

physicsworld

MEDIA INFORMATION 2026

More than 99% of readers
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reliable source

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

More than
435,000
monthly page
views

More than
235,000
active users
monthly

Magazine
readership
more than
92,000

More than
4.5 million
podcast downloads
across both titles
since launch

More than
68,000
weekly newsletter
subscribers

About us

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.

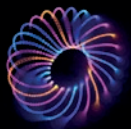
Matin Durrani, editor-in-chief, *Physics World*

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."

HUBNER PHOTONICS

"Advertising with *Physics World* for several years has significantly boosted our product visibility within the academic and research communities. *Physics World*'s comprehensive reach and targeted audience have been invaluable in enhancing our marketing strategy and driving engagement with our products."



Topics covered on
physicsworld.com



Astronomy and space



Biophysics and bioengineering



Culture, history and society



Instrumentation and measurement



Mathematics and computation



Optics and photonics



People



Scientific enterprise



Atomic and molecular



Condensed matter



Environment and energy



Materials



Medical physics



Particle and nuclear



Quantum

Physics World magazine

PHYSICS WORLD



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.

Special topic issues in 2026

Physics World will publish three special issues in 2026 focused on specific topics

 Quantum
– June

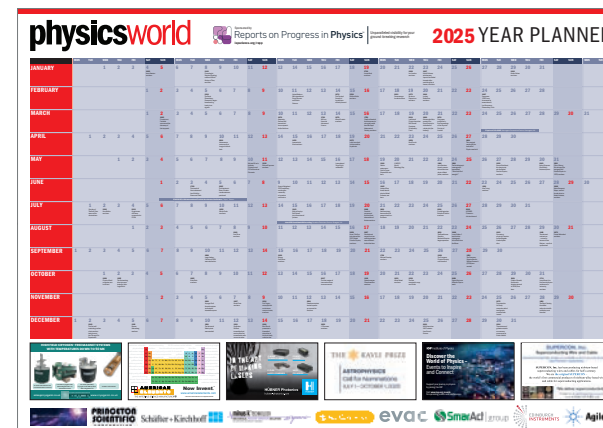
 Optics and photonics
– September

 Materials
– November

“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

WALL PLANNER



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.

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83,000
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Physics World magazine

PROPOSED SHOW DISTRIBUTION

In addition to distribution to the membership of the Institute of Physics, *Physics World* is promoted at key events and relevant institutes or facilities throughout the year. Contact us for the most up-to-date list.

January issue

- SPIE BiOS
- SPIE Photonics West

February issue

- Pittcon 2026

March issue

- 73rd JSAP Spring Meeting
- DPG Spring Meeting
- Fusion Industry Association Policy Conference
- APS Global Physics Summit

April issue

- IOP Nuclear Physics Conference
- 2nd Annual Fusion Fest
- 69th Annual SVC Technical Conference

May issue

- IPAC 2026
- 249th ECS Meeting
- EMRS Spring Meeting
- APS Division of Atomic Molecular and Optical Physics Meeting 2026
- IBIC 2026

June issue

- 64th Annual PTCOG Conference
- The Battery Show Europe
- Optica Quantum 2.0 Conference and Exhibition
- CEC/ICMC
- 52nd Plasma Physics Conference
- Condensed Matter and Quantum Materials 2026

July issue

- TBC

August issue

- SPIE Optics + Photonics 2026
- Quantum Tech World

September issue

- Chinese Physical Society Meeting
- World Nuclear Symposium 2026
- EMRS 2026 Fall Meeting
- MIT Careers Fair
- ASTRO 2026

