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 Symposia, reaching a worldwide 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 1 million monthly page views

More than 560,000 monthly visitors

Magazine readership more than 110,000
About us

A MESSAGE FROM THE EDITOR-IN-CHIEF

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 our award-winning team of science writers and editors.

We aim to be the most trusted and most respected provider of news and commentary, reflecting the increasingly cross-disciplinary nature of scientific research with a content programme that seeks to inform, educate and connect a global scientific readership.

Matin Durrani, editor-in-chief, Physics World

GEOGRAPHICAL DISTRIBUTION OF READERS

- Americas 49%
- Asia 24%
- Europe 22%
- Rest of world 5%

Above: Geographical distribution of readers of the website.
Below: Geographical distribution of readers of the magazine.

AVERAGE MONTHLY CHANNEL PAGE VIEWS

Advertising campaigns can run across multiple topics to reach the specific readers you are looking to target. Some of our key subject areas are highlighted below.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Average monthly channel page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astronomy &amp; space</td>
<td>128,000</td>
</tr>
<tr>
<td>Materials</td>
<td>83,600</td>
</tr>
<tr>
<td>Quantum</td>
<td>60,000</td>
</tr>
<tr>
<td>Medical physics</td>
<td>58,000</td>
</tr>
<tr>
<td>Biophysics &amp; bioengineering</td>
<td>47,300</td>
</tr>
<tr>
<td>Optics &amp; photonics</td>
<td>43,000</td>
</tr>
<tr>
<td>Particle &amp; nuclear</td>
<td>32,500</td>
</tr>
<tr>
<td>Instrumentation &amp; measurement</td>
<td>23,600</td>
</tr>
</tbody>
</table>

Campaigns are available as monthly-tenancy or cost-per-thousand, so we can work within your budget to deliver the results you need.

More than 1 million monthly page views
More than 560,000 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*

**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 Physics World native advertising statistics**

- More than 4 minutes time on page
- More than 1000 page views after 30 days
- Average of 280 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>55,000</td>
</tr>
<tr>
<td>Materials</td>
<td>Monthly</td>
<td>23,500</td>
</tr>
<tr>
<td>Medical</td>
<td>Weekly</td>
<td>23,000</td>
</tr>
<tr>
<td>Environment</td>
<td>Bi-annual</td>
<td>13,200</td>
</tr>
<tr>
<td>Careers</td>
<td>Bi-monthly</td>
<td>8000</td>
</tr>
<tr>
<td>Optics</td>
<td>Bi-monthly</td>
<td>5000</td>
</tr>
</tbody>
</table>

**INNOVATION SHOWCASES**

We have a range of options available to support your latest product launches.

**White papers**

Available for six months from our innovation showcase home on Physics World, listing your white paper with us enables you to:

- Grow your prospect list with our latest lead-capture option.
- Showcase your white paper alongside Physics World articles with a dedicated section on our subject homepages.
- Receive a bonus highlight in our most relevant newsletter.

**Product Focus box**

Become a corporate partner and highlight one of your latest products or press releases in this unique advertising space:

- The product focus box uses a Physics World template that enables your advert to be in keeping with the feel of the website and increases trust from readers.
- 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.

**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 stories</td>
<td>Monthly</td>
<td>16,000 per episode</td>
</tr>
<tr>
<td>Physics World weekly</td>
<td>Weekly</td>
<td>6000 per episode</td>
</tr>
</tbody>
</table>
In addition to distribution to the membership of the Institute of Physics, Physics World is sent to key events and relevant institutes or facilities throughout the year. Contact us for the most up-to-date list.

**March** – digital distribution to the key spring meetings
- APS March, Pittcon, JSAP Spring Meeting, JPS Spring Meeting

**June**
- Laser World of Photonics

**July**
- Advanced Materials Show 2020

**August**
- CPS Fall
- BCEIA

**September**
- DPG
- ASC 2021

**October** – graduate careers special
- Advanced Materials UK
- The Nanotechnology Show

**November** – industry special
- MRS Fall

With online events becoming the norm during the global COVID-19 pandemic, at Physics World we’re still attending and covering major events in the academic calendar, just virtually.

Talk to us about opportunities to support your presence at events in key sectors, including optics, materials, quantum and medical physics.
**Physics World Briefings**

**DISTRIBUTION**

*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, key facilities and society partnerships throughout the year. The events listed are going ahead at the time of publication. Contact us for the most up-to-date distribution plans.

**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 2022 and digital distribution including via The Intellectual and the Chinese Physical Society.

<table>
<thead>
<tr>
<th>Nanotechnology</th>
<th>Medical physics</th>
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<tbody>
<tr>
<td><strong>April</strong></td>
<td></td>
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<tr>
<td>MRS Spring 2021</td>
<td>AAPM 2021</td>
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<tr>
<td>Graphene 2021</td>
<td>PTCog 2022</td>
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<tr>
<td>Advanced Materials Show</td>
<td>Radiological Society of North America (RSNA) 2021</td>
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<tr>
<td>Graphene Week 2021</td>
<td>ISMRM 2022</td>
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<tr>
<th><strong>Quantum</strong></th>
<th><strong>Instruments &amp; Vacuum</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>May</strong></td>
<td></td>
</tr>
<tr>
<td>IEEE Quantum Week 2021</td>
<td>Microscopy &amp; Microanalysis 2021</td>
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<tr>
<td>European Quantum Technologies</td>
<td>AVS 2021</td>
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<tr>
<td>Quantum Tech Congress 2021</td>
<td>SVC 2022</td>
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<tr>
<td>International Conference on Integrated Quantum Photonics</td>
<td>Ptitcon 2022</td>
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<tr>
<td>EPIC World Industrial Quantum Photonics Technology Summit</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>Optics &amp; Photonics</strong></th>
<th><strong>Big Science</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>June</strong></td>
<td></td>
</tr>
<tr>
<td>Laser World of Photonics 2021</td>
<td>Big science business forum 2021</td>
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<tr>
<td>Photon 2021</td>
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<tr>
<td>Photonics West 2022</td>
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**Big Science**

**October**

*Big science business forum 2021*

**Materials**

**November**

MRS Fall 2021

MRS Spring 2022
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

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**Physics World Jobs**

*Physics World Jobs* is the latest addition to the *Physics World* portfolio, building on our extensive coverage of careers in physics over the past 20 years. Whether you’re looking to recruit students, technicians, academic positions or senior hires, we can put together a package that meets your needs.

- Target the most relevant candidates by posting your vacancies in the disciplines, job types and locations that best reflect your organization and the roles for which you’re recruiting. Not only will your opportunity appear on *Physics World Jobs*, but all jobs posted will feature on our career-specific social-media channels and will appear against relevant articles on *Physics World*.
- Highlight your vacancies further with our high-impact advertising options including showcasing your jobs within our subject-based newsletters, featured opportunities and print adverts in our magazines.

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**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.

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**Graduate Careers**

Don’t miss our graduate campaign in 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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