MEDIA INFORMATION 2020

More than 310,000 page views per year
More than 125,000 visitors per year
Magazine readership more than 100,000
Read in more than 120 countries
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 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.

VIDEO

Bring your products, case studies or career opportunities to life and quickly engage with prospects and customers. We offer the following services:

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

We can also film videos at key scientific conferences throughout the year, enabling you to easily interview customers or create a product showcase.

After production all videos will be promoted by our dedicated marketing team across our digital channels, including relevant social-media platforms and e-mail campaigns.

WEBINARS

Give your prospective customers a chance to interact with you in real time and develop a personal connection with your brand.

- You’re the product expert – take the opportunity to personally highlight the benefits that your products and services bring.
- Each webinar benefits from an exclusive multi-channel marketing campaign to provide you with as many qualified leads as possible.
- A recording of your webinar is available on demand for six months, giving you extra lead-generation opportunities for no extra effort.
Advertising options

NEWSLETTERS

Directly reach our audience of key decision-makers by advertising within our new issue alert newsletters.
- Tiered pricing models enable advertising to be available to suit your budget.
- Increase the impact of your other CERN Courier 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>
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<tbody>
<tr>
<td>New issue alert</td>
<td>Bi-monthly</td>
<td>13,000</td>
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COMING SOON

Watch out for our brand new newsletter, launching early 2020. Bringing readers all the latest news straight to their inbox, your account manager will inform you when this new ad option is available.

CORPORATE PARTNER

In addition to our standard banner advertising, we have introduced a new corporate partnership option.
- Gain significant brand exposure by having your logo placed next to relevant content for 12 months.
- Highlight one of your latest products or press releases in this unique advertising space.
- The product focus box uses our template that ensures your advert is in keeping with the feel of the website and increases trust from readers.
- Receive input from our award-winning editorial team to craft an eye-catching title.
- Gain direct traffic to your press release or news article, to enable readers to get all the key information in one hit.

CERN COURIER JOBS

Powered by brightrecruits, CERN Courier jobs offers you access to motivated individuals with a background in physical sciences and engineering.
- **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.
In addition to distribution to the membership of the Institute of Physics, CERN Courier is sent to key events throughout the year. Contact us for the most up-to-date list.

**January/February**
- Photonics West

**March/April**
- 10 years of the LHC results
  - APS March
  - DPG Spring Meeting

**May/June**
- IPAC edition
  - MRS Spring
  - IPAC 2020

**July/August**
- Report on European Strategy
  - 47th EPS Conference on Plasma Physics

**September/October**
- Careers issue
  - ACS Fall
  - SPIE Optics and Photonics

**November/December**
- 50 years of Hadron Colliders
  - MRS Fall

Showcase your brand alongside our sought-after wall planner, distributed with the November/December issue of CERN Courier.

- Maximise 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.
Reach a different audience by advertising in our CERN Courier subject supplements.

- Each of our supplements cover a core subject in high-energy physics.
- Sent to key events throughout the year, advertising within our supplements enables your campaign to reach a targeted audience, that is different from the usual CERN Courier readership.
- Consider increasing the impact of your advertising campaign by including advertorial within the magazine.

CERN Courier is sent to key events throughout the year, in addition to bulk distribution to key facilities.

**Medical Physics**

**April**

Utilising content from the CERN Courier archive, this special supplement celebrates 60 years of CERN Courier by delving into the evolution of medical physics.
- ASTRO 2019
- PTCOG 59
- Radiological Society of North America

**Vacuum**

**December**

One of our most popular topics, this supplement will be packed full of brand new, exclusive content exploring the role of vacuum technology in high-energy physics. An issue not to be missed, we expect spaces to be limited so please contact us early.
- SVC 2021
- AVS 67th International Symposium + Exhibition
- JPS Annual Meeting 2021

Contact us for the most up-to-date schedule.

Tell a different story to the CERN Courier readers by taking out advertorial within our main issues or subject based supplements.

- Advertorial is written by you to allow you to craft a message that directly reaches your prospective customers.
- The written word enables you to highlight different messages to print adverts. Why not explore a recent client success story, explain why you developed a new product, or showcase why prospective employees might want to work for you?
- Increase the impact of your advertorial by taking out complementary print adverts.
Contact us

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