CERN COURIER

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

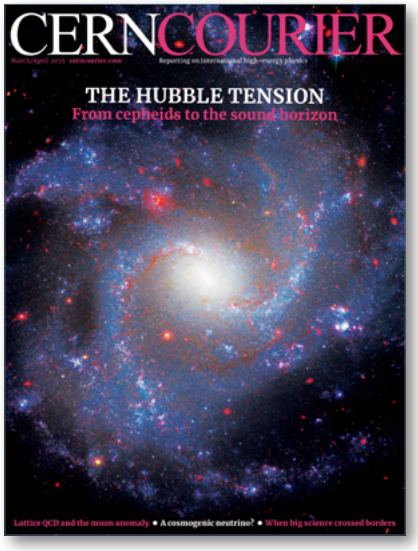
MEDIA INFORMATION 2026

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
4100+
institutes

Read in
128
countries

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

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

“

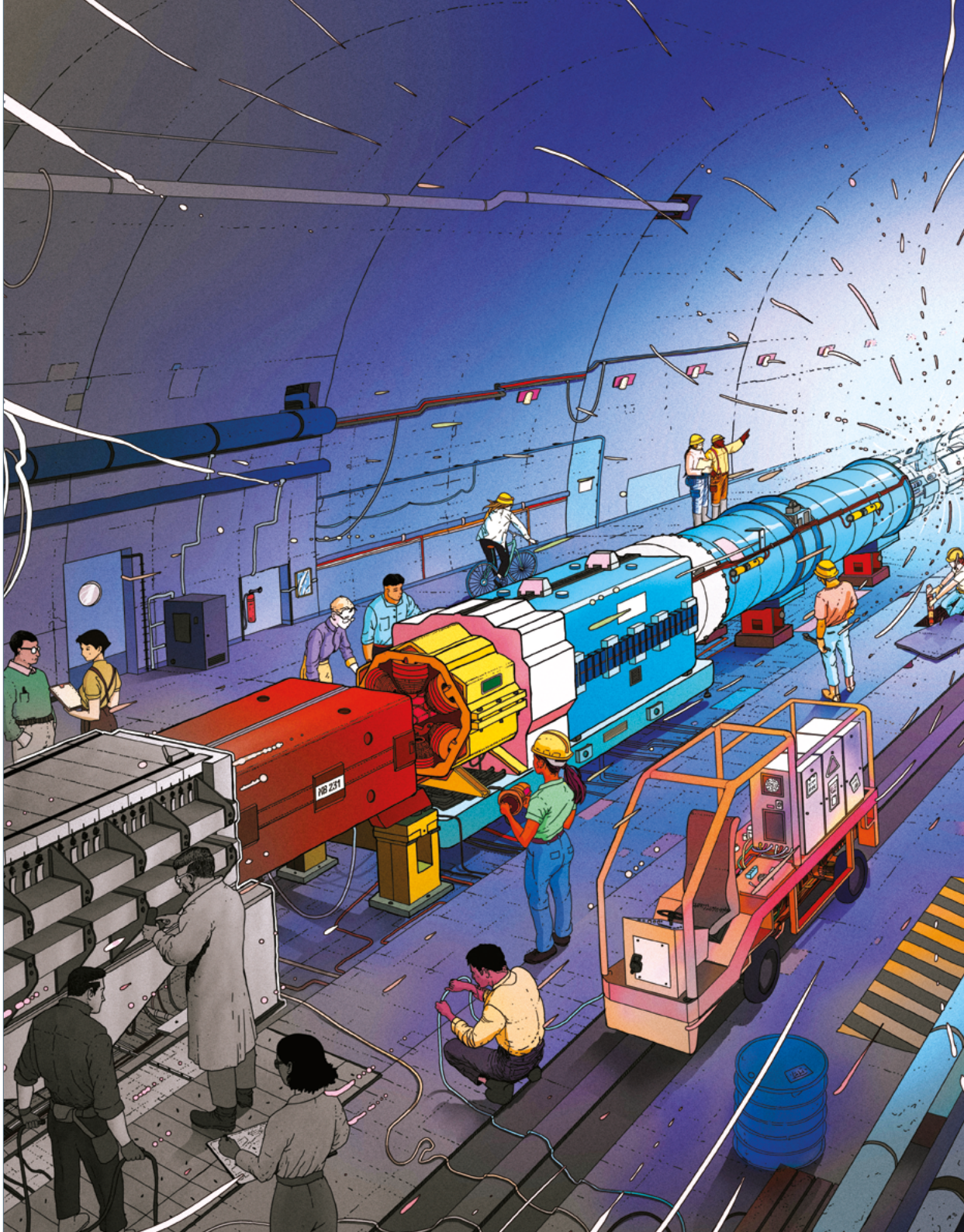
Welcome to the media pack for *CERN Courier* magazine.

