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

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.

110,000 readership

12 ISSUES per year

4 industry-specific supplements

Physics World app is available for iOS and Android

Member interest groups include:

- 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 2019

- Physics World Careers 2019
- Graduate Careers (March)
- Focus: Nanotechnology
- Focus: Optics and Photonics
- Focus: Computing
- Focus: Vacuum and Instrumentation
- Special Report: China
- 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
### Editorial Focus and bonus event distribution

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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).

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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 it includes an extensive employer directory.

Talk to us about advertising opportunities in the 2019 edition

**Looking for online recruitment?**

[brightrecruits](https://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 than 480,000 monthly page views
More than 220,000 monthly visits

More content, more writers, more coverage. Physics World covers a broader range of science news than ever before, and advertising with us allows you to target the widest possible audience.

"Physics World and the publications from IOP Publishing offer us a great opportunity to reach a vast scientific community using multi-level media marketing campaigns. The customer service we receive from our account managers is superb."

Park Systems

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

Weekly newsletter subscribers

- Weekly newsletter: 64,000
- Medical physics newsletter: 15,250
- Materials newsletter: 18,000
- Environment and energy newsletter: 9,250

Sessions by location

- Americas: 44%
- EMEA: 34%
- APAC: 22%

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Digital 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 a range of standard banner sizes to suit your message or brand-block for maximum impact.

**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 physicsworld buyers guide**
The online guide to products, services and expertise.
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.

Average Physics World native advertising statistics

- Over 4 minutes time on page
- More than 1000 pageviews after 30 days

Creating our native articles was a very straightforward process – the majority of the legwork is done by the Physics World journalist. Working to a short set of our requirements, he was able to create a Physics World article that supports our marketing strategy, whilst reporting on the scientific research that our products are used for.

Russell Hardy, UHV Design
Webinars

People buy from people. Giving your prospective customers a chance to interact with you in real time allows them to develop a personal connection with your brand.

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 250 registered attendees, all of whom will have provided their contact information and given permission for you to contact them.

All webinars hosted with Physics World include the following:

- 45-minute live time with a 15-minute Q&A.
- Editorial staff moderator to introduce and run a Q&A session.
- Rehearsal session prior to live webinar and pre-webinar support for you and your speaker(s).
- Dedicated marketing support pre- and post event.

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.
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