Physics World connects you with an international audience of professional physicists and interdisciplinary scientists. With our award-winning portfolio of print magazines, industry-focused supplements and daily science news and commentary, we can provide your organization with a flexible and customized promotional package that engages a global scientific readership.
The most trusted and respected provider of science news, features and commentary for the global physics community

_Physics World_, the membership magazine of the Institute of Physics, reflects the increasingly cross-disciplinary and international nature of scientific research with an award-winning content programme that seeks to inform, educate and connect a global scientific readership.

**What sets us apart**
- Our staff writers and editors combine deep scientific knowledge with a passion for uncovering and communicating the stories that really matter.
- We bring together leading voices from across the scientific community to deliver editorial coverage that’s accurate, balanced and thought-provoking.
- We take pride in our ability to convey complex scientific ideas with clarity and flair.

**Member interest groups**
- Astronomy, astrophysics and cosmology
- Atomic, molecular and optical physics
- Biological and medical physics
- Condensed matter
- Culture, history and society
- Geophysics and environmental physics
- Instrumentation and measurement
- Nuclear and particle physics
- Plasma and fusion
- Statistical, mathematical and computational physics

**Readership by location**
- EMEA: 93%
- APAC: 3%
- Americas: 4%

**Supplements for 2018**
- Physics World Careers 2018
- Graduate Careers (March)
- Special Report: Japan
- Focus: Nanotechnology
- Focus: Optics and Photonics
- Focus: Biomedical Physics
- Focus: Computing
- Focus: Vacuum and Instrumentation
- Special Report: China
- Focus: Materials for Energy
- Graduate Careers (October)

> With physics changing at such a rapid pace, Physics World is the perfect way for you to stay on top, thanks to its timely, accessible and thought-provoking articles from the world’s leading physicists and science writers.

_Matin Durrani_, editor
Advertising in *Physics World* raises awareness of your brand and products to a large number of purchasing scientific professionals worldwide. Our topical and engaging content provides the perfect environment to convey your marketing message, and our selection of special issues provide the ideal platform to target specific sectors within physics.

**Display advertisements**
A print advertisement in *Physics World* is one of the most effective ways of getting your message in front of our qualified audience. Sizes range from spreads and full pages to eighth-page placements.

**Advertorials**
One of the most effective ways for you to reach customers, with educational reading material that they will remember and use for reference.

**Inserts**
Deliver your message with *Physics World* magazine to reach a wide, engaged audience for your booklets, brochures, posters or a promotional offer.

**Recruitment**
*Physics World*'s dedicated recruitment section is the perfect solution for advertising your jobs, fellowships, training courses, internships and calls for proposals.
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<tr>
<th>Issue</th>
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All industry focus issues of *Physics World* are distributed to the magazine’s whole readership, as well as having bespoke lab distribution. In addition, the issues are distributed at the major annual meetings of: American Physical Society (APS), Deutsche Physikalische Gesellschaft (DPG), Materials Research Society (MRS), The Japan Society of Applied Physics (JSAP), Korean Physical Society (KPS), Physical Society of Japan (JPS) and Chinese Physical Society (CPS).

### Special Report: Japan
**March 2018**
All events in Japan throughout 2018, plus institutes featured in the issue

### Focus: Nanotechnology
**April 2018**
- Nano 2018
- E-MRS Spring 2018
- MRS Fall 2018
- JSAP Autumn Meeting
- NanoKorea 2018
- Graphene 2018
- Materials Science & Technology 2018
- M&M 2018
- ICFPE 2018

### Focus: Optics and Photonics
**May 2018**
- CLEO 2018
- SPIE Optics & Photonics 2018
- Photon 2018
- Frontiers in Optics
- Laser World of Photonics India
- CPS Fall Meeting
- Photonex 2018

### Focus: Biomedical Physics
**June 2018**
- American Association for Cancer Research
- APS March
- ESTRO
- SFB
- TERMIS 2018
- Biofabrication 2018
- AAPM 2018
- IUPESM 2018

### Focus: Computing
**July 2018**
- ICHEP 2018
- ISC 2018
- IEEE Computing Conference 2018
- IEEE Cluster Computing 2018
- SC 2018
- E-science 2018

