

CERN COURIER

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

MEDIA INFORMATION 2026

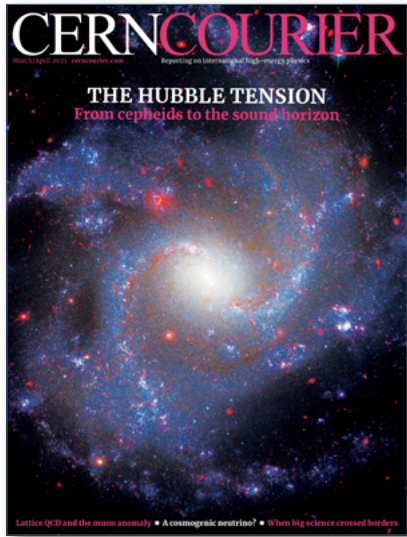


More than
1,000,000
visitors per year
to cerncourier.com

Read in more than
128
countries

More than
100,000
readers

The magazine



CERN Courier is a **bimonthly*** 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/June; Jul/Aug; Sep/Oct; and Nov/Dec.

The website cerncourier.com



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

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

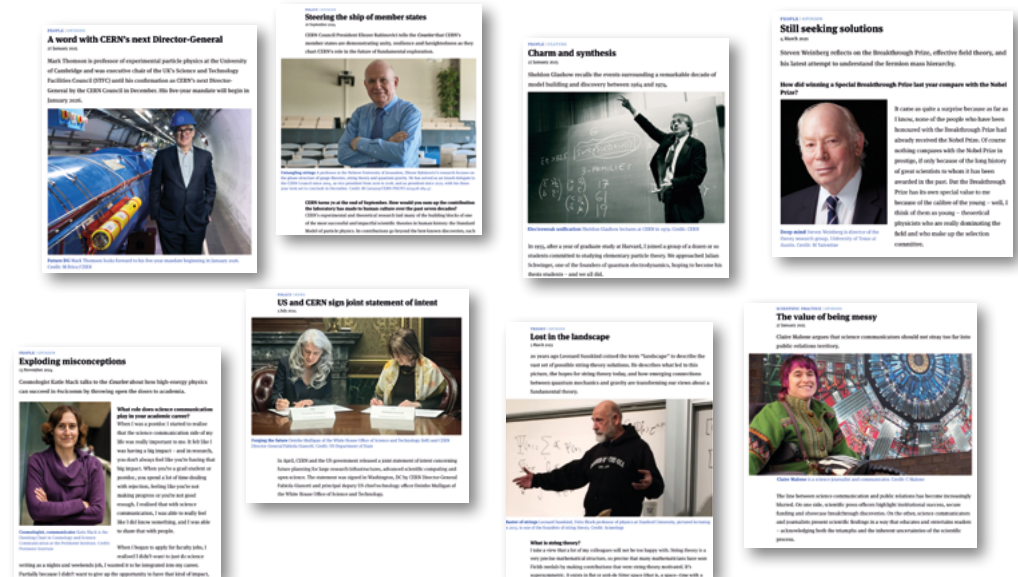


Our readers

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 voice of leading scientists, engineers and policymakers



