



POPULAR SCIENCE

2024 Media Kit

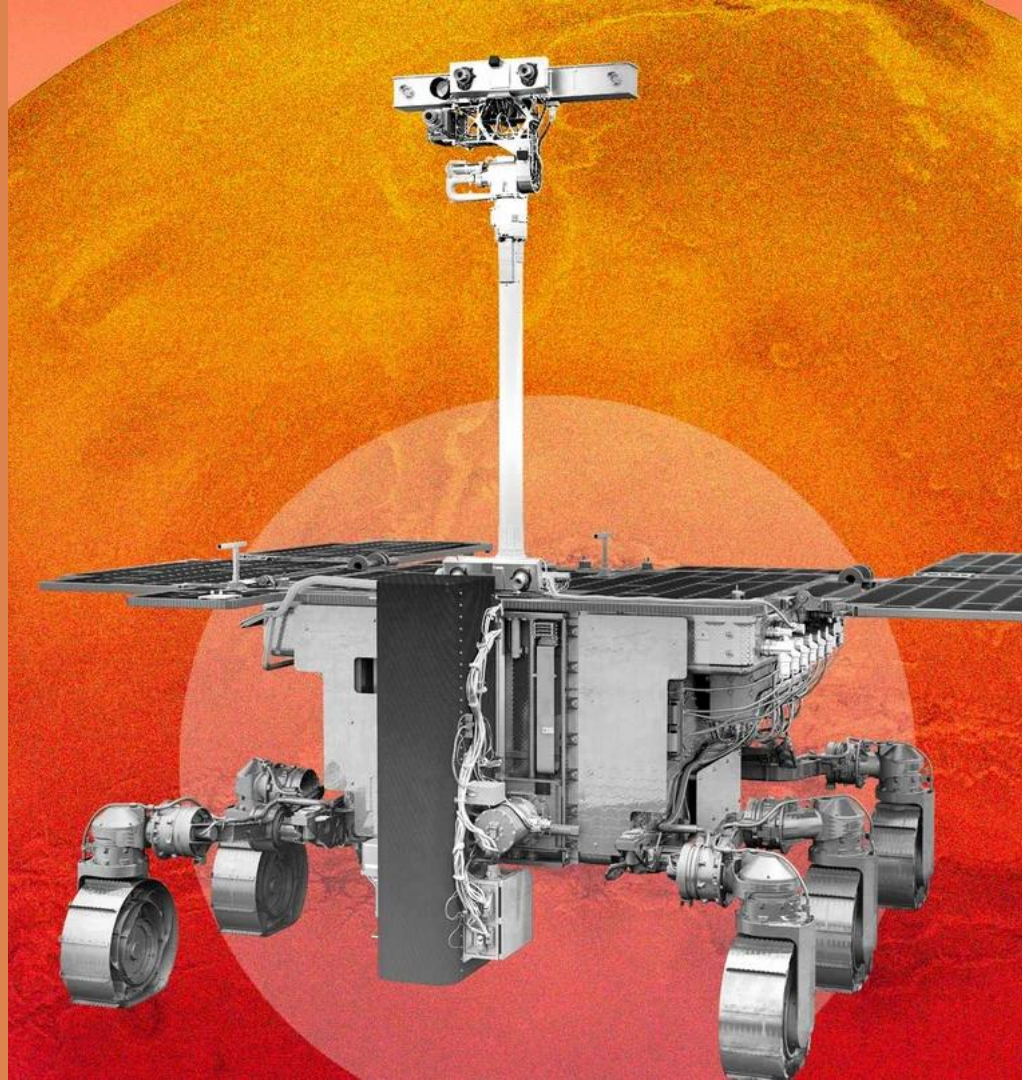
POPULAR SCIENCE

Demystifying the
worlds of science and
technology since 1872.

