

# physicsworld

MEDIA INFORMATION 2023

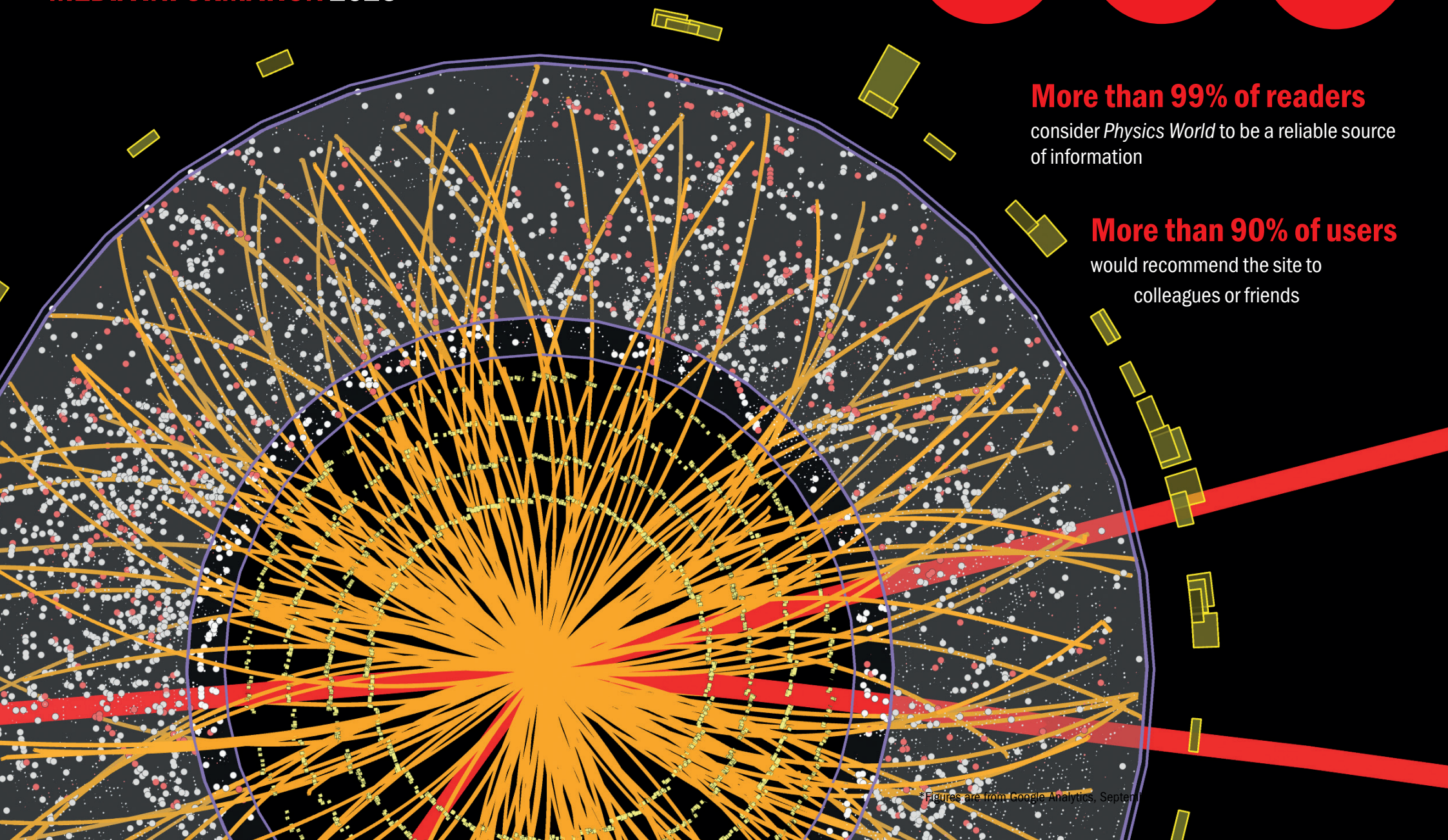
More than  
**1.2 million**  
monthly page  
views

