

ScientificAmerican.com

IN-DEPTH REPORTS

ScientificAmerican.com In-Depth Reports (IDRs) offer advertisers a highly focused editorial environment that can showcase your marketing message and help create a conversation with your target audience.

Each IDR provides users with smart overviews, perspectives from leading experts, essential resources, multimedia bonus content and recommended reading from the resources of Scientific American.

The June 2009 In-Depth Report, **The Future of Cities**, brought together features that explore topics as diverse as distributed power generation for cities, skyscrapers for farming and GPS devices that model and predict traffic jams hours before they occur. SA can create an IDR on a topic relevant to your marketing goals, timed for the most impact.

Recent In-Depth Reports:

- Your Next New Car: Cleaner, Greener and Smarter
- Personalized Medicine in the Genomic Era
- Urban Visions: The Future of Cities
- What is the Smart Grid?
- Consumer Electronics: More than Just Fun and Games

Reach

- 3 million impression co-branded promotional campaign*

Benefits

- Roadblock advertising on all pages
- Interstitial advertising (illustrated)
- 100% SOV
- Co-branded marketing traffic-driving marketing campaign
- Month-long advertising presence

Monthly Cost

Negotiated

Video Page

<http://www.scientificamerican.com/section.cfm?id=in-depth-reports>

* Guaranteed impressions are for the promotional campaign. Impressions delivered by IDRs vary and cannot be predicted