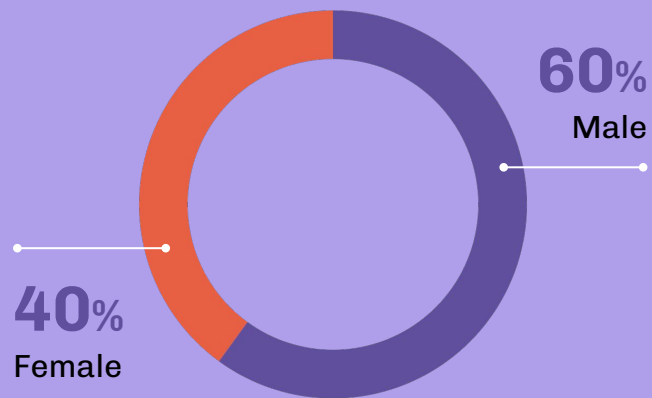


For 150 years, PopSci has earned the trust of consumers with award-winning editorial, highly regarded science experts, and simple explanations of scientific concepts.

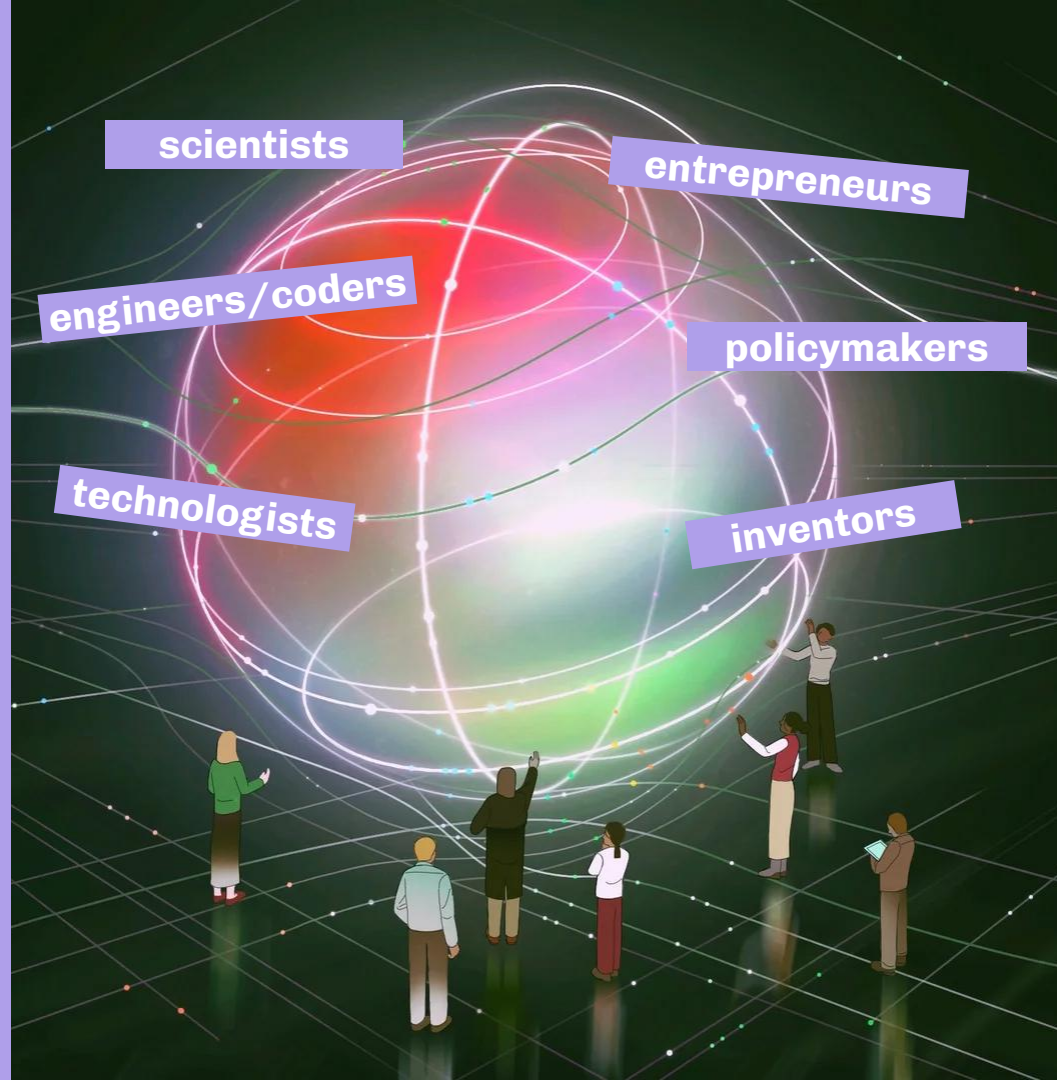
We uncover the mystery behind the technology in your phone, delve into groundbreaking innovations, and uncover fascinating facts about everything from the wonders of outer space to the hidden world of everyday items like bread.



