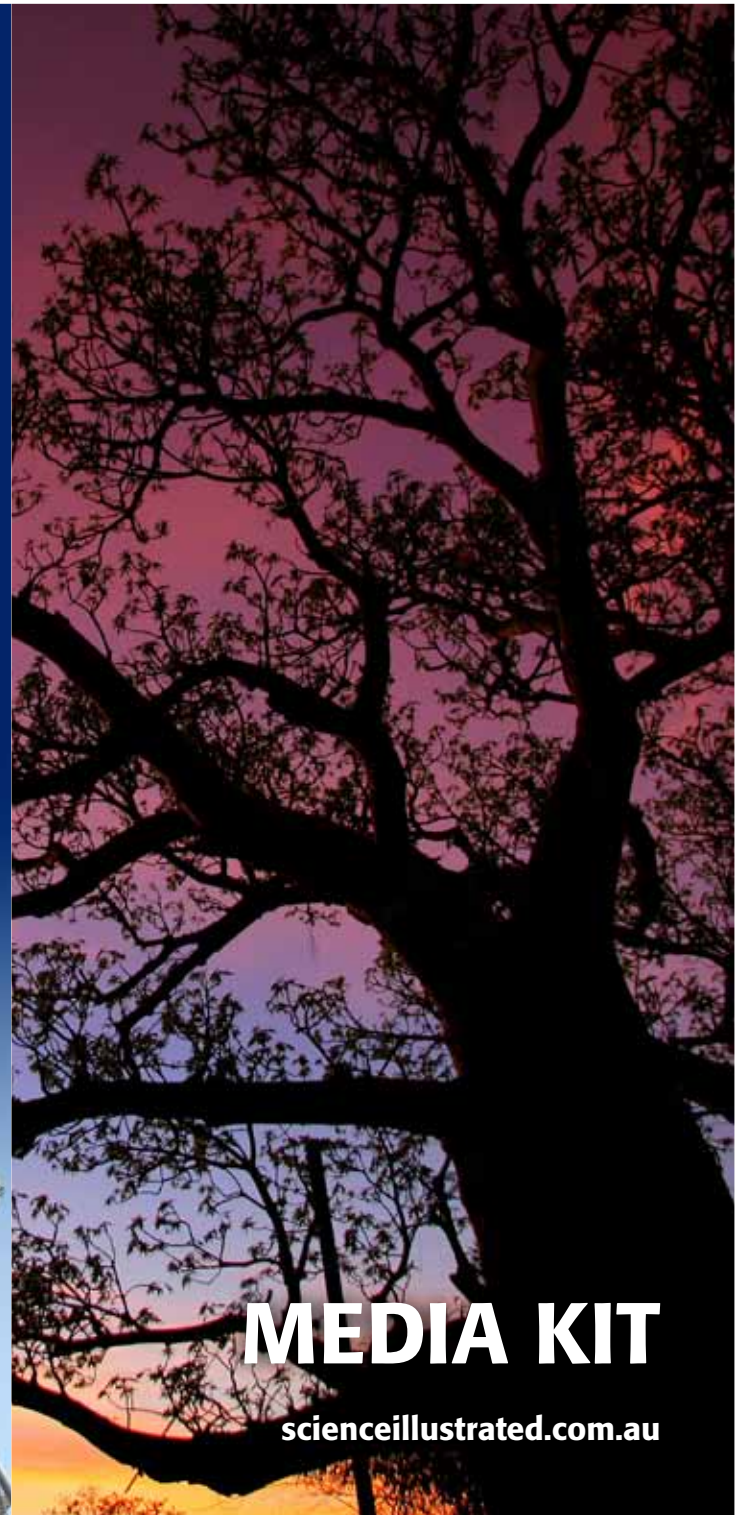




SCIENCE ILLUSTRATED

**Science & discovery
has never been
this accessible!**



MEDIA KIT

scienceillustrated.com.au

OUR MISSION

Science Illustrated is the **most authoritative, most accessible, most expansive magazine** about science and the natural world...

Science Illustrated is the magazine for intellectually curious men and women with a passion for science and adventures.

Every bi-monthly issue is an upbeat, optimistic, visually spectacular gateway to the world of cutting-edge science and discovery, covering an astonishing range of subjects, from the beginning of life to the breathtaking technology of the future – and from the depth of the oceans to the most distant objects in the universe.

