10 REASONS TO ADVERTISE IN PRINT

1. Print Is Preferred
67% of our 120,000+ subscribers choose to read the magazine in print

2. Active Buyers
37% of print readers say they took action after seeing an ad in PT

3. Engaged Readers
Readers of the print version of PT spend an average of 58 minutes with each issue and regularly read 3 of 4 issues

4. Extended Reach
Copies of PT are passed along to more than 1 reader—an average of 1.7 readers per copy or an additional 84,000 readers per month

5. An Exclusive Audience
35% of our print readers don’t receive any other scientific trade publication

6. A Positive Impression
69% of print readers say PT is their favorite scientific publication

7. Highly Educated Readers
69% of print readers have a PhD

8. Active Researchers
72% of print readers are conducting research

9. Trusted, Relied Upon
65% of print readers feel PT is an important resource

10. Audited, Guaranteed Reach
We are BPA certified: a third party auditor qualifies our circulation and makes it available to you*

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Ultrasound-mediated drug delivery

80% OF PRINT READERS SAY THE CONTENT IN PT IS NOT EASILY FOUND ELSEWHERE

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SOURCE: CHANGING DYNAMICS IN THE ADOPTION OF RESEARCH TECHNOLOGY, AKEL & ASSOCIATES, APRIL 2015
SIGNET RESEARCH, AUDIENCE STUDY: PRINT SUBSCRIBERS, 2015

*Contact your rep for the latest BPA audit statement. See back cover for contact information.
Print Advertising Options

**Cover Ad:** Make a bold statement every issue. Must be purchased in 6 or 12 month packages. Options: Cover 2 (inside front), Cover 3 (inside back), Cover 4 (outside back).

**Spread:** Display your message with stronger impact by spanning two pages. Also available as a half-page spread.

**Tip-On:** Take over the cover with this option—the message or ad of your choice is adhered to the front of the magazine. Be the first thing readers will interact with a tip-on.

**Blow-Ins:** A dramatic emphasis for your latest promotion—a loose card or folded piece that is placed within the pages of the magazine. There’s no way to flip past a blow-in!

**Polybag:** Have a publication, poster or other message of your own you’d like to package with Physics Today to expand your reach? Polybag it with our magazine for a high profile slot that is sure to garner extensive attention.

**Insert:** Captivate your potential buyers. Opt for thicker paper—a message that cannot be missed.

**Snapshot Ad:** No design required. Send an image of your product with a 5-word headline and a 40-word description.

**Full & Partial Page Ads:** The above diagrams are examples and are based on a right-hand-page layout with a single ad. Actual placement will depend on your ad’s location in the magazine and the other content on the page. Preferences welcome.