

New Scientist is the world's leading science and technology news weekly. For over 50 years it has been the one current affairs weekly that discusses science and technology in a world context and reports the vital commercial, industrial and social consequences that affect us all.

New Scientist has a global reach that no other science and technology magazine can match, with a network of correspondents and global editorial offices. New Scientist is read by over 730,000<sup>a</sup> people globally, 255,000<sup>b</sup> of these are in Australia.

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# NewScientist

## Magazine profile

### The Big Issues Covered

Our expert editorial team ensures New Scientist covers a wide range of scientific fields and issues with authority. These include:

- Consumer Technology
- Natural Resources
- The Internet
- Environmental Issues
- Telecommunications
- Space Technology
- Drug Development
- Human Nature
- Space Technology
- Climate Change

### Featured in Every Issue:

**Editorial** - A forthright and timely piece sharing our views on the biggest topic of the week

**Upfront** - News 'shorts': an overview of the week's breaking stories

**This Week** - International news and exclusives from our award-winning journalists

**Comment and Analysis** - Senior figures provide their views on issues affecting the world today

**Technology** - News and features on the very latest trends, emerging technologies and new devices

**Features** - In-depth analysis and investigations of the latest topics in science

**Interviews** - The hottest names in science every week

**Letters** - Correspondence from our readers: always entertaining and informative

**Feedback** - Humour, and, quirky tales

**Last Word** - An old favourite. Questions and answers on everyday science

New Scientist is the essential magazine for today's educated and affluent business leaders.

### An Exclusive Audience

New Scientist readers are opinion leaders from diverse professional backgrounds. What they have in common is a hunger for accurate information and analysis. New Scientist is the source they trust.

New Scientist readers are predominantly men, heavily skewed to the AB business decision-making socio group<sup>a</sup>. Readers are more likely to be over 35 years old, and work in a full time Professional/Manager position<sup>b</sup>. More than half New Scientist readers hold a university degree, and 13% are doctors and lawyers<sup>b</sup>.

### New Scientist Reader Fast Facts<sup>b</sup>

New Scientist	Circulation	Readership
Australia	27,080 <sup>c</sup>	255,000 <sup>b</sup>
Global	170,541 <sup>e</sup>	730,000 <sup>a</sup>

### Exclusivity

New Scientist readers don't read other high profile weekly publications. They can only be reached through New Scientist<sup>b</sup>.

96% do not read BRW

91% do not read Australian Financial Review

93% do not read The Bulletin

92% do not read Time Magazine

85% do not read The Australian Magazine

74% do not read Good Weekend

Issue Reach <sup>b</sup>	All People %	Readers %	Readers 000's
All People	100	100	255
Male	49	65	164
Age 18-24	12	14	36
Age 25-34	17	23	57
Age 35-49	27	28	70
Age 50+	38	29	74
AB Quintile	20	46	116
Earn 80k+	8	14	34
Degree or Diploma	31	63	159
Socially Aware	14	41	103

### Source:

<sup>a</sup> National Research Survey 2005

<sup>b</sup> Roy Morgan Readership Survey March 2007

<sup>c</sup> Australian ABC Audit Jan-Jun 2007

<sup>d</sup> UK Audit Statement Jan-Jun 2006



# NewScientist

## Online

NewScientist.com accompanies and further strengthens the influence of New Scientist magazine.

NewScientist.com has over 7.8 million page views and 1.9 million unique users per month worldwide<sup>i</sup> - making it a global giant.

### Explore by Subject

News by category, that offers extensive science and technology coverage. Very popular with users and unique to NewScientist.com.

### New Scientist ENVIRONMENT

Latest environment news and features including forums, special features, blogs and breaking stories from around the globe

### New Scientist TECHNOLOGY

Latest technology news including top 5 stories, forums, special reports, instant expert and blogs.

### New Scientist SPACE

Latest galactic news including solar system, space technology, human spaceflight, astronomy and special reports.

Unique Users and Page Impressions

	Australia/NZ <sup>h</sup>	Globally <sup>i</sup>
Unique Users	122,219	1,967,827
Page Impressions	309,173	7,861,505

- Average age is 36<sup>f</sup>
- 17% IT professionals<sup>f</sup>
- 67% male<sup>f</sup>
- 60% visit the site once a week or more<sup>g</sup>
- 88% purchase products and services through the internet<sup>g</sup>

- 87% of readers agree that they are likely to keep up to date with the latest technologies<sup>f</sup>
- 44% have travelled on business by air in the last 12 months<sup>f</sup>
- 58% of our readers are involved in their companies decision making on computer hardware and software<sup>f</sup>
- 73% have a degree or are studying for one. 12% have or are studying for a PhD<sup>g</sup>

#### Source:

<sup>f</sup> July '06 Aus Lifestyle Reader Survey

<sup>g</sup> Oct '04 New Scientist.com global lifestyle survey (Reed Business Research)

<sup>h</sup> Hitbox August 2007

<sup>i</sup> ABCe Oct 2006

### New Scientist E-Newsletter

The New Scientist weekly e-newsletter (or 'e-zine') brings you the latest stories and highlights from our network of sites. Subscription is free with over 10 000 locals choosing to have the New Scientist delivered to their inbox every Thursday. Advertising options include a banner or tower ad.

Note: The New Scientist E-newsletter does not accept rich media such as flash files. We accept all other files including .gif and animated gif.