★ Entertaining ★ Educational ★ Breathtakingly visual



SCIENCE ILLUSTRATED

AUSTRALIA'S MOST ACCESSIBLE MAGAZINE ABOUT SCIENCE & DISCOVERY

Change everything you thought you knew about the past, present and future.



ENTERTAINING

AUTHORITATIVE



EDUCATING



WAYS TO UNDERSTAND



PICTURE DRIVEN

INSPIRING

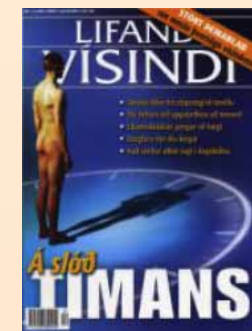
SCIENCE ILLUSTRATED

Explore the amazing world of science

SUCCESS IN 10 COUNTRIES

Science Illustrated is the **highest-circulation magazine** in Scandinavia and the flagship of Bonnier Corporation's European portfolio.

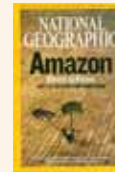
Science Illustrated is bought to Australia by the same publishers behind the successful launch of Popular Science magazine.



A global story over 24 years old!

POSITIONING CHART

NATURAL SCIENCES



NATIONAL GEOGRAPHIC



COSMOS



ACCESSIBLE

Earth's
Cauldron

Mercury rising in the
furnace of Death Valley

SPECIALIST



NEW SCIENTIST



SEED



WIRED



AUSTRALIAN
OUTDOOR



AUSTRALIAN
GEOGRAPHIC



DISCOVERY
CHANNEL
MAGAZINE



SCIENTIFIC AMERICAN



LONELY
PLANET

ADVENTURE

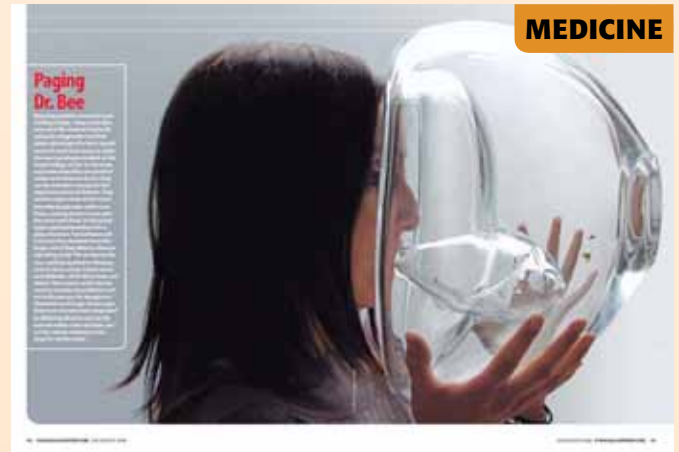
SCIENCE
ILLUSTRATED

Filling a void in the Science and Discovery magazine landscape

EDITORIAL OFFER

Science Illustrated is an **exciting adventure** for the whole family.

- Explores the world through extraordinary photography.
- Covers all aspects of science and nature.
- Offers a balanced mix of nature, culture, adventure, technology and medicine.
- Presents the achievements of the world's leading scientists and explorers.
- Offers a unique integration of text, photos and illustrations.
- Is entertaining and educational at the same time.
- Satisfies the reader's demand for:
 - Excitement
 - Surprise
 - Discovery
 - News
 - Adventure



ADVENTURE TRAVEL

Every issue of **Science Illustrated** takes readers on an extraordinary journey around the globe exploring culture, geology, history and so much more!

- **85%** of our readers are committed to adventure travel and outdoor sports.
- **69%** of our readers are committed to domestic travel.
- **56%** of our readers to adventure travel alone.



**Hiking,
mountain biking,
water and snow
sports are
favourites!**

Source: proprietary online research study conducted by edentify an insight technology company; October 2008. Selected participants were "extremely or very interested in reading magazines about science, geography and the natural world".

RESEARCH CONFIRMS THAT PEOPLE WANT TO BE **EMPOWERED AND INSPIRED**

Science Illustrated commissioned a pre-launch proprietary **online research study**.

