MISSION STATEMENT

POPULAR SCIENCE IS AN IDEAL.

We represent the best hopes for our planet, our lives, our children, our future. And we reveal those hopes by finding the individuals and innovations today that are going to lay the groundwork for a better tomorrow.
BRAND DNA

REVOLUTION AND REALITY
We present the future through facts, not fantasy.

CLARITY AND TRANSLATION
We simplify the complexities of the universe by making it fun to talk about.

INSIGHT AND RELEVANCE
Our heroes are the ones crazy enough to make the world better—for you.
BRAND OVERVIEW

**TOTAL AUDIENCE**

**PRINT**
6,416,000
Audience
1,250,000
Circulation

**TABLET**
103,775
Audience

**DIGITAL**
3,628,470
Average Monthly UV
11,393,668
Average Monthly Page Views

**PS ENEWSLETTER**
233,551
Average Issue Net Distributed

Source: MRI Doublebase 2014; AAM Publisher’s Statement 6/30/14; AAM Consolidated Media Report 12/31/13; Omniture August 2014 (12 month average)
What unites Popular Science readers is an insatiable appetite for what’s new and next in our world. Technology fans and early adopters come for latest news in gadgets, software, and automobiles. Thought leaders and influencers come understand the ideas and people that are driving healthcare, energy, robotics, defense, and aerospace. And working scientists and engineers come to gain perspective on the latest breakthroughs in biology, physics, and chemistry. Whether it’s to enjoy a breaking news piece on PopSci.com or deep investigative piece in Popular Science magazine in print or tablet, readers choose our brand because they want entertainment and an edge. They want the future now.

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Reader Profile</th>
<th>Age Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male / Female</td>
<td>80% / 20%</td>
</tr>
<tr>
<td>Median Age</td>
<td>44.9</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$74,361</td>
</tr>
<tr>
<td>Att/Graduated College</td>
<td>72%</td>
</tr>
<tr>
<td>Employed</td>
<td>63%</td>
</tr>
<tr>
<td>Married</td>
<td>54%</td>
</tr>
<tr>
<td>Any Kids</td>
<td>38%</td>
</tr>
<tr>
<td>Own Home</td>
<td>69%</td>
</tr>
<tr>
<td>Professional/Managerial</td>
<td>28%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reader Profile</th>
<th>HHI Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $50,000+</td>
<td>68%</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>50%</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>35%</td>
</tr>
</tbody>
</table>

### READER PROPENSITIES

**DIY:** I like to look through hardware or automotive stores – 64.5%  **Index:** 148

**Auto:** I consider myself to be an automotive enthusiast – 36.6%  **Index:** 129

**Gadgets:** I often take the opportunity to discuss my knowledge of technology or electronic products with others – 45.1%  **Index:** 139

**Tech:** I’m fascinated by new technology – 69.0%  **Index:** 117

**Tech:** 41% possess a great deal of knowledge in photography – 133

Source: MRI Doublebase 2014
# PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIAL CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>11/3/14</td>
<td>11/7/14</td>
<td>12/16/14</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>12/5/14</td>
<td>12/9/14</td>
<td>1/20/15</td>
</tr>
<tr>
<td>MARCH</td>
<td>1/7/15</td>
<td>1/9/15</td>
<td>2/17/15</td>
</tr>
<tr>
<td>APRIL</td>
<td>2/4/15</td>
<td>2/6/15</td>
<td>3/17/15</td>
</tr>
<tr>
<td>MAY</td>
<td>3/4/15</td>
<td>3/6/15</td>
<td>4/14/15</td>
</tr>
<tr>
<td>JUNE</td>
<td>4/15/15</td>
<td>4/17/15</td>
<td>5/26/15</td>
</tr>
<tr>
<td>JULY</td>
<td>5/13/15</td>
<td>5/15/15</td>
<td>6/23/15</td>
</tr>
<tr>
<td>AUGUST</td>
<td>6/10/15</td>
<td>6/12/15</td>
<td>7/21/15</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7/8/15</td>
<td>7/10/15</td>
<td>8/18/15</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>8/5/15</td>
<td>8/7/15</td>
<td>9/22/15</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>9/9/15</td>
<td>9/11/15</td>
<td>10/20/15</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10/7/15</td>
<td>10/9/15</td>
<td>11/17/15</td>
</tr>
<tr>
<td>JANUARY ‘16</td>
<td>11/9/15</td>
<td>11/11/15</td>
<td>12/22/15</td>
</tr>
</tbody>
</table>

Note: Please upload files to ad portal – http://adportal.bonniercorp.com
PRINT SPECS

PRINT SPECIFICATIONS
Trim Size: 7.875" x 10.5"
Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

ISSUE THEMES & CLOSING DATES

ISSUE | THEMES | SPACE CLOSE | MATERIALS DUE | ON SALE
--- | --- | --- | --- | ---
JAN 2015 | Year in Ideas; Flight | 11/3/14 | 11/7/14 | 12/16/14
FEB 2015 | Alien Life; Personal Tech; Health | 12/5/14 | 12/9/14 | 1/20/15
MAR 2015 | Personal Health; Data Visualization; Hacking | 1/7/15 | 1/9/15 | 2/17/15
MAY 2015 | Invention Awards; Smart Home; Thought Leader Profile | 3/4/15 | 3/6/15 | 4/14/15
JUL 2015 | Virtual Reality; Flight; Science of Blockbusters | 5/13/15 | 5/15/15 | 6/23/15
AUG 2015 | Science Fiction; Personal Health | 6/10/15 | 6/12/15 | 7/21/15
SEP 2015 | Education; Science of Food | 7/8/15 | 7/10/15 | 8/18/15
OCT 2015 | Future of the Car; Brilliant Scientists; Allergies | 8/5/15 | 8/7/15 | 9/22/15
NOV 2015 | New Frontiers in Physics; Military; Data Visualization | 9/9/15 | 9/11/15 | 10/20/15
DEC 2015 | Best of What’s New | 10/7/15 | 10/9/15 | 11/17/15

2015 POPULAR SCIENCE MEDIA KIT
IPAD SPECIFICATIONS & FEATURES

ADOBE DPS PLATFORM [as of March 2015 issues]

FOR CLIENT SUPPLIED ADS DESIGNED FOR TABLET

Accepted Formats and Specs:
InDesign: Create document at 768 px x 1024 px. Use InDesign’s Package Feature for gathering and supplying fonts and images.

