CERN COURIER

The unrivalled voice of the global high-energy physics community for more than 65 years

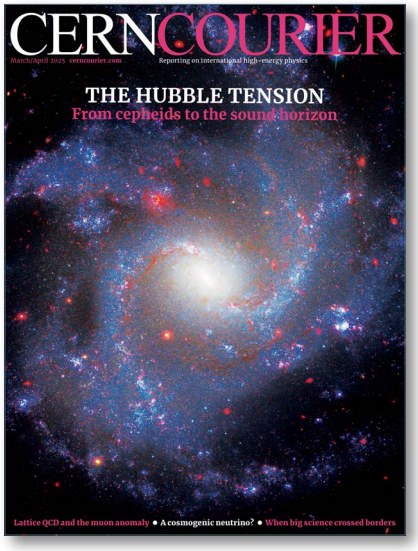
MEDIA INFORMATION 2025

More than
1,000,000
visitors per year
to **cerncourier.com**

Read in more than
128
countries

More than
100,000
readers

The magazine



CERN Courier is a **bimonthy*** magazine dedicated to the global high-energy physics community. Engaging more than **100,000 readers worldwide**, the *Courier* delivers in-depth analysis, ground-breaking scientific discoveries and cutting-edge advancements, all while offering unique insights and inspiring perspectives from the leading experts in the field.

*Published six times a year, with issues: Jan/Feb; Mar/Apr; May/Jun; Jul/Aug; Sep/Oct; and Nov/Dec.

More than
100,000
readers

Distributed in
6800+
institutes

Read in
128
countries

Our readers

Dynamic and highly qualified
50% are under 40
66% hold a PhD

Influential opinion leaders
26% are lecturers or professors
6% are managers or directors

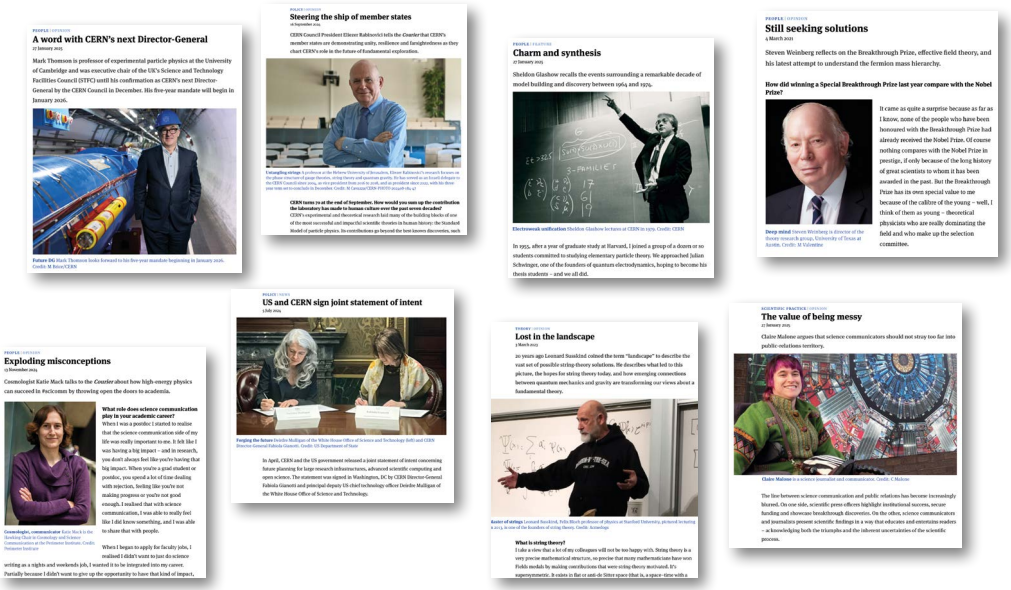
Strong decision-making power
32% are decision-makers
35% directly influence purchasing decisions

Not just interested in physics
25% in engineering
22% in electronics
34% in computing, software and IT

The website cerncourier.com

More than
1,000,000
visits per year to
cerncourier.com

The voice of leading scientists, engineers and policymakers



A word from the editor

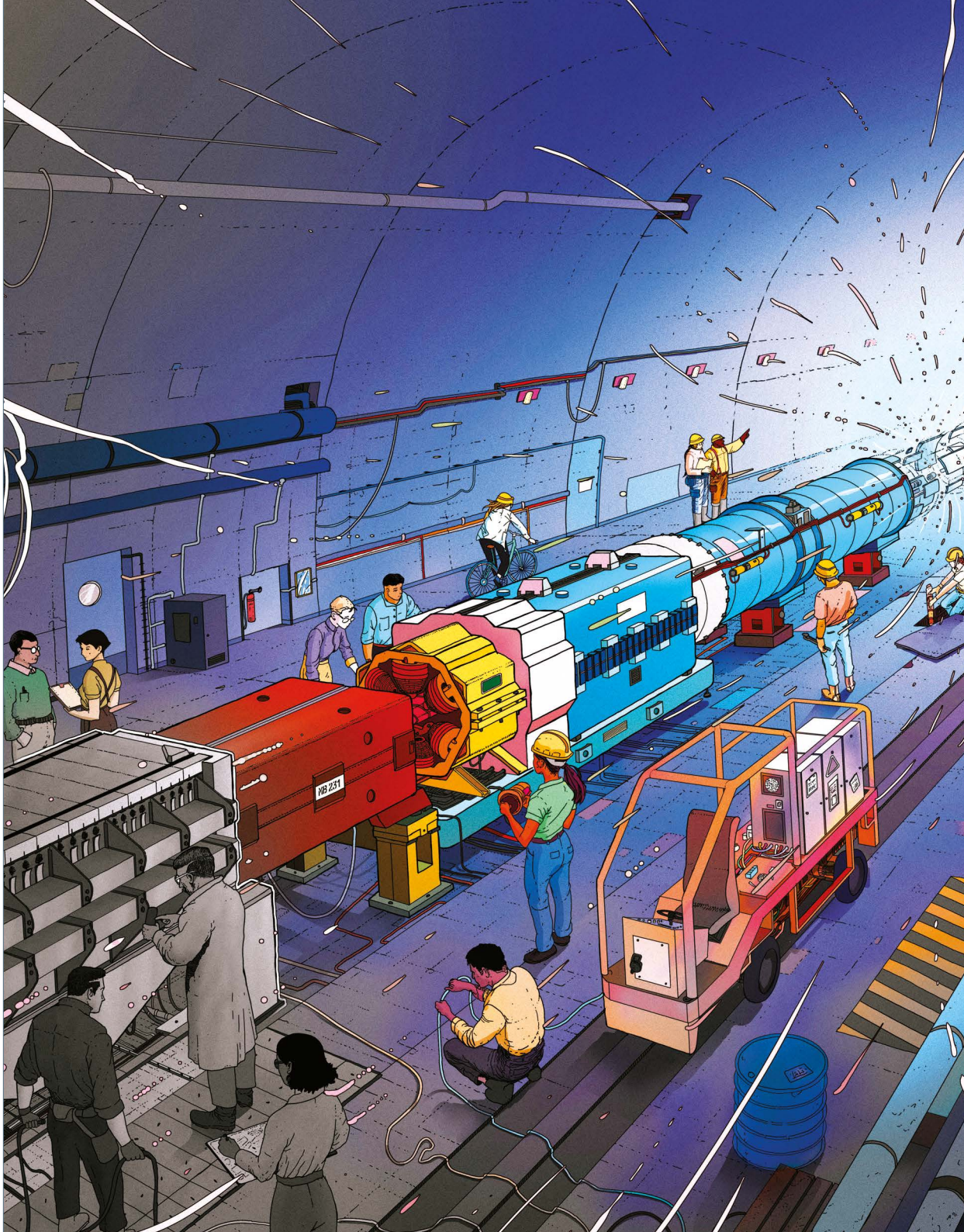
Welcome to the media pack for *CERN Courier* magazine.