Key findings:

- Readers care about science and want to be knowledgeable about what is relevant in today's world.
- Readers are very environmentally conscious.
- Readers want to be up-to-date about the issues that affect their daily lives (the environment, energy, medicine, space, etc) so they can make the right choices.
- Readers want a magazine with a variety of content from around the world with quality photography.
- Readers want a magazine with global content – they don't like magazines that are dominated by features from one country.
- Readers want an editorial environment that is user friendly and not too technical.
- *Science Illustrated* is very appealing, with **75%** of participants stating that they would be most likely to buy it.
- *Science Illustrated* has a significantly higher appeal among females and families with kids that its competitors.
- Readers are interested in food & wine, photography, DIY, travel and the environment.

Source: proprietary online research study conducted by edentify an insight technology company; October 2008. Selected participants were "extremely or very interested in reading magazines about science, geography and the natural world".



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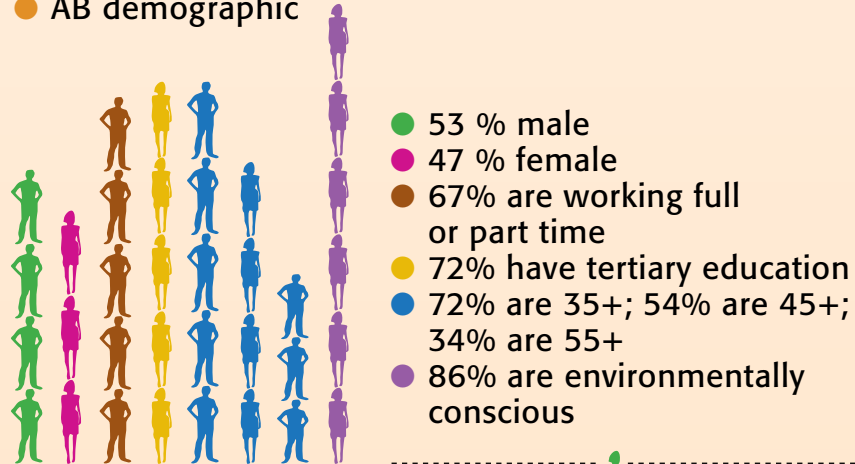
Australians are eager for a new type of discovery and adventure magazine

THE TARGET AUDIENCE

Finally, a magazine for the **entire family!**

Our Reader Demographic:

- The *Science Illustrated* reader is gender-neutral, and family-oriented
- AB demographic



Interests:

- 78% committed to Outdoor Sports
- 69% of readers are committed to Domestic Travel
- 62% interested in Food & Wine
- 56% to Adventure Travel
- 47% are interested in Photography
- 43% interested in DIY



