

Dedicated to innovation ever since its founding in 1845, Scientific American is the most prestigious consumer science and technology media brand in the world. Influentials turn to SciAm.com for the latest scientific insights and technological trends that are transforming our world.

Decision makers and informed opinion leaders in science, technology, business, medicine, public policy and Wall Street analysts, along with influential citizens, rely on SciAm.com as a critical source of information. Topics such as Global Warming, Stem Cells, Energy, Bioterrorism, Clean Water, Identity Theft, etc., are more relevant than ever for SciAm users who put this information to work.

SciAm.com offers advertisers unparalleled global reach to extend their message online to an audience of affluent, well educated, influential decision makers. Integrated sponsorships including SciAm online, print, events and custom publishing can be tailored to help you achieve your marketing goals.



SciAm.com Demos

Monthly Unique Users	2.0 million
Monthly Page Views	8.6 million
Average User Visit	15 minutes
Professional/Managerial	63%
Male Female	75% 25%
Adults 25-54	53%
\$75K+ HHI	50%
Bachelor's Degree, or higher	72%
High Speed Internet Connection	89%
10 years+ of Web Usage	64%

Sources: Omniture November 2008, comScore Survey 2007

Online Advertising Opportunities

- * Display Ads
- * Homepage Roadblock
- * Channel Sponsorships
- * Knowledge Centers (Microsites)
- * Video Ads
- * Podcasts
- * Email Newsletters
- * Standalone Emails
- * Online Alerts
- * Webcasting
- * RSS Ads
- * Blog Sponsorship
- * Online Courses
- * Mobile Ads

Keep up with Developments in Technology	80%
Business Purchase Decision Makers	46%
Participate in Public Activities, Contact a Politician, etc.	88%
Involved in Purchase Decisions for their Organization	41%

Source: comScore Survey 2007

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