Advertising by trusted industry leaders has been a proud part of *CERN Courier* since its first editions in 1959. Seven decades later, links between scientific research and industry are more important than ever, stimulating value chains and driving forward innovation.

The magazine is written by and for the world's leading physicists, engineers and policymakers. It is a unique expression of the community spirit of the most fundamental domain of science. The *Courier* covers the latest news and insights from across high-energy physics and adjacent fields – and there's never a shortage of great work to report on.

Advertising remains both a service to our readers and an essential financial support. By joining our community of industry partners, you further our mission to promote international collaboration in fundamental physics.

Mark Rayner *Editor*



1. Associate your brand with the excellence of CERN

70 years of global science, innovation and collaboration

Global collaboration

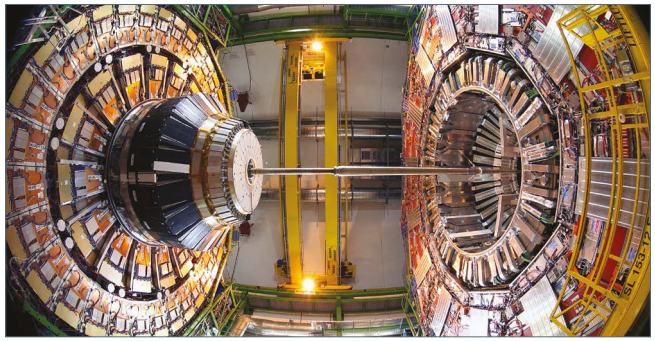
- **20+ member states** and **10+ associate member states**
- Scientists from **100+ countries**
- More than **2500 permanent staff** and **2700 non staff** (graduate, fellow, student and hosted) plus **12,300 scientific associates**

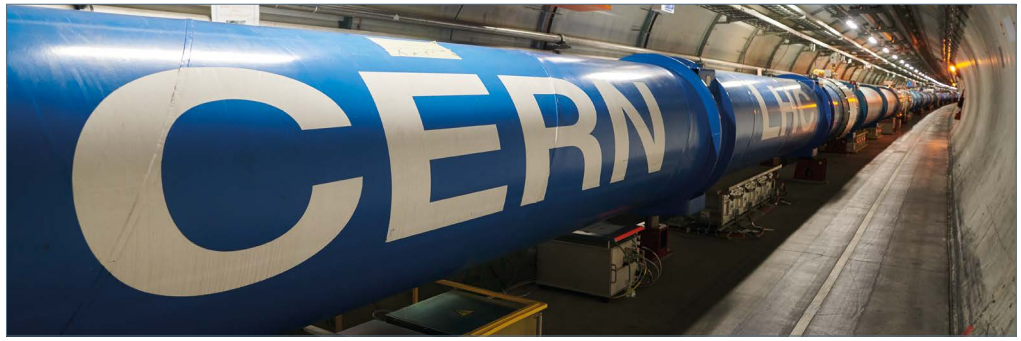
Hub of innovation

- From inventing the **World Wide Web** to discovering the **Higgs boson**

Global recognition

- An annual budget of **1.3 billion CHF** and up to **500,000 visitors in 2024**



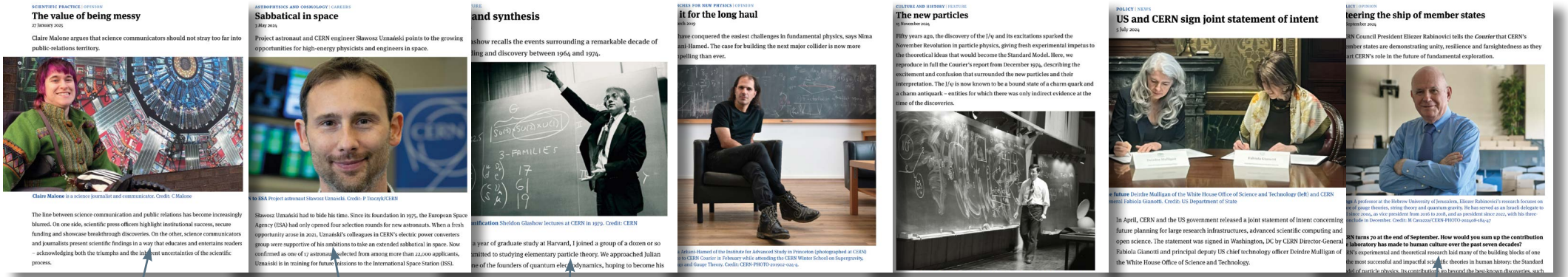


Engaging political leaders, global industry pioneers and renowned scientists shaping the future

Contact: celine.belkadi@cern.ch

CERNCOURIER | Reporting on international high-energy physics

2. The voice of leading scientists, engineers and policymakers



The value of being messy

Claire Malone argues that science communicators should not stray too far into public-relations territory.

Claire Malone is a science journalist and communicator. Credit: C Malone

The line between science communication and public relations has become increasingly blurred. On one side, scientific press officers highlight institutional success, secure funding and showcase breakthrough discoveries. On the other, science communicators and journalists present scientific findings in a way that educates and entertains readers – acknowledging both the triumphs and the inherent uncertainties of the scientific process.

