Welcome

CERN Courier is recognized internationally as required reading for the worldwide high-energy physics community. It is the magazine of choice for any researcher or scientist who needs to keep up to date because it provides the latest research news, authoritative reports and project updates on a range of topics, including:

- high-energy light sources
- cryogenics
- subatomic physics
- nuclear and particle physics
- astrophysics and astronomy
- space research
- cosmology
- medical physics
- high-performance computing
- detector developments and imaging
- accelerator design

For more than 50 years CERN Courier has been serving the international research community and is recognized as a world-class publication.

Redesigned in 2011, the new-look CERN Courier is now even easier to read and offers advertisers the opportunity to showcase their company and products in a magazine with a global readership of more than 72,000. And, through our unique distribution network, CERN Courier reaches every major high-energy research institution, enabling you to increase your global profile.

By advertising your product in CERN Courier you will be guaranteeing exposure to the key decision makers involved in high-budget projects anywhere in the world.

“Advertising with cerncourier.com gave us great results for what was a niche meeting. Event registrations increased following our banner advertising. It proved a cost-effective channel for promoting our event to an audience genuinely interested in high-energy physics.”

– Rachel Francis, Events Officer, The Royal Society

Contact details Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org
### International reach

**CERN Courier is distributed to every major research institution in high-energy physics**

<table>
<thead>
<tr>
<th>Country</th>
<th>Research Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>National Accelerator Centre, South Africa</td>
</tr>
</tbody>
</table>
| Asia    | Beijing Electron Positron Collider, China  
Beijing Synchrotron Radiation Facility, China  
INDUS-I and INDUS-II, India  
National Laboratory for High Energy Physics (KEK), Japan  
National Synchrotron Radiation Laboratory, China  
Nuclear Science Centre, India  
Pohang Light Source, Korea  
Raja Ramanna Centre for Advanced Technology, India  
RIKEN, Japan  
Super Photon ring – 8 GeV (SPRING-8), Japan  
Synchrotron-light for Experimental Science and Applications in the Middle East (SESAME), Jordan  
Synchrotron Radiation Research Center, Taiwan  
Variable Energy Cyclotron Centre (VECC), India |
| Australia| Australian Synchrotron |
| Belgium | Cyclotron of Louvain la Neuve (CYCLONE) |
| Denmark | Aarhus Storage Ring in Denmark (ASTRID)  
Institute for Storage Ring Facilities in Aarhus |
| Finland | Accelerator Laboratory of the Department of Physics (JYFL) at the University of Jyväskylä |
| France | Centre d’Etudes et de Recherches par Irradiation CNRS (CERI)  
Centre national de la recherche scientifique (CNRS)  
European Synchrotron Radiation Facility (ESRF) |
| Germany | Grand Accélérateur National d’Ions Lourds (GANIL)  
Laboratoire pour l’Utilisation du Rayonnement Electromagnétique (LURE)  
Source Optimisée de Lumière d’Energie Intermédiaire du LURE (SOLEIL) |
|  | Angströmquelle Karlsruhe (ANKA)  
Berliner Elektronenspeicherring-Gesellschaft für Synchrotronstrahlung (BESSY)  
Cooler Sychrotron (COSY)  
Deutsches Elektronen Synchrotron (DESY)  
Dortmund Electron Test Accelerator (DETA)  
Electron source with high brilliance and low emittance (ELBE)  
Electron Stretchler Accelerator (ELSA)  
Forschungszentrum Rossendorf (FZR)  
Free Electron Laser in Hamburg (FLASH)  
Gesellschaft für Schwerionenforschung (GSI)  
Hamburger Synchrotronstrahlabor (HASYLAB)  
Heavy-Ion Test Storage Ring (TSR)  
Helmholtz Institut für Strahlen und Kernphysik (HISKP)  
IonenStrahlabor am Hahn Meitner Institute (ISL)  
Maier-Leibnitz-Laboratorium: Accelerator of LMU and TU Munich (MLL)  
Mainz Microtron (MAMI)  
Max Planck Institut für Kernphysik (MPI-HD) |
| Italy | Double Annular Factory for Nice Experiments (DAFNE)  
ELETTRA  
Istituto Nazionale di Fisica Nucleare (INFN)  
Laboratori Nazionali di Frascati (LNF)  
SuperB |
|  | Accelerateur Groningen-Orsay (AGOR) |
| Netherlands | National Institute for Nuclear Physics and High Energy Physics (NIKHEF) |
| Russia | Budker Institute of Nuclear Physics  
Institute for High Energy Physics (IHEP)  
Institute for Theoretical and Experimental Physics (ITEP)  
Joint Institute for Nuclear Research (JINR) |
| Spain | ALBA |
| South America | Laboratorio Nacional de Luz Sincrotron (LNLS), Brazil  
Tandem Accelerator (TANDAR), Argentina |
| Sweden | Max-Planck Institute for Physics  
Max-Planck Institute for Nuclear Physics  
Max-Planck Institute for Physics  
Max-Planck Institute for Physics |
| Switzerland | Centre Européen de Recherche Nucléaire (CERN)  
Paul Scherrer Institut (PSI) |
| UK | Diamond  
Rutherford Appleton Laboratory (RAL)  
Synchrotron Radiation Source Daresbury  
UK  
SuperB  
SuperB |
| US and Canada | 88-Inch Cyclotron  
Advanced Light Source  
Alternating Gradient Synchrotron (AGS)  
Argonne National Laboratory (ANL)  
Bates Linear Accelerator Center, Massachusetts | Institute of Technology (MIT-Bates)  
Brookhaven National Laboratory (BNL)  
Canadian Light Source (CLS)  
Center for Advanced Microstructures and Devices (CAMD)  
Cornell Electron–Positron Storage Ring (CESR)  
Cornell High Energy Synchrotron Source (CHESS)  
CROCER  
Duke Free Electron Laser Laboratory (DFELL)  
Fermi National Accelerator Laboratory |
|  | Idaho Accelerator Center  
Indiana University Cyclotron Facility (IUCF)  
Lawrence Berkeley National Laboratory (LBNL)  
Los Alamos National Laboratory (LANL)  
Louisiana Accelerator Center  
National Superconducting Cyclotron Laboratory (NSCL)  
National Synchrotron Light Source (NSLS)  
Oak Ridge National Laboratory (ORNL)  
Particle Beam Physics Lab  
Relativistic Heavy Ion Collider (RHIC)  
Saskatchewan Accelerator Laboratory (SAL)  
Spallation Neutron Source (SNS)  
Stanford Linear Accelerator Center  
Stanford Synchrotron Radiation Laboratory  
Stony Brook Superconducting Linac (SBSL)  
Sudbury Neutrino Observatory  
Synchrotron Radiation Center  
Synchrotron Ultraviolet Radiation Facility (SURF) II  
Thomas Jefferson National Accelerator Facility (TJNAF)  
TRI-University Meson Facility/ National Meson Research Facility (TRIUMF) |

