
SCIENCE ILLUSTRATED

PRACTICAL

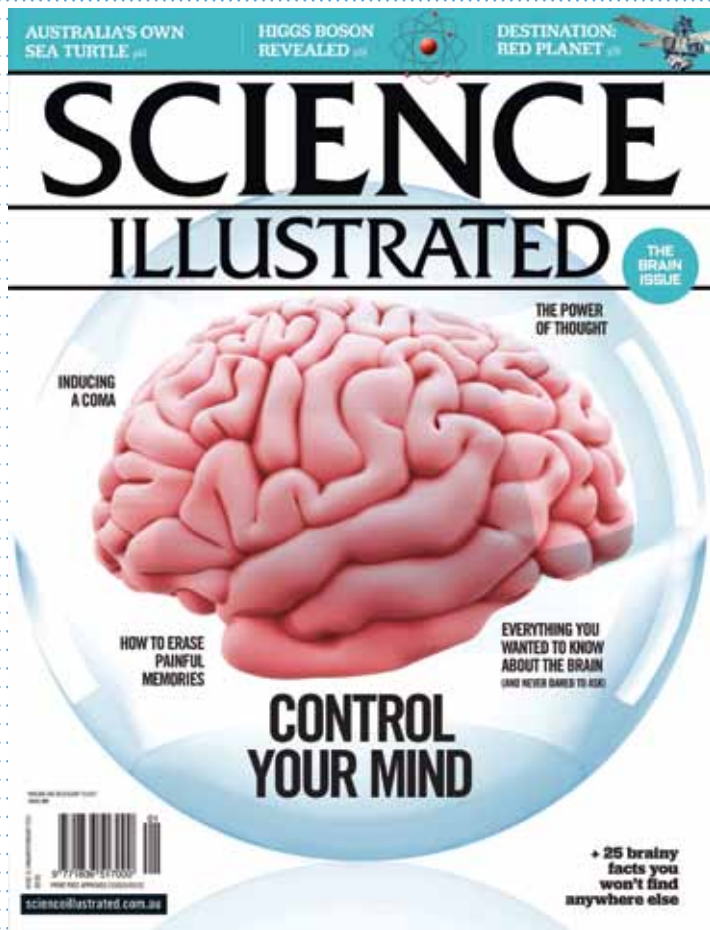
INTELLECTUAL

INTERESTING

FRIENDLY



2012 MEDIA KIT



OUR MISSION

SCIENCE ILLUSTRATED provides a pragmatic approach to the all-encompassing world of science. It is the magazine for intellectually curious readers with a passion for science and discovery.

OUR MAGAZINE explores real-world understanding of nature, space, medicine, culture and technology, and it allows the reader to indulge in the beauty of our world while understanding the latest scientific discoveries.

SCIENCE ILLUSTRATED is Australia's most accessible magazine about science, culture and discovery.

SPACE: Guides you through the fields of astronomy and space exploration.

CULTURE: Provides an in-depth look at archaeology, history, geography, anthropology and linguistics.

NATURE: Explores the realms of zoology, geology, biology and palaeontology.

EDITORIAL OFFER

Each edition of **SCIENCE ILLUSTRATED** explores a wide array of topics including, space, nature, medicine and technology. These are our editorial pillars:

TECHNOLOGY: Showcases the latest accomplishments in engineering and computer science, and demonstrates how to use them on a day-to-day basis.

MEDICINE + HEALTH: Discover new medical treatments and how the body works.



EDITORIAL DEPARTMENTS

BULL'S EYE

A photo gallery highlighting our editorial pillars.

SCIENCE UPDATE

The newest scientific research.

ASK US

Responding to our readers' burning science questions.

BY THE NUMBERS

Breaking down the scientific world into vital statistics.

SKY WATCH

Our astronomy expert offers a unique view of the space and provides a bi-monthly map to the stars.

