More than 800,000 monthly visitors
More than 1.2 million monthly page views
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 1.2 million monthly page views
More than 800,000 monthly visitors
Magazine readership more than 110,000
A MESSAGE FROM THE EDITOR-IN-CHIEF

Whether you’re a physicist in academia or industry, a student or someone who once did physics but is now in a different field, Physics World is here to keep you up to date with the latest breakthroughs across the whole of physics and beyond.

Thanks to an award-winning team of professional science writers and editors, it provides a global audience with a unique mix of daily news, opinion and analysis along with the highly respected Weekly and Stories podcasts.

Physics World aims to be the most trusted provider of physics news, with content that seeks to inform, educate, entertain and connect a global scientific readership.

Matin Durrani, editor-in-chief, Physics World

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.”
The most trusted and respected provider of science news, features and commentary for the global physics community.

Published for more than 30 years, with 12 issues a year, advertising in Physics World positions your products and services alongside our must-read content.

- Raise awareness of your brand 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.

“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

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

- Maximize 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.
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.

### January
- Photonics West, San Francisco, USA
- 239th AAS Meeting — Salt Lake City, USA
- Nanotech 2022, Tokyo, Japan
- APS Conferences for Undergraduate Women in Physics

### February
- BPS 2022 66th Biophysical Society Annual meeting, San Francisco, USA
- Pittcon conference and Expo, Atlanta, USA
- Winter Institute of Medical Physics, Colorado, USA
- SPIE Medical Imaging, San Diego, USA

### March
- American Physical Society, March meeting, Chicago, USA
- DPG-Frühjahrstagung (DPG Spring Meeting) of the Condensed Matter Section (SKM), Regensburg, Germany
- Japanese Society of Applied Physics 69th Spring Meeting, Kanagawa, Japan
- LASER World of PHOTONICS, Shanghai, China

### April
- LASER World of PHOTONICS, Munich, Germany
- Photonics Europe, Strasbourg, France
- SVC Tech Con 2022 – Long Beach, USA
- Vacuum Tech Expo 2022, Moscow, Russia

### May
- 241st Electrochemical Society meeting, Vancouver, Canada
- E-MRS, Strasbourg, France
- The Advanced Materials Show, Ceramics UK, Battery Cells and Systems Expo, Vehicle Electrification Expo, Birmingham, UK

### June
- Analytica 2022, Munich, Germany
- QMCM 2022, Bath, UK
- Quantum.Tech, Boston, USA

### July
- QMC 2022, Lisbon, Portugal
- Nano Korea 2022, Seoul, South Korea
- CMD-29, Manchester, UK

### August
- Photon 22, Nottingham, UK
- LT-29, Sapporo, Japan
- IVC 2022, Sapporo, Japan

### September
- International Conference on Molecular Beam Epitaxy (ICMBE) 2022, Sheffield, UK
- Chinese Physical Society Annual Meeting 2022, China
- MAF 2022, Gothenburg, Sweden
- LASER World of PHOTONICS, Bengaluru, India

### October
- Advanced Materials 2022, USA
- AVS 68, Pittsburgh, USA
- SPIE Photonex + Vacuum Technologies
- FIO/LS 2022, Washington DC, USA

### November
- MRS Fall 2022, Boston, USA
- AGU Fall 2022, Chicago, USA
- RSNA, Chicago, USA

### December
- DESY Photon Science Users’ Meeting 2023, Hamburg, Germany
- ESRF User Meeting 2023, Grenoble, France
- SUM 2023, Gif-sur-Yvette, France
- CTPBH001 2022: 16. International Conference on Theoretical Physics and Black Hole Thermodynamics, Barcelona, Spain

While we are hopeful that the world is slowly returning to pre-pandemic norms, with in-person events set to return in 2022, we are aware things can change quickly.

Whatever the situation will work with event organizers to make sure we get the best level of exposure for *Physics World*.

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_

_Phyics 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.

<table>
<thead>
<tr>
<th>Optics &amp; Photonics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>April</strong></td>
</tr>
<tr>
<td>LASER World of PHOTONICS 2022, Munich, Germany</td>
</tr>
<tr>
<td>Photonics West 2023, San Francisco, USA</td>
</tr>
<tr>
<td>Photon 22, Nottingham, UK</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantum Science &amp; Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>May</strong></td>
</tr>
<tr>
<td>Quantum Business Europe</td>
</tr>
<tr>
<td>QMCM 2022, Bath, UK</td>
</tr>
<tr>
<td>QCMC 2022, Lisbon, Portugal</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Medical Physics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July</strong></td>
</tr>
<tr>
<td>AAPM, Washington DC, USA</td>
</tr>
<tr>
<td>ASTRO, San Antonio, USA</td>
</tr>
<tr>
<td>ESTRO, Copenhagen, Denmark</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instrumentation &amp; Vacuum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>August</strong></td>
</tr>
<tr>
<td>SPIE Photonex + Vacuum Technologies 2022</td>
</tr>
<tr>
<td>AVS 2022</td>
</tr>
<tr>
<td>IVC 2022, Sapporo, Japan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>September</strong></td>
</tr>
<tr>
<td>Chinese Physical Society Annual Meeting 2022, China</td>
</tr>
<tr>
<td>LASER World of PHOTONICS China 2023</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Big Science</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>October</strong></td>
</tr>
<tr>
<td>Big Science Business Forum 2022, Granada, Spain</td>
</tr>
<tr>
<td>IPAC 2022, Bangkok, Thailand</td>
</tr>
<tr>
<td>IBIC 2023</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Materials &amp; Nanotechnology</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>November</strong></td>
</tr>
<tr>
<td>MRS Fall 2022, Boston, USA</td>
</tr>
<tr>
<td>The Advanced Materials Show 2023, UK</td>
</tr>
<tr>
<td>MRS Spring 2023, San Francisco, USA</td>
</tr>
<tr>
<td>The Advanced Materials Show 2023, USA</td>
</tr>
<tr>
<td>Nano Japan 2023, Tokyo, Japan</td>
</tr>
</tbody>
</table>
physicsworld.com is the world's biggest physics news website covering all fields of physics, from astronomy to quantum science.