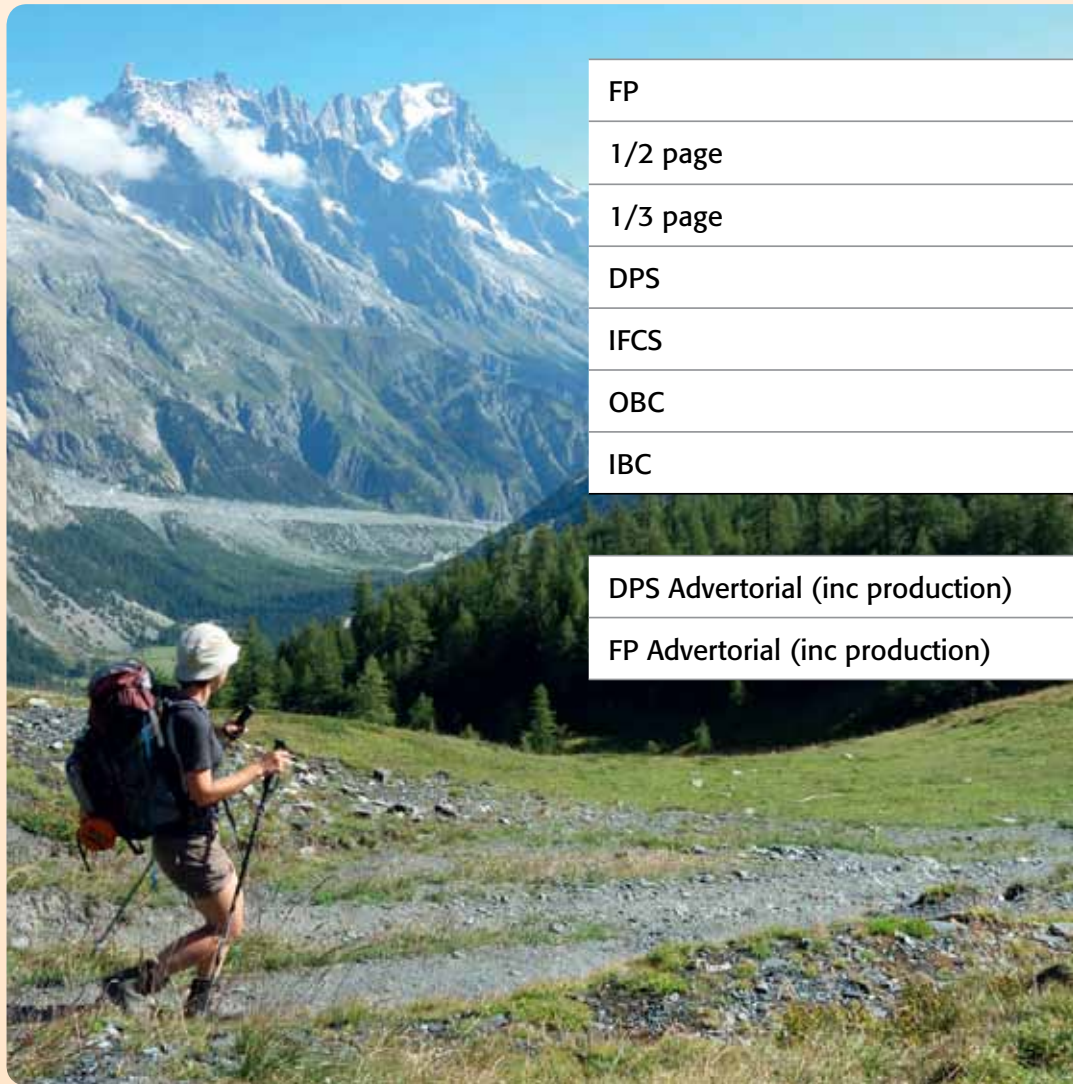
Media Consumption:

- 33% read BH&G
- 26% Readers Digest
- 18% WW and TIME
- 70% regularly watch Documentaries and the News
- 78% enjoy watching Movies



Source: proprietary online research study conducted by edentify an insight technology company; October 2008. Selected participants were "extremely or very interested in reading magazines about science, geography and the natural world".

FRONT OF BOOK RATES



	Casual	3x	6x	12x
FP	\$4,750	\$4,513	\$4,323	\$4,085
1/2 page	\$2,613	\$2,482	\$2,377	\$2,247
1/3 page	\$1,742	\$1,655	\$1,585	\$1,498
DPS	\$8,550	\$8,123	\$7,781	\$7,353
IFCS	\$9,405	\$8,935	\$8,558	\$8,088
OBC	\$5,463	\$5,189	\$4,971	\$4,698
IBC	\$5,225	\$4,964	\$4,755	\$4,494
DPS Advertorial (inc production)	\$10,550	\$10,000	\$9,600	\$9,100
FP Advertorial (inc production)	\$6,750	\$6,413	\$6,143	\$5,805

* All rates exclusive of GST

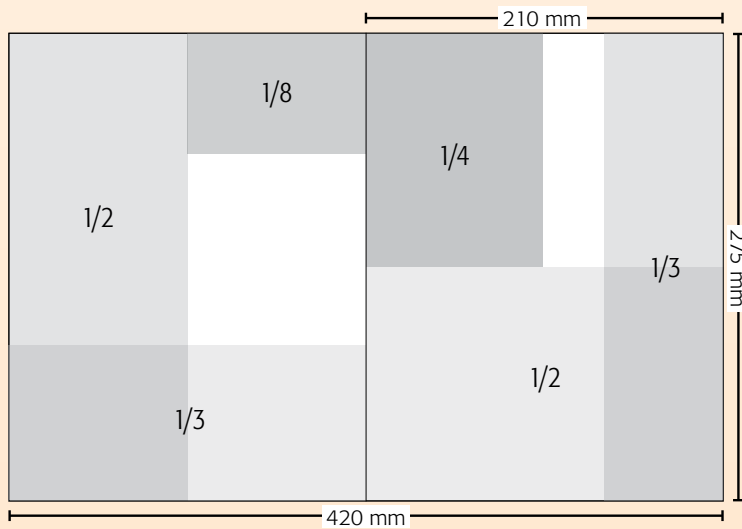
INSERT RATES

2pp	\$130 per '000
4pp	\$190 per '000
8pp	\$240 per '000
12pp	\$270 per '000
16pp	\$310 per '000