Sabbatical in space

Project astronaut and CERN engineer Sławosz Uznański points to the growing opportunities for high-energy physicists and engineers in space.

to ESA Project astronaut Sławosz Uznanśk. Credit: P Trocza9/CERN

Sławosz Uznański had to bide his time. Since its foundation in 1975, the European Space Agency (ESA) had only opened four selection rounds for new astronauts. When a fresh opportunity arose in 2021, Uznański's colleagues in CERN's electric power converters group were supportive of his ambitions to take an extended sabbatical in space. Now confirmed as one of 17 astronaut selected from among more than 22,000 applicants, Uznański is in training for future missions to the International Space Station (ISS).

and synthesis

show recalls the events surrounding a remarkable decade of ling and discovery between 1964 and 1974.

unification Sheldon Glashow lectures at CERN in 1979. Credit: CERN

a year of graduate study at Harvard, I joined a group of a dozen or so mitted to studying elementary particle theory. We approached Julian ne of the founders of quantum electrodynamics, hoping to become his

it for the long haul

have conquered the easiest challenges in fundamental physics, says Nima ani-Hamed. The case for building the next major collider is now more pelling than ever.

Arkani-Hamed of the Institute for Advanced Study in Princeton (photographed at CERN) to CERN Courier in February while attending the CERN Winter School on Supergravity, ns and Gauge Theory. Credit: CERN-PHOTO-202502-024-4

The new particles

Fifty years ago, the discovery of the J/ψ and its excitations sparked the November Revolution in particle physics, giving fresh experimental impetus to the theoretical ideas that would become the Standard Model. Here, we reproduce in full the Courier's report from December 1974, describing the excitement and confusion that surrounded the new particles and their interpretation. The J/ψ is now known to be a bound state of a charm quark and a charm antiquark – entities for which there was only indirect evidence at the time of the discoveries.

US and CERN sign joint statement of intent

5 July 2024

future Deirdre Mulligan of the White House Office of Science and Technology (left) and CERN neral Fabiola Gianotti. Credit: US Department of State

In April, CERN and the US government released a joint statement of intent concerning future planning for large research infrastructures, advanced scientific computing and open science. The statement was signed in Washington, DC by CERN Director-General Fabiola Gianotti and principal deputy US chief technology officer Deirdre Mulligan of the White House Office of Science and Technology.

eering the ship of member states

RN Council President Eliezer Rabinovici tells the *Courier* that CERN's mber states are demonstrating unity, resilience and farsightedness as they art CERN's role in the future of fundamental exploration.

gs A professor at the Hebrew University of Jerusalem, Eliezer Rabinovici's research focuses on ne of gauge theories, string theory and quantum gravity. He has served as an Israeli delegate to science 2004, as vice president from 2016 to 2018, and as president since 2022, with his three- nclude in December. Credit: M Cavazza/CERN-PHOTO-202408-184-47

RN turns 70 at the end of September. How would you sum up the contribution e laboratory has made to human culture over the past seven decades?

RN's experimental and theoretical research laid many of the building blocks of one the most successful and impactful scientific theories in human history: the Standard del of particle physics. Its contributions go beyond the best-known discoveries, such

Claire Malone
ATLAS physicist and science journalist

Project astronaut and CERN engineer **Sławosz Uznański**

Sheldon Glashow
Nobel Prize laureate

Hawking Chair in Cosmology and Science Communication at the Perimeter Institute **Katie Mack**

CERN's next Director-General **Mark Thomson**

Eliezer Rabinovici
outgoing president of the CERN Council

Lost in the landscape

3 March 2023

20 years ago Leonard Susskind coined the term "landscape" to d vast set of possible string-theory solutions. He describes what led picture, the hopes for string theory today, and how emerging con between quantum mechanics and gravity are transforming our v fundamental theory.

Master of strings Leonard Susskind, Felix Bloch professor of physics at Stanford University, in 2013, is one of the founders of string theory. Credit: Acmedogs

What is string theory?

I take a view that a lot of my colleagues will not be too happy with. Strin very precise mathematical structure, so precise that many mathematica Fields medals by making contributions that were string-theory motivate

An obligation to engage

20 November 2024

As the CERN & Society Foundation turns 10, founding Director-General Rol Dieter Heuer argues that physicists have a duty to promote curiosity and evidence-based critical thinking.

pioneration Summer students working on the ATLAS experiment. Credit: E Prado Felgueiras/ATLAS-2023-059-19

Science is for everyone, and everyone depends on science, so why not bring more c to society? That was the idea behind the CERN & Society Foundation, established years ago.

Dignitaries mark CERN's 70th anniversary

20 November 2024

CERN's 70th Anniversary
70e anniversaire du CERN
01/10/2024

International relations Dignitaries mark CERN's 70th anniversary. Credit: CERN

On 1 October a high-level ceremony at CERN marked 70 years of science, inn collaboration. In attendance were 38 national delegations, including eight h state or government and 13 ministers, along with many scientific, political a economic leaders who demonstrated strong support for CERN's mission and

Exploding misconceptions

13 November 2024

Cosmologist Katie Mack talks to the *Courier* about how high-energy phy can succeed in #scicomm by throwing open the doors to academia.

Cosmologist, communicator Katie Mack is the Hawking Chair in Cosmology and Science Communication at the Perimeter Institute. Credit: Perimeter Institute

What role does science communi play in your academic career?

When I was a postdoc I started to re that the science communication sid life was really important to me. It fe was having a big impact – and in re you don't always feel like you're hav big impact. When you're a grad stud postdoc, you spend a lot of time dea with rejection, feeling like you're no making progress or you're not good enough. I realised that with science communication, I was able to really like I did know something, and I wa to share that with people.

When I began to apply for faculty jo realised I didn't want to just do scie writing as a nights and weekends job, I wanted it to be integrated into my caree

Still seeking solutions

4 March 2021

Steven Weinberg reflects on the Breakthrough Prize, effective fie his latest attempt to understand the fermion mass hierarchy.

How did winning a Special Breakthrough Prize last year compare Prize?

Deep mind Steven Weinberg is director of the theory research group, University of Texas at Austin. Credit: M Valentine

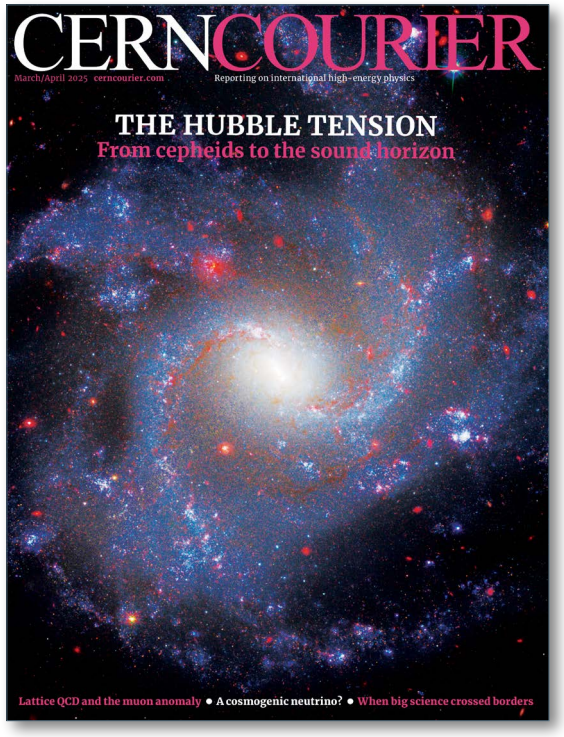
It came as quite a surprise I know, none of the people honoured with the Breakth already received the Nobel nothing compares with the prestige, if only because of of great scientists to whom awarded in the past. But th Prize has its own special va because of the calibre of th think of them as young – th physicists who are really de field and who make up the committee.