More than  
**800,000**  
monthly visitors

Magazine  
readership  
more than  
**110,000**

**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



\* Figures are from Google Analytics, September

# 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*

### 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

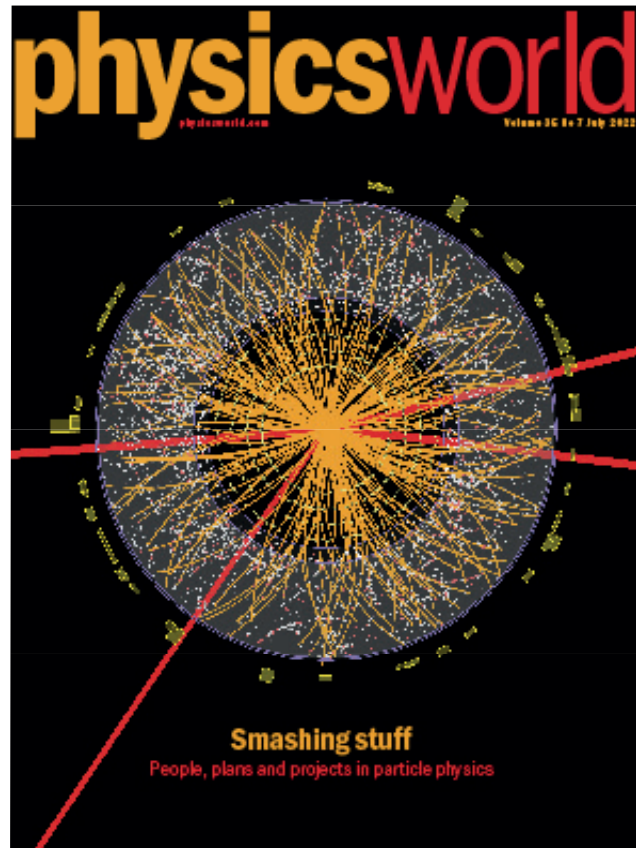
"Our IOP representative and the science writers and management actually speak to us and check it's right for us – it's a win win. You can tell they care and want to help us achieve our goals."

### 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."

# 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.

*“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

## Special topic issues in 2023

*Physics World* will publish two special issues in 2023 focused on specific topics:

- Quantum technologies – June
- Materials science – November

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.

# Physics World magazine

## SHOW DISTRIBUTION

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

- AAS Winter Meeting, Seattle, USA
- Photonics West 2023, San Francisco, USA
- BIOS Expo, San Francisco, USA

### February

- BPS 2023, San Diego, USA
- APS March Meeting 2023, Las Vegas, USA

### March

- Pittcon 2023, Philadelphia, USA
- DPG Spring Meeting, Hanover, Germany
- JSAP Spring Meeting 2023, Tokyo, Japan

### April

- 2023 MRS Spring Meeting, San Francisco, USA
- Focus on Microscopy 2023, Porto, Portugal

### May

- ECS Meeting, Boston, USA
- IPAC '23, Venice, Italy
- The Advanced Materials Show, Birmingham, UK
- SVC TechCon 2023, Washington, UK
- E-MRS Spring Meeting, Strasbourg, France

### June

- LASER World of PHOTONICS 2023, Munich, Germany
- LASER World of QUANTUM 2023, Munich, Germany
- SVTM 2023, France
- CEC/ICMC 23, Honolulu, Hawaii

### July

- SEMICON West 2023, San Francisco, USA
- Microscopy & Microanalysis 2023, Minneapolis, USA

