

# Science News Media Group

## 2026 MEDIA KIT

**Contact:**

Daryl Anderson | Senior Media Sales Manager

E-mail: [danderson@societyforscience.org](mailto:danderson@societyforscience.org)

Phone: 202-872-5127

Science  
News | ScienceNews  
**Explores**

We've built a faithful audience through a 100-year commitment to our mission:

To provide independent journalism  
that helps people understand science's impact  
and make informed choices for their lives,  
families, communities, and the world

# We reach curious-minded professionals and help them understand what science brings to society

Our readers are senior leaders in business and society, scientists and researchers, educators and students, policymakers and members of the public who actively seek out credible, accurate information about the world they live in.



## Thought Leaders

Curious professionals seeking deeper context



## STEM and STEM Adjacent Professionals

Current and former STEM practitioners



## The New Generation

Middle school to early career learners



# The pinnacle of credible and comprehensive science journalism

## Science News Magazine

Flagship monthly magazine offering deep reporting and visual storytelling

## Trusted Journalism

Smart, original reporting from the most trusted independent science newsroom\*, relied on by researchers, educators, and informed professionals.

## Digital Products

Sciencenews.org, mobile apps, weekly curated newsletters and podcasts

## 100-Year Legacy of Excellence

Science News has been the trusted bridge between scientific discovery and public understanding since its founding in 1922



\*Source: Ad Fontes / Alliance for Audited Media (AAM)

# We are widely distributed and highly discoverable

Our informative, accessible, actionable content has won audiences across platforms.

**1.1M** Monthly Uniques

**315K** Magazine Readers

**120K** Monthly Print Subscribers

**8.0M** Social Followers

**225K** Newsletter Subscribers

**4K** members of Congress, the Supreme Court, federal agencies, and state governors

# Affluent, educated, and highly curious

77/23%

Male/Female

73%

Bought science books in  
the last 12 months

\$135K

Average HH Income

51%

Environmentally active in  
past year

90%

Graduated College

31%

Enrolled in continuing  
education

59%

Completed Post-Grad  
Study



# Fueling Curiosity for our Fastest-Growing Audience

## Science News Explores Magazine

Award-winning, reliable reporting that explains new discoveries in accessible, engaging language for young learners

## Beautiful Learning Design

A refreshed visual experience that pairs storytelling with explainers, graphics, and interactive features

## Digital Products

Sciencenewsexplores.org, bi-weekly newsletter and video explainers

## Classroom-Ready Resource

Trusted by educators, aligned to standards, and supported with glossaries, reading levels, and teaching tools

113%

Growth in 2 years



# Reach the next generation of science innovators and their networks

Connecting brands with a curious, expanding audiences of middle and high school teachers, students, parents, and administrators.

