PARK SYSTEMS
“Physics World and the group of IOP Publications offer us a great opportunity to reach a vast scientific community using multi-level media marketing campaigns. The customer service is superb.”

ELEKTA
“Our IOP representative and the science writers and management actually speak to us and check it’s right for us – it’s a win win. You can tell they care and want to help us achieve our goals.”

NANOSCIENTIFIC JOURNAL
“Our banner campaign with IOP Publishing helped drive traffic to our Symposiums, reaching a world-wide audience within a broad scientific community. The customer service is outstanding.”

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

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

More than 850,000 monthly page views
More than 450,000 monthly visitors
Magazine readership more than 110,000
Advertising options

NATIVE ADVERTISING

A unique opportunity for your business to commission high-value content, showcasing your products, your people and your capabilities:

- Work with a dedicated editor who will talk with you to clearly understand your goals and will feedback on how they think this is best achieved as an article.
- Your article will be written by an experienced Physics World editor and published at time that best suits your objectives.
- Promotion of your articles through a number of marketing activities including e-mail and social-media activity.

“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

Average Physics World native advertising statistics

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

VIDEO

Bring your products, case studies or career opportunities to life and quickly engage with prospects and customers. We offer the following services:

- Concept development
- Script writing
- Storyboarding of ideas
- Interviews
- Filming
- Production
- Voice-over artists

We can also film videos at key scientific conferences throughout the year, enabling you to easily interview customers or create a product showcase.

After production all videos will be promoted by our dedicated marketing team across our digital channels, including relevant social-media platforms and e-mail campaigns.

WEBINARS

Give your prospective customers a chance to interact with you in real time and develop a personal connection with your brand.

- You’re the product expert – take the opportunity to personally highlight the benefits that your products and services bring.
- Each webinar benefits from an exclusive multi-channel marketing campaign to provide you with as many qualified leads as possible.
- A recording of your webinar is available on demand for six months, giving you extra lead-generation opportunities for no extra effort.

Average of 200 leads
Advertising options

NEWSLETTERS

Directly reach our audience of key decision makers by advertising within the Physics World newsletters.

- Tiered pricing models enable advertising to be available to suit your budget.
- Increase the impact of your other Physics World online advertising campaigns by taking out newsletter advertising at the same time.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Frequency</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlights</td>
<td>Weekly</td>
<td>46,000</td>
</tr>
<tr>
<td>Materials</td>
<td>Weekly</td>
<td>16,500</td>
</tr>
<tr>
<td>Medical</td>
<td>Weekly</td>
<td>16,500</td>
</tr>
<tr>
<td>Environment</td>
<td>Weekly</td>
<td>13,200</td>
</tr>
<tr>
<td>Careers</td>
<td>Bi-monthly</td>
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</tr>
</tbody>
</table>

CORPORATE PARTNER

In addition to our standard banner advertising, we have introduced a new corporate partnership option.

- Gain significant brand exposure by having your logo placed next to relevant content for 12 months.
- Highlight one of your latest products or press releases in this unique advertising space.
- The product focus box uses a Physics World template which enables your advert to be in keeping with the feel of the website and increases trust from readers.
- Receive input from our award-winning editorial team to craft an eye-catching title.
- Gain direct traffic to your press release or news article, to enable readers to get all the key information in one hit.
- Receive a bonus highlight in our most relevant newsletter.

| Featured product |

PODCASTS

More people are consuming media through audio than ever before. Position yourself in the heart of the Physics World podcast to benefit from this trend.

- Benefit from editorial oversight from our experienced team of podcast editors.
- Your sponsorship message will be placed throughout the podcast to increase your brand visibility.
- Gain from the trust readers place in the Physics World editors by having your message read out by our podcast host.

<table>
<thead>
<tr>
<th>Title</th>
<th>Frequency</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physics World</td>
<td>Monthly</td>
<td>23,000 monthly</td>
</tr>
<tr>
<td>Physics World</td>
<td>Weekly</td>
<td>5200 per episode</td>
</tr>
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</table>
In addition to distribution to the membership of the Institute of Physics, *Physics World* is sent to key events throughout the year. Contact us for the most up-to-date list.

**January**
- Photonics West

**February**
- Pittcon

**March** – *graduate careers special*
- APS March

**April** – *celebrating the centenary of the IOP*
- MRS Spring

**May** – *industry special*
- 237th Electrochemical Society (ECS) Meeting
- IPAC 2020

**June**
- 47th EPS Conference on Plasma Physics

**July** – *automotive technology*
- Advanced materials show 2020
- ICPS 2020

**August**
- ACS Fall
- SPIE Optics and Photonics

**September**
- CPS Fall
- JSAP Autumn Meeting

**October** – *graduate careers special*
- Big science business forum 2020
- ICFPE 2020

**November** – *industry special*
- MRS Fall

**December**
- AGU 2020

Showcase your brand alongside our sought-after wall planner, distributed with the December issue of *Physics World*.