MARINE AUSTRALIA

Presenting the unique marine flora and fauna of Australia and New Zealand.

TOP FIVE

An in-depth list that explores relevant issues of our editorial pillars.

FROM THE ARCHIVES

Exploring the days bygone in order to understand our future.

TRIVIA + BRAIN TRAINERS

The best quizzes and exercises for the mind.





OUR READERS SAY:

“WE LOVE THE MAGAZINE AND I USE IT WITH MY CLASS AT SCHOOL, SEVERAL OF MY STUDENTS NOW GET IT FOR THEMSELVES. MY GRANDSON ALSO ENJOYS READING IT...”

-ALLAN WHITMORE

OUR AUDIENCE

SCIENCE ILLUSTRATED offers a unique blend of science, discovery and culture. Everyone can benefit from **SCIENCE ILLUSTRATED** regardless of their background. Contrary to other titles that sit in the Science/Technology/Nature categories, our magazine satisfies intellectual curiosity and delivers an understanding of the world like no other publication.

Our reader is gender-neutral and family-oriented:

55.9% Female

44.1% Male

42.6% are 18-34, **24%** are 35-54 and **16.4%** are 55+

16.4% are under 18

Our readers are young professionals that share SCIENCE ILLUSTRATED with their friends and families.

37.3% Students; **35.6%**

Professional/Managerial

28.8% have an undergraduate degree; **23.7%** have a master's degree, and **74.6%** are interested in further studying.

70% our readers have referred one of our articles to someone else.



INTERESTS

84.7% of our readers are planning to travel within the next 12-24 months.

80.3% enjoy reading books and magazines.

59.3% enjoy adventures and travelling.

54.2% go to the movies on a regular basis.

52.5% visit museums, galleries and aquariums.

42.4% are interested in photography or have photography as a hobby.

40.7% enjoy food and wine.

22% are interested in learning a new language.

***70%** of our readers keep SCIENCE ILLUSTRATED for future reference.

IN BRIEF*

87.2% enjoy playing games either online or using a console.

