



In today's stress-filled world, having a clear understanding of how the mind works is relevant to everyone and it impacts everything we do.

SCIENTIFIC AMERICAN MIND, a bi-monthly magazine from the publishers of SCIENTIFIC AMERICAN, gives readers substantive information on the science of what makes us us. Our expert authors address every facet of our behavior – from managing stress to how memory works – providing information readers can act upon.

In each issue, readers find smart yet approachable articles they can trust because the magazine is backed by the authoritative SCIENTIFIC AMERICAN brand.

## 2016 Editorial Calendar Highlights

	PRINT AND IPAD 10'S DUE	IPAD MATERIALS DUE	PRINT MATERIALS DUE	IPAD LAUNCH DATE	PRINT ON SALE DATE
<b>JANUARY/FEBRUARY</b> <b>GENDER IDENTITY</b> As public awareness about transgender issues explodes, researchers are gaining new insight into what it means to be male or female.	OCT. 27, 2015	NOV. 13, 2015	NOV. 5, 2015	DEC. 17, 2015	DEC. 22, 2015
<b>MARCH/APRIL</b> <b>MAINTAINING BRAIN HEALTH</b> A look at how what we eat affects our thinking and psychological well-being.	DEC. 16, 2015	JAN. 11, 2016	DEC. 30, 2015	FEB. 11, 2016	FEB. 16, 2016
<b>MAY/JUNE</b> <b>TAKING AIM AT DEMENTIA</b> With a rapidly aging population, the pressure to address cognitive decline is building. We look at some of the newest ideas in the field.	FEB. 17, 2016	MAR. 15, 2016	FEB. 29, 2016	APR. 14, 2016	APR. 19, 2016
<b>JULY/AUGUST</b> <b>EXTREME BEHAVIOR</b> Psychologists are examining fanaticism in its many forms. Understanding why people go to extremes is key to keeping everyone safe.	APR. 20, 2016	MAY 9, 2016	MAY 2, 2016	JUN. 9, 2016	JUN. 14, 2016
<b>SEPTEMBER/OCTOBER</b> <b>SPECIAL REPORT: ON THE JOB</b> Brain research reveals a lot about today's work place—including how office plans affect productivity and personality traits shape performance.	JUN. 21, 2016	JUL. 12, 2016	JUL. 1, 2016	AUG. 11, 2016	AUG. 16, 2016
<b>NOVEMBER/DECEMBER</b>	AUG. 23, 2016	SEPT. 12, 2016	SEPT. 2, 2016	OCT. 13, 2016	OCT. 18, 2016

**RATE: \$15,000 / page**

\* Specific content, features, elements and timing subject to change at editorial discretion.  
 Last updated: October 2015

## DEMOGRAPHICS

### READERSHIP

Female	57%
Male	43%

### CIRCULATION

Distribution	130,000
- Newsstand	54%
- Subscription	46%
Readers Per Copy	4.2
Total Audience	546,000

### MEDIAN AGE

	44 years
18 - 34	32%
25 - 54	59%
35 - 54	39%

### EMPLOYMENT

Employed	65%
Professional/Managerial	39%

### EDUCATION

Attended/Graduated College +	80%
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### INCOME

	Median HHI \$73,045
\$60,000+	60%
\$75,000+	49%
Own a Home	70%
Median Home Value	\$216,578

Source: MRI Fall 2011, Publisher's Estimate

## PRINT FILE SPECIFICATIONS

### **BINDERY** Saddle Stitch

**BOOK TRIM** 8-1/8" x 10-3/4"

**PRINTING METHOD** Offset

**PAPER** Cover is 100#, #2 sheet

Text is 38#, #5 sheet

### **WE ADHERE TO SWOP SPECIFICATIONS**

Supply single page digital files [see specifications] along with two SWOP3 certified digital proofs of that file

### **PROOFS**

SWOP3 CERTIFIED

Proofs Only for color guidance [ie, Kodak Approval or go to [www.swop.org](http://www.swop.org) for other options].

All proofs should represent actual size, content and color of ad.

Include SWOP color & gray balance control bars, and proofing system identification. No soft proofs such as pdfs.

