**CERN Courier** is the reading matter of choice for the high-energy physics community, but it also goes into every other area of physics. In fact, nearly half of the **CERN Courier** readership work in areas other than high-energy physics, choosing **CERN Courier** to keep them up to date with developments in fundamental research. Published 10 times a year, **CERN Courier** is not just CERN’s in-house magazine; it has a worldwide distribution network in high-profile research centres and a global readership stretching across every major research institution. With a team of correspondents in more than 20 of the world’s most significant laboratories, it reports on news and the latest research developments from across the world.

### Readership

**CERN Courier** is the reading matter of choice for the high-energy physics community, but it also goes into every other area of physics. In fact, nearly half of the **CERN Courier** readership work in areas other than high-energy physics, choosing **CERN Courier** to keep them up to date with developments in fundamental research. Published 10 times a year, **CERN Courier** is not just CERN’s in-house magazine; it has a worldwide distribution network in high-profile research centres and a global readership stretching across every major research institution. With a team of correspondents in more than 20 of the world’s most significant laboratories, it reports on news and the latest research developments from across the world.

### Readers – geographical breakdown

- **North America**: 18%
- **rest of world**: 5%
- **Europe**: 69%
- **Asia**: 8%

**READERS WORLDWIDE**

*Publisher’s own data*

### Which fields do **CERN Courier** readers work in?

- astrophysics and astronomy
- computing, software and IT
- cosmology
- cryogenics
- detector developments and imaging
- education
- electronics and data communication
- high-energy physics
- imaging, materials and instrumentation
- medical physics
- nuclear physics
- particle physics
- quantitative finance
- radio frequency, power supplies and engineering
- solid-state physics
- space research
- subatomic physics
- synchrotron radiation
- vacuum research

### Who will your message reach?

Some examples of large-budget projects, where the procurement managers and key decision makers receive **CERN Courier**:

- Large Hadron Collider (LHC) at CERN: more than €3 bn
- Facility for Antiproton and Ion Research (FAIR): €1 bn until 2014
- JAERI-KEK Joint Facility for High Intensity Proton Accelerators (J-PARC): ¥133.5 bn until 2008
- Linac Coherent Light Source: $315 m until 2009
- European X-ray laser project (XFEL): €908 m until 2012

### The Large Hadron Collider

CERN’s flagship accelerator, the Large Hadron Collider (LHC), started up in September 2008. This world-leading facility, which will reach its full potential in 2009, serves physics communities based in more than 60 countries around the world. Their eyes, and indeed those of the broader scientific community worldwide, will be turning to **CERN Courier** during 2009 to follow developments as the first results begin to emerge from the experiments at the LHC. Advertising in **CERN Courier** will ensure that your marketing message appears in front of this influential audience in this high-profile year.
Dec
50th anniversary of DESY

Nov
MRS Fall Meeting, US
Nobel prize issue celebrating the 10th, 25th and 30th anniversaries of the Nobel prizes won at CERN

Oct
Semicon Europa, Germany; Frankfurt Book Fair, Germany

Sep
EGEE Autumn Meeting, Switzerland; Synchrotron Radiation User Meeting, UK

Aug/Jul
EGEE Spring Meeting, Switzerland; PAC 2009, Canada; SVC 52nd Annual Meeting, US

Apr
MRS Spring Meeting, US; APS April Meeting, US

Mar
APS March Meeting, US; DPG Condensed Matter & EPS Meeting, Germany; DPG Darmstadt, Germany; CHEP 2009, Czech Republic; IPOT 2009, UK