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

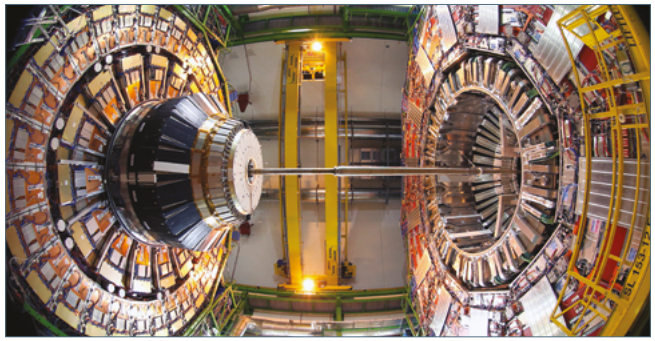
- **20+ member states** and **10+ associate member states**
- Scientists from **100+ countries**
- More than **2500 permanent staff** and **2700 non staff** (graduate, fellow, student and hosted) plus **12,300 scientific associates**

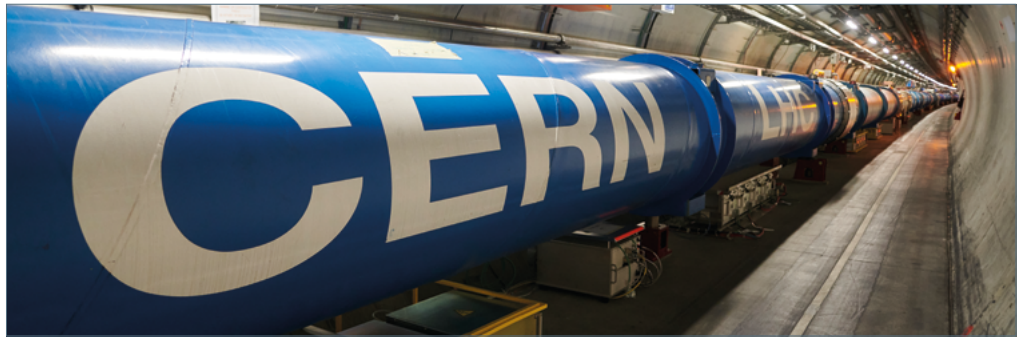
Hub of innovation

- 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**



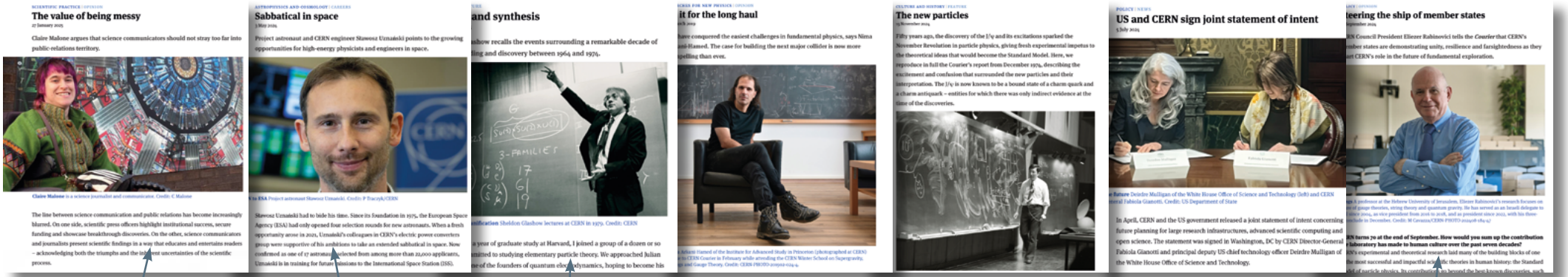


Engaging political leaders, global industry pioneers and renowned scientists shaping the future

Contact: celine.belkadi@cern.ch

CERNCOURIER | Reporting on international high-energy physics

2. The voice of leading scientists, engineers and policymakers



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