A word from the editor



“

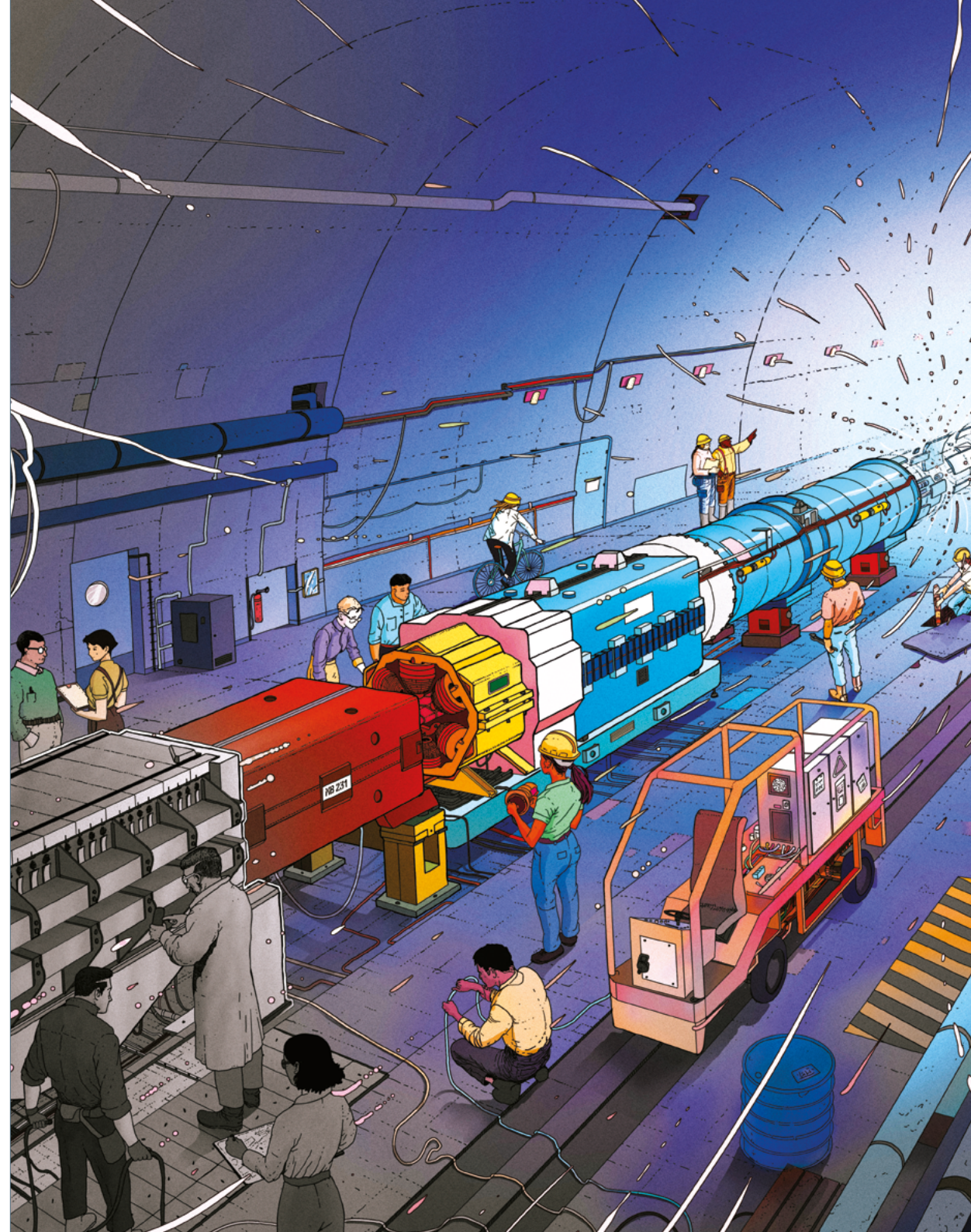
Welcome to the media pack for *CERN Courier* magazine.

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

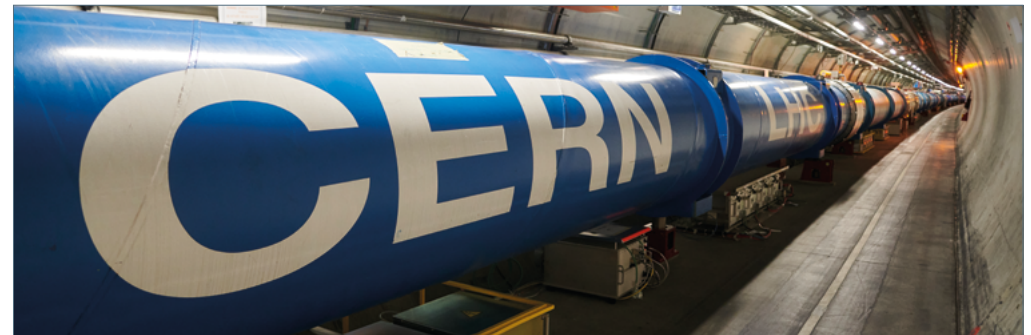
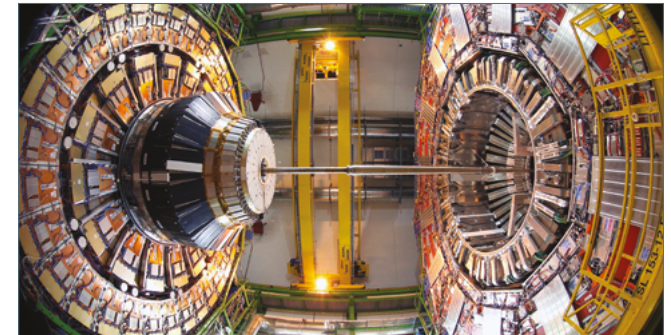
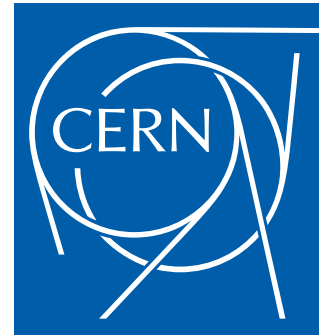
Hub of innovation