### August

- ACS: Fall 2023, San Francisco, USA

### September

- CPS
- JSAP Autumn Meeting 2023, Kumamoto, Japan
- Graphene Week 2023

### October

- Advanced Materials 2023, US

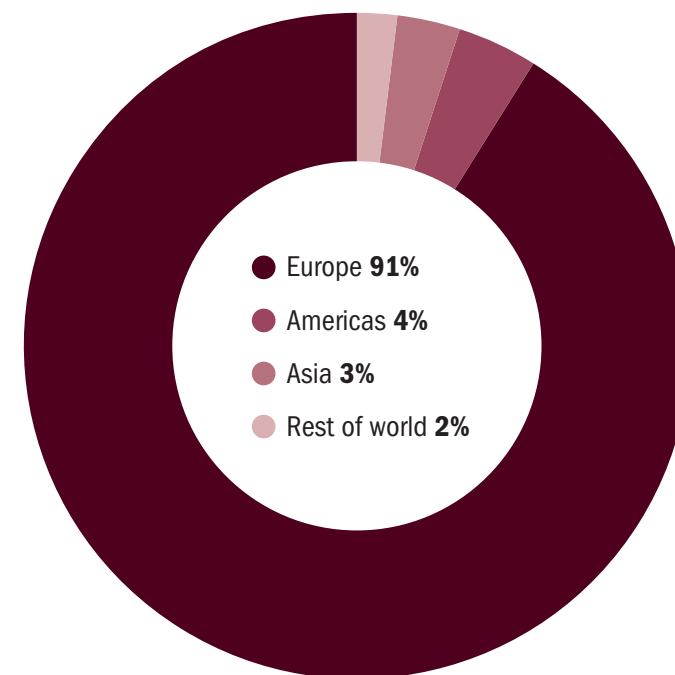
### November

- 2023 MRS Fall Meeting, Boston, USA
- AVS 68th International Symposium & Exhibition, Pittsburgh, USA

### December

- AGU Fall Meeting 2023, San Francisco, USA

## GEOGRAPHICAL DISTRIBUTION OF MAGAZINE READERS



While we are seeing that the world is gradually returning to pre-pandemic norms, with more in-person events being held in 2023, we are aware that things can change quickly.

Whatever the situation we 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

*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.

### Optics & Photonics

#### May

Laser Munich 2023

SPIE Optics & Photonics

SPIE Photonex

Frontiers in Optics + Laser Science

Photonics West 2024

BiOS Expo 2024

### Instrumentation & Vacuum

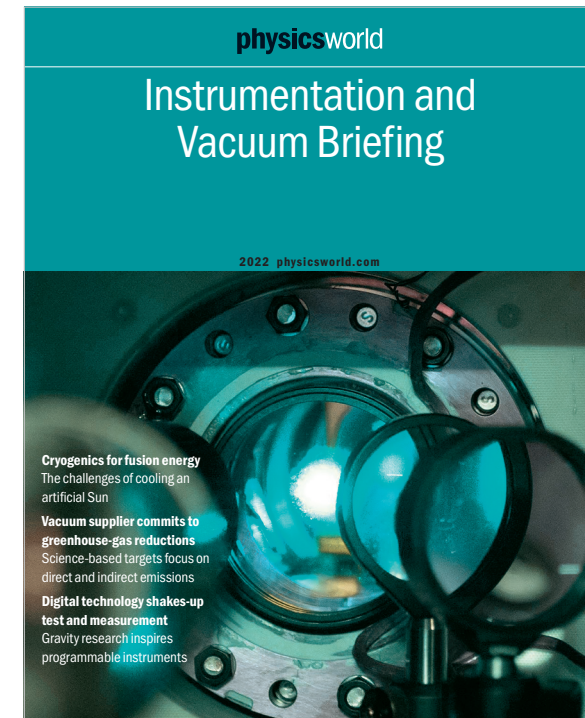
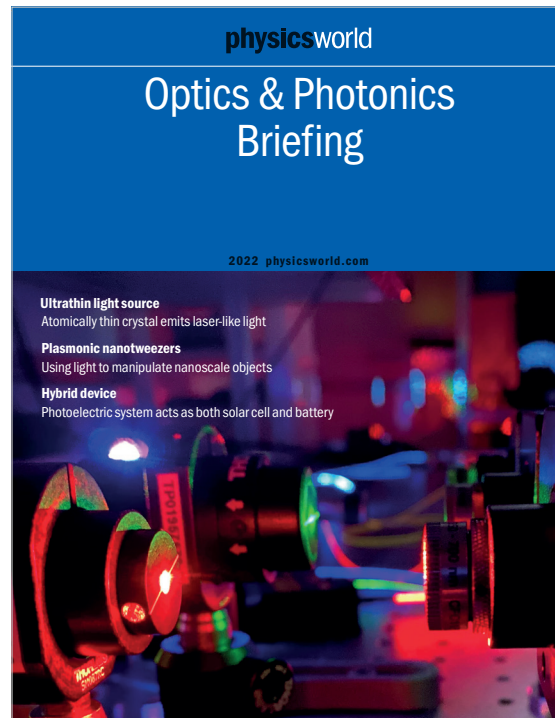
#### August