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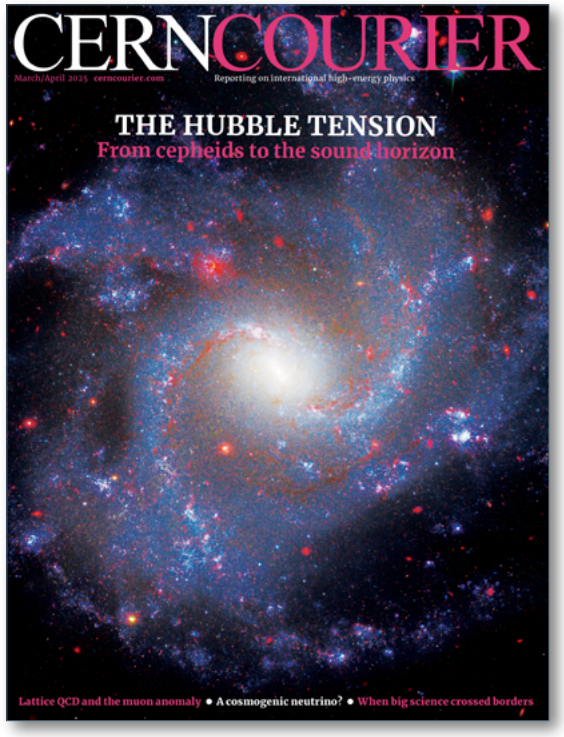
3. Distribution of the print magazine



- *CERN Courier* is sent to around **4100 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 **ICHEP26**, the leading high-energy physics conference, and **IPAC26**, the premier accelerator-physics conference where we are proud to participate as a **Platinum sponsor**. Please **contact us** for a detailed and up-to-date list of all the events where *CERN Courier* will be available in 2026.

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
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Our readers

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Not just interested in physics
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22% in electronics
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Contact: celine.belkadi@cern.ch