**Contact details** Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org
Audience profile

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
- Japan Proton Accelerator Research Complex (J-PARC): ¥133.5 bn
- European X-ray laser project (XFEL): €1.08 bn until 2012

- Facility for Antiproton and Ion Research (FAIR): €1 bn until 2014
- Linac Coherent Light Source (at SLAC): $315 m
- European Spallation Source (ESS): €1.48 bn until 2019

- SuperB: €600 m until 2016

“CAEN, leader in electronic instrumentation for physics (www.caen.it), is proud to be seen supporting such high-quality editorial content that is paving the way in high-energy physics, but advertising in CERN Courier also ensures that our marketing campaigns land in the hands of highly influential members of the physics community around the world.”

– Franco Vivaldi, Vice President, CAEN
September 2011

72 000*
READERS WORLDWIDE

*Publisher’s own data
CERN Courier has an extensive bonus distribution at key shows, enabling you to showcase your product to an even wider audience.

<table>
<thead>
<tr>
<th>Show calendar 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March</strong></td>
</tr>
<tr>
<td>APS March Meeting</td>
</tr>
<tr>
<td>IOP Nuclear &amp; Particle Physics Conference</td>
</tr>
<tr>
<td><strong>April</strong></td>
</tr>
<tr>
<td>IOP Nuclear &amp; Particle Physics Conference</td>
</tr>
<tr>
<td><strong>May</strong></td>
</tr>
<tr>
<td><strong>June</strong></td>
</tr>
<tr>
<td><strong>July</strong></td>
</tr>
<tr>
<td><strong>August</strong></td>
</tr>
<tr>
<td><strong>September</strong></td>
</tr>
<tr>
<td><strong>October</strong></td>
</tr>
<tr>
<td><strong>November</strong></td>
</tr>
</tbody>
</table>

Subject to change
Advertising solutions

CERN Courier

Advertising
As well as offering high-impact 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.

cerncourier.com

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

2 Key supplier
Create a high-impact microsite to:
- highlight your company and product information on multiple pages;
- achieve maximum visibility on the homepage and alongside relevant editorial;
- capture sales leads;
- come top of the list in search results;
- receive monthly reports to quantify your return on investment.