### Focus: Vacuum and Instrumentation
**August 2018**
- APS March
- RIVA-X
- AVS 65th International Symposium and Exhibition
- VacuumTech Expo
- JSAP Autumn Meeting
- CPS Fall Meeting
- ASC 2018

### Special Report: China
**September 2018**
All events in China throughout 2018/19, plus institutes featured in the issue

### Focus: Materials for Energy
**October 2018**
- AGU Fall 2018
- NuMat2018
- World Nuclear Exhibition
- CPS Fall Meeting
- EGU
- Annual Meeting on Nuclear Technology

### Focus: Computing
**July 2018**
- ICHEP 2018
- ISC 2018
- IEEE Computing Conference 2018
- IEEE Cluster Computing 2018
- SC 2018
- E-science 2018

### Focus: Vacuum and Instrumentation
**August 2018**
- APS March
- RIVA-X
- AVS 65th International Symposium and Exhibition
- VacuumTech Expo
- JSAP Autumn Meeting
- CPS Fall Meeting
- ASC 2018
Advertising in *Physics World* gives you exposure to highly qualified physicists

With more than 110,000 readers working or studying in a wide range of disciplines, *Physics World* is a proven way to get your vacancy noticed by high-calibre candidates with the skills to excel in both scientific research and a range of industry sectors.

*Physics World*’s dedicated recruitment section is the perfect solution for advertising your jobs, fellowships, training courses, internships and calls for proposals.

**Target graduates**

Don’t miss our graduate campaigns in March and October distributed at more than 60 careers events. The *Physics World* graduate issues are full of career-focused content designed for students in their final year of university and those who have recently graduated from science-related subjects. Place an advert in these issues to get your vacancy seen alongside our sought-after content and take advantage of the extra visibility offered in our graduate campaigns.

**Why advertise your vacancy with Physics World?**

- **Direct and efficient** – a print advertisement gives you access to a highly qualified readership.
- **Unrivalled authority** – give your vacancy kudos and reinforce the research and prestige of your institution with a print advertisement.
- **Extended reach** – your advertisement will automatically be posted online for 60 days completely free of charge.

**Physics World Careers**

*Physics World Careers* is the latest annual publication from *Physics World*. Produced in conjunction with brightrecruits.com it includes an extensive employer directory.

Talk to us to find out about advertising opportunities in the 2018 edition

**Looking for online recruitment?**

**brightrecruits.com**

Ask for more information about the recruitment options available with brightrecruits.com, the international jobs site for physics and engineering.
Online

The number-one science news service for professional physicists and interdisciplinary scientists working in academic research and industry

More content, more writers, more coverage, more often. The relaunch of Physics World’s digital news service is a significant reinvestment in science and a key part of our mission to communicate world-class research and innovation to the widest possible audience.

Our mission

- Physics World helps scientists working in academic and industrial research stay up to date with the latest breakthroughs in physics and interdisciplinary science.
- We provide an international readership with a unique mix of daily news, opinion and analysis from an award-winning team of science writers and editors.
- Our coverage showcases the researchers driving forward our fundamental understanding of the universe alongside the innovators applying that knowledge to shape breakthrough technologies, products and applications.

More than 90% of users would recommend the site to colleagues or friends

More than 99% of readers consider Physics World to be a reliable source of information

Opt-in newsletter subscribers

- Weekly newsletter: 67,500
- Bi-weekly events update: 54,400
- Quarterly book review: 85,000

Sessions by location

- Americas: 44%
- APAC: 22%
- EMEA: 34%
Our new-look *Physics World* website will cover a broader area of physics than ever before

To allow users to easily navigate to areas of interest to them, we will be presenting content in the following subject categories:

- condensed matter
- materials
- biophysics and bioengineering
- environment and energy
- astronomy and space
- mathematics and computation
- instrumentation and measurement
- culture, history and society
- people
- impact
- quantum
- atomic and molecular
- particle and nuclear
- optics and photonics
- medical physics
Online advertising opportunities

Advertising online offers many ways to build your brand, drive traffic to your website and generate valuable sales leads.