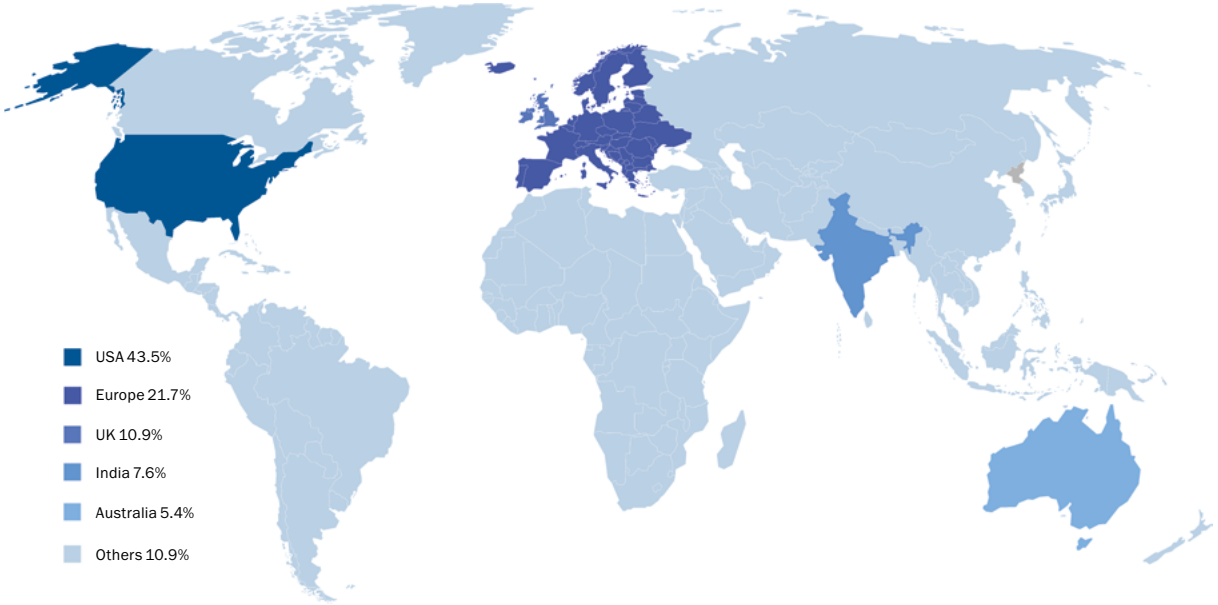
4. Our reach – your opportunity to influence

cerncourier.com

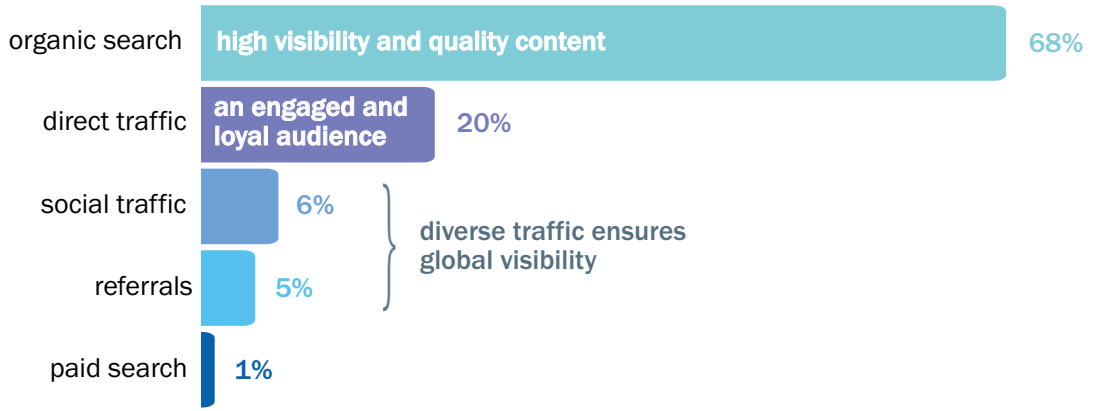
More than
1,000,000
visitors per year to
cerncourier.com

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.