Jan/Feb
AAAS 2009, US

CERN Courier show calendar 2009

<table>
<thead>
<tr>
<th>Issue</th>
<th>Show(s)</th>
<th>Editorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>AAAS 2009, US</td>
<td>Rubbia Fest – CERN Courier will report on the 75th birthday celebrations of the ex-CERN DG and Nobel prize winner Carlo Rubbia</td>
</tr>
<tr>
<td>Mar</td>
<td>APS March Meeting, US; DPG Condensed Matter &amp; EPS Meeting, Germany; DPG Darmstadt, Germany; CHEP 2009, Czech Republic; IPOT 2009, UK</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>MRS Spring Meeting, US; APS April Meeting, US</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>EGEE Spring Meeting, Switzerland; PAC 2009, Canada; SVC 52nd Annual Meeting, US</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>ISC, Germany; CEC-ICMC 2009, US</td>
<td></td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>50th anniversary of CERN Courier (with additional distribution at Lepton Photon and the EPS HEP meeting)</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>EGEE Autumn Meeting, Switzerland; Synchrotron Radiation User Meeting, UK</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>Semicon Europa, Germany; Frankfurt Book Fair, Germany</td>
<td>Nobel prize issue celebrating the 10th, 25th and 30th anniversaries of the Nobel prizes won at CERN</td>
</tr>
<tr>
<td>Nov</td>
<td>MRS Fall Meeting, US</td>
<td>20th anniversary of LEP and the 50th anniversary of PS (with additional distribution at these celebrations)</td>
</tr>
<tr>
<td>Dec</td>
<td>50th anniversary of DESY</td>
<td></td>
</tr>
</tbody>
</table>
**Display advertising solutions**

**Print**

**Advertising**
As well as offering standard display solutions to help you to reach readers, we can create a bespoke package to help you to increase your brand exposure and promote products, services and developments tailored to your budgets and marketing schedule.

**Advertorials**
Enhance your company or brand presence to get ahead of the competition with an advertorial that will deliver your marketing message to your target prospects. Previous clients include SAES Getters, Hewlett-Packard, Instrumentation Technologies, OCEM and Babcock Noell.

**Reprints**
If your product or company features in a CERN Courier article, or if a colleague writes an editorial piece for us, reprints can play an important part in enhancing your marketing campaign. You can:
- increase your PR coverage;
- include them in direct mail/e-mail to customers;
- post them on your website;
- distribute them at industry events.

**Online**

The website has recently been redesigned to maximize usability for both visitor and advertiser. Our aim is for cerncourier.com to be a leading website for the physics community, so link up with us to extend the reach of your online activity.

**Star product**
- A priority position on the home and products pages.
- Enhanced exposure: your product listing remains in the archive and in your company listing until you choose to delete it.

**Sponsored search terms**
This is an innovative way of driving quality, focused traffic direct to your website.

**Latest issue alert sponsorship**
Position your company message at the top of the latest issue alert, which goes out to subscribers to this service once a month.

**Key supplier**
This provides you with detailed representation on cerncourier.com, offering essential information to our users and capturing sales leads in the process by building a multipage microsite.

**Banner advertising**
- A top-level banner gives you presence throughout the site.

**Featured company**
- Extremely high visibility: located on the homepage.
- Your logo and link alongside relevant editorial.
- A detailed listing in our company finder.
- Monthly reports to quantify your return on investment.

---

“Advertising in CERN Courier and cerncourier.com has increased our visibility among the key audience and resulted in opportunities that we would not have otherwise seen.”

Thoms Schmidt, FuG Elektronik GmbH

---

**Contact the display sales team** Ed Jost, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org

---

*Publisher’s own data based on Google Analytics’ year-to-date average, January–September 2008.*
Recruitment advertising solutions

Online

1 Star employer
- A highly visible animated banner on the jobs page for the duration of booking.
- A standard listing on the jobs page or a hyperlink to your chosen URL.

2 Star job
- A featured flag at the top of the jobs page for the duration of the booking.
- Homepage exposure for the duration of the booking.
- A jobswire listing sent to 9600 subscribers for the duration of the booking.

3 Company spotlight
- Premium logo positioning on the jobs homepage.
- Logo click-through to the company profile page.
- A standard listing on the jobs page.
- Listings in the weekly jobswire.

Text listing
- One month’s exposure on the jobs page.
- High visibility: initial homepage exposure.
- Inclusion in the weekly jobswire.