AVS Fall

SVC Spring

LT29 (Low Temperature Physics)

SPIE Vacuum Expo



*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.

### Lecture series

Medical physics (March)  
Materials (June)  
Biophysics (September)  
Quantum (October)

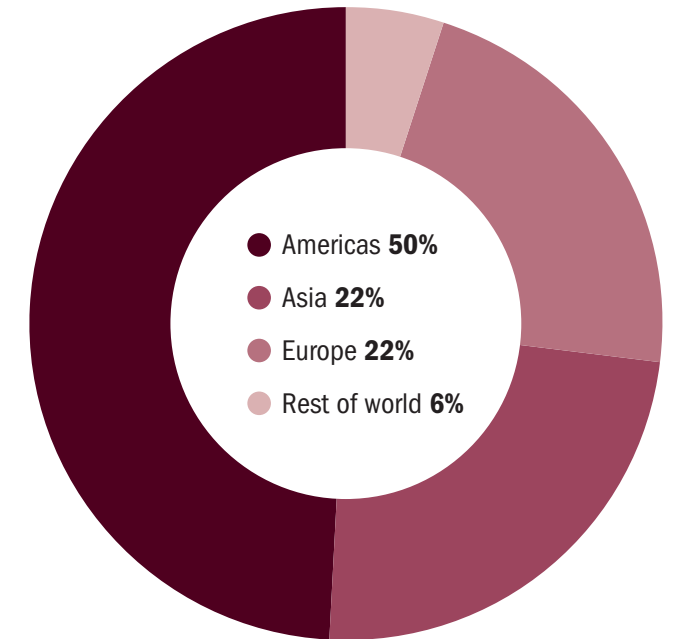
### Online editorial specials

#BlackinPhysics week (October)  
Nobel prize (October)  
Breakthrough of the Year (December)

### Show preview articles

Photonics West  
APS March Meeting  
DPG Spring Meeting  
Quantum Business Europe  
SEMICON West  
Laser World of Photonics – Munich  
MRS Spring Meeting  
Photonex/Vacuum  
MRS Fall Meeting

## GEOGRAPHICAL DISTRIBUTION OF USERS



## AVERAGE MONTHLY CHANNEL PAGE VIEWS

Topic	Average monthly channel page views
Astronomy & space	217,000
Quantum	173,250
Materials	96,500
Medical physics	82,750
Biophysics & bioengineering	53,000
Particle & nuclear	47,500
Optics & photonics	40,750
Instrumentation & measurement	32,500

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 newsletter subscribers

## BANNER ADVERTISING

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.

