

SCIENCE ILLUSTRATED

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Science Illustrated is the country's most authoritative, accessible and expansive magazine about science and the natural world. It's the magazine for intellectually curious men and women with a passion for science and discovery. Every bimonthly issue is an upbeat, optimistic, visually spectacular gateway to cutting-edge science, covering an astonishing range of subjects, from paleontology to space exploration, from medical breakthroughs to the latest environmental insights. In this age of accelerating change and discovery, to understand science is to understand the world. *Science Illustrated* delivers that understanding—delivers the world—to the entire family.

Mark Jannot, Editor - in - Chief



DISTRIBUTION STRATEGY

Distribution details for 2nd half 2008

Description	# of Copies
Gross subscriptions (Sold through direct mail, e-mail solicitations and online)	102,528
Single-Copy Distribution	108,885
- Bookstores	
- Airports and other newsstands	
- Specialty distribution	
- Public-place copies and partnerships	

TOTAL DISTRIBUTION: 211,413



THE FOUR PILLARS

NATURE



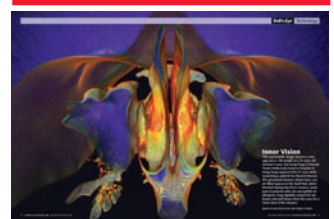
TECHNOLOGY



MEDICINE



CULTURE



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2008 OPEN RATES: NATIONAL

4 Color Bleed	Full Page 4C	15,000
	2/3 PG 4C	11,500
	1/2 PG 4C	9,935
	1/3 PG 4C	6,900
Black/White Bleed	Full PG BW	10,575
	2/3 PG BW	8,115
	1/2 PG BW	4,675
	1/3 PG BW	4,870
Cover Bleed	CVR 2 4C	18,000
	CVR 3 4C	16,490
	CVR 4 4C	21,525

PRINTING: WEB OFFSET, PERFECT BOUND

Trim Size	8" x 10-7/8"	
Ad Page Dimensions	Non-Bleed	Bleed
Full Page	7"w X 10"h	8-1/4"w X 11-1/8"h
Spread	15"w X 10"h	16-1/4"w X 11-1/8"h
2/3 Page	4-5/8"w X 10	5-5/16"w X 11-1/8"h
1/2 Page Digest	4-5/8"w X 7-5/8"h	5-5/16"w X 8-3/8"h
1/2 Page Horizontal	7"w X 5"h	8-1/4"w X 5-3/8"h
1/2 Page Vertical	3-3/8"w X 10"h	4"w X 11-1/8"h
1/3 Page Vertical	2-1/8"w X 10"h	3"w X 11-1/8"h
1/3 Page Square	4-5/8"w X 5"h	5-5/16"w X 5-3/8"h
1/6 PG	2-1/8"w X 5"h	-----
1/12 (marketplace section only)	2-1/8"w X 2.5"h	-----

CLOSING DATES

JAN | FEB

Advertising Closing	11.08.07
Material Close	11.15.07
On Sale	12.18.07

MARCH | APRIL

Advertising Closing	1.08.08
Material Close	1.15.08
On Sale	2.19.08

MAY | JUNE

Advertising Closing	3.06.08
Material Close	3.13.08
On Sale	4.22.08

JULY | AUGUST

Advertising Closing	5.08.08
Material Close	5.15.08
On Sale	6.17.08

SEPTEMBER | OCTOBER

Advertising Closing	7.08.08
Material Close	7.15.08
On Sale	8.19.08

NOVEMBER | DECEMBER

Advertising Closing	9.04.08
Material Close	9.11.08
On Sale	10.21.08

Allow 3/8" safety from all bleed sides.

FILE FORMAT: Pdf X1A 1 SWOP COLOR PROOF FOR PRESS