October issue

- Battery Show USA
- 250th ECS meeting
- Big Science Business Forum

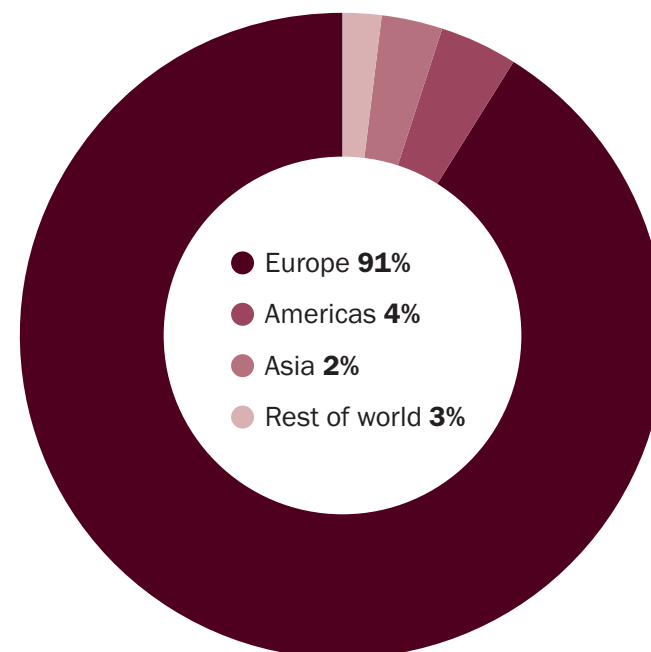
November issue

- 2026 American Vacuum Society 72nd International Symposium & Exhibition
- Semicon Europa
- Future Battery Forum 2026
- 2026 MRS Fall Meeting & Exhibit
- UK National Quantum Showcase

December issue

- TBC

GEOGRAPHICAL DISTRIBUTION OF MAGAZINE READERS



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magazine

Welcome to the new way to enjoy *Physics World* magazine

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Physics World monthly issues are exclusively available to members of the Institute of Physics. Not a member? See the [full archive](#) for our free-to-read content or visit the [IOP site](#) to learn more about how to join.



Are you an IOP member and want to get started?

To access the new digital editions of *Physics World*, create an account on the *Physics World* website. This is separate to any IOP accounts you may have. Follow the instructions during registration to confirm your IOP membership – you'll only need to do this once. When you've finished creating your *Physics World* account make sure you're signed in to the *Physics World* website and you'll be able to access all the monthly issues of the magazine.

Want to go straight to the latest issue?

Physics World September 2023 is now available as a PDF-based e-magazine or as individual online articles.

Read the issue here

Want to find back issues?

Quick links to all the previous editions of *Physics World* are available in the [magazine archive](#), including our free-to-read subject-focused Briefings series and the *Physics World* Careers guide.

Got a problem or want to know more?

Check out our [FAQs area](#). You can find out information about accessing the content, using the e-magazine and offline options, plus details of who to contact if you need more support.

physicsworld

VIDEOS

Filmed at Photonics West 2023, *Avantes* exhibit their new *Pacto spectrometer* – a compact device that's designed to be embedded in other systems.

watch now

Want even more content?

Get more from *Physics World* without waiting for the next issue. The same great journalism and science writing you trust but delivered to you daily.

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- Access more than 20 years of online content
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- Tune in to online presentations and live events

Visit the homepage to see what's happening in physics right now

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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.

Digital issue
Free to read
for all IOP
members

physicsworld

Contents: September 2023

0:00 / 11:46

Muography

Cosmic muons (long means to peer into volcanoes and cyclones. To learn more, read our feature on pages 23-24)

Cold start

The early history of laser cooling, part one of a series of three features 28

Cosmic and Neutron Spectroscopy

Investigating transformation materials 28

Quanta

Research Updates
Puzzle over two-faced star • Head of short fast micro bursts • Squid-like material controls light • JWST's first exoplanet • Fungi used to build structures • Laughlin statue seen in ultracold atoms • Monitor detects coronavirus in real time

News & Analysis
New 18-000 superconductor creates a stir – but many find it hard to replicate claims • Theorist reviews prefer significance over rigor • Space Prize targets a welcoming space industry • Warning over computational scientist's carbon footprint • New head for Oak Ridge National Laboratory

Comment
Opinion: the impact • Denis Milne: 1967-2023

Transactions
Where could it be? James McKeown

Critical Point
Writing memories Robert P O'Keefe

Forum
How to think like a scientist James Kakulak

Features

Using cosmic muons to predict natural disasters 23
Michael Allen talks to the researchers who are using cosmic muons to predict the deaths of volcanoes, tropical cyclones and even restaurant waves