A word with CERN's next Director-General

27 January 2025

Mark Thomson is professor of experimental particle physics at the University of Cambridge and was executive chair of the UK's Science and Technology Facilities Council (STFC) until his confirmation as CERN's next Director-General by the CERN Council in December. His five-year mandate will begin in January 2026.

3. Distribution of the print magazine



- *CERN Courier* is sent to around **7000 institutional subscribers**, including **renowned accelerator laboratories** such as DESY and Fermilab, many **prestigious universities and institutes** such as NASA, Princeton, Harvard and Yale, and **key companies** like Siemens, Lockheed Martin and Intel, providing employees and decision-makers with access to all of the magazine content, along with full access to **cerncourier.com**.

- The magazine is distributed at key physics events throughout the year, including major conferences such as **EPS-HEP**, the leading high-energy physics conference, and **IPAC**, the premier accelerator-physics conference. Please **contact us** for a detailed and up-to-date list of all the events where *CERN Courier* will be available in 2025.

4. Our reach – your opportunity to influence

Dynamic and highly qualified
50% are under 40
66% hold a PhD

Influential opinion leaders
26% are lecturers or professors
6% are managers or directors

Our readers

Strong decision-making power
32% are decision-makers
35% directly influence purchasing decisions

Not just interested in physics
25% in engineering
22% in electronics
34% in computing, software and IT

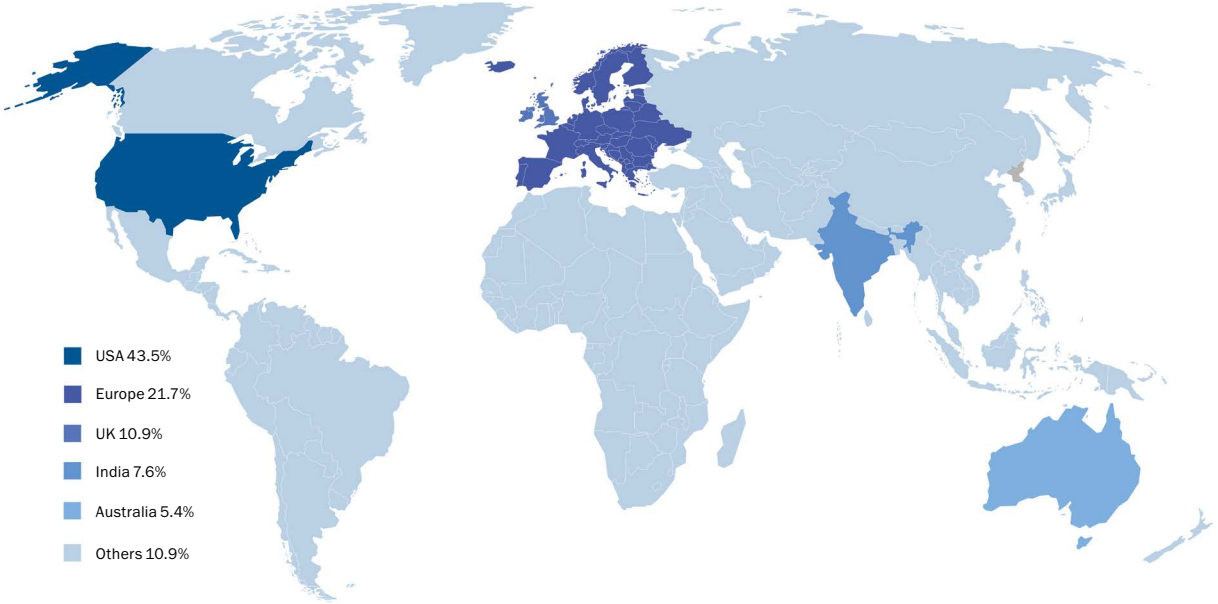
4. Our reach – your opportunity to influence

cerncourier.com

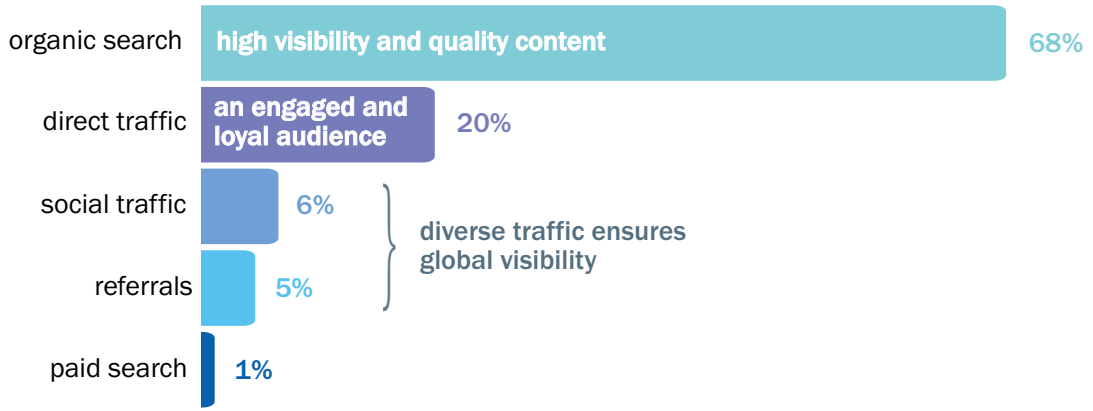
More than
1,000,000
visitors per year to
cerncourier.com

More than
85,000
visitors per month to
cerncourier.com

Visitors from all over the world!



Share of total visits to cerncourier.com based on tracking from August to October 2024.