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

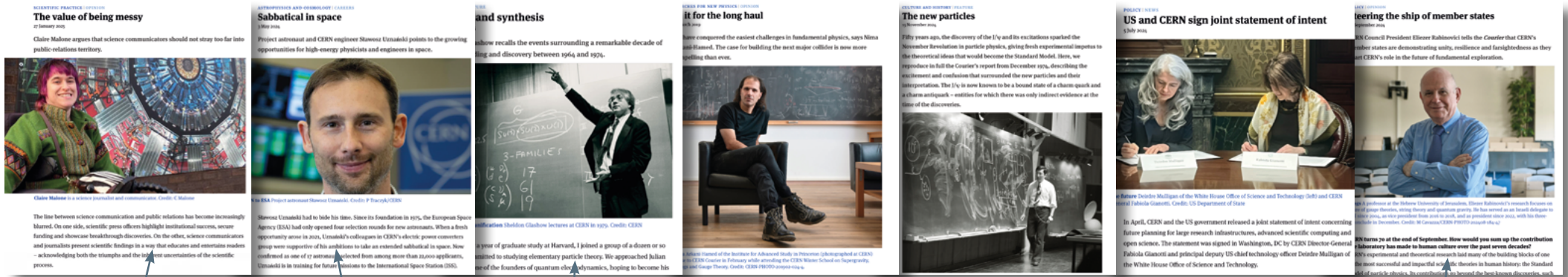
Global recognition

- 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



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

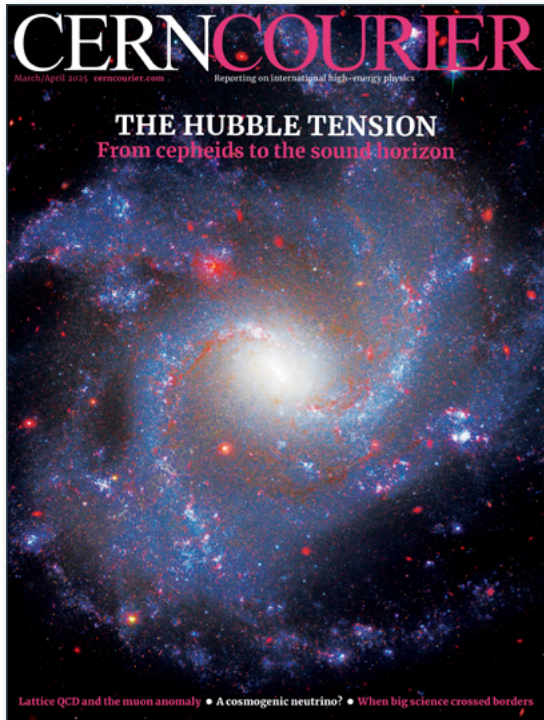
Hawking Chair in Cosmology
and Science Communication
at the Perimeter Institute
Katie Mack