3 Featured company
Achieve excellent visibility on the homepage and throughout the site. You will also receive:
- a detailed listing in our company finder;
- priority position in search results;
- monthly statistics on views and impressions.

Career videos
An outstanding way to make your vacancy stand out from the rest, a career video offers the chance to showcase your organisation’s culture and best features.

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

Latest issue alert
Position your company message at the top of the latest issue alert.

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.
Recruitment solutions

CERN Courier

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
- lecturers
- fellowships
- engineers
- chairs
- research associates
- postdoctorates

As well as eight weeks’ free exposure on cerncourier.com, job adverts will also benefit from inclusion on brightrecruits.com.

brightrecruits is a recruitment website that connects employers from different industry sectors with graduates and industry professionals who have qualifications and experience in physics.

cerncourier.com

1 Star jobs
- 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.

2 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.

3 Career videos
An outstanding way to make your vacancy stand out from the rest, a career video offers the chance to showcase your organisation’s culture and best features. CERN and Jefferson Lab have already taken advantage of this powerful recruitment tool.

4 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.
**Advertising rates (£)**

### Display

<table>
<thead>
<tr>
<th>CERN Courier display rates 2012 (£)</th>
<th>1×</th>
<th>6×</th>
<th>12×</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full page</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full colour</td>
<td>4475</td>
<td>4210</td>
<td>4030</td>
</tr>
<tr>
<td>Mono</td>
<td>3400</td>
<td>3200</td>
<td>3065</td>
</tr>
<tr>
<td><strong>Half island</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Full colour</td>
<td>3275</td>
<td>3085</td>
<td>2950</td>
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<tr>
<td>Mono</td>
<td>2520</td>
<td>2375</td>
<td>2270</td>
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<tr>
<td><strong>Half vertical</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full colour</td>
<td>2950</td>
<td>2770</td>
<td>2655</td>
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<tr>
<td>Mono</td>
<td>2310</td>
<td>2175</td>
<td>2080</td>
</tr>
<tr>
<td><strong>Half horizontal</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Full colour</td>
<td>2950</td>
<td>2770</td>
<td>2655</td>
</tr>
<tr>
<td>Mono</td>
<td>2310</td>
<td>2175</td>
<td>2080</td>
</tr>
<tr>
<td><strong>Third vertical</strong></td>
<td></td>
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<tr>
<td>Full colour</td>
<td>2215</td>
<td>2080</td>
<td>1995</td>
</tr>
<tr>
<td>Mono</td>
<td>1805</td>
<td>1700</td>
<td>1625</td>
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<tr>
<td><strong>Quarter</strong></td>
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<td></td>
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<tr>
<td>Full colour</td>
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<td>1545</td>
<td>1480</td>
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<tr>
<td>Mono</td>
<td>1415</td>
<td>1335</td>
<td>1280</td>
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<tr>
<td><strong>Eighth</strong></td>
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<tr>
<td>Full colour</td>
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<td>1010</td>
<td>965</td>
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<tr>
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<td>860</td>
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### Online display rates 2012 (£)

<table>
<thead>
<tr>
<th>Online display rates 2012 (£)</th>
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<th>5-page site</th>
<th>10-page site</th>
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</thead>
<tbody>
<tr>
<td>Featured company</td>
<td>12 months</td>
<td>1395</td>
<td>1050</td>
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<tr>
<td>Top-level banner</td>
<td>1 month</td>
<td>1030</td>
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</tr>
<tr>
<td>Skyscraper banner</td>
<td>1 month</td>
<td>1250</td>
<td></td>
</tr>
<tr>
<td>Buyer’s guide sponsorship</td>
<td>1 month</td>
<td>525</td>
<td></td>
</tr>
<tr>
<td>Key supplier status</td>
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<td></td>
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<tr>
<td><strong>Sponsored search terms, 3 words</strong></td>
<td></td>
<td>6 months 1050</td>
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</tr>
<tr>
<td><strong>Star product</strong></td>
<td>12 months</td>
<td>1575</td>
<td></td>
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<tr>
<td><strong>Featured product</strong></td>
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<tr>
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<td>6 months</td>
<td>4995</td>
<td></td>
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<tr>
<td><strong>White paper</strong></td>
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<td>1050</td>
<td></td>
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</table>