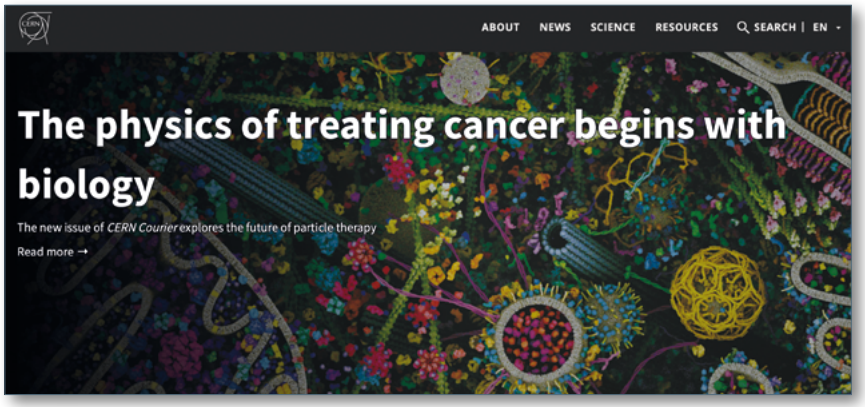


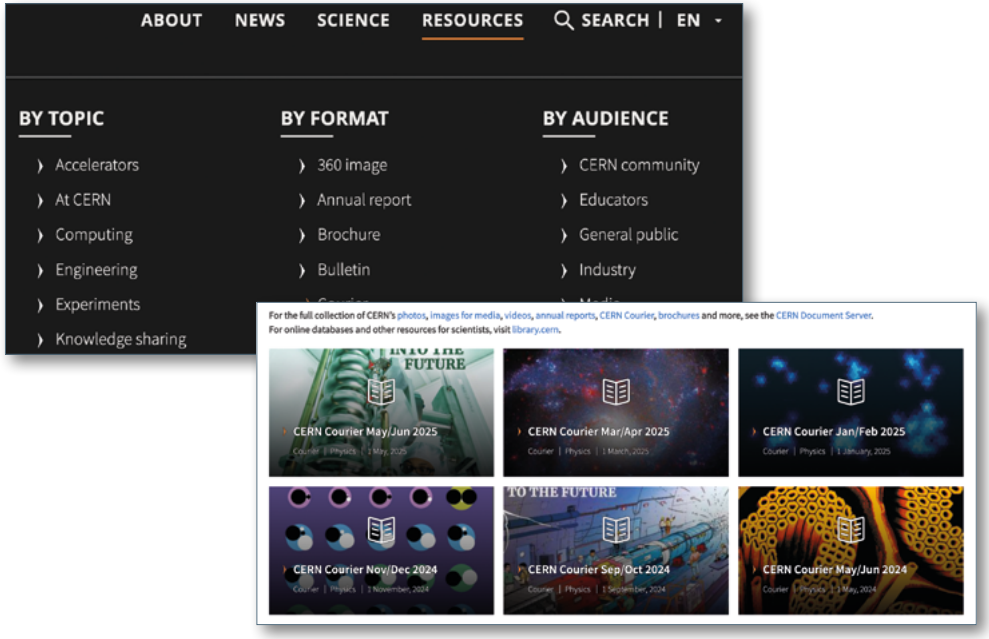
Source of web traffic on cerncourier.com from August to October 2024.

Contact: celine.belkadi@cern.ch

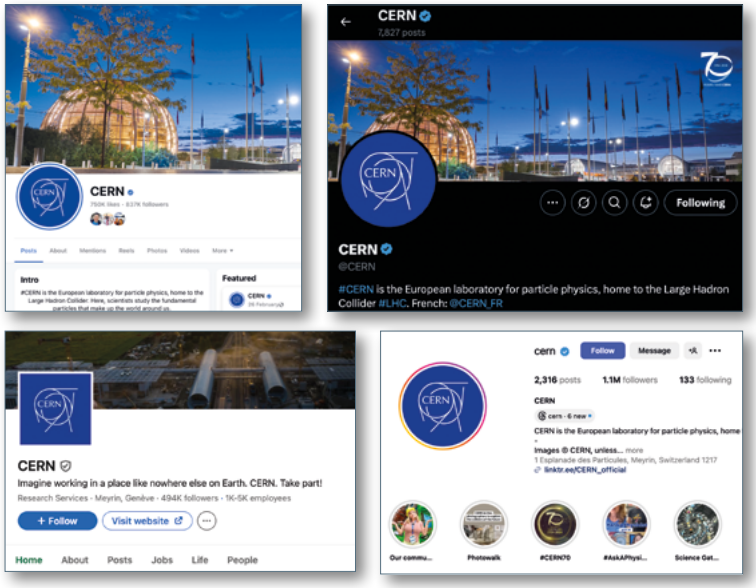
CERNCOURIER | Reporting on international high-energy physics