**255K** Monthly Uniques

**65K** Magazine Readers

**35K** Monthly print Subscribers

**1.0M** Social Followers

**28K** Newsletter Subscribers

**60K** Additional Copies Distributed to Middle and High Schools

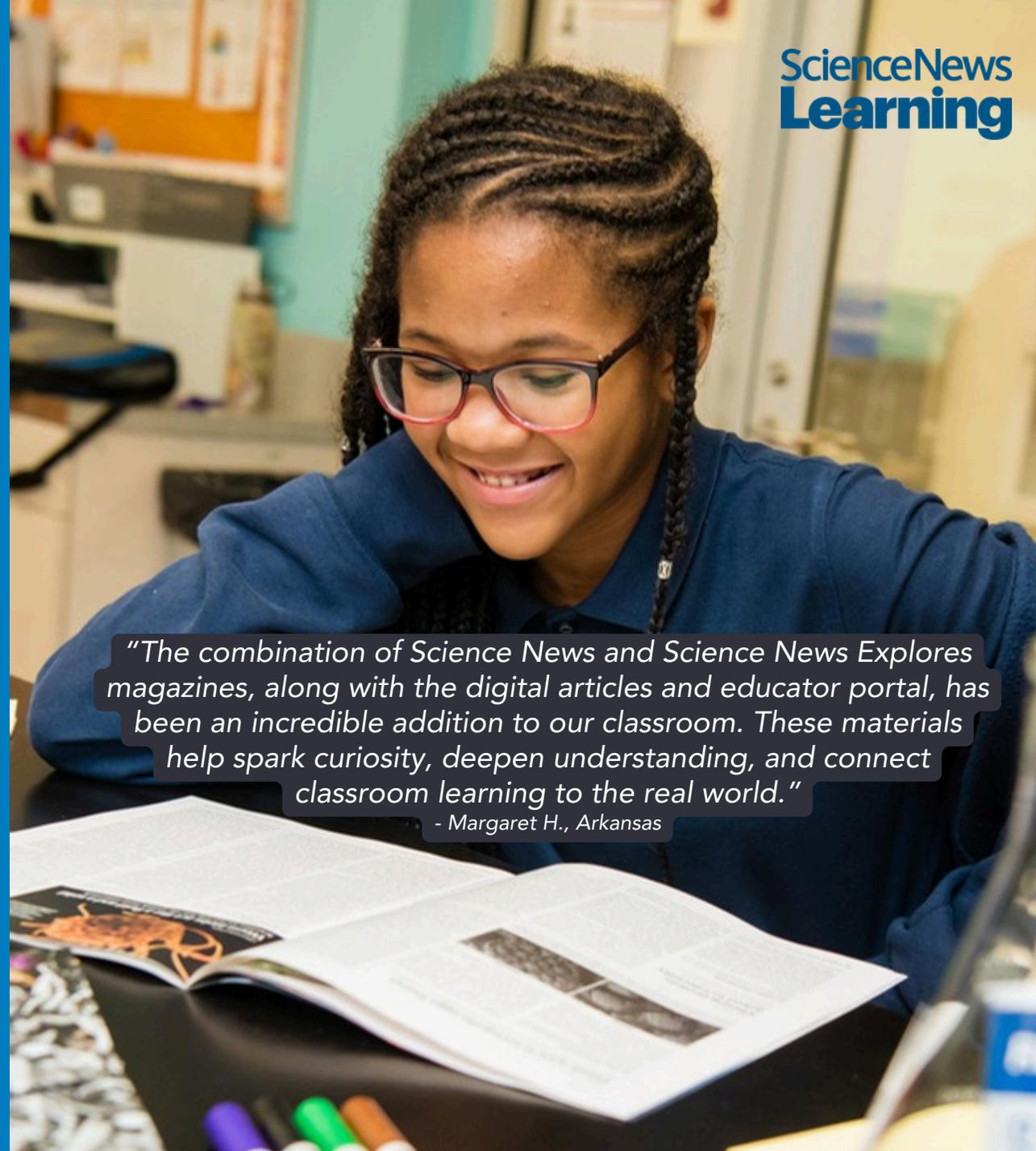
# Amplify your reach to a consequential, hard-to-access audience

Science News Learning distributes our magazines to more than **6,000 middle and high schools**, reaching **18,000+ educators** and **5.2 million students** nationwide.

What that means for you:

- **Consistent exposure in classrooms and school communities** to support STEM learning
- **High engagement from educators** who influence curriculum and purchasing decisions
- **Long shelf life as magazines** and lesson plans are reused throughout the school year

Advertisers align their brands with science literacy, education, and discovery, while reaching millions of students through the educators who guide them.



*"The combination of Science News and Science News Explores magazines, along with the digital articles and educator portal, has been an incredible addition to our classroom. These materials help spark curiosity, deepen understanding, and connect classroom learning to the real world."*

