

# ScientificAmerican.com

## SA PODCASTS

Scientific American's podcasts bring lively, intelligent science discussions directly to on-the-go users. SA editors provide their takes on today's innovations and discoveries, and venture into the field to interview newsmakers, authors and scientists on the ideas that are changing our world. SA Podcasts are ideal environment for advertisers looking for the immediacy of news with the direct touch of a one-on-one conversation.

### SA currently publishes four podcasts

- 60-Second Science (daily)
- 60-Second Psych (weekly)
- 60-Second Earth (weekly)
- Science Talk (weekly)

### Three new podcasts will debut in 2011

- 60-Second Tech (weekly)
- 60-Second Medicine (weekly)
- 60-Second Space (weekly)

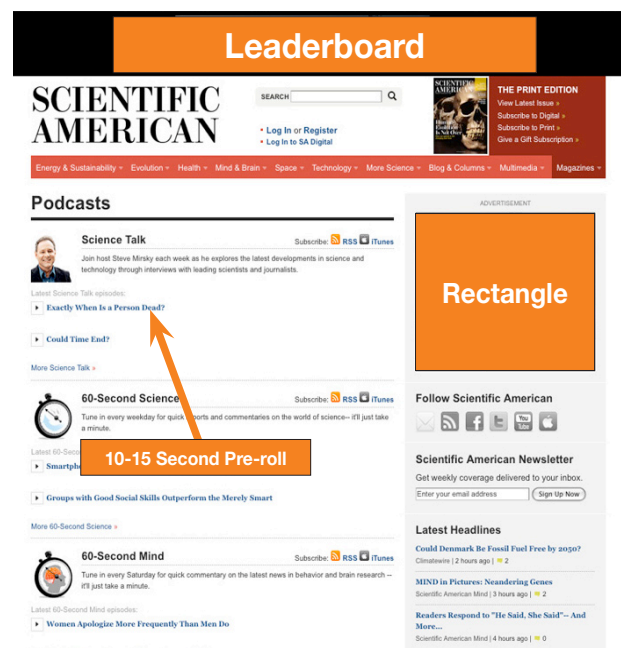
SA podcasts have earned a 2010 Webby Award nomination. Science Talk and 60-Second Science rank in iTunes® Top 10 most-popular Science/Medicine podcasts.

### Reach

An average of over 1.5 million listeners tune in via the SA website, RSS feeds or via iTunes.

### Placements

Sponsors may provide an audio lead-in to the Podcast. SA can also assemble an online sponsorship package that includes the Leaderboard and Rectangle on the SA Podcast page



### Costs

		Net CPM
8-10 second audio pre-roll	60-Second Science, 60-Second Psych, 60-Second Earth	\$53
15 second audio pre-roll	Science Talk	\$53
30 second audio pre-roll	Science Talk	\$84

### Podcast Page

<http://www.scientificamerican.com/podcast/>

\*Omniure, April-June 2010  
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