CERN's next
Director-General
Mark Thomson

Eliezer Rabinovici
outgoing president of
the CERN Council

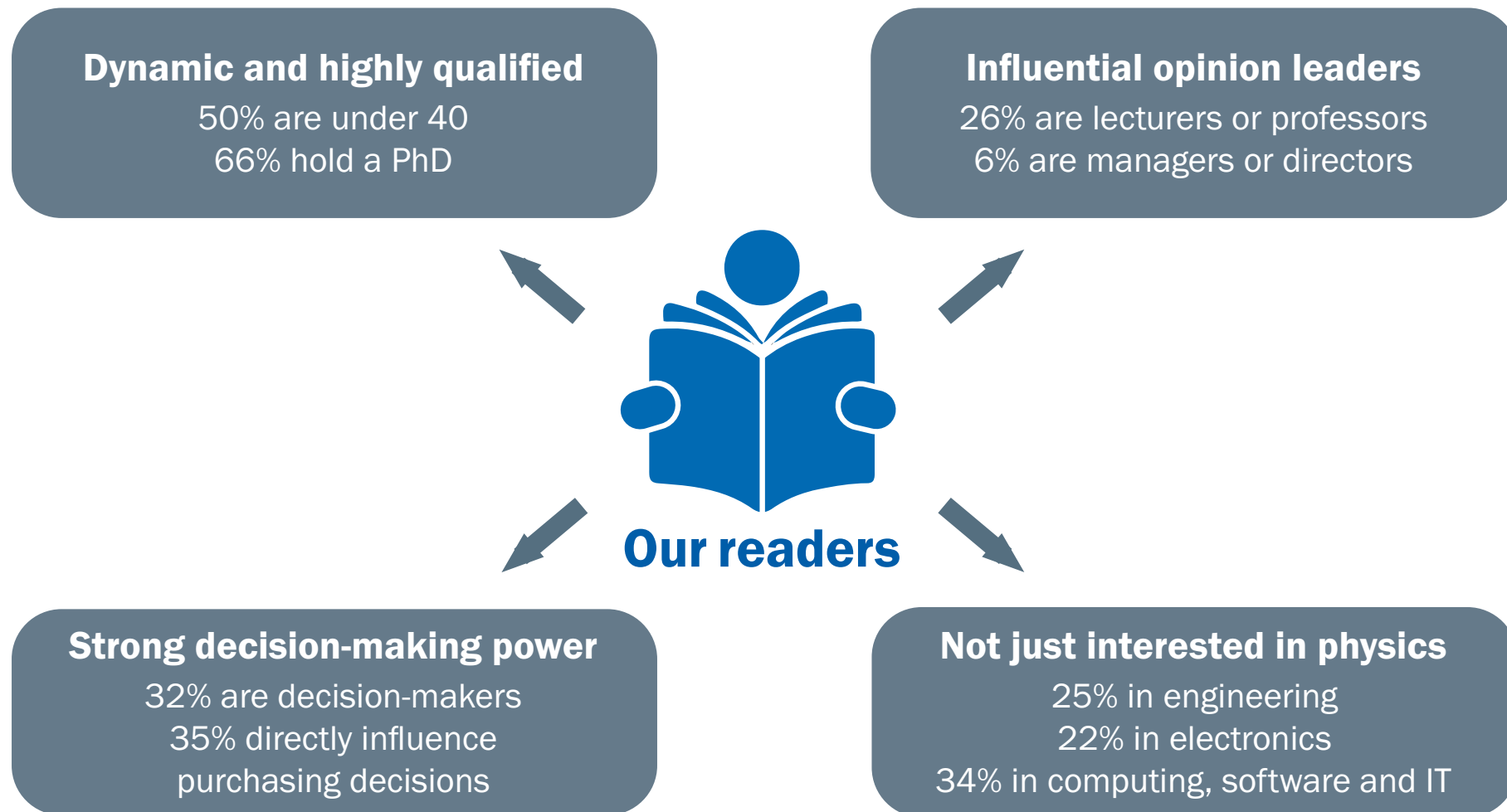


3. Distribution of the print magazine



- *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



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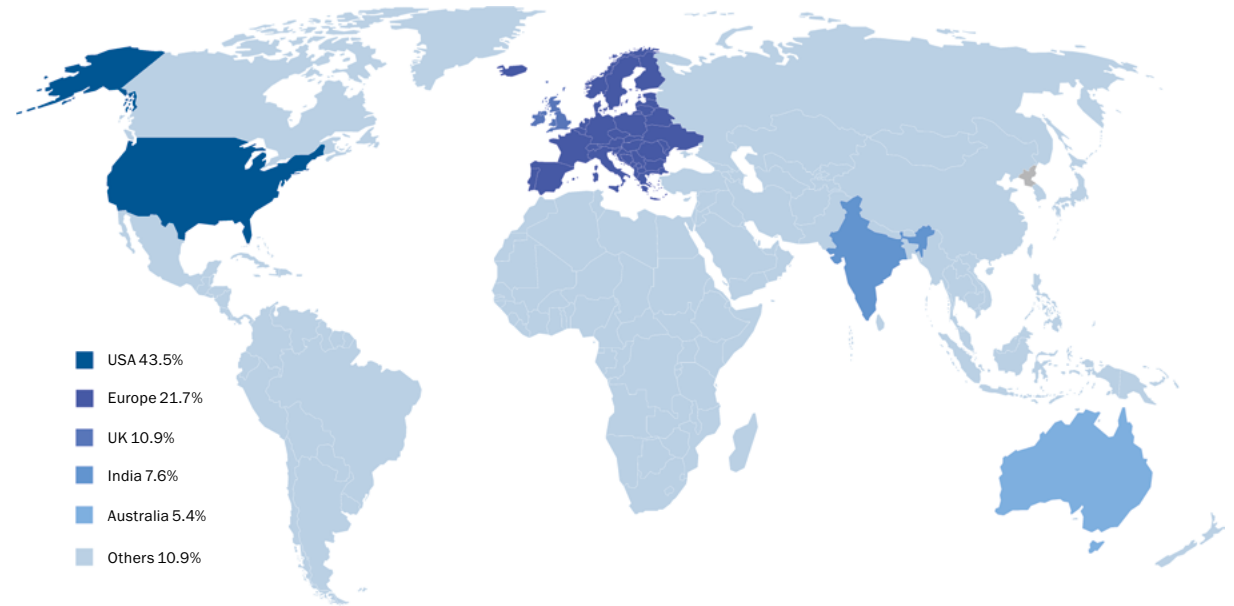