### Recruitment/classified

<table>
<thead>
<tr>
<th>CERN Courier SCC (£)</th>
<th>non-universities</th>
<th>universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mono</td>
<td>75</td>
<td>65</td>
</tr>
<tr>
<td>Full colour</td>
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<td>80</td>
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<tr>
<td><em>Single column centimetre</em></td>
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<td></td>
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### CERN Courier set-size discounts (£)

<table>
<thead>
<tr>
<th>CERN Courier set-size discounts (£)</th>
<th>non-universities</th>
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</thead>
<tbody>
<tr>
<td>Half page</td>
<td>3150</td>
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<tr>
<td>Full page</td>
<td>6290</td>
</tr>
<tr>
<td>Double-page spread</td>
<td>price on request</td>
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</table>

### Example bespoke sizes – mono (£)

<table>
<thead>
<tr>
<th>Example bespoke sizes – mono (£)</th>
<th>non-universities</th>
<th>universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 cm × 2 col</td>
<td>735</td>
<td>630</td>
</tr>
<tr>
<td>10 cm × 2 col</td>
<td>1470</td>
<td>1260</td>
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<tr>
<td>12 cm × 2 col</td>
<td>1765</td>
<td>1510</td>
</tr>
<tr>
<td>15 cm × 2 col</td>
<td>2205</td>
<td>1890</td>
</tr>
<tr>
<td>10 cm × 3 col</td>
<td>2205</td>
<td>1890</td>
</tr>
<tr>
<td>20 cm × 3 col</td>
<td>4410</td>
<td>3780</td>
</tr>
</tbody>
</table>

### Online recruitment advertising rates 2012 (£)

<table>
<thead>
<tr>
<th>Online recruitment advertising rates 2012 (£)</th>
<th>non-university</th>
<th>university</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job posting</strong></td>
<td>575</td>
<td>275</td>
</tr>
<tr>
<td><strong>Star job posting</strong></td>
<td>735</td>
<td>420</td>
</tr>
<tr>
<td><strong>Star employer</strong></td>
<td>650</td>
<td>515</td>
</tr>
<tr>
<td><strong>Company spotlight</strong></td>
<td>995</td>
<td>1325</td>
</tr>
<tr>
<td><strong>Site-wide banner</strong></td>
<td>1260</td>
<td>1395</td>
</tr>
<tr>
<td><strong>Career videos</strong></td>
<td>price on request</td>
<td>price on request</td>
</tr>
</tbody>
</table>

All rates are subject to change. Call to discuss discount rates for multiple jobs, long-term and enhanced package options and inclusion in the CERN Courier newswire.

**Contact details** Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org

**media information 2012**
Print adverts should be supplied as high-resolution PDFs, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.

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**CERN Courier**

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**Dimensions and Shapes**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (pixels)</th>
<th>Max. file size GIF (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>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>

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"I am very happy with our key supplier status as we have received several inquiries directly from cerncourier.com."


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**Animation Specifications**

GIF/Flash animations must:
- be no longer than 15 seconds;
- loop through a sequence of frames a maximum of three times.

The following additional specifications apply to Flash adverts:
- an alternative GIF or JPEG 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.

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**Media Information 2012**

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Contact details: Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org
CERN Courier

FULL PAGE
26 cm × 4 col
10 1/4 inches × 4 col
The column length is 26 cm (10 1/4 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.

HALF VERTICAL
26 cm × 2 col
10 1/4 inches × 2 col

QUARTER
13 cm × 2 col
5 1/4 inches × 2 col

CREDIT CARD
5 cm × 2 col
1 1/4 inches × 2 col

The column length is 26 cm (10 1/4 inch) and a full page is four columns wide. Adverts can span one, two, three or four columns (above are some of the most popular options). The sales team is happy to advise on advert sizes geared to the amount of text and the budget available.

cerncourier.com

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.
Display

UK, the Netherlands, Japan
Katrina Davis
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e-mail katrina.davis@iop.org

France, Spain, Italy, Scandinavia, Russia, Middle East, the Americas, Australasia, Rest of Asia
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Germany, Switzerland, China, Rest of Europe
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