Brought to you by the same award-winning editorial team as Physics World magazine physicsworld.com has seen exponential growth in its audience in the past two years. Growing 64% since 2019 with no signs of slowing down.

More than 1.2 million monthly page views

More than 4 minutes on article pages

More than 800,000 monthly visitors

Target 64,000 weekly newswire subscribers

GEOGRAPHICAL DISTRIBUTION OF USERS

- Americas 50%
- Asia 22%
- Europe 22%
- Rest of world 6%

AVERAGE MONTHLY CHANNEL PAGE VIEWS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Average monthly channel page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astronomy &amp; space</td>
<td>217,000</td>
</tr>
<tr>
<td>Quantum</td>
<td>173,250</td>
</tr>
<tr>
<td>Materials</td>
<td>96,500</td>
</tr>
<tr>
<td>Medical physics</td>
<td>82,750</td>
</tr>
<tr>
<td>Biophysics &amp; bioengineering</td>
<td>53,000</td>
</tr>
<tr>
<td>Particle &amp; nuclear</td>
<td>47,500</td>
</tr>
<tr>
<td>Optics &amp; photonics</td>
<td>40,750</td>
</tr>
<tr>
<td>Instrumentation &amp; measurement</td>
<td>32,500</td>
</tr>
</tbody>
</table>
Put your message in front of more than 800,000 website visitors a month by displaying your advert in one of our digital banner spots.

Advertising packages can be tailored to your target audience by specific page, subject area or side wide.

Choose from banner advertising in premium online space above the page fold, within editorial content and popular topics.
Digital 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 provide 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.

Average of more than 4 minutes on page

Average of more than 1500 page views after 30 days

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 – average of 280.
- A recording of your webinar is available on demand for six months, giving you extra lead-generation opportunities for no extra effort.

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.

"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
Digital 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>64,000</td>
</tr>
<tr>
<td>Materials</td>
<td>Monthly</td>
<td>23,900</td>
</tr>
<tr>
<td>Medical physics</td>
<td>Weekly</td>
<td>22,400</td>
</tr>
<tr>
<td>Environment</td>
<td>Bi-annual</td>
<td>22,000</td>
</tr>
<tr>
<td>Careers</td>
<td>Bi-monthly</td>
<td>8100</td>
</tr>
<tr>
<td>Optics</td>
<td>Bi-monthly</td>
<td>5400</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><em>Physics World</em> stories</td>
<td>Monthly</td>
<td>10,500 per episode</td>
</tr>
<tr>
<td><em>Physics World</em> weekly</td>
<td>Weekly</td>
<td>9800 per episode</td>
</tr>
</tbody>
</table>
Advertise 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

**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. For more information, click here, to watch our video.
- 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.

The latest annual publication from Physics World, it’s packed 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.

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

DISPLAY ADVERTISING

Asia-Pacific
Tom Houlden
Display advertising manager and medical physics specialist
+44 (0)117 930 1031
tom.houlden@ioppublishing.org

Europe
Mattias Persson
Senior sales executive
+44 (0)117 930 1030
mattias.persson@ioppublishing.org

The Americas
Curtis Zimmermann
Sales executive
+1 (215) 627 0880
zimmermann@ioppublishing.org

UK
Ben Mealing
Senior sales executive
+44 (0)117 930 1865
ben.mealing@ioppublishing.org

Germany
Katrina Davis
Senior sales executive
+44 (0)117 930 1219
katrina.davis@ioppublishing.org

SUBJECT SPECIALIST

Medical physics
Paul Rucci
Senior sales executive
+1 (215) 627 0880
paul.rucci@ioppublishing.org

RECRUITMENT ADVERTISING

Sarah Andrieu
Senior sales executive
+44 (0)117 930 1819
sarah.andrieu@ioppublishing.org

Natasha Clarke
Senior sales executive
+44 (0)117 930 1864
natasha.clarke@ioppublishing.org

MANAGEMENT

Edward Jost
Head of media business development
+44 (0)117 930 1026
edward.jost@ioppublishing.org

Chris Thomas
Group advertising manager
+44 (0)117 930 1264
chris.thomas@ioppublishing.org

Matin Durrani
Editor-in-chief
+44 (0)117 930 1002
matin.durrani@ioppublishing.org