:** August 21, 2012

**SPACE CLOSE:** July 10, 2012

**MATERIALS CLOSE:** July 20, 2012

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### October | GLOBAL SCIENCE SCORECARD

Who's leading in science in terms of growth, impact, money spent on research, number of scientists and migration of scientists. This survey done in collaboration with Nature and the SCIENTIFIC AMERICAN international editions will assess innovation capacities across the globe, with a quantitative, country-by-country analysis.

- + Interactive elements and case studies online

**PRINT ON SALE:** September 25, 2012

**SPACE CLOSE:** August 9, 2012

**MATERIALS CLOSE:** August 20, 2012

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### November | REPORT CARD ON POLICY LEADERS

Designed to keep our opinion-leader readers front and center on science issues, SCIENTIFIC AMERICAN presents an in-depth ranking of the U.S. Presidential, House and Senate candidates in terms of science. We ask the candidates key science questions and grade them on their answers.

- + Profiles of some of the most interesting individuals
- + Sponsored 2012 election quizzes promoted on ScientificAmerican.com

**PRINT ON SALE:** October 23, 2012

**SPACE CLOSE:** September 10, 2012

**MATERIALS CLOSE:** September 20, 2012

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### December | WORLD CHANGING IDEAS

Now in its third successful year, this annual issue will continue on its core mission to uncover the 10 greatest ideas -- emerging concepts and technologies that will revolutionize the ways we live and work.

- + Contest tie-in with Google

**PRINT ON SALE:** November 20, 2012

**SPACE CLOSE:** October 10, 2012

**MATERIALS CLOSE:** October 19, 2012

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