Cold: the early days of laser cooling 28
In the first of a three-part series, Chad Over talks the story of the pioneering first years of laser cooling and how the technique transformed atomic physics

Reviews 35
A manifesto for women in science Isabel Rabey • All the fun of the ferns Jon Randall

Careers 38
Engineering materials that could change the world Laura Nicolosi • Ask me anything: Sara Wood

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Shrodinger's equation Philip Moriarty

On the cover

Using means to peer into volcanoes and cyclones 23 (Shutterstock, Denis_Begay)

physics WEEKLY

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comsol.com/feature/automotive-innovation

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Physics World Briefings

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

Our supplements offer a deeper dive into a key subject in physics, enabling readers to fully immerse themselves into the subject area. The digital version of each supplement offers all the enhanced features of our main issue but is free to access, ensuring high visibility. With a 12-month distribution schedule, they are sent to key conferences, events, facilities and society partnerships throughout the year. Contact us for the most up-to-date distribution list.



PARTICLE & NUCLEAR BRIEFING

Published in May

Show distribution

- IPAC26



INSTRUMENTATION & VACUUM BRIEFING

Published in August

Show distribution

- IVC
- SVC
- AVS



BIG SCIENCE BRIEFING

Published in October

Show distribution

- Big Science Business Forum

physicsworld.com is the world’s leading physics news website covering all fields of physics, from astronomy to quantum science.

Helping scientists working in academic and industrial research stay up to date with the latest breakthroughs in physics and interdisciplinary science, we provide a global audience with a unique mix of daily news, opinion and analysis from our award-winning team of science writers and editors.

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monthly page
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Target
68,000
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subscribers

More than
235,000
active users
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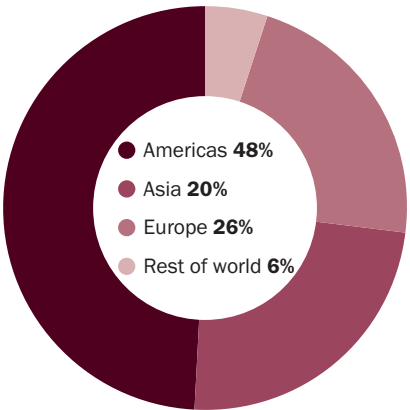
Online editorial specials

- Nobel prize (October)
- Breakthrough of the Year (December)
- Physics World Live (throughout the year)

Show preview articles

- SPIE.Photonics West
- IPAC26
- APS Global Physics Summit
- AAPM
- 2026 MRS Fall Meeting
- Big Science Business Forum

GEOGRAPHICAL DISTRIBUTION OF USERS



AVERAGE MONTHLY CHANNEL PAGE VIEWS

Topic	Average monthly channel page views
Astronomy and space	23,800
Atomic and molecular	1700
Biophysics and bioengineering	6700
Condensed matter	6000
Culture, history and society	13,600
Environment and energy	7500
Instrumentation and measurement	5300
Materials	7600
Mathematics and computation	6700
Medical physics	5900
Optics and photonics	2700
Particle and nuclear	16,500
People	9300
Quantum	47,500
Scientific enterprise	6500

*Figures are from Google Analytics, October 2026

BANNER ADVERTISING

Put your message in front of more than 210,000 active users 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.

BANNER SIZES

Leaderboard banner

970 x 90 pixels + 300 x 250 (mobile)

The screenshot shows the physicsworld.com website with various banner advertisements. A red line traces the path of a leaderboard banner from the top right to the bottom right, and another red line traces the path of a sticky banner from the top right to the bottom right.

physicsworld Magazine | Latest | People | Impact | Collections | Audio and video | TOPICS

optics and photonics

OPTICS AND PHOTONICS | RESEARCH UPDATE
All-optical processors could compute any linear transformation, machine learning reveals
25 Oct 2021

Transforming light: illustration of how an arbitrary linear transform can be achieved in an all-optical system using diffractive surfaces (Courtesy: Ozcan Lab/UCLA)

Researchers in the US have shown how all-optical processors could be used to carry out a range of linear mathematical transformations, including Fourier transforms. Using machine learning techniques, Onur Kulce, Aydogan Ozcan and colleagues at the University of California, Los Angeles, generated the blueprint for set of diffractive surfaces that can be used to produce specific optical outputs from any arbitrary input. When implemented in the lab, the approach could provide an alternative for calculating linear transformations using conventional computers.