CONDITIONS

** For subscription only copies and 20%
For Bound Inserts add \$10 per '000
Samples must be provided prior to bookings being confirmed

SCIENCE ILLUSTRATED DIRECTORY RATES



	Casual	3x	6x	12x
1/2 page	\$2,000	\$1,940	\$1,900	\$1,800
1/4 page	\$1,100	\$1,067	\$1,045	\$990
1/8 page	\$600	\$582	\$570	\$540
1/3 page	\$1,520	\$1,475	\$1,444	\$1,368

Science Illustrated is bi-monthly

* All rates exclusive of GST and per issue

SPECIAL OFFER!

For all new clients to the Science Illustrated Directory we are offering a 50% INTRODUCTORY DISCOUNT from our usual rates, for the first 3 issues only. So take advantage of this today!

SCIENCE ILLUSTRATED SPECIAL INTRO OFFER FOR 3X MIN

	3x
1/2 page	\$1,000
1/4 page	\$550
1/8 page	\$300
1/3 page	\$760

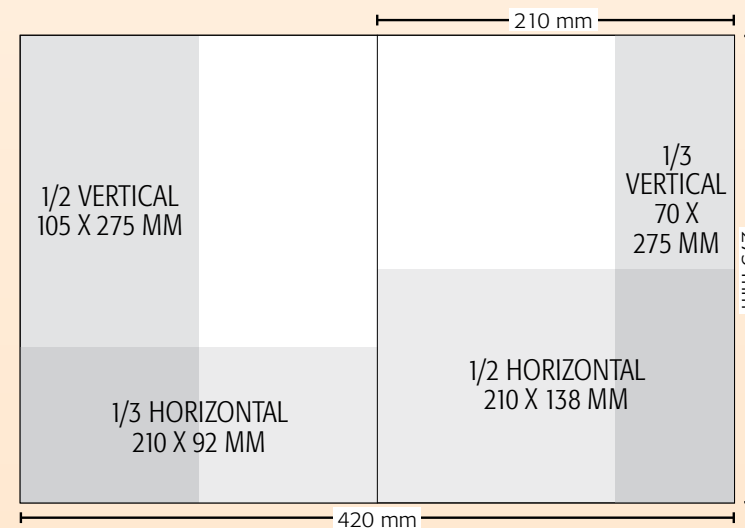
* All rates exclusive of GST and per issue

SCIENCE
ILLUSTRATED

Making it easy for Australians to contact you

DEADLINES

COVER DATE	ON SALE	AD BOOKING	AD MATERIAL
Jan/Feb 2011	19 Jan 2011	7 Dec 2011	14 Dec 2011
Mar/Apr 2011	16 Mar 2011	15 Feb 2011	22 Feb 2011
May/June 2011	18 May 2011	19 Apr 2011	26 Apr 2011
July/Aug 2011	20 Jul 2011	21 Jun 2011	28 Jun 2011
Sept/Oct 2011	21 Sep 2011	23 Aug 2011	30 Aug 2011
Nov/Dec 2011	16 Nov 2011	18 Oct 2011	25 Oct 2011



All pages to be supplied with 5 mm bleed

CONTACTS

Advertising enquiries to:

Simon Skerman

simon@wwmedia.net.au

m: 0413 938 047

Editorial enquiries to:

Gabriela Munoz

gabriela@wwmedia.net.au

m: 0433 981 258

Publisher

Ian Brooks

ian@odysseus.com.au

m: 0419 576 560

Australian Media Properties

Suite 101, Level 1, 6-12 Atchison St

St Leonards NSW 2065

t: (02) 9460 7732

f: (02) 9460 7742

ABN: 69131184408

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A rocket launch in space. The rocket is white with a silver lattice structure and is angled upwards. The background is a dark blue space filled with stars and several planets of different colors and sizes, including a large yellow planet on the right and a blue planet on the left.

SCIENCE ILLUSTRATED

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