OUR AUDIENCE

**25-39**Years old
median age**100-150k**

Median HHI



OUR FOOTPRINT

3.4M

Facebook

5M

Digital Uniques

192K

Instagram

380K

Email subscribers



WHAT WE COVER

Delivering engaging, approachable, and an inclusive look at emerging technologies and scientific advances.

**SCIENCE**

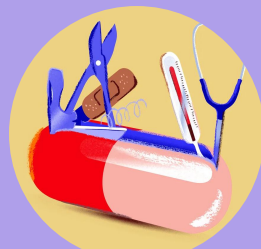
Archaeology,
Dinosaurs,
Physics,
Biology, Space

**TECHNOLOGY**

AI, Aviation,
Best of What's
New, Engineering,
Internet, Military,
Robots, Security,
Vehicles

**ENVIRONMENT**

Agriculture,
Animals,
Climate Change,
Conservation,
Energy,
Sustainability,
Weather

**D.I.Y.**

Life Skills,
Projects,
Tech Hacks

**HEALTH**

Diseases,
Fitness &
exercises,
Medicine,
Nutrition,
Psychology

**GEAR**

Audio,
Cameras,
Computers,
Fitness Gear,
Gaming,
Gift Guides,
Outdoor Gear,
Phones, Tablets,
Wearables

The *Popular Science* team is a seasoned crew of science and technology journalists. Our editors and writers have decades of experience deciphering dense research and uncovering the hidden wonders of our world ***across multiple channels.***

POPSCI.COM

PODCAST

NEWSLETTER

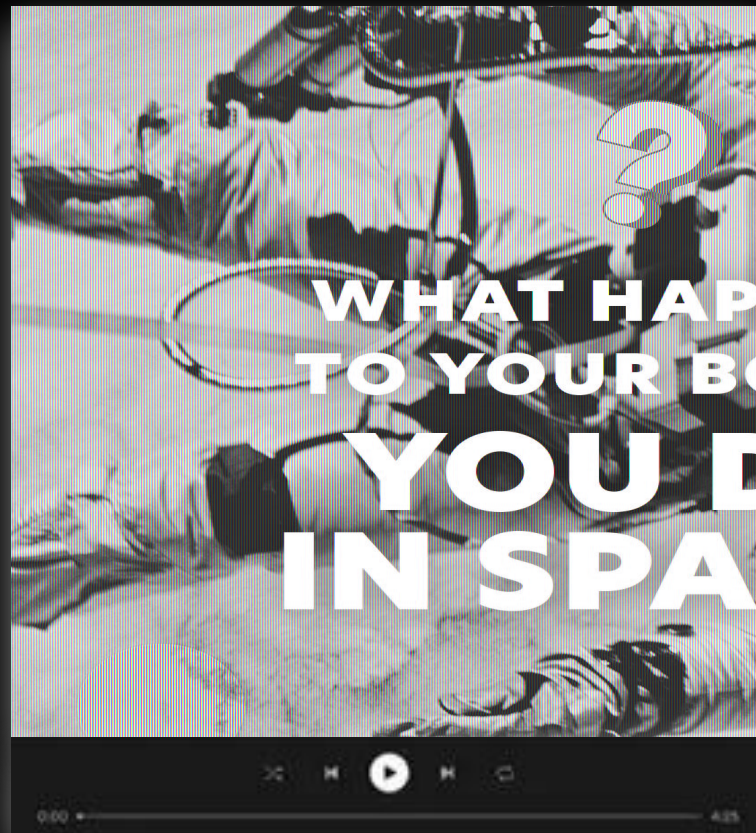
SOCIAL



PODCAST



The Weirdest Thing I Learned This Week feeds our reader's insatiable quest for more knowledge on all things science and tech. Hosted by a rotational group of PopSci editors, both podcasts show off the brands' expertise through a fun and engaging delivery.