To process information, computers often use linear transformations to perform mathematical operations on data. A classic example is the Fourier transform, which converts a time sequence of data – such as sound captured by a microphone – into a representation of the frequencies present in the data.

The speed at which such transformations can be done is limited by the processing power of electronic computers, but recently researchers have been exploring the possibility of using purely optical devices to do the task. Since optical waves travel effortlessly at the speed of light, this approach could one day be used to process information at far higher speeds and using far less energy than conventional computers.

Metamaterials and metasurfaces
Recent advances in photonics have led to the design of new metamaterials and metasurfaces, which are engineered to diffract light in very specific ways. As wavefronts of light interact with these materials, the light is transformed in ways that depend on the geometry of the surface. By carefully adjusting the properties of diffractive surfaces, researchers can control the nature of the linear transformations they cause in light waves.

In their study, Kulce, Ozcan and colleagues showed how a series of diffractive surfaces could be used to achieve any arbitrary transformation between input and output waves. To do this, they used machine learning methods to design the surfaces required for specific

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EDINBURGH INSTRUMENTS
Time-resolved Spectroscopy of Phosphorescent Oxygen Sensors in a Rebreath in vitro Environment for Biomedical Applications
Download the free White Paper here

PRX ENERGY
APCs waived until 2023

Optics & Photonics Briefing
This issue explores lasers and detectors, solar power, medical imaging and high-resolution displays

quantum approved.
Laser Rack Systems
Quantum Technology Institute
Optica Photonics

Top level
MPU
Sticky
300 x 250 pixels

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Quantum Design **fusion scope** **TRUE ARM - SEM Correlative Microscopy**

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Editor's choice

QUANTUM COMPUTING | RESEARCH UPDATE
Rapidly swapping photons make a high-quality quantum gate
Experiment with two superconducting cavities could lead to better quantum computers.

POLICY AND FUNDING | NEWS
Delight as UK strikes deal to join the EU's flagship Horizon Europe funding programme
The UK will also join the EU's Copernicus Earth observation programme but not the European Taxation initiative.

BIOMIMETIC IMAGING | RESEARCH UPDATE
Iron oxide nanoparticles boost the contrast in low-field MRI scanners
Researchers at NIST are investigating ways to expand the clinical applications of portable low-field MRI systems.

ADVANCED MATERIALS | RESEARCH UPDATE
Quantum anomalous Hall insulator carries current in its interior, not just its edges

ADVANCED MATERIALS | RESEARCH UPDATE
A VIRTUAL EVENT SERIES
16 OCTOBER - 23 OCTOBER 2021
LEARN MORE

Research updates

ASTROPARTICLE PHYSICS | RESEARCH UPDATE
Neutrino fluids in supernovae could point to new physics

ENVIRONMENTAL RESEARCH | RESEARCH UPDATE
Fallout from nuclear weapons testing means the 'wild boar paradox' of radioactive meat

BIOMIMETIC IMAGING | RESEARCH UPDATE
Scaly fish antennae could improve touch in space and on Earth

ADVANCED MATERIALS | RESEARCH UPDATE
Researchers 'tattoo' gold nanopatterns onto live cells
New technique can print living cells and tissues with flexible arrays of gold nanowires and nanowires

ADVANCED MATERIALS | RESEARCH UPDATE
Researchers observe 'Phaeo' device unexpectedly after bombarding oxide metal with electrons

ADVANCED MATERIALS | RESEARCH UPDATE
Cold atoms used to create reliable pressure gauge for ultrahigh vacuum
Devices could be used in particle accelerators and gravitational wave detectors