*Physics World* is packed with authoritative news, reviews and analysis. Our website will connect you to potential customers by engaging customers at precisely the right moment – while they are online actively reading and searching for subjects related to your products or services.

**Display banners**
Choose from leaderboard banners on any of our subject homepages, or a variety of MPU banners across our articles.

**Video**
From a simple showcase to a full production video profiling your company, product or brands, our video technology combines an engaging and non-intrusive ad format with our extensive scientific network – the perfect platform for digital innovators to excel.

**Native advertising**
Place your content directly within *Physics World* by working with our team of journalists to develop a high-quality article that meets your needs while providing an engaging and informative read for *Physics World* readers.

**Webinars**
These highly interactive products allow you to communicate directly with a large targeted audience and generate new qualified sales leads.

**E-mail sponsorship**
Advertise in one of our newsletters to directly reach our audience of key decision makers throughout the scientific community.

**Sponsored search terms**
Place your advert alongside the search terms most relevant to your business.

**Link your campaign with physicsconnect**
The online guide to products, services and expertise.

**Biophysics and bioengineering**
- Carbon fibres – a step by step guide
- Quantum biosensors, targets the retina
- Insight for clinicians

**Materials**
- Nanomaterials: research update
- Robust structural colour is inspired by a tropical bird
- Soft sensing, random network of pain creates a wide range of colours

**Nanomaterials: feature**
The cutting edge of quantum physics
- David Turcotte and Matthew Maneshan explain how diamonds could become a quantum physicist’s best friend

**Nanomaterials: feature**
A taste for anodised
- See why a new form of pasta invented by Davide Mitri and Matthew S Turner can teach us about polymers
Homepage advertising

Physics World receives more than 166,000 unique visitors per month. Presenting the latest news and features, the homepage will be the first place people look for new content, and positioning your brand here will increase its visibility to a diverse range of physicists.

Subject homepages

We now have 15 subject homepages, curated to allow hubs of content for each subject category. Advertise here and position yourself within specific industry sectors to allow for targeted marketing.

Article-page advertising

With more than 316,000 monthly page views and content uploaded daily, advertising on our article pages has never looked better.

We have three new advertising options available, designed to give visitors a cleaner experience, and to provide you with continued advert presence during mobile visits.

Top banner

Immediately seen whenever a visitor clicks on any of the articles on Physics World, the top banner gives you a high-level presence throughout the subject area of your choice.

Sticky banner

Articles on Physics World can vary in length but choosing this banner will ensure your message is seen the whole time a visitor is reading any article in a subject area.

MPU

Make sure your message is positioned directly within the text for an immersive brand experience.

Interested in more coverage? Talk to us about brand blocking.
Bring your products, case studies or career opportunities to life and quickly engage with prospects and customers using video advertising

From a simple showcase to a full production video profiling your company, product or brands, video is the perfect platform for digital innovators to excel.

We can work with you to both produce and promote your video, providing a seamless transition from video production to video promotion.

**We can help you with:**
- Concept development
- Script writing
- Storyboarding of ideas
- Interviewing clients or employees
- Filming
- Production
- Voice-over artists

Additionally, after production, all videos will be promoted heavily by our dedicated marketing team. Not only will your video be hosted by us online, but it will also be promoted across other digital channels including relevant social-media platforms and e-mail campaigns.

- **Say more with less** – the nature of video means that you can convey much more information in a short amount of time as compared to text.
- **Tell the audience a story** – present your product or service as a solution to a challenge that the viewer is facing to strengthen the emotional connection they have with your brand.
- **Benefit from the power of social media** – in addition to being hosted online, all videos will be promoted across our social-media channels.
Native advertising

A unique opportunity for your business to commission high-value content, showcasing your products, your people and your capabilities to a global audience of scientists in research and industry.

The award-winning Physics World editorial team will work with you to craft articles that meet your goals, engage the interest of the reader and maintain the high standard of article that Physics World users have come to expect.

**We will work with you every step of the way to:**

- Define a content brief that supports your business objectives, whether that’s a one-off feature, a series of articles or an in-depth technology report to drive volume lead capture.
- Write, edit and publish must-read featured content that informs, educates and engages our global scientific readership.
- Promote all articles post publication through e-mail campaigns and social-media activity.

