

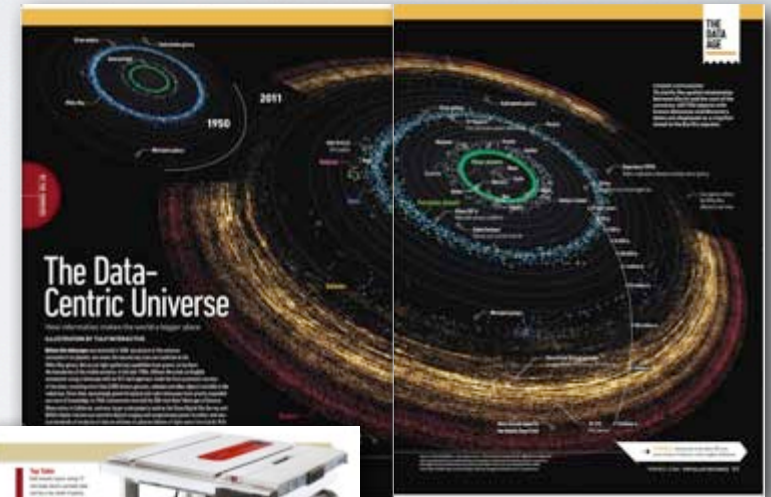
# POPULAR SCIENCE THE FUTURE NOW

# 2012 MEDIA KIT



“The future is going to be better, and science and technology are the driving forces to help make it better. Popular Science gives our readers the information and tools to improve our world.”

-Mark Jannot, Editor-In-Chief



**Our core belief is that the future is going to be better, and science and technology are the driving forces that will help make it better.**

**RATE BASE: 1,300,000**  
**AUDIENCE: 6,863,000**  
**FREQUENCY: 12x / YR**

**AUDIENCE PROFILE:**

- Median Age: 44.2
- Media HHI: \$73,823
- % M/F: 84/16

**AUDIENCE (000)    COMP%**

- HHI \$50K+: 4,867    70.9%
- HHI \$75K+: 3,358    48.9%
- HHI \$100K+: 2,216    32.3%

**AUDIENCE (000)    COMP%**

- Married: 3,930    57.3%
- With Kids: 2,657    38.7%
- Own Home: 5,164 **PLUS**    75.2%

**AUDIENCE (000)    COMP%**

- A 18-24: 1,011    14.7%
- A 25-34: 1,337    19.5%
- A 35-54: 2,509    36.6%
- A 55-64: 1,402    15.2%
- A 65+: 964    14.0%
- A 18-34: 2,348    34.2%
- A 35-49: 1,830    26.7%
- A 50+: 2,685    39.1%
- A 25-49: 3,168    46.2%
- A 25-54: 3,847    56.1%
- College+: 2,194    32.0%
- Employed: 4,603    67.1%
- Prof/Mgrl: 2,003    29.2



**January:** PopSci Predicts: The Year in Science

**February:** The Future of Play

**March:** The Future of Medicine

**April:** 7th Annual How it Works

**May:** The Future of Flight

**June:** Invention Awards

**July:** The Future of the Environment

**August:** The Future of Sports

**September:** The Education Issue / Future of Cars

**October:** 11th Annual Brilliant 10 Awards

**November:** The Material Science Issue

**December:** 25th Annual Best of What's New Awards

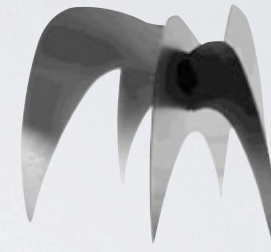
## MIN Digital Magazine Editorial Award

- 2011 Digital Magazine Edition
- 2011 Tablet Edition
- 2009 Digital Magazine Edition



## The National Magazine Award presented by American Society of Magazine Editors

- 2009 General Excellence Finalist
- 2005 Magazine Section
- 2004 General Excellence
- 2004 Feature Writing Finalist
- 2003 Single Topic Issue Finalist



## Communication Arts Award

- 2009 Award of Excellence



## PBAA Periodical & Book Association of America

- 2007 Award of Merit for 135 years of successful magazine production



## CSSP Council of Scientific Society Presidents

- 2004 Sagan Award

## The Ozzie Award presented by Folio

- 2004 2nd place for best overall design



## The Type Directors Club

- 2002 Typographic Award

## The Eddies Award presented by Folio

- 3rd place for general interest/lifestyle



## PopSci Live

A high-tech, educational forum curated by the editors of Popular Science, covering the latest advancements and innovation in technology today.