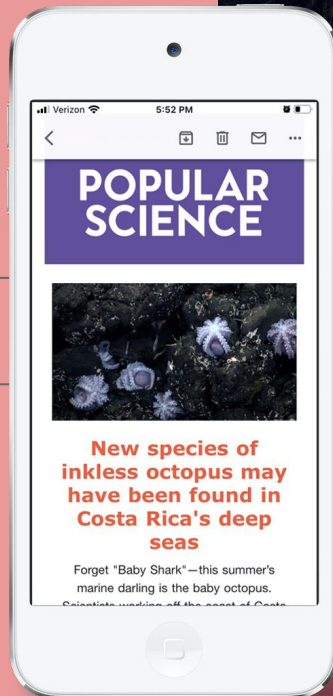
NEWSLETTERS

We take our best stories and produce speciality newsletters reaching a targeted list of subscribers.

MAIN (5x/week)

DEALS

GOODS



PRODUCTS

PopSci transforms complex science into engaging, entertaining, and informative content that will captivate your target audience.

From bite-sized to cinematic, our studio team can create content for any platform to help you achieve your goals.



**Video
Explainers**

Animations

**Article
Packages**

**White Label
Content**

**Editorial
Sponsorships**

Licensing

DIGITAL: AREAS OF EXPERTISE

HEALTH

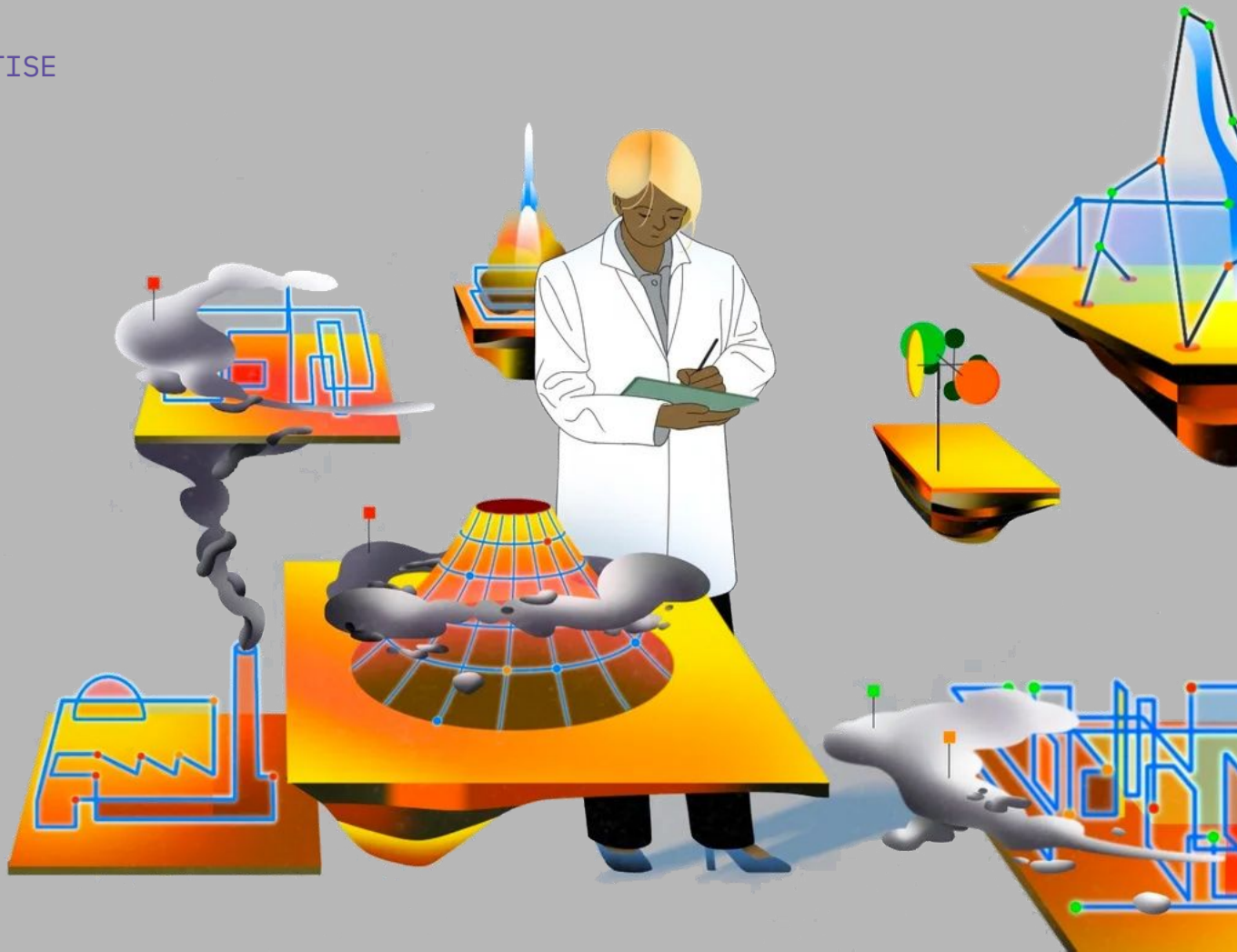
ENERGY

SPACE

SUSTAINABILITY

ENGINEERING

TECHNOLOGY



LEVERAGE OUR CREDIBILITY

Benefits of working with PopSci



LEVERAGE

Leverage our **150 years of legacy and credibility** to enhance your company's reputation



SHOWCASE

Showcase **your scientific and technological achievements** through expert **validation** from a trusted source



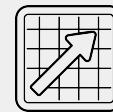
UTILIZE

Utilize our creative expertise in branded content **video explainers, animation, custom white papers, and editorial content series**



BOOST

Boost consumer trust and brand recognition by benefiting from our well-established presence in the scientific community



GAIN

Gain a competitive edge with association to a prestigious publication that's respected among industry leaders

Franchises



FRANCHISES: BEST OF WHAT'S NEW

Now in its 36th year, Best of What's New is PopSci's biggest and longest-running editorial franchise.

Every spring, the editors embark on an exhaustive research and vetting process to find the 100 greatest innovations across the worlds of science and technology. The list is published on popsci.com in late November/December.

Winners are awarded across 10 categories. Each category includes a Grand Award winner, which represents the innovation in that area that stands to make the greatest impact on life, the universe, and everything. Editors also select an Innovation of the Year, a distinction we hope speaks for itself.



FRANCHISES: BRILLIANT 10

Each fall, PopSci celebrates the 10 most influential young scientists, technologists, innovators, and inventors for their contributions.

This year we broaden the pool to celebrate a universe of thinkers and builders who are helping imagine a better tomorrow with an in-person awards dinner.



POPSCI.COM • FALL 2021

POPSCI.COM •

OUR AUDIENCE

Our audience is engaged with our reporting and analysis.