### **PAGE DIMENSIONS**

[in inches]

### **BOOK TRIM SIZE**

8-1/8 x 10-3/4

### **NON-BLEED**

Spread: 15 x 10

Full page: 7 x 10

2/3 Vertical: 4-1/2 x 9-1/2

1/2 Horizontal: 6-3/4 x 4-1/2

1/3 Vertical: 2-1/8 x 9-1/2

1/3 Square: 4-1/2 x 4-5/8

1/6 Vertical: 2-1/8 x 4-5/8

### **BLEED**

[Keep live matter .25 inches from any edge of the book trim size]:

Spread: 16-1/2 x 11

Full page: 8-3/8 x 11

2/3 Vertical: 5-1/4 x 11

1/2 Horizontal: 8-3/8 x 5-1/2

1/3 Vertical: 3 x 11

### **PDF/X-1A**

#### **COMPLIANT FILES** [PREFERRED]

- Files must be pre-flighted before submission to SCIENTIFIC AMERICAN, especially overprint settings. Any PDF that does not pass our inspection will be rejected and must then be resupplied by the advertiser.
- Files should not include screening parameters or dot shape.
- Only compression compliant with PDF/x-1a standards accepted.
- Safety: live matter should be .25" in from trim on all sides.
- No RGB, LAB or embedded color profiles (i.e. ICC profiles).
- Offset crop and registration marks by 13 pts.
- 100% black-only elements should be set to overprint.
- Do not set white to overprint.
- Four-color solids must not exceed SWOP total tonal density of 300%.

#### **OTHER ACCEPTABLE FORMATS NATIVE APPLICATION FILES**

##### **Page layouts**

- InDesign CS5.5 or earlier, Quark 8.0

##### **Artwork**

- Photoshop CS5.1 and Adobe Illustrator CS5.1 or earlier [We cannot accept Illustrator 9 files]

#### **OTHER REQUIREMENTS**

- All layered native files must be flattened.
- Create document to trim size and extend bleed at least 1/8" beyond page edge

##### **Fonts**

- Supply only fonts used in document
- Do not apply style attributes to basic fonts in layout program
- Postscript Type 1 & OpenType accepted.
- No Multiple Master or TrueType fonts.

##### **Color**

- All color in layout application must be set to CMYK, [Unless printing a spot or 5th color]
- RGB & Pantone colors must be converted to CMYK.

##### **Art**

- TIFF or EPS only
- All art/scans must be CMYK, Grayscale or Bitmap. [No JPEG, GIF, or other method of compression]
- 300 DPI [dots per inch] for continuous tone
- 1200 DPI for linework
- Four-color solids must not exceed SWOP total tonal density of 300%
- Supply only the images and fonts [both screen and printer] used in the document
- All traps must be set to Knockout or None

##### **File Naming**

- Keep file names less than 16 characters in length
- Letters, numbers, and underscores are OK
- Avoid special characters like @, !, #, &, etc.

### **ACCEPTABLE MEDIA**

[MAC PLATFORM]

- CD-ROM or DVD
- Supply media with a printed list of disk contents and provide address if return of media is required

### **ELECTRONIC RECEIPT CAPABILITIES**

#### **For advertisers sending in print Ads:**

Host - <http://eagleray.nature.com/index.php>  
User ID - sciamprint  
Password - sciamads  
(all words are case-sensitive)

#### **For advertisers sending in tablet Ads.**

Host - <http://eagleray.nature.com/index.php>  
Username - sciamdigital  
Password - sciamads  
(all words are case-sensitive)

### **ADDITIONAL INSTRUCTIONS**

#### **DIGITAL SPECIFICATIONS**

Silvia De Santis  
Prepress/Quality Manager  
t: 212.451.8455  
e: sdesantis@sciam.com

#### **INSERTION ORDERS**

May Jung  
t: 212.451.8893  
e: mjung@sciam.com

#### **PRINTING MATERIALS & MATERIAL EXTENSIONS**

Carl Cherebin  
Ad Production Manager  
t: 212.451.8843 f: 212.755.3034  
e: ccherebin@sciam.com

Scientific American  
One New York Plaza  
Suite 4500  
New York, NY 10004

#### **INSERTS TO**

Quad Graphics  
2300 Brown Avenue  
Waseca, MN 56093  
Attn: Jody Ebnet