*- Margaret H., Arkansas*

# Digital Advertising

## WEBSITE

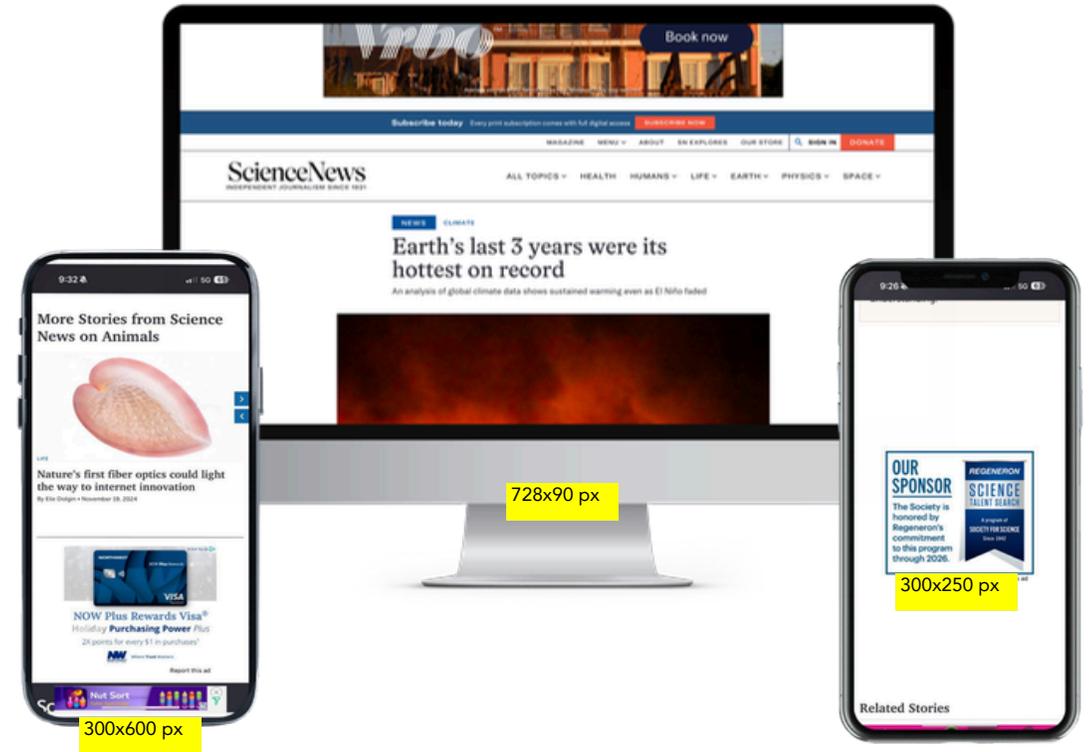
Unique monthly users	1.1 million
Monthly Page Views	2.6 million
Male/Female	58%/42%
College Graduate	90%
Completed post-graduate study	63%

## AREAS OF SCIENCE INTEREST

Astronomy/Astrophysics	69%
Biomedicine	69%
Computer Science/Robotics	62%
Environment/Climate Change	71%
Human Health/Nutrition	68%

## WEB BANNER RATES:

50K impressions guaranteed	—	\$500 (\$10.00 CPM)
100K impressions guaranteed	—	\$800 (\$8.00 CPM)
200K impressions guaranteed	—	\$1,300 (\$6.50 CPM)
400K impressions guaranteed	—	\$1,800 (\$4.50 CPM)
Content and custom targeting available at additional CPM		



## WEB BANNER SPECS:

Available sizes (WxH): 300x250, 300x600, 728x90 and 970x250 pixels  
 Acceptable Formats: JPG, GIF, PNG  
 File size must not exceed 1MB

# e-newsletter Advertising

Reach our engaged, educated audiences with a Sponsored Message or Banner Ad in Science News and Science News Explores newsletters.

- **Science News Headlines** (225,000+ subscribers), delivered on Thursdays
- **Health & Medicine** (52,000+ subscribers), delivered every other Tuesday
- **Science News Explores Cheat Sheet** (targets 28,000+ educators and parents), delivered on Mondays
- **Science News Learning** educator e-mail (13,000+ educators), delivered on Fridays
- **Space News** (48,000+ space and astronomy enthusiasts), delivered every other Friday

## SPONSORED MESSAGES

- Single message: \$1,400
- 3 messages: \$3,200

## BANNER ADS

- Single delivery date: \$800
- 3 delivery dates: \$1,800

## ScienceNews Latest Headlines

by [Victoria Jeggard](#), Executive Editor

**August 7, 2025:** A snail may hold clues to regenerating eyes, a telescope spots black holes snacking and experts review TikTok skin care routines. But first ...

[A photo of a person looking at yogurt in a store](#)

[Some probiotics could feed, rather than fend off, infections](#)

We've got a freaky news flash for [Jamie Lee Curtis](#): Some probiotics may come with a serious downside. Research shows that a dose of the probiotic bacteria *Lactobacillus acidophilus*, commonly found in milk and yogurt, can make it easier for a gut pathogen to take hold in mice that have been treated with antibiotics. The pathogen, called *Clostridioides difficile*, can cause severe and sometimes life-threatening diarrhea.

**How do probiotics help a pathogen?** Probiotics are live microbes that usually have beneficial effects inside the body, such as boosting immunity and reducing inflammation. But as [Tina Hesman Saey](#) reports, *L. acidophilus* may inadvertently feed the *C. difficile* pathogen by breaking down proteins into amino acids it needs to grow.

