

CERN COURIER

Reporting on international high-energy physics

MEDIA INFORMATION 2021

More than
350,000
page views
per year

More than
140,000
visitors
per year

Magazine
readership
more than
100,000

Read in
more than
120
countries

Advertising options

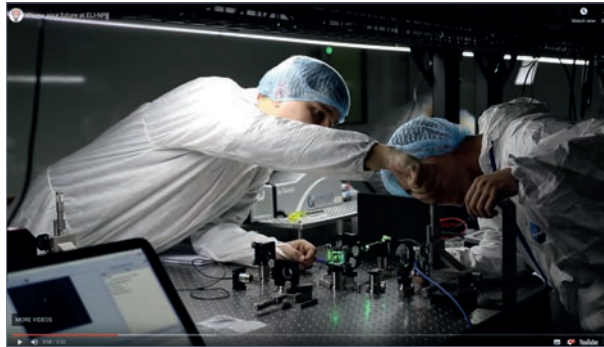
NATIVE ADVERTISING NEW FOR 2021



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 NEW FOR 2021



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.

Topic	Frequency	Subscribers
New issue alert	Bi-monthly	13,000

COMING SOON

Watch out for our newsletter launching in 2021. Bringing readers all the latest news straight to their inbox, your account manager will inform you when this new ad option is available.

INNOVATION SHOWCASES NEW FOR 2021



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.

CERN COURIER JOBS

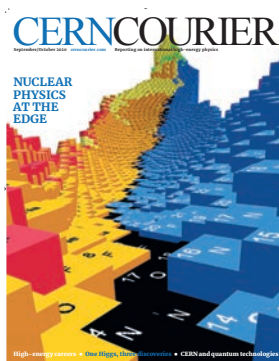


Powered by *Physics World Jobs*, *CERN Courier jobs* offers you access to motivated individuals with a background in physical sciences and engineering.

- **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.

Magazine

CERN COURIER



Reporting on international high energy physics, advertise within *CERN Courier* to reach this highly specialised audience.

- 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.

"I like CERN Courier tremendously. It is my main source of physics news at the cutting edge"

MAGAZINE READER, audience survey 2018

SHOW DISTRIBUTION

In addition to distribution to all of the key facilities around the world, *CERN Courier* is sent to key events throughout the year. These shows are going ahead at the time of publication – contact us for the most up-to-date list. If these shows become virtual, we will distribute the digital version of the magazine.

January/February

50 years of the Hadron Collider

- SOLEIL Users Meeting
- DESY Users Meeting
- ESRF Users Meeting

March/April

- APS March
- JSAP Spring Meeting

May/June

IPAC edition

- IPAC 2021

July/August

- MEDSI
- EAPPC

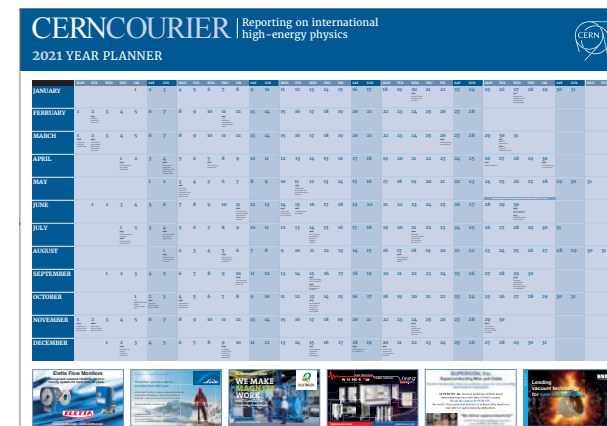
September/October

- TAU2021

November/December

- MRS Fall
- Australian Institute of Physics Congress

WALL PLANNER



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.

