



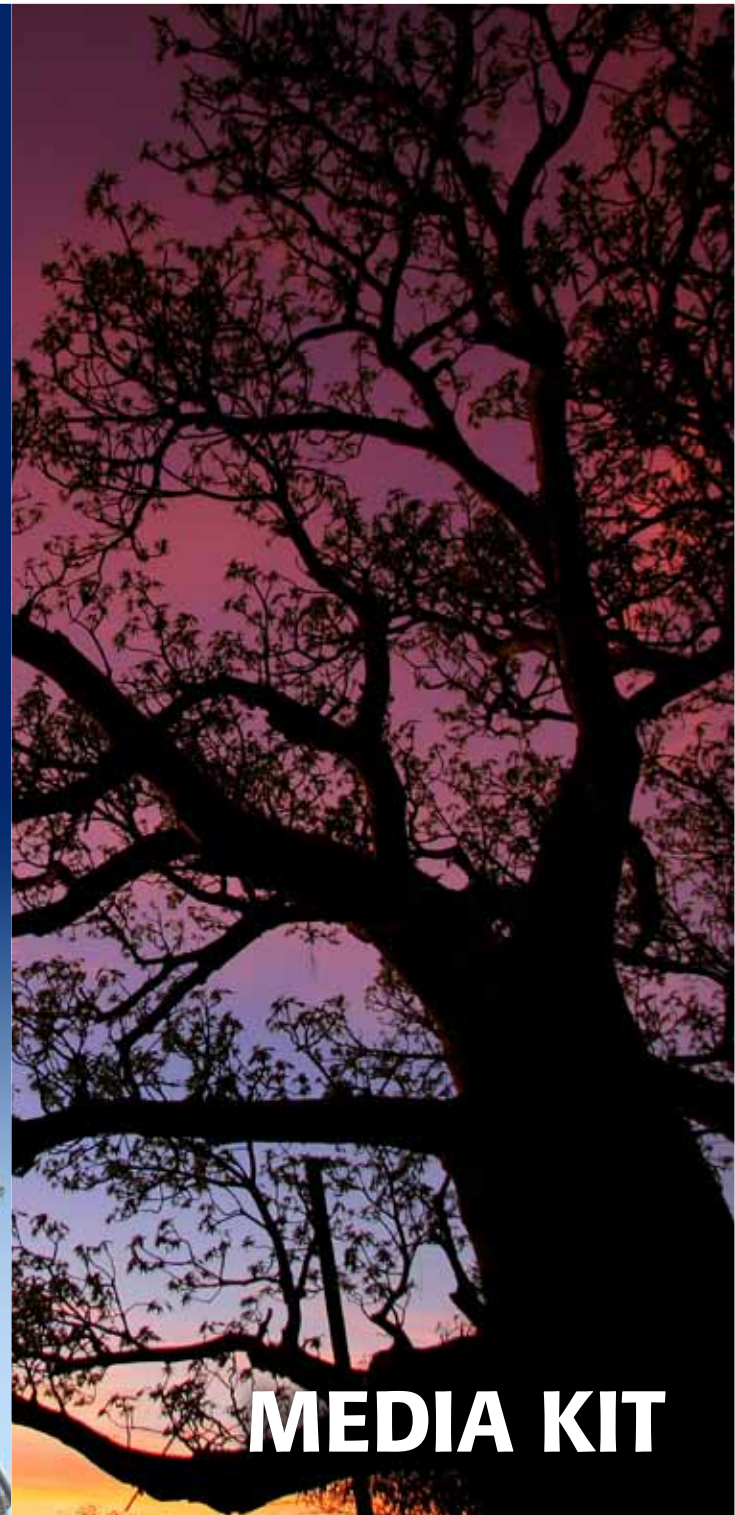
# SCIENCE

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## ILLUSTRATED

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



**MEDIA KIT**

# 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**



**INSPIRING**

# 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.



SCIENCE  
ILLUSTRATED

A global story over 24 years old!