**Now what do I do with all this yogurt?** Don't give up on probiotics just yet! The same research also found that a specific strain of the related probiotic *L. gasseri* has extra copies of genes for making antibacterial peptides that helped mice resist *C. difficile* infections. Plus, as Saey notes, it's not yet clear whether the results in mice will translate directly to people.

[GET THE FULL STORY](#)

Sponsored Content



An Evening with President Lech Walesa – Register now!

Meet the man who defended freedom and became one of the world's greatest leaders. Lech Walesa is coming to the U.S. and Canada on his first-ever Grand Lecture Tour. Register now: [www.historyexplorer.com](http://www.historyexplorer.com)

### TOP HEADLINES

[This snail may hold a secret to human eye regeneration](#)

Golden apple snails can regrow full, functional eyes. Studying their genes may reveal how to repair human eye injuries.

[7 stone tools might rewrite the timeline of hominid migration in Indonesia](#)

View this email as a [web page](#)

## ScienceNews Latest Headlines

by [Victoria Jeggard](#), Executive Editor

**November 7, 2025:** Math explains why your golf putt didn't sink, mosquitoes invade Iceland and fossils finally settle a dino fight. But first ...

[Planetary scientist Adeene Denton](#)

[How did Pluto capture its largest moon? This scientist is decoding its secrets](#)

With its underdog status and glorious heart-shaped surface feature, Pluto is an easy world to love. But it's much harder to figure out why it looks the way it does, including why its moon Charon is unusually large. After other scientists spent decades trying to simulate how Charon formed, [Adeene Denton](#) realized she needed to dig deeper into the underlying geology. Her efforts led to a new paradigm for moon formation called "kiss and capture." For this innovation and more, Denton, a planetary scientist at the Southwest Research Institute in Boulder, Colo., is one of this year's [Science News Scientists to Watch](#).

**How does "kiss and capture" work?** As Denton tells [McKenzie Prillaman](#), the object that became Charon first collided with Pluto. But it was a relatively gentle impact, and the two objects got stuck together. "That's the kiss," Denton says. Since Pluto was still spinning on its axis, Charon eventually lofted away, ultimately getting captured in orbit around the (slightly) more massive Pluto.

**Is that also why Pluto has a "heart"?** No, that famous feature was probably formed by a different collision. Lots of stuff was flying around and colliding in the early days of the solar system, and it's thought something slammed into Pluto to create an initial basin, the western lobe of the heart. Denton's work involved simulating that sudden impact and the subsequent slow geologic evolution that formed the heart we see today.

[GET THE FULL STORY](#)

Sponsored Content



Scientists around the world rise up for climate and ecological justice

### TOP HEADLINES

[There's math behind this maddening golf mishap](#)

Math and physics explain the anguish of a golf ball that zings around the rim of the hole instead of falling in.

[As teens in crisis turn to AI chatbots, simulated chats highlight risks](#)  
From blaming the victim to replying "I have no interest in your life" to suicidal thoughts, AI chatbots can respond unethically when used for therapy.

E-newsletter  
Sponsored Message

E-newsletter Banner Ad

# Sponsored Content

Promote your custom content on the ScienceNews.org homepage and relevant content category page.

- Four weeks of exposure of sponsor content on the Science News homepage
  - Two weeks as featured content
  - Two weeks in sponsored position (middle of fold)
- Articles range from 800-1200 words
- Three backlink opportunities included
- Content reviewed by Science News experts for relevancy and highest engagement

The screenshot shows the Science News website homepage. At the top, there is a navigation bar with 'Subscribe today' and 'SUBSCRIBE NOW' buttons. Below the navigation bar, the Science News logo and 'INDEPENDENT JOURNALISM SINCE 1921' are displayed. The main content area features several article cards. A blue arrow points to the 'COSMOLOGY' section, which includes an article titled 'A massive cosmic ring may challenge a key assumption about the universe'. Another blue arrow points to the 'Sponsored Partner Content' section at the bottom, which features a card for 'The Most Profound Industrial Revolution Is Underway in Low-Earth Orbit'.

# Sponsored Dedicated Emails

Deliver your sponsored message directly to targeted audiences in these Science News, Science News Explores, and Society for Science e-mail communities.