2.8x

more likely to be interested in *Green Tech*



2.2x

more likely to be interested in *EV Vehicles*



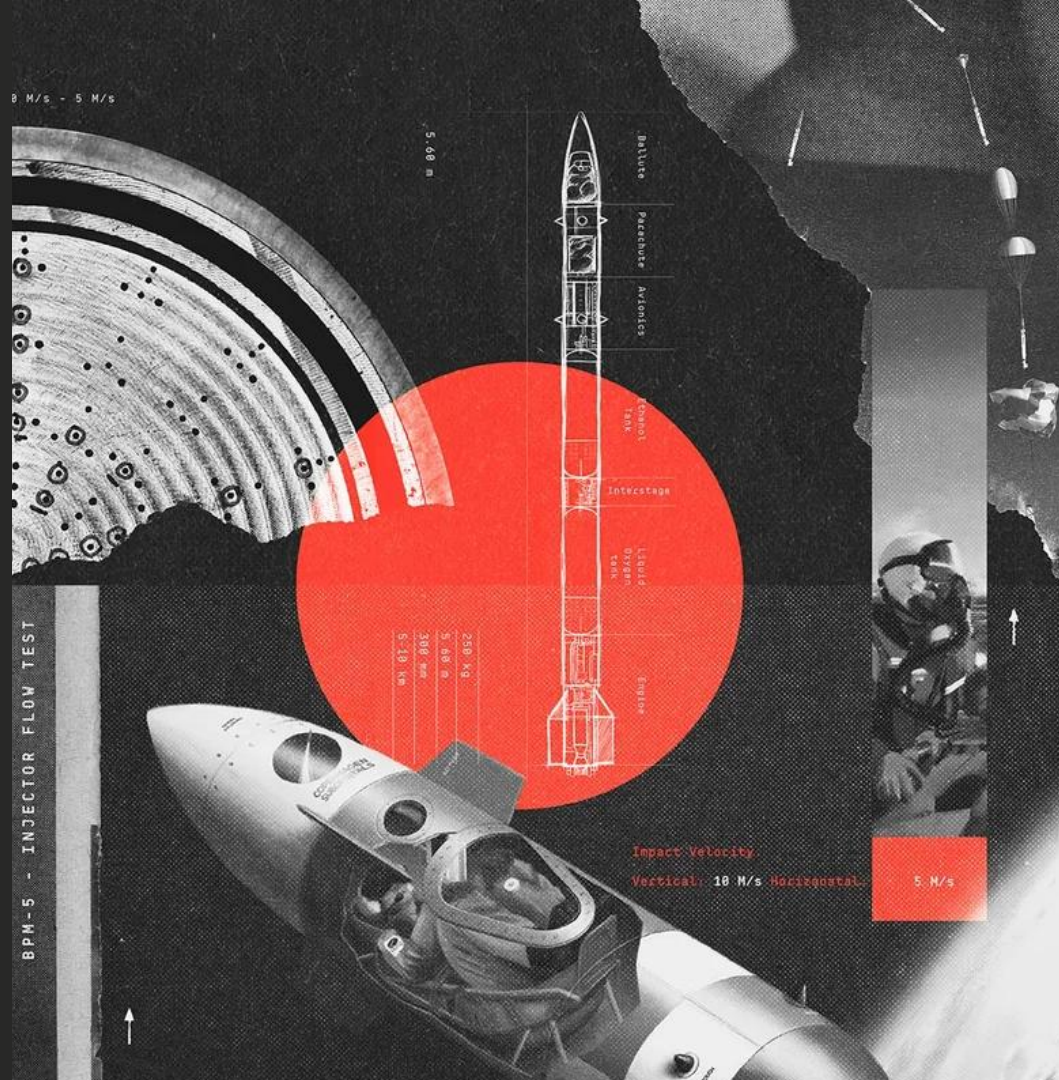
5.9x

more likely to be interested in *Space / Off-world News*



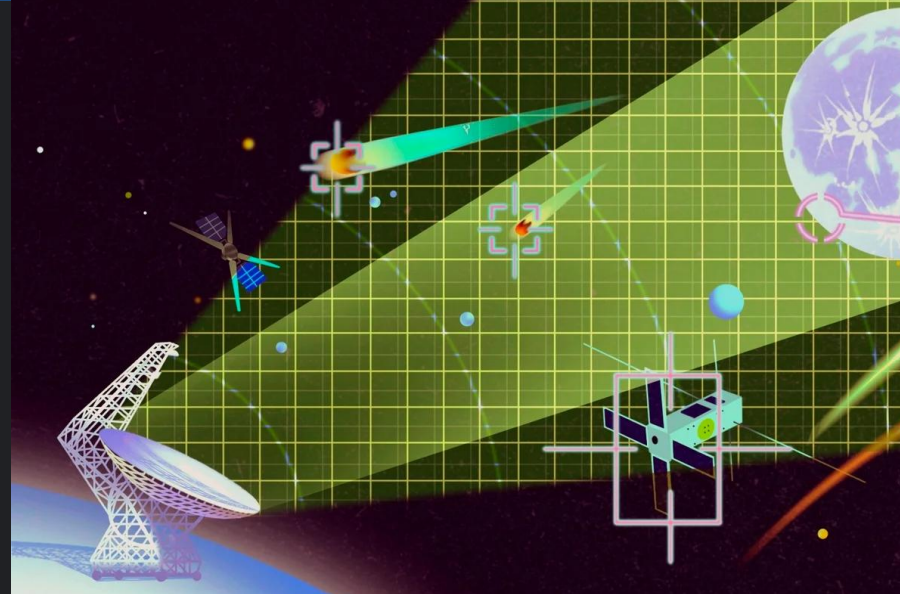
3.4x

more likely to be interested in *Earth Science*



What We Offer

A full suite of creative offerings that channel Popular Science's signature voice and look via its stable of editorial contributors, designers, and photographers.



Video

From snackable to cinematic, Recurrent Studios can produce a number of video assets for all platforms to help achieve your goals.

Writing