Digital advertising options

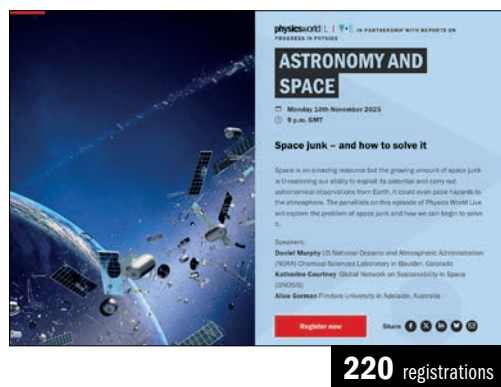
PW LIVE

Welcome to physicsworld | L I ▼ • E

Physics World has partnered with prestigious IOP Publishing journal *Reports on Progress in Physics* to bring you a series of online panel discussions in which *Physics World* editors talk to leading scientists about a hot topic in physics. In each of these hour-long events, you will be able to put questions to panellists in a live Q&A.

2025 series

Four panel discussion were held, which proved to attract a high number of registrations. Each one can be sponsored – contact us for details.



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ASTRONOMY AND SPACE

Monday 18th November 2025
9 p.m. GMT

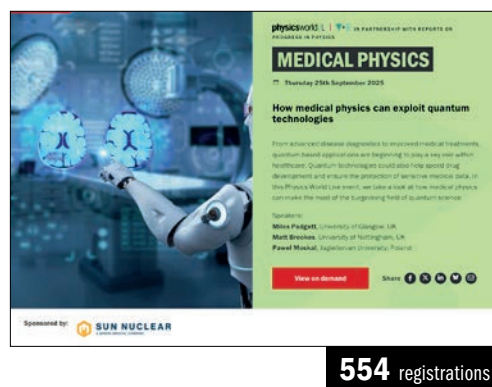
Space junk – and how to solve it

Space is an amazing resource but the growing amount of space junk is threatening our ability to explore the potential and carry out astronomical observations from Earth. It could even pose hazards to the atmosphere. The panellists on this episode of Physics World Live will explore the problem of space junk and how we can begin to solve it.

Speakers:
David Murphy (US National Oceanic and Atmospheric Administration (NOAA) Chemical Sciences Laboratory in Boulder, Colorado)
Katharine Courtney (Global Network on Sustainability in Space (GNSIS))
Alice German (Finders University in Adelaide, Australia)

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220 registrations



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MEDICAL PHYSICS

Thursday 25th September 2025

How medical physics can exploit quantum technologies

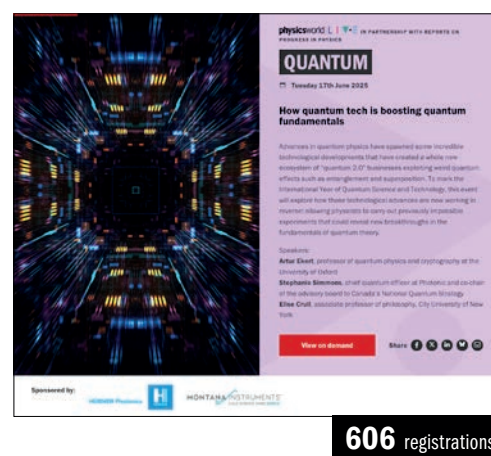
From advanced disease diagnostics to improved medical treatments, quantum-based approaches are beginning to play a key role in which healthcare. Quantum technologies could also help speed drug development and ensure the protection of sensitive medical data. In this Physics World Live event, we take a look at how medical physics continues the race of the burgeoning field of quantum science.

Speakers:
Mina Faghihi, University of Glasgow, UK
Matt Brookes, University of Nottingham, UK
Paul Moad, Aston University, Bristol

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554 registrations



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QUANTUM

Tuesday 17th June 2025

How quantum tech is boosting quantum fundamentals

Advances in quantum physics have spawned some incredible technological developments that have created a whole new conception of 'quantum 2.0' businesses exploring novel quantum effects such as entanglement and superposition. To mark the International Year of Quantum Science and Technology, this event will explore how these technological advances are now working to realise quantum physics to solve our previously intractable problems that could reveal new breakthroughs in the fundamentals of quantum theory.