## SCIENCE NEWS HEADLINES

- 225,000+ science enthusiasts
- Open Rate — 8-10%
- Click To Open Rate — 3.0–4.0%

## CHEAT SHEET (Science News Explores)

- 28,000+ teachers, parents, science fans
- Open Rate — 25-28%
- Click To Open Rate — 5.0 - 6.0%

## INTERNATIONAL SCIENCE AND ENGINEERING FAIR (ISEF) ALUMNI

- 30,000+ former high school student finalists who have competed at ISEF, the world’s largest high school STEM competition

## SCIENCE NEWS LEARNING

- 13,000+ high school educators
- Open Rate — 30–35%
- Click To Open Rate — 20–22%

Sponsored Content  
View this email as a [web page](#).

University of Rochester

Explore Egypt  
JOIN THE MOST EXTRAORDINARY TOURS EVER OFFERED

Imagine having the Great Pyramid, the last of the Seven Wonders of the Ancient World, all to yourself as you delve into its ancient secrets.

standing between the paws of anx, an awe-inspiring moment we ever experienced.

if meeting the world's most ptologists, including Dr. Zahi being among the first to learn groundbreaking discoveries.

ream—it's your once-in-a- designed by Archaeological Paths!

THE NEXT INDUSTRIAL REVOLUTION  
**Orbiting Microgravity Laboratories:**  
Potential to Disrupt Terrestrial Industries

The microgravity experienced in low-earth orbit (LEO) holds the power to unlock massive potential for humanity. On Earth, the fundamental gravitational forces experienced such as buoyancy, convection, and sedimentation act as major limitations to research and development. In microgravity these factors can be far better controlled, enabling a step-change in advancement in industries such as biotechnology and pharmaceuticals, advanced materials, health and wellness, electronics, education and more.

- Approximately 10 million people die from cancer each year. It is estimated that a 1% reduction in mortality from cancer has a value of nearly \$500 billion. Further, a cure for cancer would be worth about \$50 billion.
- The pharmaceutical industry spends roughly \$200 billion on R&D and \$40 billion with contract research organizations (CROs). Businesses that specialize in conducting clinical trials. The average cost of bringing a drug to market (including drug failures) is now \$2.8 billion. McKinsey suggests that the annual incremental value of doing business in space for pharmaceutical companies is \$2.8 to \$4.2 billion and companies that develop just one novel oncology drug through space-based R&D could obtain an average net present value of \$1.3 billion. (By providing seamless access to a microgravity environment, which increases returns from innovation, improves the success rate for compounds in development and cuts development timelines, the Sierra Space value proposition is monumental.

Click here to learn more and connect with our dedicated team.

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chester's pre-college programs are now

they can expect more than just an learning experience. They'll join other high-students from around the globe on our riverside York to:

rests at a top research institution: Students vel courses taught by supportive professors ) in their fields.

uld confidence for the future: Whether ) new field or deepening an existing interest, dents to return home with a clearer sense of pursue for a career or major—and what they

nd universities on their list that they're ademic goals: Pre-college coursework )emic initiative and intellectual curiosity. Plus, ) preparation workshops are built in, so lary sooner.

urs living: From living in residence halls to ers who share their goals, students will get an of university life.

to select from, spanning fields like medicine, and beyond, URochester Pre-College ) discover what's possible.

Applications are open

THE LUXURY OF VE VIP ACCESS  
GREATEST WONDERS  
off-limits to the public!

— Dr. Zahi Hawass  
World's Most Famous Egyptologist

# Sponsored Social Posts

Share your message with our highly-engaged audience on social media:

- X (5.2 million+ followers)
- Facebook (2.6 million followers) feeds

*Posts are subject to the publisher's approval.*

## SPONSORED POSTS

- \$800 per post
- \$700 per post (3+ posts)
- \$600 per post (6+ posts)

Science News Magazine  
July 16 · 🌐

SPONSORED: Opportunity alert! Apply to [The Aspen Institute #OurFutureIsScience](#) virtual mentorship program. High schoolers and grad students explore how STEM can improve social issues. Visit [www.ourfutureisscience.org/mentorship](http://www.ourfutureisscience.org/mentorship)

**OUR FUTURE IS SCIENCE**  
aspen institute

**2024-2025 VIRTUAL STEM MENTORSHIP PROGRAM**

*Apply Today!*

Our Future Is Science (OFIS) is a Mentorship Program that pairs U.S. high school students with graduate STEM (Science, Technology, Engineering, and Math). OFIS emphasizes scientific learning, community engagement, and career exploration, with the goal of bridging gaps between science and societal issues.