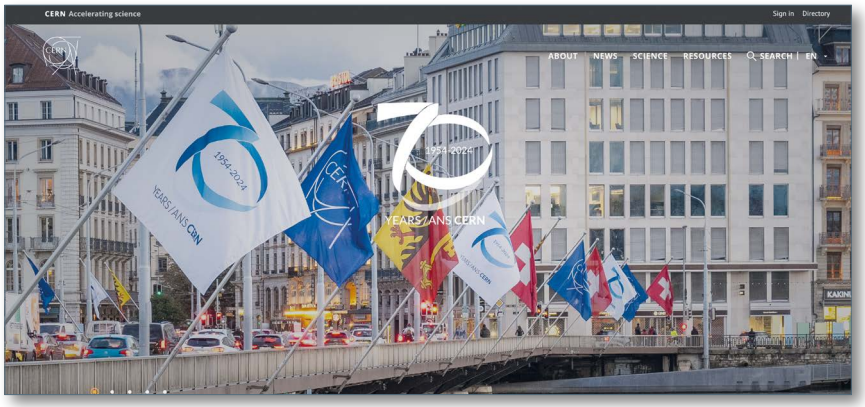


Source of web traffic on cerncourier.com from August to October 2024.

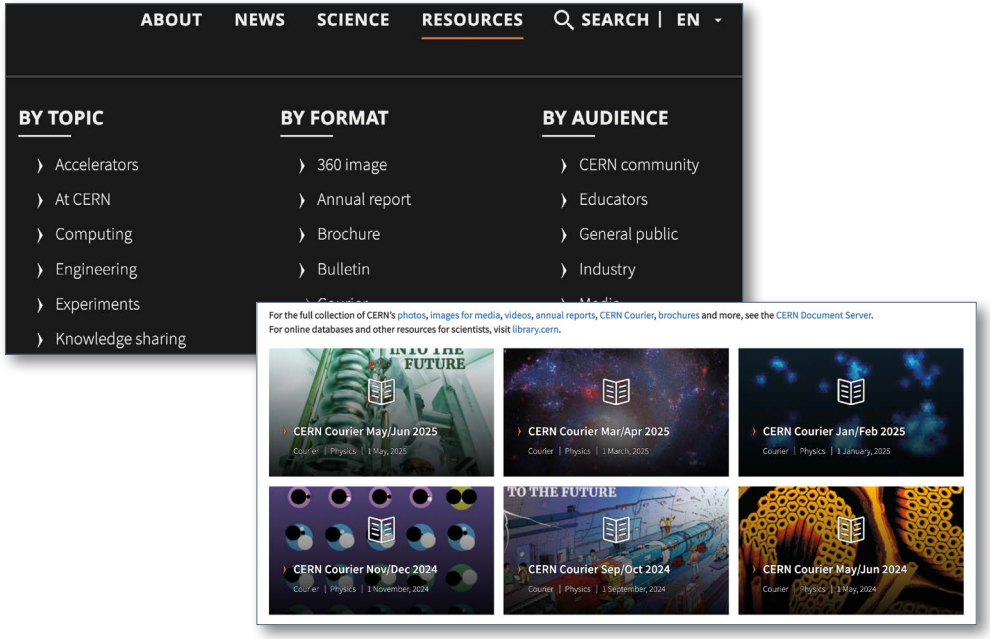
Contact: celine.belkadi@cern.ch

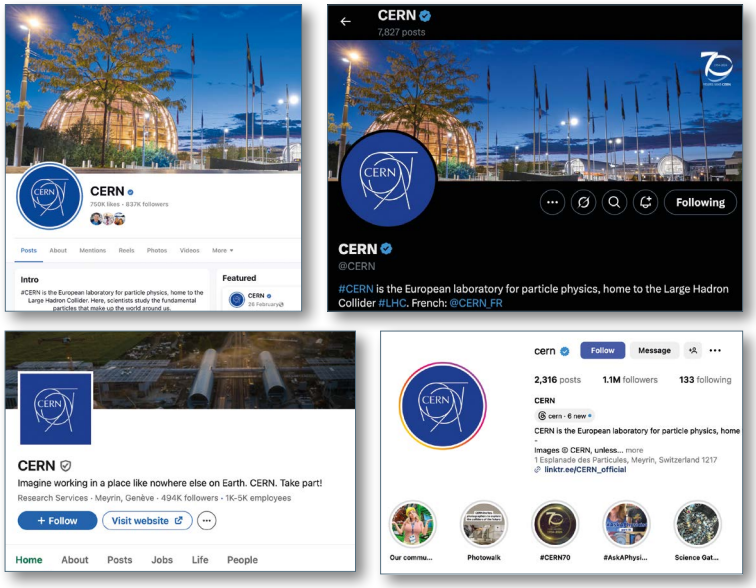
CERNCOURIER | Reporting on international high-energy physics

5. Maximising the Courier's reach through CERN's digital channels



Half a million visitors per month to the home.cern website





~5 million followers

More than **260k** **impressions** per month on all CERN's social media

Engagement rate greater than **42k** per month on all CERN's social media

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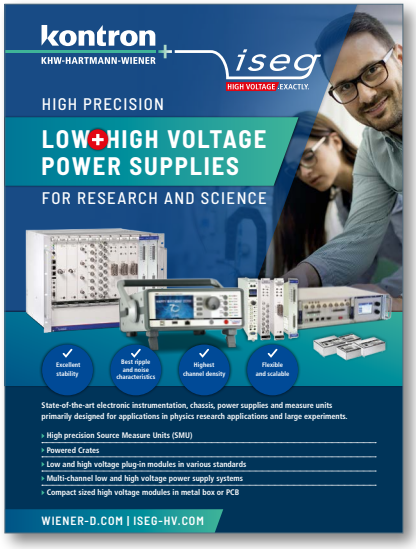
CERNCOURIER | Reporting on international high-energy physics

Our print advertising options



Display print ad

Boost your visibility in *CERN Courier*, our prestigious bimonthly* magazine, by booking a highly visible print advertisement.

Choose from a variety of formats to suit your marketing needs.

*Published six times a year, with issues: January/February; March/April; May/June; July/August; September/October; and November/December.

Wallplanner

Promote your brand with our exclusive wallplanner.

Included with every November/December issue of *CERN Courier*, an advertising slot in our wallplanner provides:

- 12 months of exposure from a single campaign.
- Limited ad slots for maximum impact.
- Wider reach – wallplanners are commonly displayed in shared spaces, boosting visibility across diverse audiences.

Advertorial

Tell a unique story to *CERN Courier* readers with an advertorial.

- You craft the message; we design the page and proofread for accuracy.
- Highlight your success stories, new products or attract top talent.
- Boost your impact with one of our complementary print ads.


Advertisement

What TOPS means for performance and power

Understanding AI performance metrics for Copilot+ PCs

Copilot+ PCs are here, and they're powered exclusively by Snapdragon® X Series processors! That means more apps are executing AI models locally – rather than in the cloud – delivering better performance, accuracy and privacy benefits. Here's what you need to know about AI performance when matching users with equipment to meet their needs.