Advertorials, native articles and content for client's owned and operated channels, access the Recurrent signature voice from it's endemic contributors.

Social

Leverage Recurrent Studios' influencer relationships and editorial expertise in social media content creation and distribution.

Photography

In studio or on location, receive stunning photo assets shot with the Recurrent signature signature style.

Experiential

We produce to end-to-end events, activations and brand moments that are tailored to meeting client KPIs while engaging our audiences and creating press-worthy experiential.



Explainer Videos

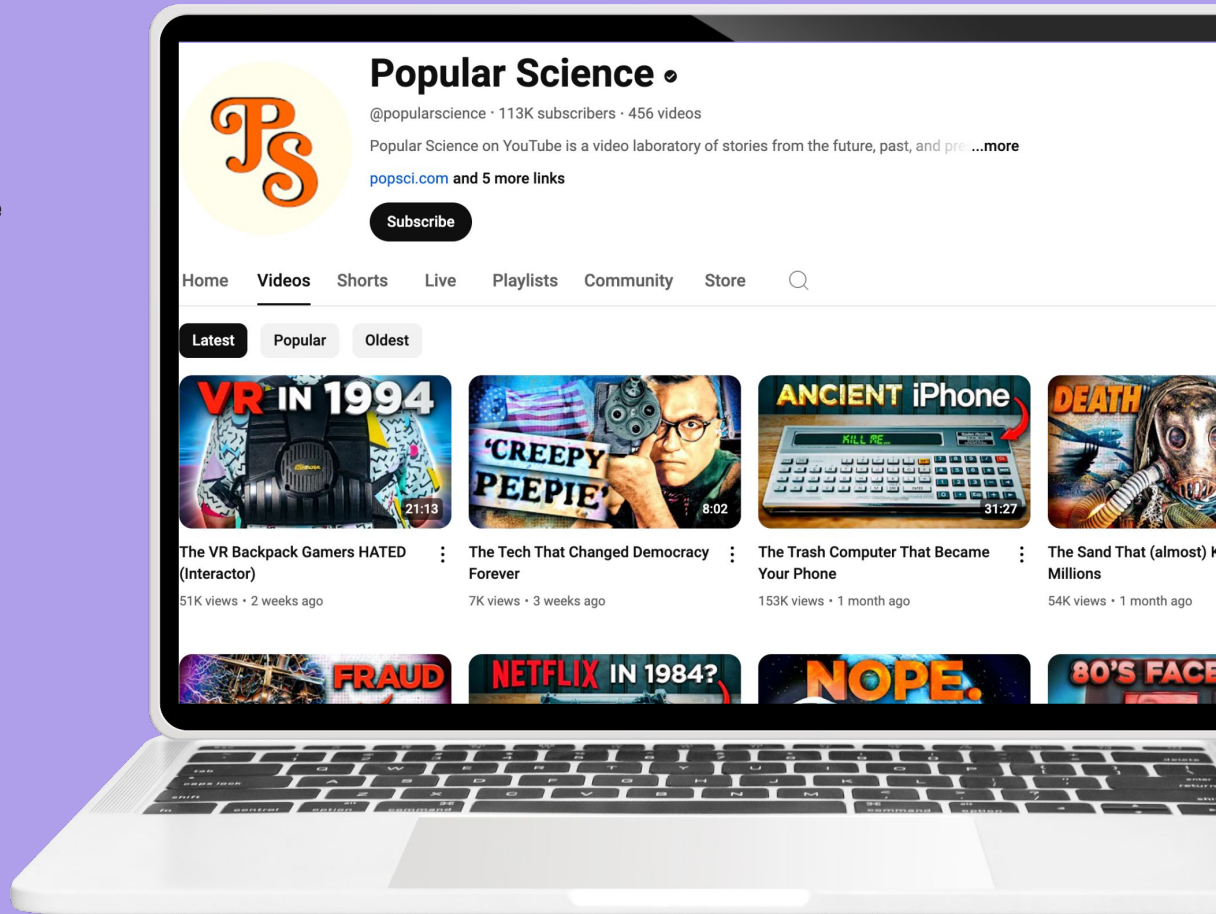
Our explainer videos take us down the rabbit holes we know our audience is itching to visit!