## PopSci Emerging Media Lab

Clients experience live and in-person, some of today's most impactful, game-changing technology to hit the market each year.



## Future Job Summit

From the pilots of private spacecraft to prenatal surgeons who make children healthy before they're born, Popular Science will draw together the influencers and thinkers who can identify the careers of tomorrow.



## Thought Leader Series

Moderated by PopSci Editors, the Thought Leader Series is a panel discussion that brings together approximately 100 VIP and influential attendees who are connected with specific Popular Science editorial.



Issue	Ad Close	Materials Close	On-Sale
January	11/01/11	11/07/11	12/13/11
February	12/01/11	12/05/11	1/17/12
March	1/03/12	1/09/12	2/14/12
April	2/01/12	2/06/12	3/13/12
May	3/01/12	3/09/12	4/17/12
June	4/02/12	4/09/12	5/22/12
July	5/01/12	5/10/12	6/19/12
August	6/01/12	6/11/12	7/17/12
September	7/02/12	7/09/12	8/14/12
October	8/01/12	8/06/12	9/11/12
November	9/04/12	9/10/12	10/16/12
December	10/01/12	10/08/12	11/13/12
January '13	11/01/12	11/09/12	12/18/12

NOTE: PLEASE UPLOAD MATERIALS TO AD PORTAL (print): <http://adportal.bonniercorp.com>

**Effective Date of Rates: January 2012**

Frequency: 12x

Rate Base: 1,300,000

Audience: 6,863,000

**DISPLAY RATES****Black and White****1X**

Full page \$96,500

2/3 Page \$74,000

1/2 Page \$61,700

1/3 Page \$44,300

**Cover**

Cover 2 \$164,200

Cover 3 \$149,500

Cover 4 \$177,900

**Four Color****1X**

Full page \$136,800

2/3 Page \$104,900

1/2 Page \$87,600

1/3 Page \$62,900

## **BONNIER CORPORATION RATE CARD TERMS AND CONDITIONS**

- 1. Rates on this card are effective beginning with the January 2011 Popular Science issue and are stated in U.S. Dollars.**
- 2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.**
- 3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.**
- 4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate.**
- 5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials.**
- 6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.**

## **BONNIER CORPORATION RATE CARD TERMS AND CONDITIONS**

**7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.**

**8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.**

**9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein.**

**10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are Net 30 days.**

**MAGAZINE TRIM SIZE: 7-7/8" x 10-1/2"**

**MECHANICAL REQUIREMENTS:**

Offset printing Jog to foot 1/8' foot trim

Perfect Bound

## UNITS

## NON-BLEED

## BLEED

## TRIM

	(w" x d")	(w" x d")	(w" x d")
Full Page	7 x 10	8-1/8 x 10-3/4	7-7/8 x 10-1/2
Spread Bleed	14 x 10	16 x 10-3/4	15-3/4 x 10-1/2
1/2 Page Hz. Spread	14 x 5	16 x 5-1/4	15-3/4 x 5
2/3 Page (2 cols wide)	4-5/8 x 10	5-1/8 x 10-3/4	4-7/8 x 10-1/2
1/2 Page Hz (depth)	7 x 5	8-1/8 x 5-1/4	7-7/8 x 5
1/2 Digest	4-5/8 x 7-1/2	5-1/8 x 8	4-7/8 x 7-3/4
1/3 Pg. Square	4-5/8 x 5	5-1/8 x 5-1/4	4-7/8 x 5
1/3 Pg. Vertical	2-1/4 x 10	2-3/4 x 10-3/4	2-1/2 x 10-1/2
1/3 Pg. Horizontal	7 x 3	8-1/8 x 3-1/4	7- 7/8 x 3

\*\*\*\*MUST BE APPROVED BEFOREHAND- NON STANDARD UNIT

1/4 Page	3-1/2 x 4-3/8	4 x 5-1/2	-----
1/6 Page Vertical	2-1/4 x 5	-----	-----
1/6 Page Horizontal (35x2)	4-5/8 x 2-1/2	-----	-----

POPULAR SCIENCE utilizes a digital workflow. It is required that all ad materials be submitted in a digital format. PDF/X1a is the required file format. No application files or film will be accepted. All digital data must conform to SWOP specifications.

PDF/X1a is the required file format for all ad submissions. When preparing PDF/X1a files, careful attention must be paid to insure that they are properly created and will produce correctly. Please see [www.adobe.com/products/acrobat/pdfs/pdfx.pdf](http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions.