What is a Copilot+ PC? In addition to CPUs and GPUs, Copilot+ PCs also have a neural processing unit (NPU). This specialised processor enables apps to run AI workloads on the device, unlocking new experiences while keeping your company data safe.

What is an NPU? An NPU is a specialised processor dedicated to handling AI workloads. Unlike traditional CPUs and GPUs, NPUs are uniquely designed to handle the complex mathematical computations required for AI tasks – offering unparalleled efficiency, performance and power savings. When AI workloads are run on the NPU, the CPU and GPU remain available to handle other tasks.

What is TOPS?

TOPS, or trillions of operations per second, is the cornerstone performance metric for NPUs. It measures the number of operations (for example additions and multiples) that can be executed within one second. Exploring the parameters of the TOPS equation, such as frequency and precision, can offer a deeper understanding of an NPU's capabilities.

Why does 40 TOPS matter?

AI workloads consume massive amounts of power when executed on the CPU or GPU, but NPUs are designed to efficiently handle AI inferencing. Naturally, AI operations will run faster on devices with higher TOPS values. That's especially true for concurrent app use, such as using Microsoft Copilot while video conferencing. In fact, some AI applications demand so much AI processing power that they may not work at all on devices with lower TOPS capacity.

The Snapdragon X Series processors set new AI performance standards.

Are 40 TOPS truly necessary?

Yes. Microsoft requires Copilot+ PCs to have at least 40 TOPS of NPU processing capacity. To ensure the most power and efficiency, the Snapdragon X Series processors go even further, setting a new performance standard at 45 TOPS.

Hardware innovations with Dell AI PCs

Dell's latest lineup of AI PCs, powered by Qualcomm's Snapdragon X Elite and X Plus processors, marks a significant advancement in personal computing. These devices integrate on-device AI capabilities, offering enhanced performance, extended battery life and improved user experiences.

› Learn more about Dell Copilot+ PCs: www.dell.com/en-us/lp/copilotpc

Dell Technologies
Katerina Tsoulou
Client Solutions Marketing – EMEA
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DELL Technologies

Our online advertising options

Digital banner spots

cerncourier.com welcomes more than **85,000 unique visitors every month**. It features articles from the magazine along with exclusive online content.

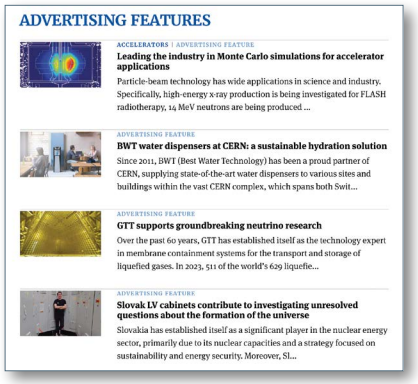
Display your advert in one of our **digital banner spots**.

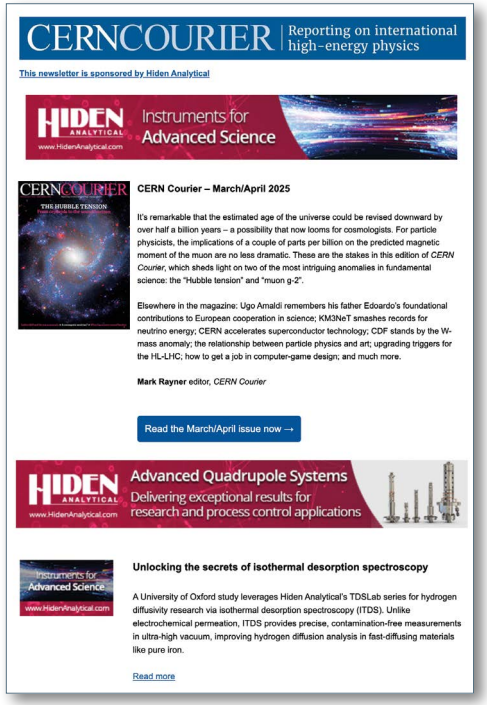
Advertising packages can be customised to reach your target audience by specific page, subject area or site-wide placement.

Choose premium ad spaces, including above the page fold, within editorial content or alongside popular topics to ensure optimal visibility and engagement for your message.

Digital advertorial

Engage visitors to **cerncourier.com** with a digital advertorial or sponsored article designed to showcase your brand's excellence.





Newsletter

Leverage the bi-monthly* **New Issue Alert** to connect directly with an engaged audience of more than 12,000 subscribers, including key decision-makers and industry leaders.

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Contact: celine.belkadi@cern.ch

Focus on display print ads

Key features

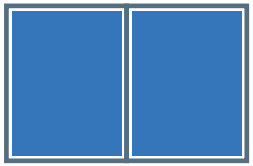
- **Available formats** Full page; Double page; Half page; Half-island page; Quarter page.
- **Positioning** Premium placements throughout the magazine for maximum impact.
- **Price range** Prices vary by format.

Why choose it?

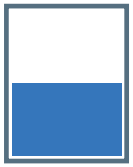
- **Brand visibility** Make a bold statement with impactful ad placements in *CERN Courier*.
- **Targeted audience** Engage directly with a qualified science and technology-focused readership.
- **High-quality print** Your ad presented with exceptional design and print standards.
- **Flexibility** Multiple formats to suit your marketing objectives and budget.

Perfect for showcasing innovations, promoting services, attracting top talent or establishing thought leadership within the scientific community

