

ScientificAmerican.com

OVERVIEW

ScientificAmerican.com is the premier resource of science information on the Internet. Our online capabilities offer advertisers placements that provide immediacy, engagement and mobility.

The ScientificAmerican.com redesign (launched 10/10) reflects the growing expectations of our users, and is the first step in the reinvention of the Scientific American digital experience – an experience that will grow dramatically through 2011.

The new ScientificAmerican.com clarifies navigation and makes it easier for sophisticated web users to get to the information they want. The site offers well-organized, full-spectrum content – web exclusive articles as well as content from the magazine, videos, slideshows, podcast, interactive tools, and more. We provide channels for users to be able to talk to the people behind the content and have a conversation with other SA users and users can follow the science action via Twitter and Facebook.

In 2011, our content will become even more accessible through a variety of digital platforms – smart phones, iPad and more.

Every Day ScientificAmerican.com includes:

- A daily **Science Agenda** that rounds up the day's top features
- **Today's Headlines** link to 10-20 news stories daily
- **Editors Choice**, users can link directly to the most interesting story of the day
- Daily and weekly **Podcasts**
- 3-5 new **Slideshows** each week
- **Image Galleries** provide the story behind the photos
- New **Science Videos** daily
- Daily **Blog** entries - one of our most-read online sections
- **In-Depth Reports** that provide a deep dive into fascinating topics
- **Multimedia features** that use all the Web3.0 tools to explain complex subjects via text, animated charts, videos, interviews and more
- 11 Daily and weekly newsletters
- iPad App Launching 1stQ 2011
- Mobile Sponsorship Launching 1stQ 2011