**HIGH SCHOOLER (10-12th grade):**

- Explore links between science and social justice
- Connect with mentors, scientists, and activists
- Design a Capstone Project
- Receive a \$1,000 honorarium

**GRADUATE STEM STUDENTS:**

- Cultivate future scientists
- Connect your research interest to society
- Boost CV
- Expand professional network
- Receive a \$1,500 honorarium

Visit: [www.ourfutureisscience.org](http://www.ourfutureisscience.org)

MENTEE APPLICATION: Applicants must apply by August 5, 2024

MENTOR APPLICATION: Applicants must apply by August 5, 2024

Science News  
@ScienceNews

SPONSORED: Experience Egypt like royalty: VIP access, private visits, luxury stays, and exclusive tours with renowned archaeologists, including Dr. Zahi Hawass. Explore Egypt's wonders on the most extraordinary tour!

Discover More: [ArchaeologicalPaths.com](http://ArchaeologicalPaths.com)

1:15 PM · Aug 29, 2024 · 12.7K Views

Science News  
@ScienceNews

(SPONSORED): What color is the universe? Do all planets spin the same way? Explore the biggest questions of the cosmos with *Astroquizzical: Solving the Cosmic Puzzles of Our Planets, Stars, and Galaxies* by Jillian Scudder from [@mitpress](#).

ALT

# Custom Advertising Programs

At Science News Media Group, we build advertising programs around your goals. Our team works closely with you to create flexible, tailored solutions that fit your objectives, budget, and timeline, whether you are focused on awareness, engagement, or performance.

We partner with you across a range of options, including:

- Targeted display advertising
- Sponsored and native content
- Email newsletters and custom e-blasts
- Podcast and video sponsorships
- Events and webinars

Our advertising team is hands-on, responsive, and committed to finding the right approach for your brand. We help you connect with a highly engaged, science-minded audience in ways that feel strategic, seamless, and effective.



# 2026 Science News Print Rates and Schedule

## PRINT COLOR RATES

	1x to 3x	4x to 6x	7x to 12x	13x or more
SPREAD	*	*	*	*
FULL PAGE	\$4,000	\$3,400	\$3,075	\$2,623
1/2 PAGE	\$2,695	\$2,280	\$2,062	\$1,759
1/3 VERTICAL	\$1,850	\$1,565	\$1,415	\$1,206
1/3 SQUARE	\$1,850	\$1,565	\$1,415	\$1,206
1/6 PAGE	\$1,045	\$883	\$795	\$681

## PRINT COVER RATES

	1x to 3x	4x to 6x	7x to 12x	13x or more
COVER 2	\$4,585	\$3,750	\$3,380	\$2,856
COVER 3	\$4,255	\$3,629	\$3,275	\$2,755
COVER 4	\$4,480	\$3,830	\$3,465	\$2,923

\*call your account executive for pricing

## PUBLICATION SCHEDULE

Cover Date	Reserve Space By	Ad Materials Due
January 2026	11/3/2025	11/12/2025
February 2026	12/8/2025	12/17/2025
March 2026	1/5/2026	1/14/2026
April 2026	2/2/2026	2/11/2026
May 2026	2/2/2026	3/11/2026
June 2026	4/6/2026	4/15/2026
July 2026	5/4/2026	5/13/2026
August 2026	6/1/2026	6/10/2026
September 2026	7/6/2026	7/15/2026
October 2026	8/3/2026	8/12/2026
November 2026	9/7/1936	9/16/2026
December 2026	10/5/2026	10/14/2026