From fully animated to our newly revamped YouTube studio team and cast - Your brand is in good hands.

High engagements, candid, real brand awareness growth.

PACKAGE INCLUDES

- 100k Guaranteed Views
- :30 second branded segment
- \$7,000 per episode
- Link to video in one ENE





YouTube

Sponsored Episode

Our team will develop an entire episode thematically aligned with your product/brand/company being central to the content.

This is the opportunity for us to deliver some incredible videos while driving max awareness.

PACKAGE INCLUDES

- Options start at \$50K to cover a specific product or company.
- 100K view guarantee
- Editors reserved the right to reject a topic



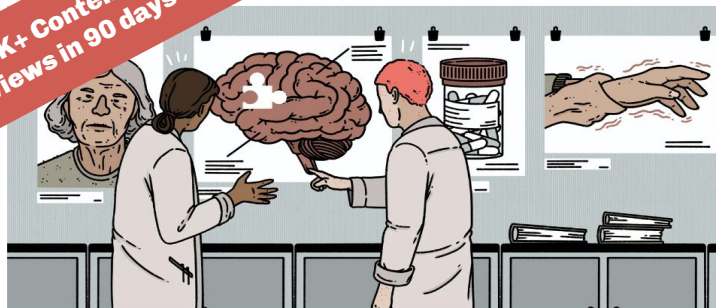
CASE STUDY

Editorial Sponsorship + Written Content

We were tasked to generate brand awareness for **The Michael J. Fox Foundation** and their Parkinson's Research initiative (PPMI).

We utilized PopSci to ignite a conversation around brain health and introduce a custom designed hub, "[The Mind Lab](#)", paired with sponsorship of relevant editorial from the PopSci archives, newsletters, social promotion and display.

100K+ Content
Pageviews in 90 days



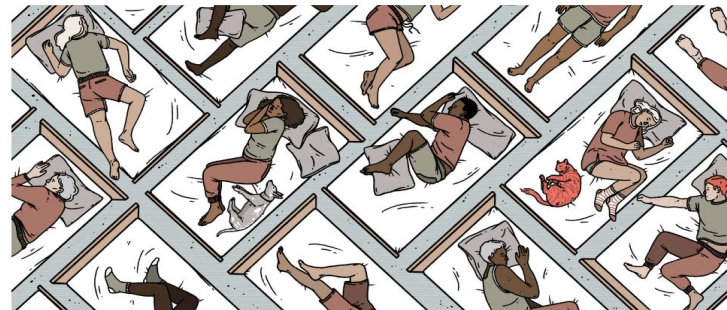
Whether or Not You Have Parkinson's, You Can be Part of The Cure

An estimated 6 million people worldwide live with Parkinson's, and millions of families are impacted by the disease. But though Parkinson's has no cure, you help work towards finding one. Learn more about PD and find out how you can help.

[Read More](#)

Brain Health: What's Sleep Got to Do With It?

A sleep condition in which people act out their dreams—such as punching or kicking while asleep—is linked to brain disease risk.

[Read More](#)


Book a Call



Let's get to *work*!



John Graney

VP, Client Partnerships

john.graney@recurrent.io

347.880.1123

OUR FOOTPRINT

3.4M

Facebook

5M

Digital Uniques

192K

Instagram

380K

Email subscribers