Print

CERN Courier’s status as a highly valued resource in the physics community offers you a direct route to skilled job seekers in high-energy physics, scientific computing and related areas. The dedicated recruitment section in the magazine directs our 72 000 readers to your vacancy. They are looking for positions ranging from graduate to senior level, including:

- heads of industry
- chairs
- lecturers
- research associates
- fellowships
- postdoctorates
- engineers

“Many of our scientific positions have been advertised through CERN Courier and Physics World. We have always been rewarded with a remarkable number of worthy applications and we have enjoyed the professional and friendly services of their dedicated staff.”

Personnel Office of the International Centre for Theoretical Physics, Abdus Salam

Job adverts in CERN Courier benefit from up to eight weeks’ free exposure on cerncourier.com and physicsworld.com, reaching 224 036 visitors per month

*Combined visitor numbers to cerncourier.com (45 849) and physicsworld.com (178 187) based on Google Analytics data, three-month average, July–September 2008.

Contact the recruitment sales team  Moo Ali, tel +44 (0)117 930 1264, e-mail moo.ali@iop.org
## Display

### CERN Courier display advertising rates 2009 ($)  

<table>
<thead>
<tr>
<th></th>
<th>non-university</th>
<th>university</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCC rates ($)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mono</td>
<td>122</td>
<td>110</td>
</tr>
<tr>
<td>Spot colour</td>
<td>125</td>
<td>116</td>
</tr>
<tr>
<td>Full colour</td>
<td>129</td>
<td>122</td>
</tr>
</tbody>
</table>

### Online display advertising rates 2009 ($)  

<table>
<thead>
<tr>
<th>Duration</th>
<th>non-university</th>
<th>university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured company</td>
<td>12 months</td>
<td>2385</td>
</tr>
<tr>
<td>Top-level banner</td>
<td>1 month</td>
<td>1755</td>
</tr>
<tr>
<td>Skyscraper banner</td>
<td>1 month</td>
<td>1755</td>
</tr>
<tr>
<td>Buyer's Guide</td>
<td>1 month</td>
<td>900</td>
</tr>
<tr>
<td>Key supplier</td>
<td>12 months</td>
<td>900</td>
</tr>
<tr>
<td>5-page site</td>
<td>12 months</td>
<td>18000</td>
</tr>
<tr>
<td>10-page site</td>
<td>12 months</td>
<td>18000</td>
</tr>
<tr>
<td>Latest issue alert</td>
<td>1 month</td>
<td>720</td>
</tr>
<tr>
<td>Sponsored search terms</td>
<td>6 months</td>
<td>1800</td>
</tr>
<tr>
<td>Sponsored search terms</td>
<td>12 months</td>
<td>2700</td>
</tr>
<tr>
<td>Star product</td>
<td>12 months</td>
<td>900</td>
</tr>
<tr>
<td>Feature product</td>
<td>12 months</td>
<td>630</td>
</tr>
</tbody>
</table>

Subject to change

## Recruitment

### Set size discounts – mono ($)  

<table>
<thead>
<tr>
<th></th>
<th>non-university</th>
<th>university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>2855</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>5710</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>10150</td>
<td></td>
</tr>
<tr>
<td>Double-page spread</td>
<td>17763</td>
<td></td>
</tr>
</tbody>
</table>

### Example bespoke sizes – mono ($)  

<table>
<thead>
<tr>
<th></th>
<th>non-university</th>
<th>university</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 cm × 2 col</td>
<td>1220</td>
<td>1100</td>
</tr>
<tr>
<td>10 cm × 2 col</td>
<td>2440</td>
<td>2200</td>
</tr>
<tr>
<td>12 cm × 2 col</td>
<td>2928</td>
<td>2640</td>
</tr>
<tr>
<td>15 cm × 2 col</td>
<td>3660</td>
<td>3300</td>
</tr>
<tr>
<td>10 cm × 3 col</td>
<td>3660</td>
<td>3300</td>
</tr>
<tr>
<td>20 cm × 3 col</td>
<td>7320</td>
<td>6600</td>
</tr>
</tbody>
</table>