**Benefits of native advertising on Physics World**

- **Influence**: engaging and high-quality articles are more likely to be shared by readers.
- **Impact**: boost the power and visibility of your message by combining native advertising with our targeted online and print advertising programmes.
- **Visibility**: make your content work harder by using it in your own multichannel marketing campaigns.
- **Reach**: talk to us about translation opportunities and targeted digital campaigns to reach customers in key emerging markets.

To discuss your requirements, please contact:

**Edward Jost**
Commercial operations manager

**Joe McEntee**
Associate director, publishing

**Susan Curtis**
Managing editor, online Physics World

**Tom Houlden**
Display advertising manager
An increasingly popular advertising option, holding a webinar with us will give you the opportunity to personally highlight the benefits that your products and services can bring.

Benefit from our large database of profiled contacts to gain a high number of qualified leads in a short amount of time. On average, we expect each webinar to provide you with upwards of 500 registered attendees, all of whom will have provided their contact information and given permission for you to contact them.

**Benefits of holding a webinar with Physics World:**
- Webinars are promoted to our database of more than 100,000 names, meaning you have a large pool of profiled contacts available.
- Webinars are recorded and are available on demand for six months after the live event – giving you six months of extra lead-generation opportunities for no extra effort.
- The recording of your webinar can be embedded on your own website, or marketing campaigns, after the event to maximize the impact it makes for your own customers and prospects.

To ensure your webinar receives as many registrants as possible, we undertake a comprehensive marketing campaign for each webinar.

Webinars will be promoted in a variety of channels and can include options such as banner adverts, e-mail marketing campaigns and regular posts across our social-media accounts.

You’ll be provided with a dedicated marketing contact to discuss the best methods for promotion with, and detailed marketing plans will be shared with you once the subject of your webinar has been provided.
Other online opportunities

Sponsored search terms

Specifically target your prospects by sponsoring any search term on *Physics World*. Each sponsored keyword or search term will receive a super-leaderboard advert alongside the results, to highly target your advertising.

Gain exclusive visibility for your brand by taking out sponsorship on a group of keywords, and with a cost per thousand impressions pricing model, you can build a flexible package that works for your campaign.

E-mail sponsorship

Advertise in one of our newsletters to directly reach an audience of key decision-makers throughout the scientific community.

Increase your brand awareness by placing your information right alongside regular updates sent out to our pool of e-mail subscribers.

Newsletters are sent out on a daily and weekly schedule, and are available both for general *Physics World* updates as well as subject specific channels.

Advertising options are available in all of our newsletters and include banner- and text-based adverts.
Contact us

**Display advertising**

- **Germany and Asia-Pacific**
  - Tom Houlden
  - Display advertising manager
  - tel +44 (0)117 930 1031
  - e-mail tom.houlden@iop.org

- **Europe, Russia, South Korea, Middle East and the Americas**
  - Mattias Persson
  - Senior sales executive
  - tel +44 (0)117 930 1030
  - e-mail mattias.persson@iop.org

- **The Americas**
  - Curtis Zimmermann
  - Sales executive
  - tel +1 (215) 627 0880
  - e-mail zimmermann@ioppubusa.com

- **UK**
  - Ben Mealing
  - Sales executive
  - tel +44 (0)117 930 1865
  - e-mail ben.mealing@iop.org

**Subject specialists**

- **Medical physics**
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  - Senior sales executive
  - tel +1 (215) 627 0880
  - e-mail paul.rucci@iop.org

- **Biophysics and bioengineering**
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  - tel +44 (0)117 930 1219
  - e-mail katrina.davis@iop.org

**Recruitment advertising**

- **Central and South America, Europe, Middle East and Africa**
  - Sarah Andrieu
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  - tel +44 (0)117 930 1819
  - e-mail sarah.andrieu@iop.org

- **UK and North America**
  - Natasha Clarke
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  - tel +44 (0)117 930 1864
  - e-mail natasha.clarke@iop.org

**Management**

- **Edward Jost**
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  - e-mail edward.jost@iop.org

- **Chris Thomas**
  - Group advertising manager
  - tel +44 (0)117 930 1264
  - e-mail chris.thomas@iop.org