cerncourier.com



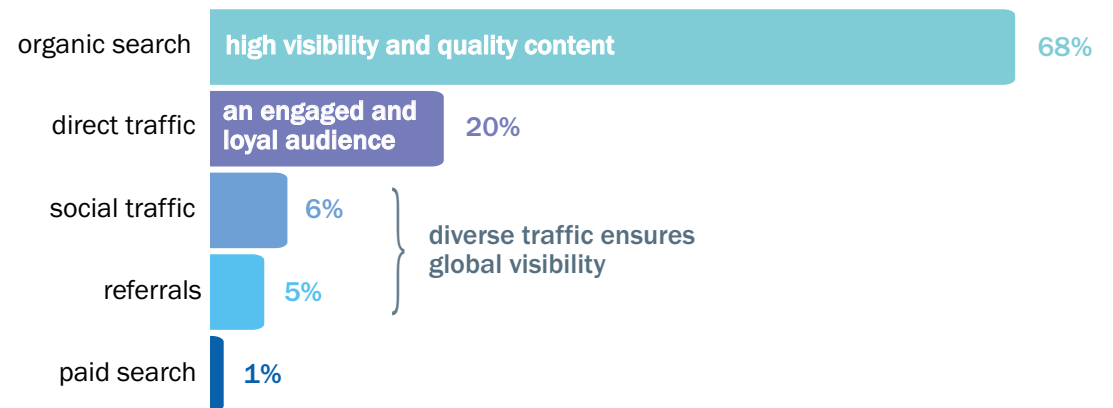
More than
1,000,000
visitors per year to
cerncourier.com

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

Visitors from all over the world!

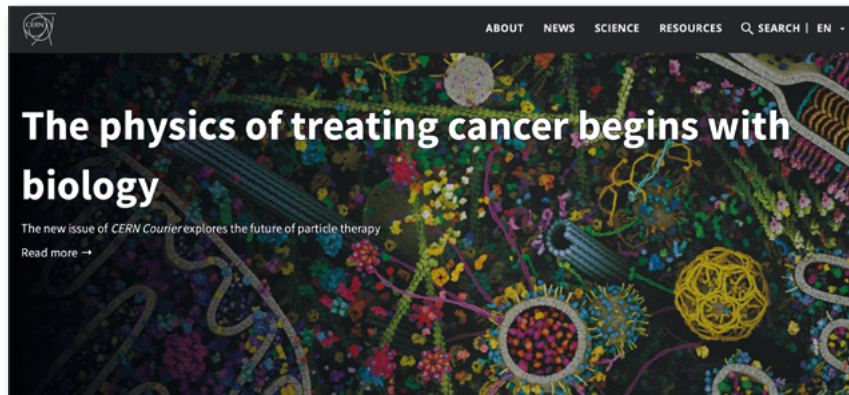


Share of total visits to cerncourier.com based on tracking from August to October 2024.