**We do not accept application files.**

Advertisers must submit SWOP Standard Press Proofs (including a color bar) for color guidance plus a digital proof that matches the supplied digital ad. To obtain information on acceptable proofs visit the SWOP web site at [www.swop.org](http://www.swop.org). Ads without a complete set of color guidance proofs will only be accepted at the advertiser's risk and understanding that the publisher cannot be held responsible for color reproduction.

Fine lettering (thin lines, serifs) should be restricted to one (1) color. Reverse type: dominant color should be used for shape of subordinate colors spread slightly to reduce register problems.

**MEDIA CD-ROM, DVD**

### **ELECTRONIC TRANSMISSION (PRINT/ DIGITAL)**

Please contact your Production person for information on how to send ad files electronically.

<http://adportal.bonniercorp.com/>

### **CONTACT**

Please contact in the order listed.

Production Associate

Erika Hernandez

(212)779-5393

[Erika.Hernandez@bonniercorp.com](mailto:Erika.Hernandez@bonniercorp.com)

Group Production Director

Laurel Kurnides

(212) 779-5134

[Laurel.Kurnides@bonniercorp.com](mailto:Laurel.Kurnides@bonniercorp.com)

### **SEND ADVERTISING MATERIALS TO**

POPULAR SCIENCE/PRODUCTION

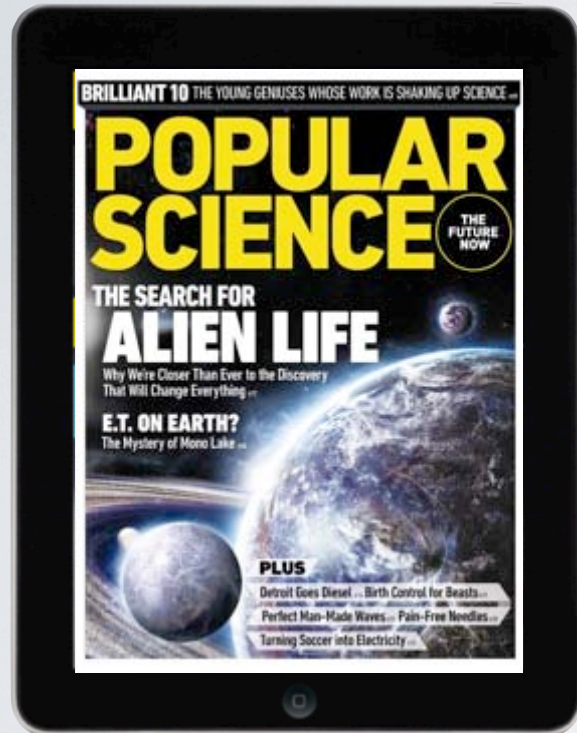
2 PARK AVENUE

NEW YORK, NY 10016

Attn: ERIKA HERNANDEZ/10TH FLR.

SPECIAL INSTRUCTIONS: MAGAZINE/  
ISSUE

**BONNIER**  
Technology Group



ISSUE	AD CLOSE	HTML5 CLOSE	MATERIAL CLOSE	FINAL CLIENT APPROVAL	ON-SALE
JANUARY	11/01/11	11/09/11	11/14/11	11/28/11	12/13/11
FEBRUARY	12/01/11	12/14/11	12/19/11	1/03/12	1/17/12
MARCH	1/03/12	1/10/12	1/16/12	1/30/12	2/14/12
APRIL	2/01/12	2/08/12	2/13/12	2/27/12	3/13/12
MAY	3/01/12	3/14/12	3/19/12	4/02/12	4/17/12
JUNE	4/02/12	4/18/12	4/23/12	5/07/12	5/22/12
JULY	5/01/12	5/16/12	5/21/12	6/04/12	6/19/12
AUGUST	6/01/12	6/13/12	6/18/12	7/02/12	7/17/12
SEPTEMBER	7/02/12	7/11/12	7/16/12	7/30/12	8/14/12
OCTOBER	8/01/12	8/08/12	8/13/12	8/27/12	9/11/12
NOVEMBER	9/04/12	9/12/12	9/17/12	10/01/12	10/16/12
DECEMBER	10/01/12	10/10/12	10/15/12	10/29/12	11/13/12
JANUARY'13	11/01/12	11/14/12	11/19/12	12/03/12	12/18/12

\*NOTE: PLEASE UPLOAD FILES TO AD PORTAL (Digital): <http://adportal.bonniercorp.com>