Speakers:
Artur Ekert, professor of quantum physics and cryptography at the University of Oxford
Stephanie Simmons, chief quantum officer at Protonix and co-chair of the advisory board to Canada's National Quantum Strategy
Steve Orl, associate professor of philosophy, City University of New York

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606 registrations



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CAREERS

Wednesday 9th April 2025

What can you do with a physics degree?

The beauty of a physics degree is that it can open doors to countless career opportunities. But sometimes the sheer breadth of options can be daunting for physics students and recent graduates. In this Physics World Live panel, careers experts will guide you through the career route.

Speakers:
Crystal Bailey, director of programs and inclusive practices at the American Physical Society
Tamsin O'Connell, member of the Chartered Physicist review at the Institute of Physics
Azeem Vaseghi-Gomez, chief executive and founder of Quanta
Tamas Gombosi, features editor of Physics World and editor of the annual Physics World Careers guide

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439 registrations

2026 series

The topics for 2026 will be Careers (March); Quantum Metrology (April); Medical (July); Fusion (October).

Get in touch to secure your slot early.

Digital advertising options

WEBINAR SHOWCASE

Webinar technology is now widely available and many companies carry out their own webinar programme. In order to better promote the wide range of presentations available, at a more accessible and affordable price, we have introduced a new digital option: webinar showcases.

Our webinar showcase page is heavily promoted to our known, global audience by our marketing team, including within our newsletters, on our social-media platforms and across *physicsworld.com*.

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November

physicsworld LIVE

ASTRONOMY AND SPACE

Space junk – and how to solve it

10.11.2025 9 p.m. GMT/4 p.m. EST

Register now to join the audience on 10 November

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OPTICS AND PHOTONICS | WEBINAR

Fabrication and device performance of NiO/Ga₂O₃ heterojunction power rectifiers

19.11.2025 6 p.m. GMT/ 1 p.m. EST

Join the audience for a live webinar at 6 p.m. GMT/1 p.m. EST on 19 November 2025

Discover how NiO/Ga₂O₃ heterojunction rectifiers unlock high-performance power electronics with breakthrough thermal, radiation, and structural resilience—driving innovation in EVs, AI data centers, and aerospace systems

