More than 616,500 monthly page views
More than 355,000 monthly visitors
Magazine readership more than 60,000

More than 99% of readers consider Physics World to be a reliable source
More than 90% of users would recommend the site to colleagues or friends

*Figures are from Google Analytics, September 2022*
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*

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**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.”

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**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.”

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**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”

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.

Special topic issues in 2024

Physics World will publish two special issues in 2024 focused on specific topics:

- Quantum technologies – May
- Materials science – November
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
- SPIE Photonics West, San Francisco, USA
- SPIE BIOS Expo, San Francisco, USA

### February
- BPS2024, Philadelphia, USA
- Pittcon, San Diego, USA
- APS March Meeting 2024, Minneapolis, USA
- DPG CM, Berlin
- JSAP 71st Spring Meeting 2024, Tokyo, Japan

### March
- 41st International Battery Seminar & Exhibit, Orlando, USA

### April
- Quantum.Tech Boston 2024, USA
- ESTRO 2024, Glasgow, UK
- 67th Annual SVC Technical Conference, Chicago, USA

### May
- ECS Spring Meeting, San Francisco, USA
- IPAC 24, Nashville, USA
- 3rd annual Commericalising Quantum Global 2024, London, UK
- The Advanced Materials Show, Birmingham, UK

### June
- European Vacuum Conference, Harrogate, UK

### July
- AAPM 65th Annual Meeting, Los Angeles, USA
- Microscopy & Microanalysis 2024, Cleveland, USA

### August
- ACS Fall 2024 National Meeting & Exposition, Denver, USA

### September
- Chinese Physical Society
- World Nuclear Symposium
- ASTRO 2024, USA

### October
- Advanced Materials 2024, USA
- ECS PriME 2024, Honolulu, Hawaii
- AVS International Symposium & Exhibition 2024

### November
- 2024 MRS Fall Meeting & Exhibit, Boston, USA

### December
- AGU 2024, Washington D.C., USA

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*Figures are from Google Analytics, August 2023*
Increase your chances of being seen with the new, improved Physics World digital magazine.

Physics World is now available in an easy-to-use, digital format. A wide variety of advertising opportunities are available, with augmented advertising opportunities available in the digital edition.

- Reach a wide audience as Physics World monthly issues are exclusively available to members of the Institute of Physics the moment the issue is published.
- All print adverts are automatically included, with all links to your websites and emails active.
- Upgrade your print advert in the digital to include audio or video.
Physics World Briefings

**DISTRIBUTION**

*Physics World Briefings* are the subject-focused supplements to *Physics World*.

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.

### Instrumentation & Vacuum Briefing

**June**
- European Vacuum Conference
- 3rd annual Commercialising Quantum Global 2024
- AVS International Symposium & Exhibition 2024
- SVC Techcon 2025

### Big Science Supplement

**September**
- Big Science Business Forum 2024 (BSBF’24)

### BIG SCIENCE SUPPLEMENT

In September 2024, *Physics World* magazine, in partnership with its sister publication *CERN Courier*, will publish a special supplement focusing on the European Big Science Facilities.

The issue will focus on the enabling technology, knowledge transfer, and the intersection point between Europe’s Big Science installations and industry.

It will receive bulk distribution at the 2024 Big Science Business Forum (BSBF’24) in Turin, Italy as well as other key events throughout the year. It will also be available digitally on cerncourier.com and physicsworld.com throughout the year.

### INSTRUMENTATION & VACUUM BRIEFING

This briefing provides an annual review of how various equipment and vacuum technology is helping to fuel the latest scientific breakthroughs. It will be distributed at many of the world’s leading vacuum conferences throughout the year, starting with the European Vacuum Conference in June.

**About the European Vacuum Conference**

In June 2024, the Institute of Physics will be hosting the joint European Vacuum Conference (https://iop.eventsair.com/evc17-ecoss37).

*Physics World* will be distributing copies of the briefing in bulk at the show. The event is endorsed by the International Union for Vacuum Science, Technique and Applications (IUVSTA) and the British Vacuum Council (BVC) and will bring together the following events into one show:

- 17th European Vacuum Conference (EVC-17)
- 37th European Conference on Surface Science (ECOSS-37)
- UK Surface Analysis Forum (UKSAF)
- 13th Vacuum Symposium UK (VS-13)
- RGA User’s meeting

Additionally, IOP will be offering exhibitor booths to up to 30 exhibitors, for more information please contact the IOP sales staff.
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 few years.

**Online editorial specials**
- Nobel prize (October)
- Breakthrough of the Year (December)

**Show preview articles**
- Photonics West
- Biophysical Society
- APS March Meeting
- MRS Fall Meeting
- Photonex/Vacuum

**GEOGRAPHICAL DISTRIBUTION OF USERS**

- Americas: 48%
- Asia: 20%
- Europe: 26%
- 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>57,000</td>
</tr>
<tr>
<td>Quantum</td>
<td>48,500</td>
</tr>
<tr>
<td>Materials</td>
<td>31,500</td>
</tr>
<tr>
<td>Medical physics</td>
<td>28,000</td>
</tr>
<tr>
<td>Optics &amp; photonics</td>
<td>20,500</td>
</tr>
<tr>
<td>Particle &amp; nuclear</td>
<td>18,200</td>
</tr>
<tr>
<td>Biophysics &amp; bioengineering</td>
<td>15,500</td>
</tr>
<tr>
<td>Instrumentation &amp; measurement</td>
<td>14,000</td>
</tr>
</tbody>
</table>

*Figures are from Google Analytics, August 2023

More than 616,500 monthly page views

More than 355,000 monthly visitors

More than 3 min 50 sec on article pages

Target 64,000 weekly newsletter subscribers
Put your message in front of more than 615,500 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.
**WEBINARS**

Online presentations that allow expert speakers to explain novel tools and applications.