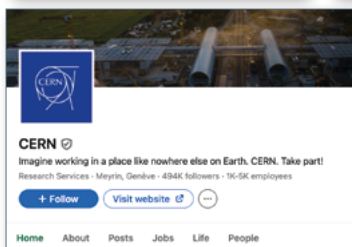
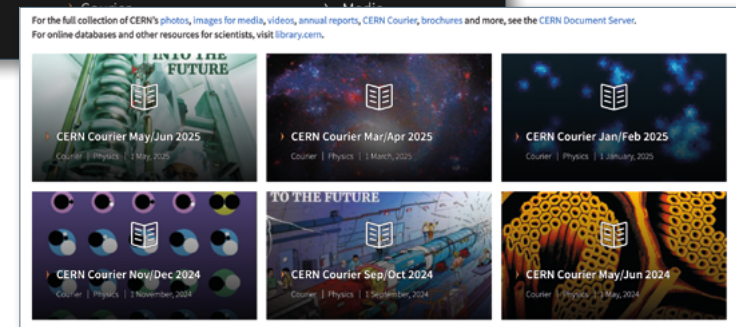
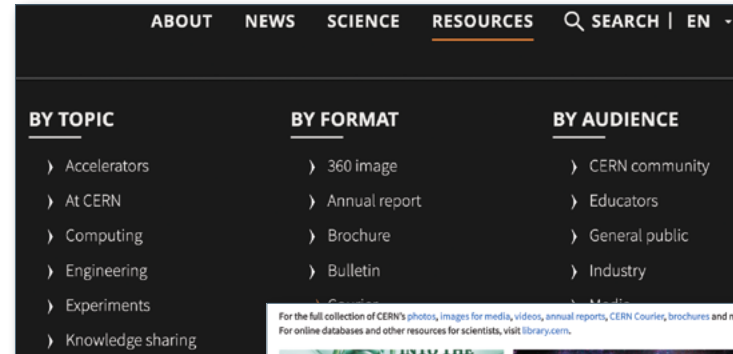


Source of web traffic on cerncourier.com from August to October 2024.

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



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

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 multiplies) 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 inference. 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 experience.

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

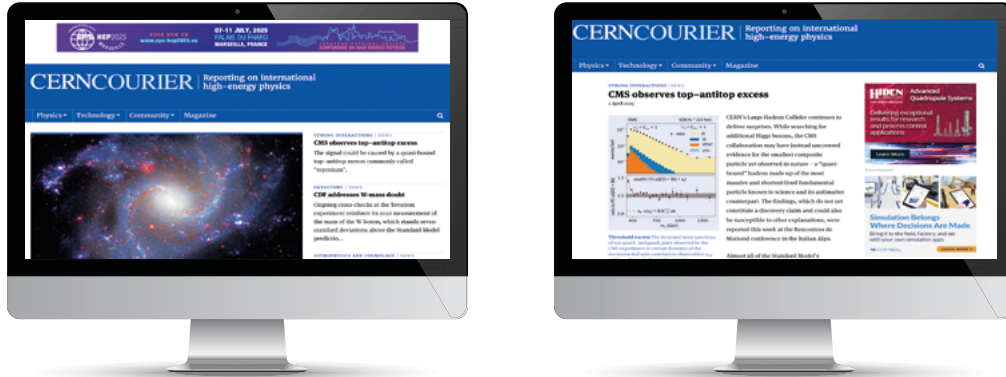
Dell Technologies
Katrina Tsoulos
Client Solutions Marketing – EMEA
Katrina.Tsoulos@Dell.com
www.dell.com

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.

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.