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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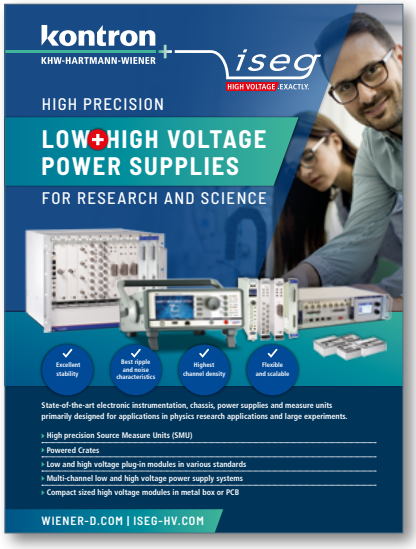
CERNCOURIER | Reporting on international high-energy physics

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.

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

The Snapdragon X Series processors set new AI performance standards.

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

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.

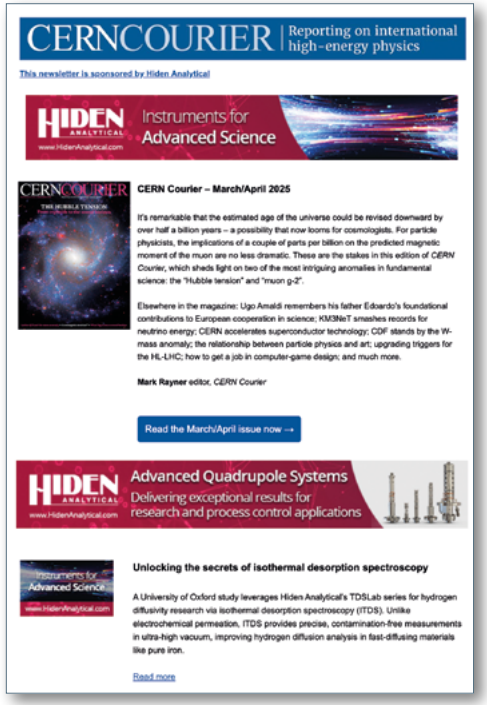
Display your advert in one of our **digital banner spots**.

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.

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

Contact: celine.belkadi@cern.ch

Focus on display print ads

Key features

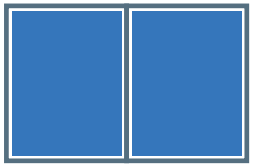
- **Available formats** Full page; Double page; Half page; Half-island page; Quarter page.
- **Positioning** Premium placements throughout the magazine for maximum impact.
- **Price range** Prices vary by format.

Why choose it?

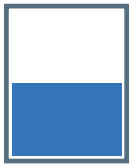
- **Brand visibility** Make a bold statement with impactful ad placements in *CERN Courier*.
- **Targeted audience** Engage directly with a qualified science and technology-focused readership.
- **High-quality print** Your ad presented with exceptional design and print standards.
- **Flexibility** Multiple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