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Digital advertising options

VIDEO

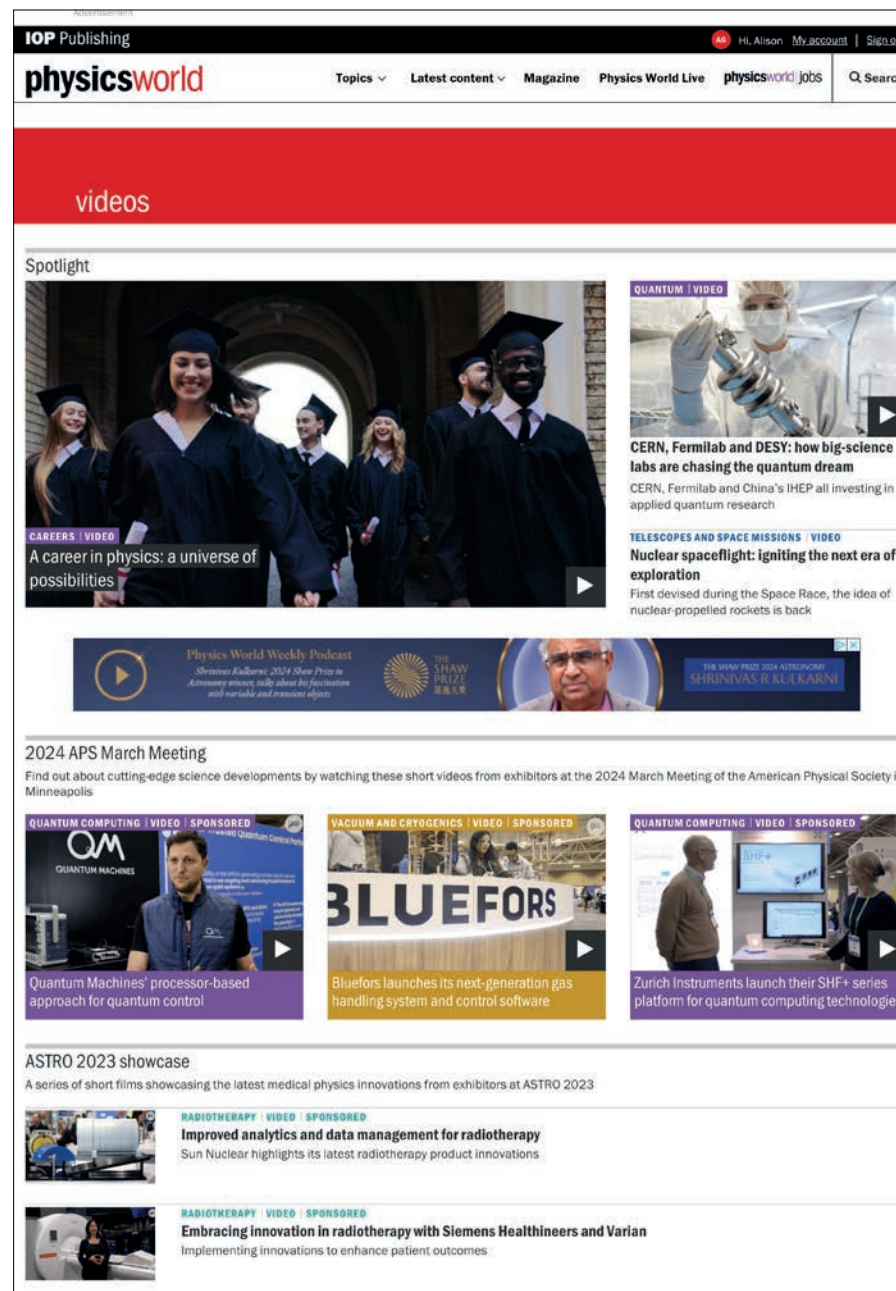


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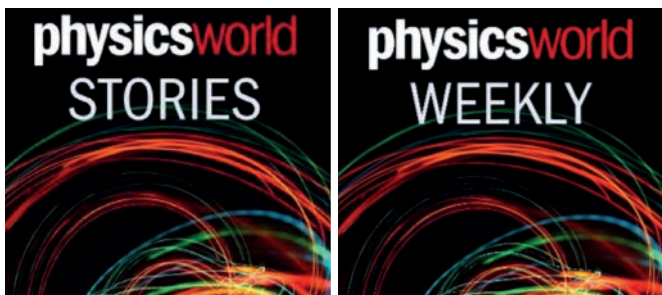
- Concept development
- Script writing
- Storyboarding of ideas
- Interviews
- Filming
- Production
- Voice-over artists

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.



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- Gain from the trust readers place in the *Physics World* editors by having your message read out by our podcast host.

Title	Frequency	Downloads
<i>Physics World</i> stories	Monthly	10,600 per episode
<i>Physics World</i> weekly	Weekly	6200 per episode

*Figures are from Blubrry, November 2025

More than
4.5 million
downloads across
both titles since
launch



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.

Topic	Frequency	Subscribers
Highlights	Weekly	68,000
Materials	Quarterly	23,000
Medical physics	Monthly	19,300
Environment	Bi-annual	22,000
Careers	Bi-monthly	8000
Optics	Bi-annual	5600
Quantum	Bi-annual	1249
Particle & nuclear	Quarterly	800

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 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.

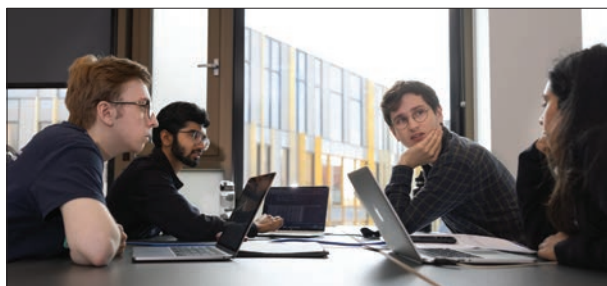
“Creating our native articles was a very straightforward process – the majority of the legwork is done by the Physics World journalist. Working to a short set of our requirements, he was able to create a Physics World article that supports our marketing strategy, whilst reporting on the scientific research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

RUSSELL HARDY, UHV

Print example in Physics World

Sponsored content: NQCC

Skills development provides pathways into quantum workforce



Opportunities for all: The NQCC aims to provide accessible routes into quantum computing for people with different knowledge and experience, whether they are an established professional or just starting out on their career.