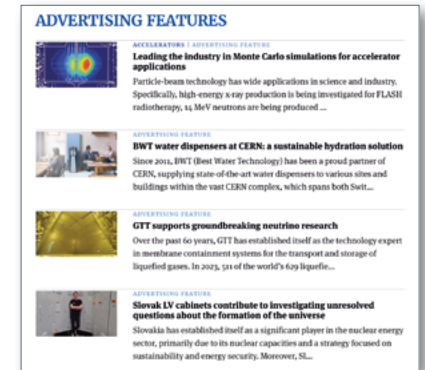
Display your advert in one of our **digital banner spots**.

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/June; Jul/Aug; Sep/Oct; and Nov/Dec.

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.

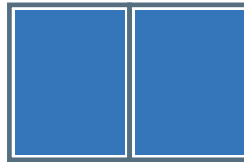
Why choose it?

- **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



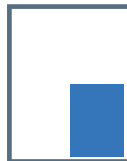
Double page



Half page



Half island



Quarter page

kontron
KHW-HARTMANN-WIENER

iseg
HIGH VOLTAGE .EXACTLY.

HIGH PRECISION

**LOW+HIGH VOLTAGE
POWER SUPPLIES**

FOR RESEARCH AND SCIENCE

State-of-the-art electronic instrumentation, chassis, power supplies and measure units primarily designed for applications in physics research applications and large experiments.

- ▶ High precision Source Measure Units (SMU)
- ▶ Powered Crates
- ▶ Low and high voltage plug-in modules in various standards
- ▶ Multi-channel low and high voltage power supply systems
- ▶ Compact sized high voltage modules in metal box or PCB

WIENER-D.COM | ISEG-HV.COM

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!

Contact: celine.belkadi@cern.ch

Advertisement

What TOPS means for performance and power

Understanding AI performance metrics for Copilot+ PCs
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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/copiotpc

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

DELLTechnologies

CERN COURIER | Reporting on international high-energy physics

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)

HEP 2025
07-11 JULY, 2025
PALAIS DU PHARO
MARSEILLE, FRANCE

CERNCOURIER | Reporting on international high-energy physics

Physics • Technology • Community • Magazine

STRONG INTERACTIONS | NEWS
CMS observes top-antitop excess
The signal could be caused by a quasi-bound top-antitop meson commonly called "toponium".

STRONG INTERACTIONS | NEWS
CDF addresses W-mass doubt
Ongoing cross-checks at the Tevatron experiment reinforce its 2022 measurement of the mass of the W boson, which stands seven standard deviations above the Standard Model prediction.

ASTROPHYSICS AND COSMOLOGY | NEWS
Boost for compact fast radio bursts
New results from the CHIME telescope support the hypothesis that fast radio bursts originate in close proximity to the turbulent magnetosphere of a central engine.

ASTROPHYSICS AND COSMOLOGY | FEATURE
The Hubble tension
Vivian Poulin asks if the tension between a direct measurement of the Hubble constant and constraints from the early universe could be resolved by new physics.

STRONG INTERACTIONS | NEWS
Isospin symmetry broken more than expected
The NA62/SHINE collaboration have observed a strikingly large imbalance between charged and neutral kaons in argon-scandium collisions.

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The NA62/SHINE collaboration have observed a strikingly large imbalance between charged and neutral kaons in argon-scandium collisions.

STRONG INTERACTIONS | NEWS
Do muons vibrate faster than expected?
With a new measurement imminent, the Couper explores the experimental results and theoretical calculations used to predict "muon g-2" - one of particle physics' most precisely known quantities and the subject of a fast-evolving anomaly.

STRONG INTERACTIONS | NEWS
Cosmogenic candidate lights up KM3NeT
Strings of photodetectors anchored to the seabed off the coast of Sicily have detected the most energetic neutrinos ever observed, smashing previous records.

STRONG INTERACTIONS | NEWS
A call to engage
The secretary of the 2025 European strategy update, Karl Jakobs, talks about the strong community involvement needed to reach a consensus for the future of our field.

