

POPULAR SCIENCE

WHAT IS POPULAR SCIENCE?

THE FIRST GENERAL INTEREST MAGAZINE & WEBSITE THAT GIVES THE MODERN SMART GUY HIS FIX.

Popular Science satisfies their hunger for the latest innovations in Communications, Sports & Medicine, Automotive, Computers, Home Entertainment, Environment, Photography, Computing, Gadgets, Space, Robotics and more.

Popular Science is the Ultimate Guide to What's New and What's Next.

WE ARE A GLOBAL BRAND.

With over 140 years of heritage in the USA, Popular Science has a proven track record of excellence and authority.



WE DELIVER CUTTING EDGE TECHNOLOGY IN ACCESSIBLE, ENJOYABLE EDITORIAL.



**POPULAR
SCIENCE**



WHO IS THE POPSCI GUY?

HE IS WELL EDUCATED, AN INFLUENCER AND A HIGH ACHIEVER

- Male 18-44 ABC
- Majority work full time
- **53%** married, **41%** young parents, **25%** students
- Skew to professionals and managers
- **62%** own their homes or are paying off a mortgage
- Mean household income \$137,500; mean personal income \$89,000
- Has a degree and is committed to further study
- Active and engaged with his health and appearance
- Agrees that he goes out of his way to learn everything he can about new technology

The PopSci Guy works hard and plays hard. He is time poor but likes to be on top of what's happening wherever he is. Technology that keeps him mobile and connected to the world are key to his lifestyle.



**POPULAR
SCIENCE**



TARGET THE GUY WHO BUYS... AND INVESTS

- **71%** of Popular Science readers are big spenders
- Popular Science readers are DIY enthusiasts. They spend time and money on their homes
- Popular Science readers have an average of \$231,760 in savings and investments
- **65%** of Popular Science readers have 2+ cars in their homes
- **72%** of Popular Science readers agree that they like to be well insured
- Popular Science readers are frequent domestic and international travellers
- Popular Science readers intend to invest heavily on home entertainment including computing, gaming and photography in the next 12 months

A heavy online, print and cinema consumer, he is difficult to reach through traditional mass media

USE POPULAR SCIENCE TO REACH HIM!



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SCIENCE**



DON'T JUST TAKE OUR WORD FOR IT

RESEARCH CONFIRMS THE TARGET

Focus groups conducted by *The Seed* identified a 'clear market for an interesting diverse, accessible magazine about science and technology'.

(*The Seed*)

Regular online reader surveys confirm that Popular Science has tapped into this evolving market segment and appeals to a broad and diverse spectrum of the male population.

THE POPSCI READER IS:

84% male

66% bought or recommended
a product they saw in the
magazine

68% are high credit card users

61% earn between \$80-\$100K

32% earn over \$100K

Great effort folks. Love the mag and all its cool stuff. I was so inspired that I used my tax return to invest in one of the featured How 2.0 projects!
Keep it up.
Russell Walton,
NSW



**POPULAR
SCIENCE**



A TRADITION OF EXCELLENCE

WE DELIVER A BIG SPENDING HARD TO REACH GUY



**THE RIGHT
KIND OF MALE**
18-49 AB

**NICHE
INTEREST
GROUPS**

Who are typically
hard to reach

**EARLY
ADOPTERS**

First to know,
first to try, first
to buy

**CREDIBILITY
AND AUTHORITY**

140 years of
credible
journalism

INTEGRATION

Across magazine,
PopSci.com.au and
other online
media

**QUALITY
ENVIRONMENT**

Market-leading
editorial

BREADTH

We cover
everything that
men are
interested in



**POPULAR
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POPSCI.COM.AU

One of the web's primary sources for science and technology news. Stories on **popsci.com.au** frequently go viral on Reddit or Digg, sending tens of thousands of visitors to the site. A fast, lean blog-roll style news site, **popsci.com.au** delivers what you need to know about the future, whether you're at home or on the move on mobile.

nextmedia

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Visitor Stats popsci.com.au / monthly average

UNIQUE BROWSERS

89,000

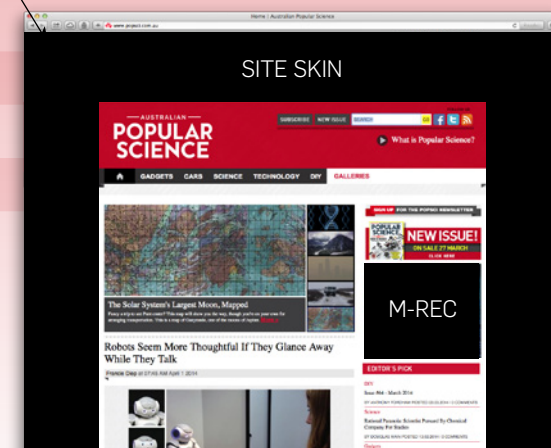
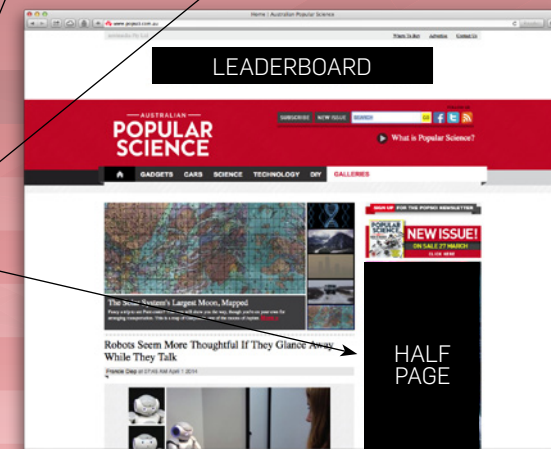
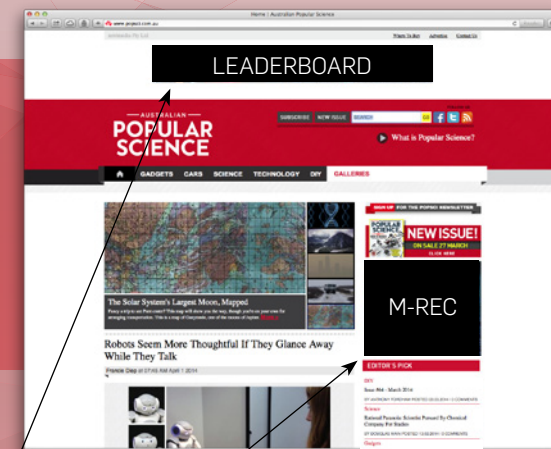
PAGE VIEWS

185,000

POPULAR SCIENCE

ADVERTISING RATES

CREATIVE	RUN OF SITE(CPM)		SPECS
Leaderboard	\$65		728 x 90
Medium Rectangle (M-Rec)	\$75		300 x 250
Half Page	\$95		300 x 600
Interstitial (welcome advert)	\$175		640x480 (Freq Cap – 1 UB per day)
Site Skin (background only)	\$150		On request
Minisuite	POA		
Contextual/Keyword targeting	POA		
Sponsored Links	\$150 p/week		Logo + 8-15 words
Newsletter Sponsorship	Banner	\$3000 p/fortnight <small>combined price, not available individually</small>	468 x 60
	M-Rec		300 x250
eDM	\$800 CPM		HTML (No Flash, No Javascript)



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