Magazine

DISTRIBUTION

CERN Courier is distributed to universities and facilities around the world, including:

- Academia Sinica, Taiwan
- Argonne National Lab, USA
- Basel University, Switzerland
- BARC, India
- Boston University, USA
- Brookhaven National Lab, USA
- Bulgarian Academy of Sciences, Bulgaria
- Caltech, USA
- Carnegie Mellon University, USA
- CEA Paris-Saclay, France
- Centre for Advanced Technology, India
- CERN, Switzerland
- Charles University, Czech Republic
- CIEMAT, Spain
- Columbia University, USA
- Cornell University, USA
- Culham Science Centre, UK
- Czech Academy of Sciences, Czech Republic
- DESY, Germany
- Duke University, USA
- Durham University, UK
- Ecole Polytechnique, France
- ESRF, France
- ESS, Sweden
- European Commission, Belgium
- European Space Agency, France
- Fermilab, USA
- GANIL, France
- Gauhati University, India
- Ghent University, Belgium
- Harvard University, USA
- Hungarian Academy of Sciences, Hungary
- IFIN-HH, Romania
- IHEP, Russia
- IHEP, China
- IITs, India
- Imperial College London, UK
- INFN, Italy
- Institute for Accelerator Physics, Helmholtz-Zentrum Berlin, Germany
- Institute of Nuclear Physics, Poland
- INSTN, France
- Jagiellonian University, Poland
- Jefferson Lab, USA
- JINR, Russia
- KEK, Japan
- Kyoto University, Japan
- Lawrence Berkley National Lab, USA
- Lawrence Livermore National Lab, USA
- Los Alamos National Lab, USA
- Lund University, Sweden
- Max Planck Institute, Germany
- MIT, USA
- Moscow State University, Russia
- NASA, USA
- National University of La Plata, Argentina
- Niels Bohr Institute, Denmark
- Nikhef, the Netherlands
- Oak Ridge National Lab, USA
- Osaka University, Japan
- Paris-Sud University, France
- Physikalisches Institut, University of Bonn, Germany
- Pohang Accelerator Laboratory, South Korea
- Princeton University, USA
- PSI, Switzerland
- Queen Mary, University of London, UK
- Raja Ramanna Centre for Advanced Technology, India
- Russian Academy of Sciences, Russia
- Rutherford Appleton Laboratory, UK
- Seoul National University, South Korea
- SLAC National Accelerator Laboratory, USA
- Soltan Institute for Nuclear Studies, Poland
- Sorbonne University, France
- STFC, UK
- St Petersburg Nuclear Physics Institute, Russia
- Tel Aviv University, Israel
- The University of Manchester, UK
- TIFR, India
- TRIUMF, Canada
- TU Wien, Austria
- UCLA, USA
- UKAEA, UK
- University College London, UK
- University of Athens, Greece
- University of Barcelona, Spain
- University of Cambridge, UK
- University of Coimbra, Portugal
- University of Dundee, UK
- University of Geneva, Switzerland
- University of Glasgow, UK
- University of Melbourne, Australia
- University of Oslo, Norway
- University of Oxford, UK
- University of São Paulo, Brazil
- University of Tokyo, Japan
- Uppsala University, Sweden
- US Department of Energy, USA
- Variable Energy Cyclotron Centre, India
- Virginia Tech, USA
- Warsaw University, Poland
- Wigner Research Centre for Physics, Hungary

Magazine advertising options

SUPPLEMENTS



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.

SUPPLEMENT SCHEDULE

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

Focus on USA

August

Contact us for the most up-to-date distribution plans, including key shows and facilities.

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 2022
- AVS 68th International Symposium + Exhibition
- JPS Annual Meeting 2022

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

ADVERTORIAL



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

DISPLAY ADVERTISING



Asia-Pacific
[Tom Houlden](#)
Display advertising manager
+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](#)
Senior 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

RECRUITMENT ADVERTISING



Central and South America, Europe, Middle East, Africa, China
[Sarah Andrieu](#)
Senior sales executive
+44 (0)117 930 1819
sarah.andrieu@ioppublishing.org



UK, North America, Japan, Oceania, Korea
[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