Subject to change

## Online recruitment advertising rates 2009 ($)  

<table>
<thead>
<tr>
<th></th>
<th>non-university</th>
<th>university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text listing</td>
<td>855</td>
<td>1624</td>
</tr>
<tr>
<td>Star job</td>
<td>950</td>
<td>1805</td>
</tr>
<tr>
<td>Star employer</td>
<td>900</td>
<td>1710</td>
</tr>
<tr>
<td>Company spotlight</td>
<td>1350</td>
<td>2565</td>
</tr>
<tr>
<td>Site-wide banner</td>
<td>1500</td>
<td>2850</td>
</tr>
<tr>
<td>Subject to change</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Contact the display sales team  

Ed Jost, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org

Tom Houlden, tel +44 (0)117 930 1219, e-mail tom.houlden@iop.org

### Contact the recruitment sales team  

Jordan Jurgiel, tel +44 (0)117 930 1027, e-mail jordan.jurgiel@iop.org
Mechanical information

Display advertising

- **FULL-PAGE BLEED**
  - 219 × 288 mm
  - 81/8 × 111/16 inches
- **TRIM SIZE**
  - 213 × 282
  - 81/8 × 111/16
- **NO BLEED**
  - 193 × 262
  - 73/8 × 103/16

Print adverts
Adverts should be supplied as high-resolution PDF files, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.

Online advertising
All banners and logos must be supplied as GIF, JPG or Flash files with “alt” text and a URL to which to link the banner or logo.

The maximum length of animation for animated GIF and Flash files is 15 seconds, with a maximum of three loops through the animated sequence.

The following additional specifications apply to Flash adverts:
- An alternative GIF or JPG image file must be provided as a graceful degradation option for browsers that do not support Flash.
- Subsequent downloading is not permitted.
- Expansion is not permitted.
- Any audio included may only play when initiated by the user.
- Adverts must have a solid background colour (i.e. not transparent).
- Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera and Safari browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

VAT
All UK and European Union advertisers are subject to VAT at 17.5%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.

Recruitment advertising

- **FULL PAGE**
  - 26 cm × 4 col
  - 10¼ inches × 4 col

  The column length is 26 cm (10¼ inches) and a full page is four columns wide. Adverts can span one, two, three or four columns (below are some of the most popular options). The sales team is happy to advise on advert sizes geared to the amount of text and budget available.

- **QUARTER**
  - 91 × 125
  - 39/16 × 71/8

- **THIRD VERTICAL**
  - 63 × 262
  - 21/2 × 103/16

- **HALF ISLAND**
  - 120 × 193
  - 41/16 × 75/8

- **THIRD SQUARE**
  - 125 × 125
  - 47/8 × 47/8

- **HALF HORIZONTAL**
  - 193 × 125
  - 75/8 × 47/8

- **HALF VERTICAL**
  - 26 cm × 2 col
  - 10¼ inches × 2 col

- **CREDIT CARD**
  - 5 cm × 2 col
  - 115/16 inches × 2 col

<table>
<thead>
<tr>
<th>Size and shape specifications for online adverts</th>
<th>Dimensions (pixels)</th>
<th>Max. file size GIF, JPG (KB)</th>
<th>Max. file size animated GIF, Flash (KB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site-wide banner</td>
<td>468 × 60</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Square banner</td>
<td>160 × 160</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Star employer logo</td>
<td>160 × 60</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>Company spotlight logo</td>
<td>160 × 60</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>MPU banner</td>
<td>300 × 250</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Skyscraper banner</td>
<td>160 × 600</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Category banner</td>
<td>468 × 60</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Corporate partner logo</td>
<td>160 × 60</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>Key supplier logo</td>
<td>160 × 60</td>
<td>5</td>
<td>N/A</td>
</tr>
</tbody>
</table>