The UK's National Quantum Computing Centre offers a range of learning opportunities for people from diverse backgrounds to gain the skills needed to develop and program quantum computers

Whenever the quantum community comes together, there is always one thing that everyone can agree on: the need for more scientists and engineers with the specialist skills to build and operate quantum computers. Increased investment into the sector is certainly helping to swell the ranks of PhD students and early-career researchers with experience of both quantum hardware and software. However, their numbers are still likely to fall short of rising demand across academia, the burgeoning start-up sector, and larger organizations that are looking to develop their own capability in this transformative technology.

Skills development and training has therefore become a priority for the UK's National Quantum Computing Centre (NQCC) as it works to build a quantum-ready economy. "Our aim is to build a talent pipeline that offers accessible routes into quantum computing for people at all stages of their career," says Abby Casey, Quantum Readiness Delivery Lead at the NQCC. "We want to lower the barrier to entry, ensure that quantum computing is perceived as a desirable and attainable career option, and make it easier for people to imagine themselves as part of the future quantum workforce."

Some of the NQCC's activities are aimed at inspiring and supporting the next generation of quantum scientists and engineers. A summer school organized in collaboration with the University of Oxford offers sixth-form students an insight into quantum computing, and includes visits to local quantum companies to show how the technology has become a commercial reality. The NQCC also offers a growing number of summer placements across its technical and innovation teams, giving undergraduate

students direct experience of working in the quantum sector. "We want to provide opportunities for young people to participate, and to help them figure out whether this is a career they might be interested in," explains Casey.

At the post-graduate level, meanwhile, Casey and her team are now scoping wide-ranging support packages for a new clutch of Centres for Doctoral Training (CDTs) that will be focused on quantum technologies. In fact, the UK's National Quantum Strategy aims to train 1000 new PhD students across all areas of quantum science and engineering by 2033. Dedicated tutorials and training workshops will be run at the NQCC to help the students develop specific technical skills, and to provide them with a wider understanding of the quantum ecosystem and the impact of the technology on society. More tailored support to meet the needs of each CDT could include collaborative project work, access to quantum computing resources, community events, or placements at the national lab.

Equally important will be to enable specialists in adjacent fields – such as com-

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Skills development provides pathways into quantum workforce

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The UK's National Quantum Computing Centre offers a range of learning opportunities for people from diverse backgrounds to gain the skills needed to develop and program quantum computers

Opportunities for all: The NQCC aims to provide accessible routes into quantum computing for people with different knowledge and experience, whether they are an established professional or just starting out on their career. (Courtesy: NQCC)

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Inspiring and upskilling

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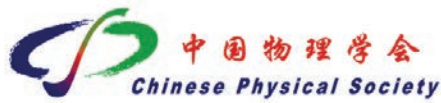
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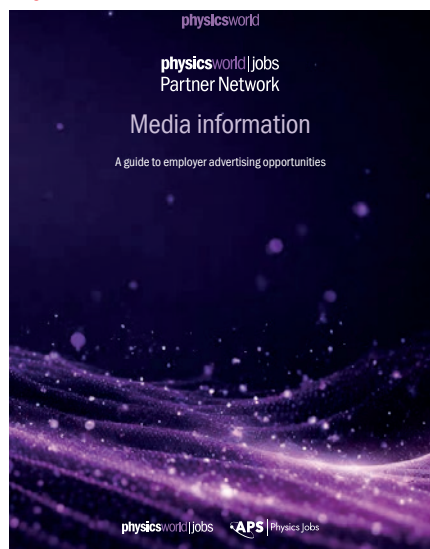
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