# POSITIONING CHART

NATURAL SCIENCES



COSMOS



NATIONAL GEOGRAPHIC



Earth's  
Cauldron  
Mercury rising in the  
furnace of Death Valley

ACCESSIBLE

SPECIALIST



NEW SCIENTIST



SEED



WIRED



AUSTRALIAN  
OUTDOOR



AUSTRALIAN  
GEOGRAPHIC



DISCOVERY  
CHANNEL  
MAGAZINE

ADVENTURE



SCIENTIFIC AMERICAN



LONELY  
PLANET

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".



**SCIENCE**  
ILLUSTRATED

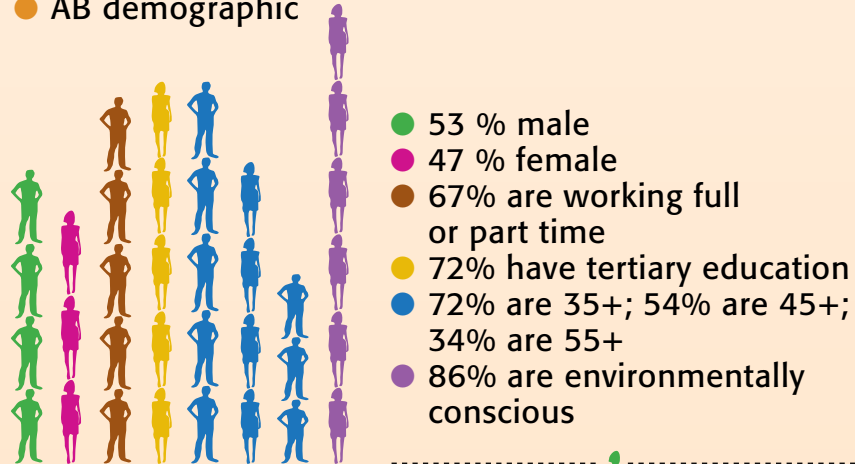
**Australians are eager for a new type of discovery and adventure magazine**

# 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



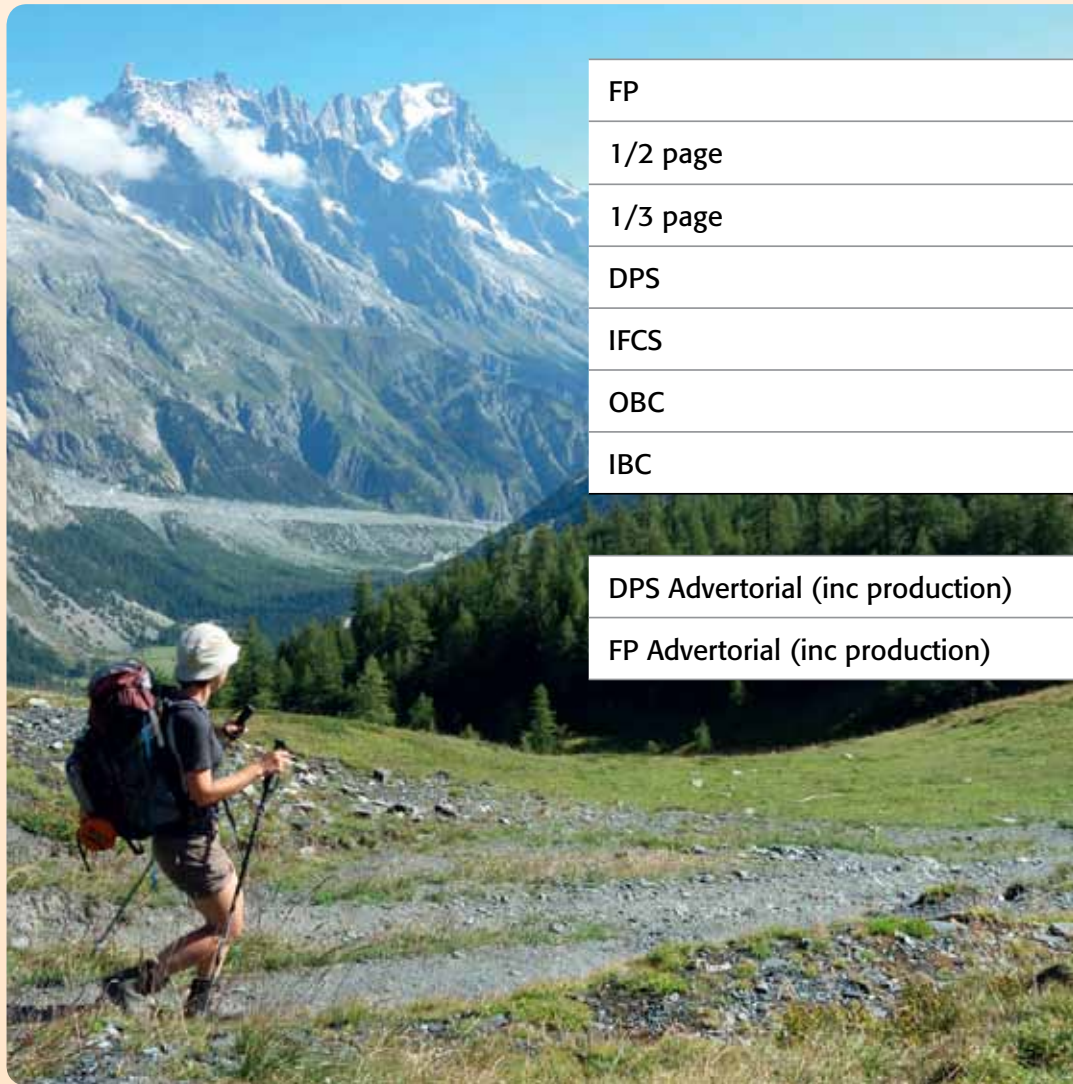
## Media Consumption:

- 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".

# 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

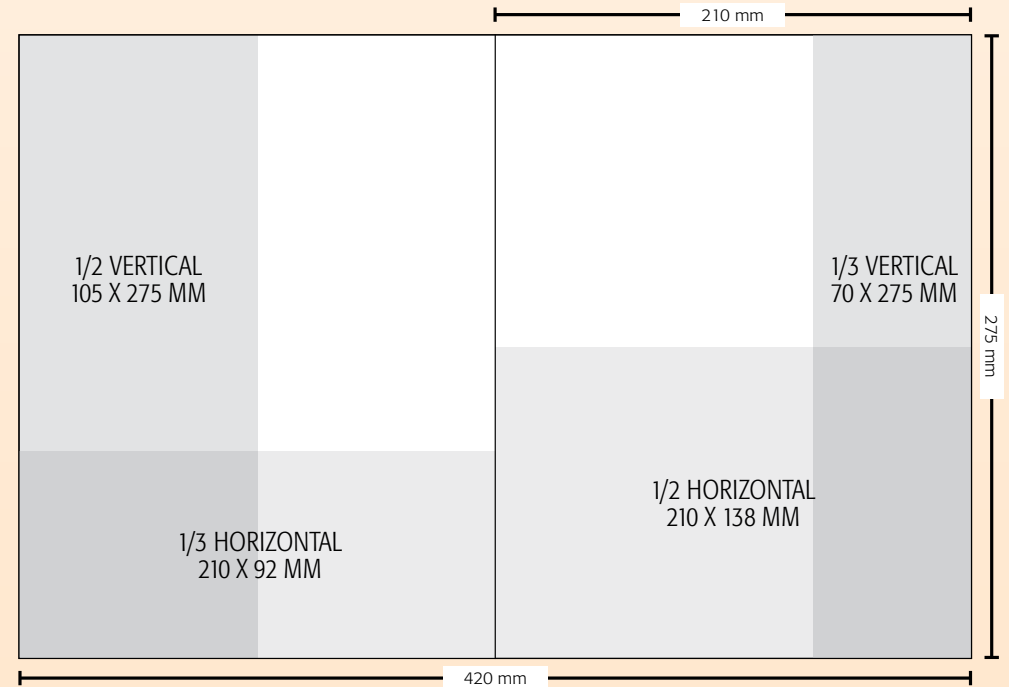
2pp	\$130 per '000
4pp	\$190 per '000
8pp	\$240 per '000
12pp	\$270 per '000
16pp	\$310 per '000

### CONDITIONS

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

# 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

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Australian Media Properties is part of the WW Media Group



The background is a dark, star-filled space. In the lower-left, a white rocket with a silver lattice structure and orange boosters is angled upwards. To the right, several planets and moons are visible, including a large grey moon, a yellowish planet, and a blue planet. The text is centered in the upper half.

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