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.

**Corporate webinars**

With our webinar service you get to give a 45-minute presentation, followed by a 15-minute Q&A. We’ll provide you with the contact details of everyone who signs up to the webinar and who gives permission to be contacted.

The price includes hosting of the webinar, a practice session, and extensive promotion to our audience through e-mail and social-media campaigns.

**Sponsored webinars**

For the last few years, IOP Publishing has teamed up with several of our publishing partners including The Electrochemical Society, the International Union for Vacuum Science, Technique and Applications (IUVSTA) and CERN to produce webinars on hot topics in their respective fields.

Sponsorship opportunities are available for the webinars. Sponsors get their name/logo on the main landing page and then receive a list of names of everyone who signs up to the webinar and who gives permission to be contacted.

Webinar sponsors have generated an average of more than 100 contacts per webinar. Webinar topics are announced on an ad hoc basis throughout the year.
**Digital advertising options**

**NATIVE ADVERTISING**

An introduction to Physics World sponsored content

Physics World editors explain the sponsored content programme

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

**VIDEO**

**Hamamatsu at the APS March Meeting**

Physics World will be sending a video crew to the following conferences to film exhibitor booth videos:

- Photonics West
- APS March Meeting
- ASTRO

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.
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>70,000</td>
</tr>
<tr>
<td>Materials</td>
<td>Quarterly</td>
<td>23,500</td>
</tr>
<tr>
<td>Medical physics</td>
<td>Weekly</td>
<td>20,400</td>
</tr>
<tr>
<td>Environment</td>
<td>Bi-annual</td>
<td>22,100</td>
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<tr>
<td>Careers</td>
<td>Bi-monthly</td>
<td>7500</td>
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<tr>
<td>Optics</td>
<td>Bi-annual</td>
<td>5300</td>
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<tr>
<td>Quantum</td>
<td>Bi-annual</td>
<td>800</td>
</tr>
<tr>
<td>Particle &amp; nuclear</td>
<td>Bi-annual</td>
<td>New for 2024</td>
</tr>
</tbody>
</table>

**INNOVATION SHOWCASES**

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

**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>9000 per episode</td>
</tr>
<tr>
<td><em>Physics World</em> weekly</td>
<td>Weekly</td>
<td>6500 per episode</td>
</tr>
</tbody>
</table>

*Figures are from Google Analytics, August 2023*
Introducing contextual advertising using PubGrade Advertising Solutions

IOP Publishing has introduced contextual advertising on its journal platform to deliver you a state-of-the-art, granular, advertising option. Banners will be delivered in the context of relevant research articles only – enabling you to make the best possible use of your budget.

- We’ll start off with a conversation to find out about the products, services, jobs or content you want to promote.
- Once we’ve found out more about your objectives, we’ll work with you to identify relevant keywords within our scientific articles that are most likely to be read by your customers.
- At this stage we generate an estimate of campaign reach, to give you an accurate idea of cost and campaign duration.
- Once your campaign is live you’ll receive detailed reporting, so we can make adjustments on the go.

Why IOP Publishing?

- 150 years of publishing experience with more than 100 journals in our portfolio.
- Covering all areas of physical science including materials science, atomic and molecular physics, engineering, medical physics, optics and photonics, condensed matter and quantum science.
- Wide geographic distribution of readers; 50% are from Asia, 25% from Europe and 20% from the Americas.
- Publishing partners include The Electrochemical Society, the Institute of Physics and Engineering in Medicine, and The Japan Society of Applied Physics.
Reach 40,000 physicists in China through the Chinese Physical Society membership magazine *Wuli*.

Founded in 1932, the Chinese Physical Society (CPS) is an academic organization under the leadership of the China Association for Science and Technology. There are approximately 40,000 individual members.

IOP Publishing has a long-term publishing relationship with the CPS and we partner with them to publish three academic journals.

*Physics World* expanded this partnership to offer its services with advertising. *Physics World* has been officially appointed as the sales contact for companies outside of China.

*Wuli* is a monthly magazine showcasing the latest developments in physics and related disciplines from all over the world, as well as reporting on the physics landscape within China. With 12 issues a year and published in Chinese language, advertising in *Wuli* is a great way to reach a targeted audience of researchers in China.

We can work with you to create new campaigns or translate existing ones into Chinese language, as part of this advertising package.
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.

### Physics World Jobs Partner Network

**Advising with Physics World Jobs Partner Network**, offers you direct access to highly qualified candidates across our partner sites: *Physics World Jobs*, *APS Physics Jobs* and *CERN Courier Jobs*.

- All relevant jobs are automatically posted on both *Physics World Jobs* and *APS Physics Jobs* to provide your vacancy with the greatest exposure possible.
- All employers are entitled to six 14-day basic job postings per year, available free of charge.
- We offer free 60-day listings for organizations recruiting for internships or summer placements.

### Physics World Careers

The annual career guide 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.

### Graduate Careers

Don’t miss our Graduate Careers supplement 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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