# Science News Advertising Specifications

## FULL PAGE AD SIZE: 7.75 in x 10.75 in

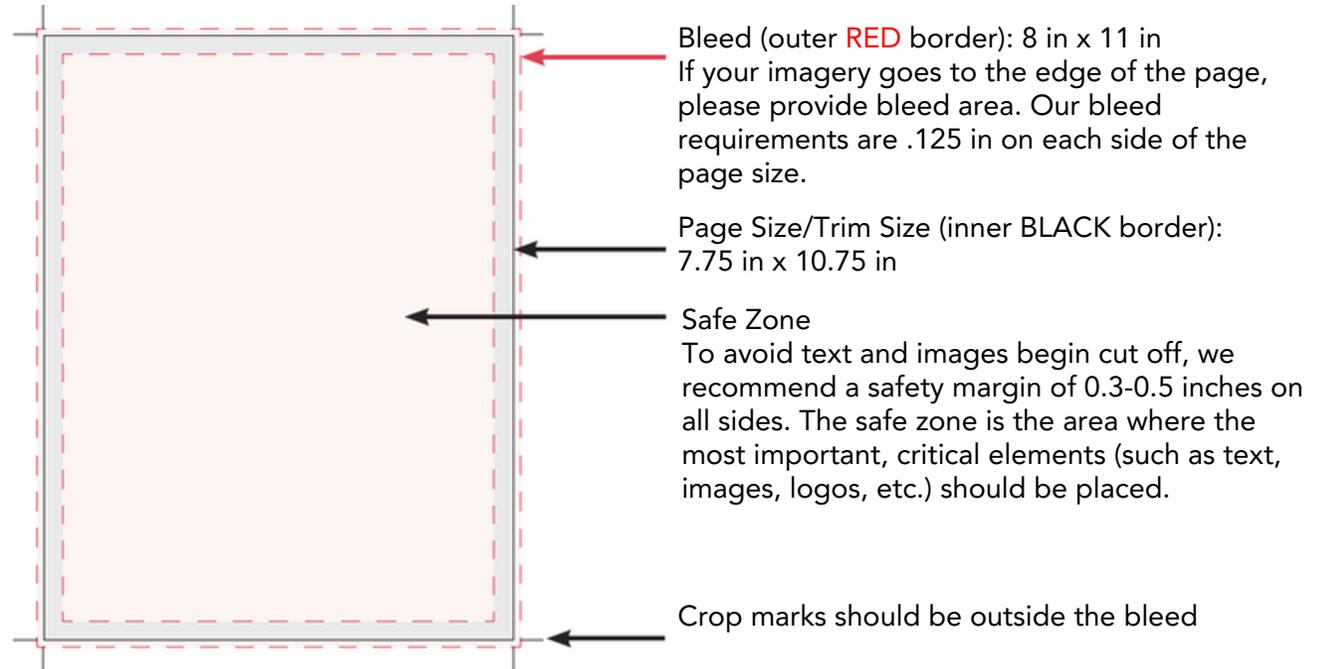
**NOTE:** If important imagery in your ad goes to the edge of the ad page, add a bleed area of **.125 in** to all four sides of the page size. Ads that include a bleed will measure 8 in x 11 in. Ads without a bleed will measure 7.75 in x 10.75 in.

## MATERIAL REQUIREMENTS

To ensure optimal reproduction quality, ad materials should adhere to the following requirements:

- Color images must be in CMYK
- Resolution: Minimum 300 DPI
- PDF: High resolution with all fonts and images embedded in file. PDF files should be saved using PDF X-1A
- "Highest Quality Print," or "Press" settings in Acrobat to ensure high-resolution PDF
- Line screen: 150
- All typographic elements should be output from Illustrator or InDesign whenever possible.

## AD SPECS FULL PAGE AD



## FRACTIONAL AD SIZES (W x H):

- 1/2 page: 6.55" x 4.75"
- 1/3 square: 4.3" x 4.3"
- 1/3 vertical: 2.05" x 9.7639"
- 1/6 vertical: 2.05" x 4.75"

# 2026 Science News Explores Print Rates and Schedule

## PRINT COLOR RATES

	1x	2x to 6x	7x or more
FULL PAGE	\$700	\$560	\$455
1/2 PAGE	\$500	\$400	\$325
1/4 PAGE	\$300	\$255	\$225

## PUBLICATION SCHEDULE

Cover Date	Reserve Space By	Ad Materials Due
February 2026	11/10/2025	12/3/2025
March 2026	11/25/2025	12/18/2025
April 2026	1/20/2026	2/6/2026
May 2026	2/18/2026	3/9/2206
June/July 2026	3/18/2026	4/3/2026
August 2026	5/7/2026	5/27/2026
September 2026	6/11/2026	7/1/2026
October 2026	7/16/2026	8/6/2026
November 2026	8/14/2026	9/2/2026
Dec 2026/Jan 2027	9/21/2026	10/8/2026