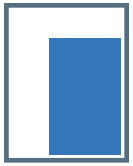
Full page



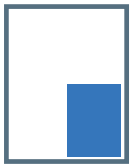
Double page



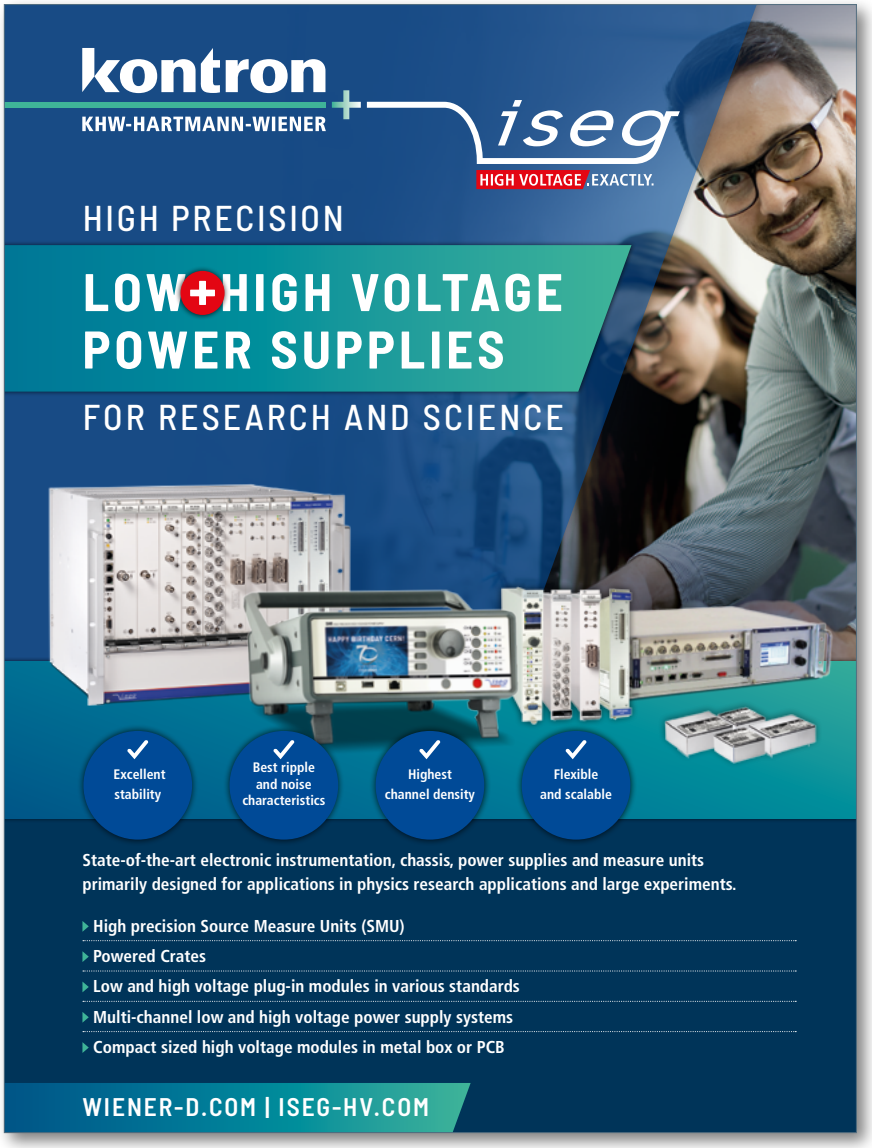
Half page



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

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The Snapdragon X Series processors set new AI performance standards.

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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
www.dell.com

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

CERNCOURIER | Reporting on international high-energy physics

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).