## BANNER SIZES

**Leaderboard banner**  
970 x 90 pixels (responsive) + 300 x 250 (mobile)

The screenshot shows the physicsworld.com website with several banner ad placements. A red arrow points from the 'Leaderboard banner' text to a large yellow banner for 'ICE' (Probes with up to 52 Cu Ni Coax Lines) at the top right. Another red arrow points from the 'Top level MPU Sticky' text to a purple banner for 'PRX ENERGY' (APCs waived until 2023) in the middle right. A third red arrow points from the '300 x 250 pixels' text to a blue banner for 'quantum approved. Laser Rack Systems' at the bottom right. The website layout includes a navigation bar, a main article area with a large image of diffractive surfaces, and a grid of smaller research update articles.

**Top level MPU Sticky**  
300 x 250 pixels

This screenshot shows a different view of the physicsworld.com website. A red arrow points from the 'Leaderboard banner' text to a large banner for 'Timing is everything. Now it's automatic.' in the middle left. Another red arrow points from the '300 x 250 pixels' text to a small banner for 'A new synchronous source measure system for electrical measurements' in the middle left. The website layout includes a navigation bar, a 'Today's headlines' section with a large image of two women, and a grid of research update articles.

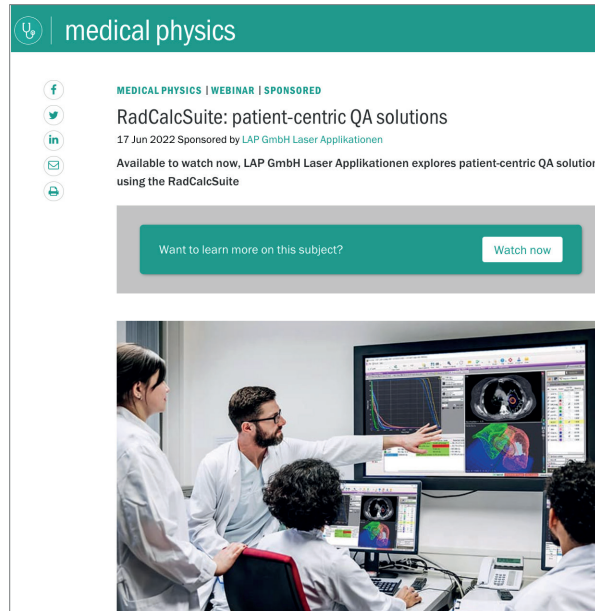
# Digital advertising options

## 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.

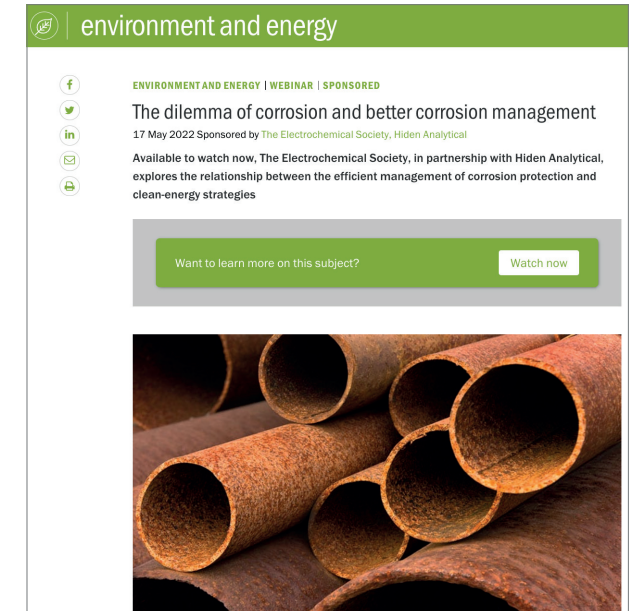


The screenshot shows a webinar landing page for 'RadCalcSuite: patient-centric QA solutions'. The header is teal with the text 'medical physics'. Below the header, there are social media icons for Facebook, Twitter, LinkedIn, Email, and Print. The main text reads: 'MEDICAL PHYSICS | WEBINAR | SPONSORED', 'RadCalcSuite: patient-centric QA solutions', '17 Jun 2022 Sponsored by LAP GmbH Laser Applikationen', and 'Available to watch now, LAP GmbH Laser Applikationen explores patient-centric QA solutions using the RadCalcSuite'. A teal button with the text 'Watch now' is prominently displayed. Below the button is a photograph of three people in a meeting room, with one person pointing at a large monitor displaying data and charts.