# Science News Explores Advertising Specifications

## FULL PAGE AD SIZE: 8.125 in x 10.5 in

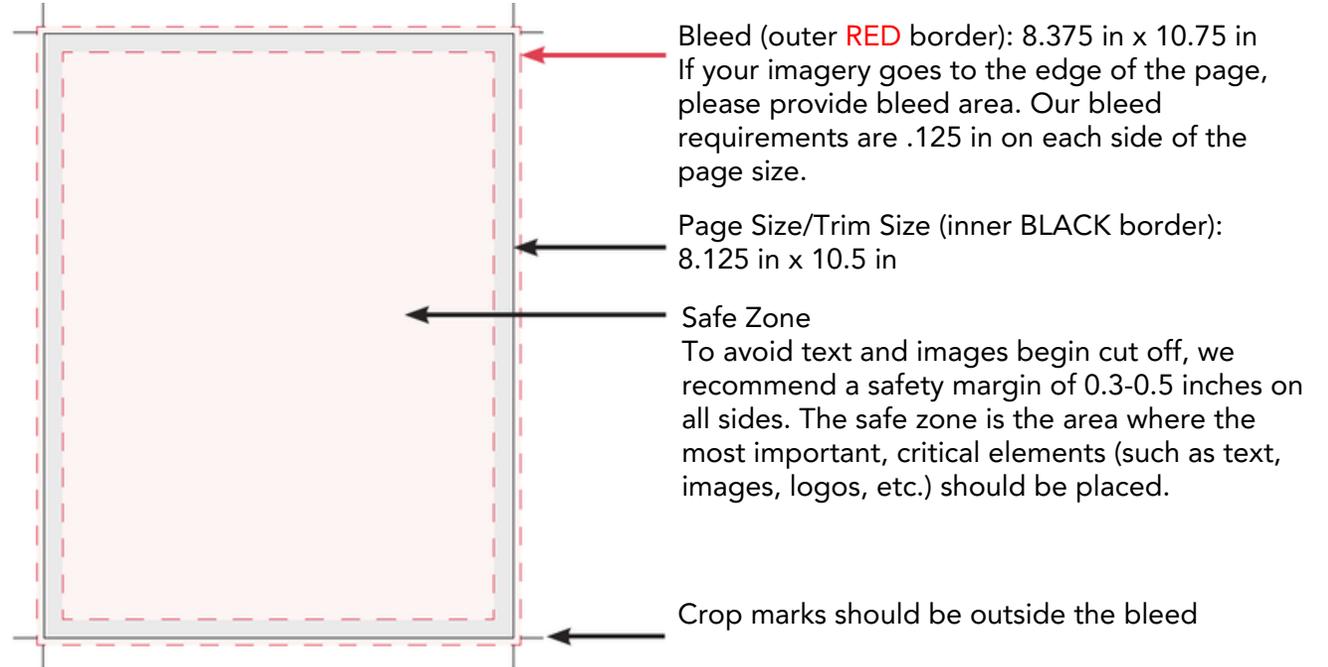
**NOTE:** If important imagery in your ad goes to the edge of the ad page, add a bleed area of .125 in to all four sides of the page size. Ads that include a bleed will measure 8.375 in x 10.75 in. Ads without a bleed will measure 8.125 in x 10.5 in.

## MATERIAL REQUIREMENTS

To ensure optimal reproduction quality, ad materials should adhere to the following requirements:

- Color images must be in CMYK
- Resolution: Minimum 300 DPI
- PDF: High resolution with all fonts and images embedded in file. PDF files should be saved using PDF X-1A
- "Highest Quality Print," or "Press" settings in Acrobat to ensure high-resolution PDF
- Line screen: 150
- All typographic elements should be output from Illustrator or InDesign whenever possible

## AD SPECS FULL PAGE AD



## FRACTIONAL AD SIZES (W x H):

- 1/2 horizontal: 7.5" x 4.687"
- 1/3 vertical: 3.4375" x 9.375"
- 1/4 page: 3.4375" x 4.625"

# Partner with us

We'll develop exciting solutions to get your brand and message in front of the right audiences. Align your brand with an aspirational voice that inspires curiosity and action.

Daryl Anderson | Senior Media Sales Manager

E-mail: [danderson@societyforscience.org](mailto:danderson@societyforscience.org)

Phone: 202-872-5127

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