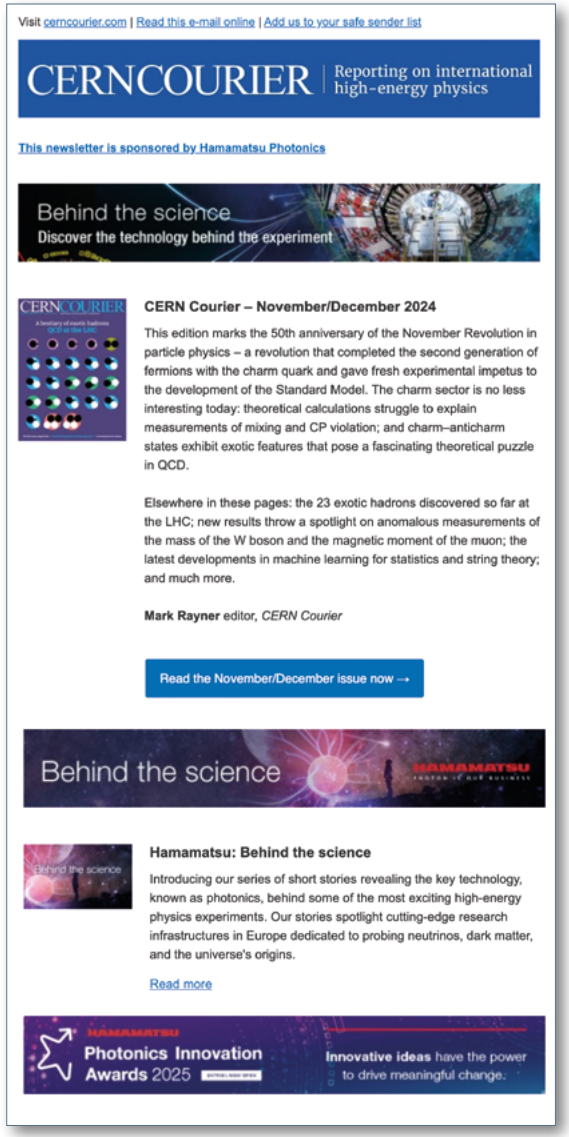
Multiple sponsorship

- 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!



Focus on digital advertorials

- **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.
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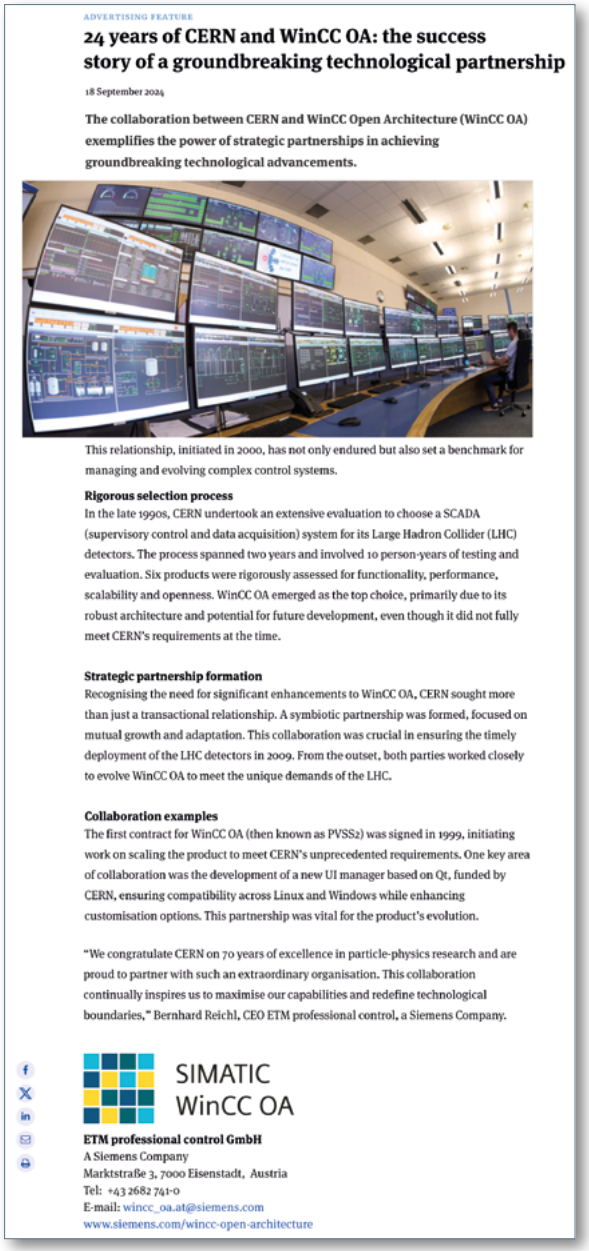
Limited spots available – Book now to make your mark!



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.

SIMATIC WinCC OA

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