- Maximise your marketing budget by gaining 12 months of exposure from one activity.
- Limited advertising positions enable your brand to speak louder.
- Reach a wider audience. Wall planners are often used in communal areas or shared laboratories – this will enable your brand to gain visibility by a wider demographic.

“Physics World provides great insights into how physics is applied to real world problems and can have a hugely positive impact on people’s lives”

*MAGAZINE READER, Audience research 2019*
Physics World Briefings are the subject-focused supplements to Physics World. All our supplements cover a key subject in physics. Their targeted distribution means they are sent to the readers who are interested in those topics, in addition to bespoke distribution to events throughout the year. The supplements are also distributed at the major annual meetings of:

- American Physical Society (APS)
- Chinese Physical Society (CPS)
- Deutsche Physikalische Gesellschaft (DPG)
- The Japan Society of Applied Physics (JSAP)
- Korean Physical Society (KPS)
- Materials Research Society (MRS)
- Physical Society of Japan (JPS)

### CHINA BRIEFING

Look out for our Briefing on China which will be published in September.

With special distribution at CPS Fall, all events in China in 2021 and bulk distribution to key facilities.

### Radiotherapy

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>ESTRO</td>
</tr>
<tr>
<td></td>
<td>RSS Annual Meeting</td>
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<td></td>
<td>ISMRM 2020</td>
</tr>
<tr>
<td></td>
<td>American Brachytherapy Society Annual Meeting</td>
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<tr>
<td></td>
<td>PTCOG 59</td>
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### Nanotechnology

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>NanoKorea 2020</td>
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<tr>
<td></td>
<td>Graphene 2020</td>
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<tr>
<td></td>
<td>Advanced materials show 2020</td>
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<tr>
<td></td>
<td>IEEE-Nano 2020</td>
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<tr>
<td></td>
<td>Graphene Week</td>
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<tr>
<td></td>
<td>Materials Science &amp; Technology 2020</td>
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<tr>
<td></td>
<td>ICFPE 2020</td>
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</table>

### Optics & Photonics

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>Microscopy &amp; Microanalysis 2020</td>
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<tr>
<td></td>
<td>SPIE Optics + Photonics</td>
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<tr>
<td></td>
<td>Photon 2020</td>
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<td></td>
<td>Laser World of Photonics India</td>
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<tr>
<td></td>
<td>ICOLS 2020</td>
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<tr>
<td></td>
<td>Photonics West 2021</td>
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### Medical Imaging

<table>
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<th>Month</th>
<th>Events</th>
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<tbody>
<tr>
<td>July</td>
<td>AAPM</td>
</tr>
<tr>
<td></td>
<td>ASTRO</td>
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<tr>
<td></td>
<td>Radiological Society of North America (RSNA)</td>
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</table>

### Instruments & Vacuum

<table>
<thead>
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<th>Month</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>LT29 (Low Temperature Physics)</td>
</tr>
<tr>
<td></td>
<td>AVS 66th International Symposium + Exhibition</td>
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<tr>
<td></td>
<td>Vacuum Expo 2020</td>
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<tr>
<td></td>
<td>JSAP Autumn Meeting</td>
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<td></td>
<td>SVC 2021</td>
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<tr>
<td></td>
<td>Vacuum Tech Expo 2021</td>
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### Big Science

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>Big science business forum 2020</td>
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### Materials

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>November</td>
<td>MRS Fall</td>
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<tr>
<td></td>
<td>MRS Spring 2021</td>
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</tbody>
</table>
Advertising in *Physics World* gives you exposure to highly qualified physicists.

- **Direct and efficient** – advertising with us gives you access to a highly qualified readership
- **Unrivalled authority** – give your vacancy kudos and reinforce the research and prestige of your institution
- **Extended reach** – consider one of our package deals, to reach a wider readership than ever before

**brightrecruits**

*brightrecruits* is our jobseeker platform and offers you access to motivated individuals with a background in physical sciences and engineering.

- Target the most relevant candidates by posting your vacancies in the most relevant specialisms and job types.
- Encourage speculative job enquiries by creating a branded profile in our Employer A–Z.
- Highlight your vacancies with high-impact advertising options including our featured opportunities.

**Physics World Careers**

The latest annual publication from *Physics World*, it's pack with case studies, careers advice and an extensive employer directory.

- Be seen in the “who’s who” of physics employers, showcasing the range of opportunities available to physics and engineering students.
- Highlight your postgraduate positions, graduate careers programme or just the range of employment opportunities available at your organisation.
- A can’t miss opportunity to reach physics graduates in this sought-after publication.

**Graduate Careers**

Don’t miss our graduate campaigns in March and October full of career-focused content designed for students in their final year of university and those who have recently graduated.

- Get your vacancy seen alongside our sought-after content and take advantage of the extra visibility offered in our graduate campaigns.
- Distributed at high-profile graduate careers events to get your advert seen by readers outside of the IOP membership.
Contact us

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Website     Magazine     Jobs     Pricing