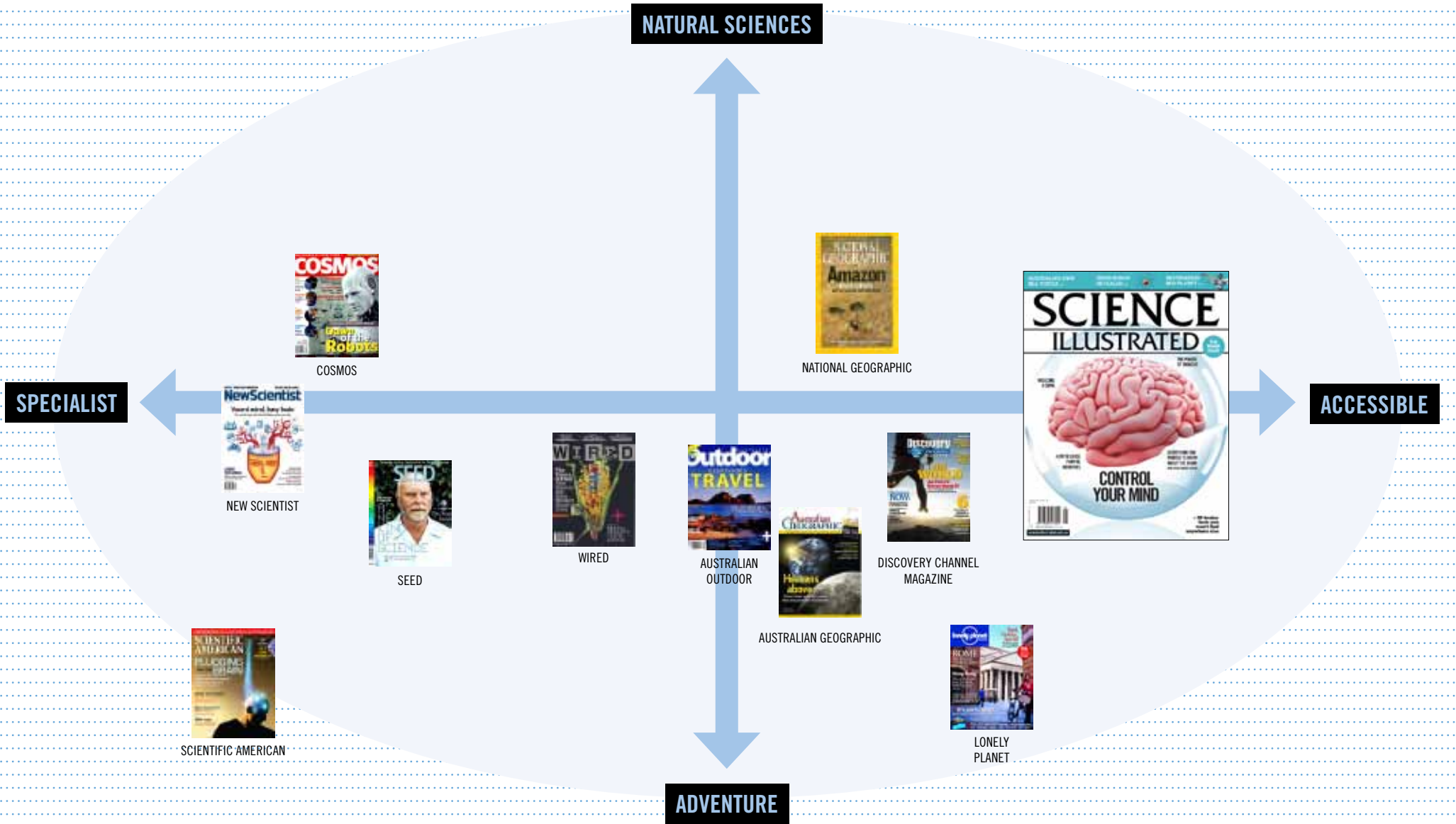
45% watch documentary programs.

55% read National Geographic.

36.7% read New Scientist.

22.4% read Popular Science and Australian Geographic.