If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with ad materials. For specs on interactivity or additional screens, see enhancement details to the right.

PDF: 10.667” x 14.222” 300 dpi
JPEG: or any rasterized file – 1536 px x 2048 px 264 dpi RGB

Layout Guidelines:
Keep any live material away 130 px from top and 200 px from bottom of screen

FOR ENHANCEMENTS TO YOUR STRAIGHT FROM PRINT AD OR CUSTOMIZED AD BUILDS

Available Features and Specs:
External Web Links
• Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
• Webpage should not have Flash elements
• Avoid pages with long load times

Interactive Gallery
• Supply 300 dpi images at 536 px x 2048 px, 8 images max
• Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

Additional Screens
• Four total screens max
• Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

Video Player
• Maximum length for embedded videos is 30 seconds.
• Specs: 720p .mp4 file using .h264 compression
• Full Screen: 1280 x 720 (16:9 aspect ratio)
• In-Content: Specs are TBD depending upon scope

Advanced Interactivity / HTML 5
Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash formats are not acceptable since they are not compatible with the iOS platform. Flash formats or hyperlinks that link to Flash based websites will not work.

MATERIALS SUBMISSION

Upload a .zip file of your ad materials and all assets to the Popular Science iPad Edition on our ad portal at: adportal.bonniercorp.com

Popular Science on Kindle, Nook, Zinio & Google Newsstand are replicas of the print edition.

PRODUCTION CONTACT:
Erika Hernandez, Production Manager
212.779.5393
erika.hernandez@bonniercorp.com

ISSUE SPACE CLOSE, MATERIALS DUE & ON SALE DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
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<td>10/14/15</td>
<td>11/17/15</td>
</tr>
</tbody>
</table>
## DIGITAL SPECS

<table>
<thead>
<tr>
<th>BANNERS:</th>
<th>INITIAL LOAD</th>
<th>POLITE LOAD*</th>
<th>COMPLETE DOWNLOAD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 X 90 PX</td>
<td>40K</td>
<td>80K</td>
<td>120K</td>
</tr>
<tr>
<td>300 X 250 PX</td>
<td>40K</td>
<td>80K</td>
<td>120K</td>
</tr>
<tr>
<td>300 X 600 PX</td>
<td>40K</td>
<td>80K</td>
<td>120K</td>
</tr>
</tbody>
</table>

* Polite and Complete download only apply to creatives served via a third party.

### E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT):
- 728x90 and 300x250
- File size cannot exceed 40k
- Standard gif or jpg only. No swf or rich media will be accepted
- Click-tracking URL’s ONLY for tracking purposes

### E-BLASTS

(CUSTOM ADVERTISE MESSAGE):
- Max pixel width 650. Size recommend as standard is 569
- All images are jpeg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

### FEATURED PRODUCT

(300x250)
- Bold Headline: 20 characters max with spaces
- Copy: 100-105 characters with spaces, text will wrap naturally
- Click thru URL must be provided; 1x1 tracking pixels accepted
- 120x100 product image (gif or jpg), 4k max file size with white background
- 100x65 company logo (gif or jpg), 4k max file size with white background

### RICH MEDIA BANNERS

- 3 loops + 15 sec animation (i.e. 3x/15 seconds)
- Rich media- flash (swf.)

### RICH MEDIA BANNERS

<table>
<thead>
<tr>
<th>EXPANDING ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>— 728x90 expands to 728x225 (down)</td>
</tr>
<tr>
<td>— 300x250 expands to 400x350, 300x600, 600x250 (left)</td>
</tr>
</tbody>
</table>

### MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button if the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

### THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls, not iframes
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

### FLASH AD UNITS

- Flash files served via DFP must be coded properly for click and impression tracking
- All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash versions 6-10

### CORRECT ACTION SCRIPT FOR FLASH

- Create an invisible button over the area that you want ‘active/clickable’ to users
- On the invisible button, put the following action:

  ```javascript
  on (release) {
    getURL (_level0.clickTag, "_blank");
  }
  ```

### PRE-ROLL

- Video Size (W X H): At least 640x480.
- Video File Type: FLV, MP4, MOV, VAST tag.
- Max Video File Wt.: 2 Mb.
- Target Bit Rate: 400 Kps.
- Animation Length: 15 seconds
- Looping Frame: 29.97 FPS.
- Lead Time: 5 Days Prior to Launch
- Additional Notes: *VAST/VPAID creatives accepted (linear format only, no companion units)
1. Rates on this card are effective beginning with the January 2013 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.

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.
CONTACTS

SALES

New York
212.779.5173

Detroit
248.213.6154

Chicago
312.252.2847

Los Angeles
310.227.8947

PRODUCTION

Erika Hernandez
Production Manager
212.779.5393
erika.hernandez@bonniercorp.com

Laurel Kurnides
Group Production Director
212.779.5134
laurel.kurnides@bonniercorp.com

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