STRONG INTERACTIONS | NEWS
Take the Lead in RF Design
Learn more about COMSOL Multiphysics®

MEETING REPORTS

STRONG INTERACTIONS | MEETING REPORT
Colour information diffuses in Frankfurt

SEARCHERS FOR NEW PHYSICS | MEETING REPORT
Planning for precision at Moriond

SCIENTIFIC PRACTICE | MEETING REPORT
PhysStat turns 25

HIDDEN ANALYTICS
Quadrupole Mass Spectrometers
for vacuum, gas, plasma and surface science

Other pages

Gold leaderboard banner
970 × 90 pixels (responsive)

Top level
300 × 250 pixels

Sticky
300 × 250 pixels

Mid-page unit (MPU)
300 × 250 pixels

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Accelerate project planning, development, and understanding

CERNCOURIER | Reporting on international high-energy physics

Physics • Technology • Community • Magazine

STRONG INTERACTIONS | NEWS
CMS observes top-antitop excess
2 April 2025

CMS's Large Hadron Collider continues to deliver surprises. While searching for additional Higgs bosons, the CMS collaboration may have instead uncovered evidence for the smallest composite particle yet observed in nature - a "quasi-bound" hadron made up of the most massive and shortest-lived fundamental particle known to science and its antimatter counterpart. The findings, which do not yet constitute a discovery claim and could also be susceptible to other explanations, were reported this week at the Rencontres de Moriond conference in the Italian Alps.

Almost all of the Standard Model's shortcomings motivate the search for additional Higgs bosons. Their properties are usually assumed to be simple. Much as the 125 GeV Higgs boson discovered in 2012 appears to interact with each fundamental fermion with a strength proportional to the fermion's mass, theories postulating additional Higgs bosons generally expect them to couple more strongly to heavier quarks. This puts the singularly massive top quark at centre stage. If an additional Higgs boson has a mass greater than about 345 GeV and can therefore decay to a top quark-antiquark pair, this should dominate the way it decays inside detectors. Hunting for bumps in the invariant mass spectrum of top-antitop pairs is therefore often considered to be the key experimental signature of additional Higgs bosons above the top-antitop production threshold.

The CMS experiment has observed just such a bump. Intriguingly, however, it is located at the lower limit of the search, right at the top-quark pair production threshold itself.

leading CMS to also consider an alternative detect: a top-antitop quasi-bound state known figure). "When we started the project, toponium was not even considered as a background to this search," explains CMS physics coordinator Andreas Meyer (DESY). "In our analysis today we are only using a simplified model for toponium - just a generic spin-0 colour-singlet state with a pseudoscalar coupling to top quarks. The toponium hypothesis is very exciting as we previously did not expect to be able to see it at the LHC."

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Instruments for Advanced Science
Knowledge • Expertise • Experience
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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!

Visit cerncourier.com | [Read this e-mail online](#) | [Add us to your safe sender list](#)

CERNCOURIER | Reporting on international high-energy physics

This newsletter is sponsored by [Hamamatsu Photonics](#)

Behind the science
Discover the technology behind the experiment

CERNCOURIER
A history of many letters
1970 1980 1990 2000 2010 2020

CERN Courier – November/December 2024

This edition marks the 50th anniversary of the November Revolution in particle physics – a revolution that completed the second generation of fermions with the charm quark and gave fresh experimental impetus to the development of the Standard Model. The charm sector is no less interesting today; theoretical calculations struggle to explain measurements of mixing and CP violation; and charm–anticharm states exhibit exotic features that pose a fascinating theoretical puzzle in QCD.

Elsewhere in these pages: the 23 exotic hadrons discovered so far at the LHC; new results throw a spotlight on anomalous measurements of the mass of the W boson and the magnetic moment of the muon; the latest developments in machine learning for statistics and string theory; and much more.

Mark Rayner editor, *CERN Courier*

[Read the November/December issue now →](#)

Behind the science

Hamamatsu: Behind the science

Introducing our series of short stories revealing the key technology, known as photonics, behind some of the most exciting high-energy physics experiments. Our stories spotlight cutting-edge research infrastructures in Europe dedicated to probing neutrinos, dark matter, and the universe's origins.

[Read more](#)

Photonics Innovation Awards 2025

Innovative ideas have the power to drive meaningful change.

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.
- **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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ETM professional control GmbH
A Siemens Company
Marktstraße 3, 7000 Eisenstadt, Austria
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high-energy physics