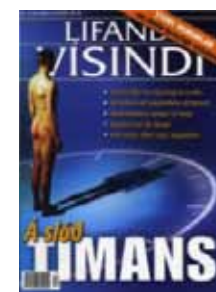
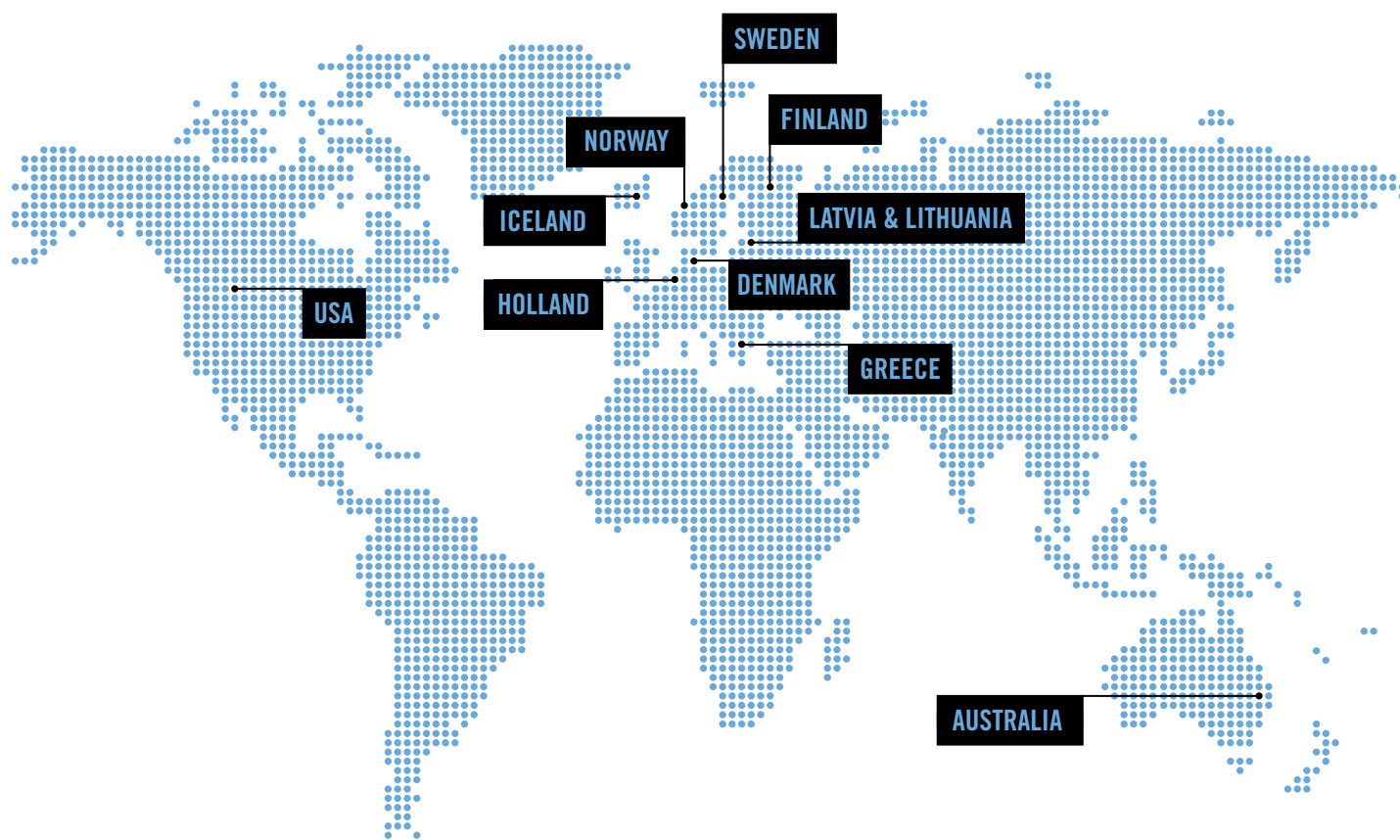
54% visit our website every day.



