



Having a clear understanding of **how the mind works** is relevant to everyone and it impacts everything we do.

Scientific American Mind gives readers substantive information on the science of what makes us **us**. Our expert writers consider and define how we make choices. Whether multitasking saves time. How memory works. The latest findings on ADHD, depression and stress. In each issue of the magazine, readers find fascinating articles that they know they can trust because they are backed by the authoritative SciAm brand.

SciAm Mind is aimed at inquisitive adults who are passionate about knowing more about how the mind works. Reaching these well-educated, highly involved readers with your message is good thinking!

Affluent Well Educated Dual Engaged Average HHI: \$119,000
 Graduated College+: 82%
 Men: 49% | Women: 51%
 Average time spent reading issue: 2.4 hours
 One of my favorite magazines: 97%

Distribution 250,000
 Source: Study conducted by Mark Clements Research, Inc., 4.07

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