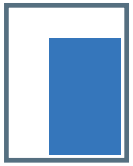
Full page



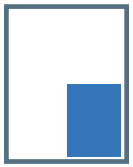
Double page



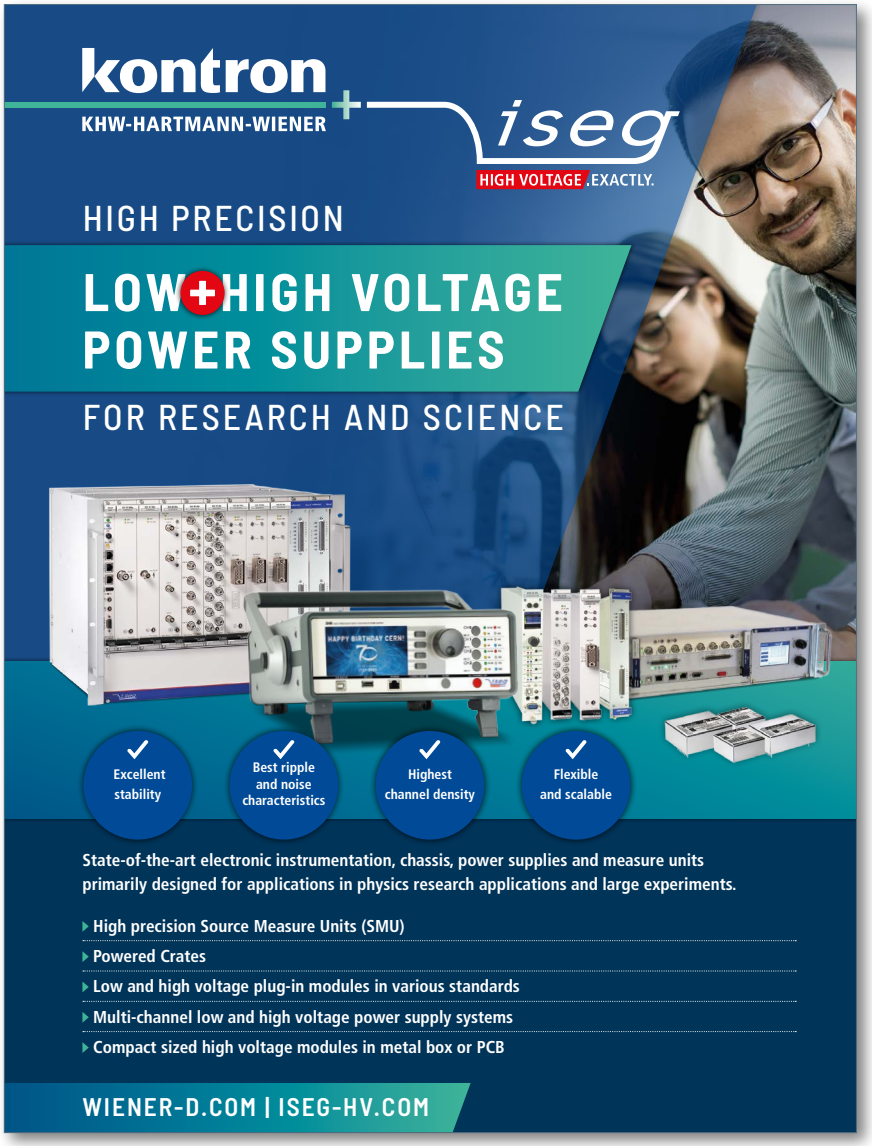
Half page



Half island



Quarter page



Focus on advertorials

What is an advertorial?

An advertorial, or native content, is a full-page ad crafted in the editorial style of *CERN Courier*. It blends seamlessly with the magazine's content, offering an engaging way to reach our 100,000 readers.

- **Position** Full page integrated with editorial content.
- **Dimensions** 213 × 282 mm.

Why choose it?

- **Credibility** Present your message in a trusted editorial format.
- **Engagement** Attract more attention than traditional ads.
- **Relevance** Reach a highly focused and qualified scientific audience.

Perfect for product launches, success stories or establishing thought leadership

Limited spots available
Book now to make your mark!

Advertisement

What TOPS means for performance and power

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• Learn more about Dell Copilot+ PCs: www.dell.com/en-us/lp/copilotpc

Dell Technologies
Katerina Tsoulou
Client Solutions Marketing – EMEA
Katerina.Tsoulou@Dell.com
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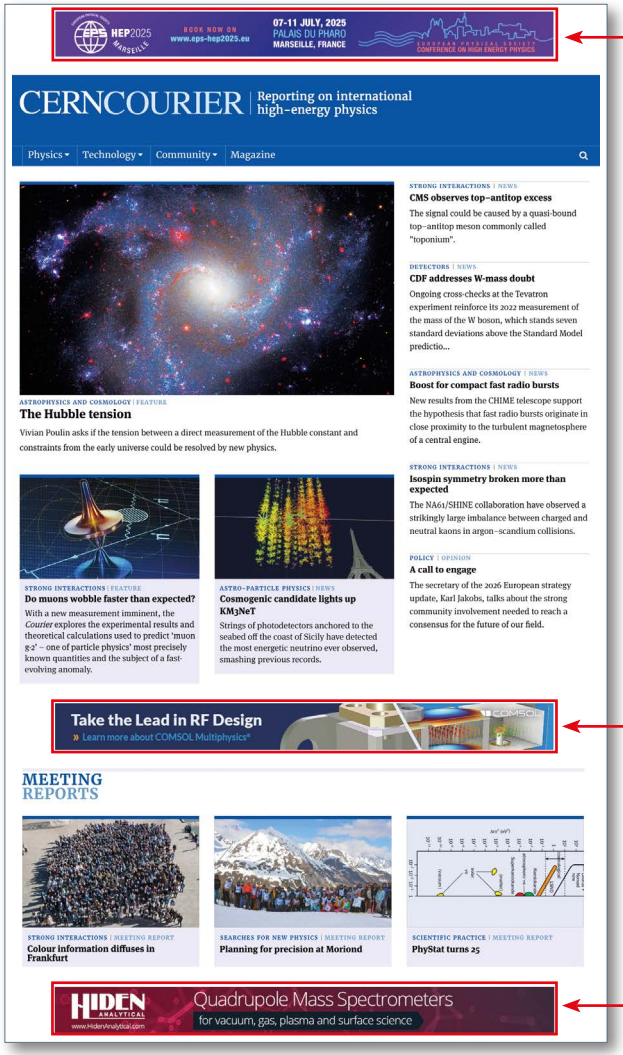
DELL Technologies

Focus on digital banner spots

Homepage



Gold leaderboard banner
970×90 pixels (responsive)

Silver leaderboard banner
970×90 pixels (responsive)

Bronze leaderboard banner
970×90 pixels (responsive)

Other pages

Top level
300×250 pixels

Sticky
300×250 pixels

Mid-page unit (MPU)
300×250 pixels

Contact: celine.belkadi@cern.ch

Focus on newsletter advertising

Be a sponsor of our new-issue alert, and get your message delivered to more than **12,000** engaged subscribers with every issue of *CERN Courier*.

Exclusive sponsorship

- Be the standout brand, with unrivaled visibility and premium placement.
- Includes three long banners (580 × 87 pixels), one small banner (120 × 72 pixels) and promoted content (40–50 words).