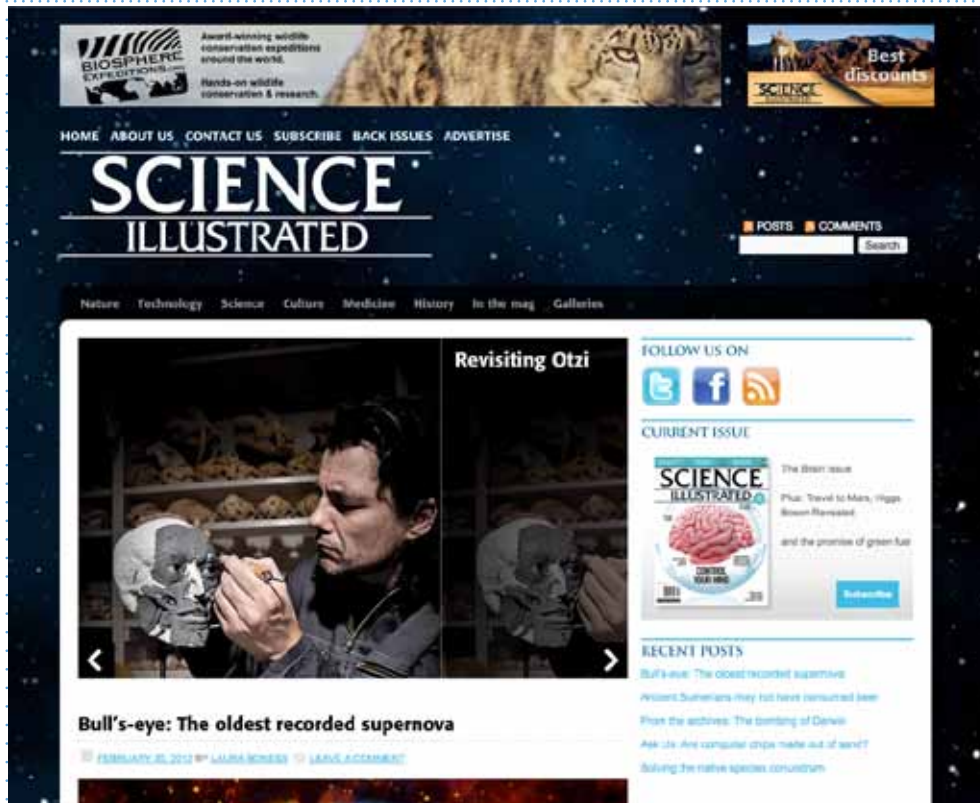
SUCCESS IN 15 COUNTRIES

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.



ONLINE



SCIENCEILLUSTRATED.COM.AU

Our website connects brands with our audience of science and culture enthusiasts. Our website extends our reach beyond the newsstand to the desktops and mobile devices of our online users.

Updated on a daily basis, **www.scienceillustrated.com.au** offers the latest science news and spectacular galleries.

OUR PILLARS

SCIENCE

SPACE

CULTURE

TECHNOLOGY

MEDICINE

ONLINE



EDITORIAL DEPARTMENTS

Galleries Fantastic images from around the world.

Ask Us Answering to our readers' burning science questions.

From the archives Exploring the past to understand our present.

Trivia Quotable quotes and fun facts for the curious minds.

Our Twitter feed not only rounds out our website but offers a unique communication channel with our followers. Our Facebook community has opened yet another communication channel that allows us to capitalise on our editorial departments.

ONLINE AUDIENCE

Male 58%

Female 40%

AGE GROUPS

18-24

12% Female

24% Male

25-34

14% Female

14% Male

35-44

6.7% Female

6.1% Male

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
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DPS Advertorial (inc production)	\$10,550	\$10,000	\$9,600	\$9,100
FP Advertorial (inc production)	\$6,750	\$6,413	\$6,143	\$5,805

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

* All rates exclusive of GST

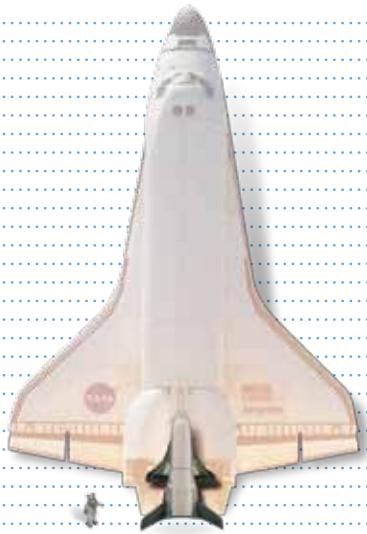


ONLINE

Our website greatly extends your reach beyond the newsstand to the desktops and mobile devices of our online users. Through digital advertising on www.scienceillustrated.com.au, your brand is closely aligned with compelling editorial content, putting your message in front of our audience. We can create special packages for your company.

AVAILABLE AD UNITS

728X90 (ABOVE THE FOLD)
212X90 (ABOVE THE FOLD)
300X250 (BELOW THE FOLD)



DEADLINES

Cover Date (2012)	On Sale	Ad Booking	Ad Material
March/April	21 March	21 February	28 February
May/June	16 May	17 April	24 April
July/August	18 July	19 June	26 June
September/October	19 September	21 August	28 August
November/December	21 November	23 October	30 October



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Science Illustrated is published by Australian Media Properties Pty Ltd
Suite 3, Level 1, 21 Mary Street
Surry Hills
NSW, 2011