### 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.



The screenshot shows a webinar landing page for 'The dilemma of corrosion and better corrosion management'. The header is green with the text 'environment and energy'. Below the header, there are social media icons for Facebook, Twitter, LinkedIn, Email, and Print. The main text reads: 'ENVIRONMENT AND ENERGY | WEBINAR | SPONSORED', 'The dilemma of corrosion and better corrosion management', '17 May 2022 Sponsored by The Electrochemical Society, Hiden Analytical', and 'Available to watch now, The Electrochemical Society, in partnership with Hiden Analytical, explores the relationship between the efficient management of corrosion protection and clean-energy strategies'. A green button with the text 'Watch now' is prominently displayed. Below the button is a photograph of several large, rusted metal pipes stacked together.

### 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, but we will be running six CERN webinars and 12 ECS webinars in 2023 – topics TBC.



# 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 Design**

Average of  
more than  
**4 minutes**  
on page

Average of  
more than  
**1500**  
page views after  
30 days

\*Figures are from Google Analytics, September 2022

## 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.

# 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.

Topic	Frequency	Subscribers
Highlights	Weekly	64,000
Materials	Monthly	23,900
Medical physics	Weekly	22,400
Environment	Bi-annual	22,000
Careers	Bi-monthly	8100
Optics	Bi-monthly	5400

## 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:

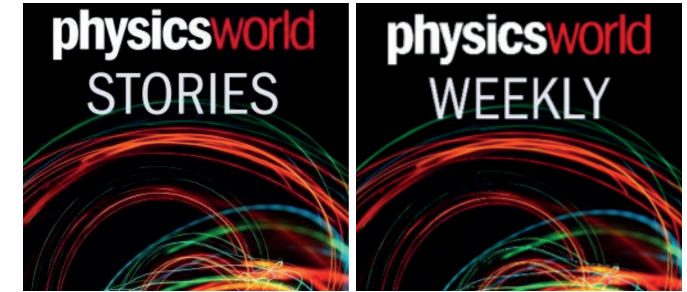
- Grow your prospect list with our latest lead-capture option.
- Showcase your white paper alongside *Physics World* articles with a dedicated section on our subject homepages.
- Receive a bonus highlight in our most relevant newsletter.

### 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.

Title	Frequency	Downloads
<i>Physics World</i> stories	Monthly	10,500 per episode
<i>Physics World</i> weekly	Weekly	9800 per episode

\*Figures are from Google Analytics, September 2022

# Wuli magazine

## PROMOTION IN CHINA



Reach 40,000 physicists in China through the Chinese Physical Society membership magazine *Wuli*.

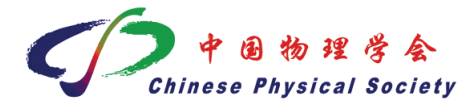
Founded in 1932, the Chinese Physical Society (CPS) is an academic organization under the leadership of the China Association for Science and Technology. There are approximately 40,000 individual members.

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.



# Physics World Jobs

## ADVERTISING

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



*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.

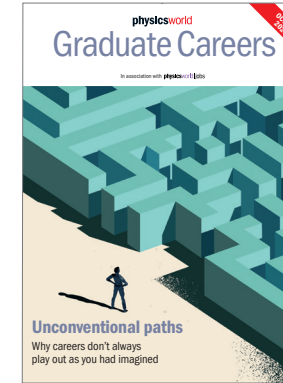
### Physics World Careers



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.

### 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

## DISPLAY ADVERTISING



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