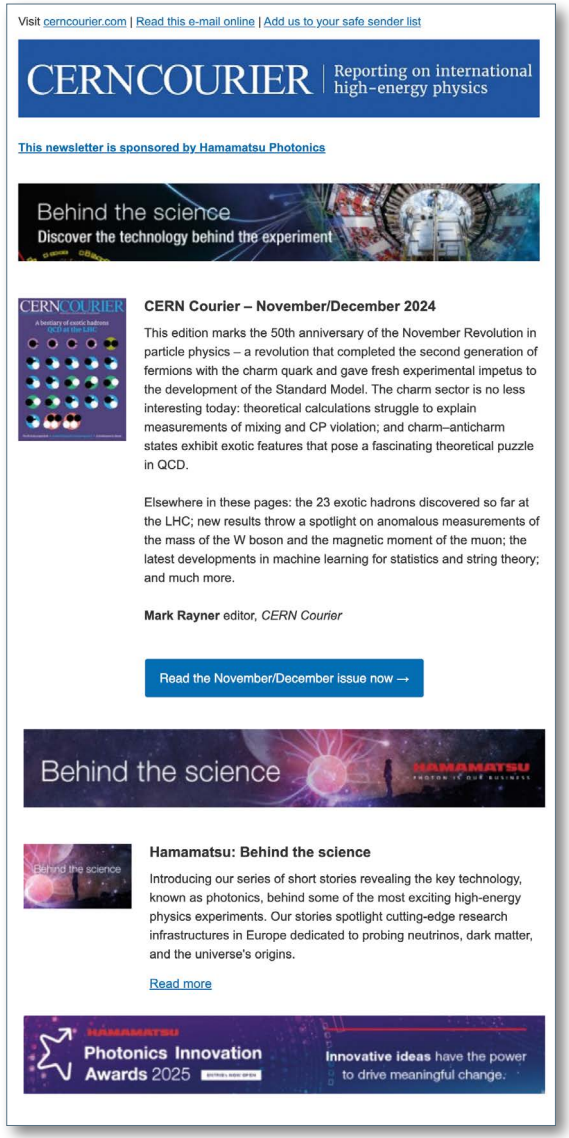
Multiple sponsorship

- Share visibility with industry leaders while maintaining a strong presence.
- Includes one long banner (580 × 87 pixels) per sponsor.
- Two sponsors maximum per newsletter.

Why choose it?

- **Targeted engagement** Reach a highly qualified audience of more than 12,000 engaged subscribers who actively follow *CERN Courier* updates.
- **Boost brand credibility** Align with *CERN Courier*'s trusted reputation.
- **Maximise impact** Ensure your message is seen by the right audience at the right time.

Perfect for reaching an engaged audience eager for fresh, relevant content!



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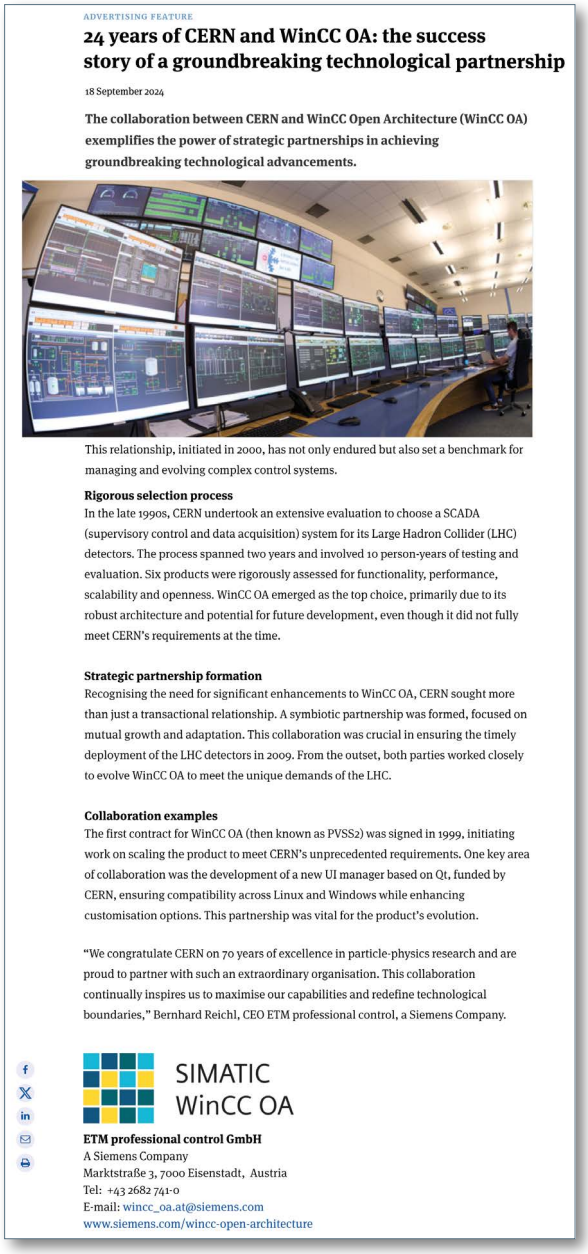
- **Craft your message** Share success stories, launch new products or attract top talent with your unique voice.
- **Perfect the details** Our team will proofread and polish your content for accuracy and clarity.
- **Maximise visibility** Gain year-round exposure by:
  - Featuring your content in the "Advertising features" section for **12 months**.
  - Showcasing it on the homepage under our specific section upon release.

Why choose it?

- **Credibility** Present your message in a trusted, editorial format.
- **Engagement** Attract more attention than traditional ads.
- **Relevance** Reach a highly focused and qualified scientific audience.

Perfect for product launches, success stories or establishing thought leadership

Limited spots available – Book now to make your mark!



ADVERTISING FEATURE

24 years of CERN and WinCC OA: the success story of a groundbreaking technological partnership

18 September 2024

The collaboration between CERN and WinCC Open Architecture (WinCC OA) exemplifies the power of strategic partnerships in achieving groundbreaking technological advancements.

This relationship, initiated in 2000, has not only endured but also set a benchmark for managing and evolving complex control systems.

Rigorous selection process

In the late 1990s, CERN undertook an extensive evaluation to choose a SCADA (supervisory control and data acquisition) system for its Large Hadron Collider (LHC) detectors. The process spanned two years and involved 10 person-years of testing and evaluation. Six products were rigorously assessed for functionality, performance, scalability and openness. WinCC OA emerged as the top choice, primarily due to its robust architecture and potential for future development, even though it did not fully meet CERN's requirements at the time.

Strategic partnership formation

Recognising the need for significant enhancements to WinCC OA, CERN sought more than just a transactional relationship. A symbiotic partnership was formed, focused on mutual growth and adaptation. This collaboration was crucial in ensuring the timely deployment of the LHC detectors in 2009. From the outset, both parties worked closely to evolve WinCC OA to meet the unique demands of the LHC.

Collaboration examples

The first contract for WinCC OA (then known as PVSS2) was signed in 1999, initiating work on scaling the product to meet CERN's unprecedented requirements. One key area of collaboration was the development of a new UI manager based on Qt, funded by CERN, ensuring compatibility across Linux and Windows while enhancing customisation options. This partnership was vital for the product's evolution.

"We congratulate CERN on 70 years of excellence in particle-physics research and are proud to partner with such an extraordinary organisation. This collaboration continually inspires us to maximise our capabilities and redefine technological boundaries," Bernhard Reichl, CEO ETM professional control, a Siemens Company.

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