## Online ad sizes (width x height)

Mega Banner  
728 x 90 30K

Island/MPU  
300 x 250  
30K

Mega Skyscraper  
130 x 600  
30K

Tile  
160 x 160  
30K

## E-Newsletter ad sizes (width x height)

Banner  
428 x 60

Skyscraper  
120 x 600



## Magazine rates 2008

Full Colour	Casual	4x	12x	26x	51x
DPS	\$11,500	-5%	-10%	-15%	-20%
Full Page	\$5,900	-5%	-10%	-15%	-20%
Half Page Hori/Vert	\$3,500	-5%	-10%	-15%	-20%
Quarter Page/Banner	\$2,500	-5%	-10%	-15%	-20%

Special Positions	Casual	4x	12x	26x	51x
DPS Inside Front Cover	\$13,950	-5%	-10%	-15%	-20%
Inside Front/Outside Back Cover	\$7,700	-5%	-10%	-15%	-20%

For all other guaranteed positions add 10% to casual rate

Loose Insert Rates	Cost per thousand
Single sheet	\$140
4-10 Pages	\$151
12-16 Pages	\$162

Online	CPM (cost per thousand impressions)
Size	
Banner	\$55
Tower	\$55
Island	\$45
Tile	\$25

e-newsletter	Casual	4x	12x	26x	51x
Banner	\$1000	-5%	-10%	-15%	-20%
Tower	\$1000	-5%	-10%	-15%	-20%

### Additional notes on insert rates:

Insert rates are applicable for inserts up to 30g. For anything over 30g please send a sample of the insert for a quote, or alternatively email the weight, dimensions and thickness of the insert for a quote. For extra heavy or extra thick inserts or for certain types of packaging, (such as foil) hand insertion charges of \$120 per 1000 apply. Metro and Regional splits will incur an additional 6 cents per record (17,000+ records for subscriber copies and/or 15 000+ Newsstand copies).

## Ad sizes (width x height)

### Double Page Spread -

Type area 386 x 240mm

Trim 406 x 267mm

Bleed 412 x 273mm

### Full Page -

Type area 185 x 240mm

Trim 203 x 267mm

Bleed 209 x 273mm

### Half Page Vertical -

Type area 89.5 x 240mm

### Half Page Horizontal -

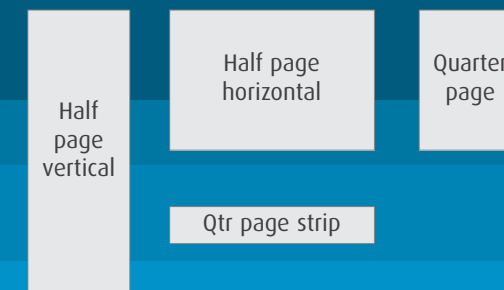
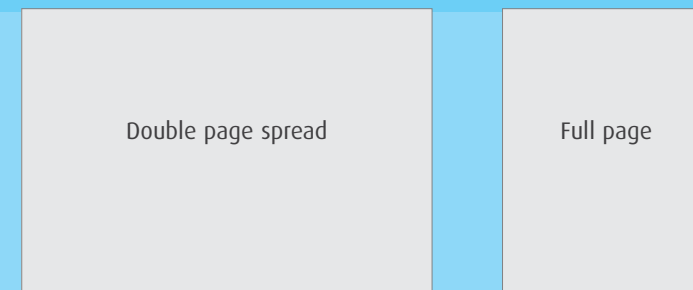
Type area 185 x 118mm

### Quarter Page (standard) -

Type area 89 x 118mm

### Quarter Page Strip -

Type area 185 x 58mm



# NewScientist

## Cover Dates and Deadlines 2008

Booking Deadline	Material Deadline	Inserts to Mail house	Publication Date
6-Dec	10-Dec	10-Dec	5-Jan
13-Dec	4-Jan	4-Jan	12-Jan
7-Jan	11-Jan	11-Jan	19-Jan
14-Jan	18-Jan	18-Jan	26-Jan
21-Jan	25-Jan	25-Jan	2-Feb
28-Jan	1-Feb	1-Feb	9-Feb
4-Feb	8-Feb	8-Feb	16-Feb
11-Feb	15-Feb	15-Feb	23-Feb
18-Feb	22-Feb	22-Feb	1-Mar
25-Feb	29-Feb	29-Feb	8-Mar
3-Mar	7-Mar	7-Mar	15-Mar
10-Mar	14-Mar	14-Mar	22-Mar
17-Mar	20-Mar	20-Mar	29-Mar
24-Mar	28-Mar	28-Mar	5-Apr
31-Mar	4-Apr	4-Apr	12-Apr
7-Apr	11-Apr	11-Apr	19-Apr
14-Apr	18-Apr	18-Apr	26-Apr
21-Apr	28-Apr	24-Apr	3-May
28-Apr	2-May	2-May	10-May
5-May	9-May	9-May	17-May
12-May	16-May	16-May	24-May
19-May	23-May	23-May	31-May
26-May	30-May	30-May	7-Jun
2-Jun	6-Jun	6-Jun	14-Jun
9-Jun	13-Jun	13-Jun	21-Jun
16-Jun	20-Jun	20-Jun	28-Jun

Booking Deadline	Material Deadline	Inserts to Mail house	Publication Date
23-Jun	27-Jun	27-Jun	5-Jul
30-Jun	4-Jul	4-Jul	12-Jul
7-Jul	11-Jul	11-Jul	19-Jul
14-Jul	18-Jul	18-Jul	26-Jul
21-Jul	25-Jul	25-Jul	2-Aug
28-Jul	1-Aug	1-Aug	9-Aug
4-Aug	8-Aug	8-Aug	16-Aug
11-Aug	15-Aug	15-Aug	23-Aug
18-Aug	22-Aug	22-Aug	30-Aug
25-Aug	29-Aug	29-Aug	6-Sep
1-Sep	5-Sep	5-Sep	13-Sep
8-Sep	12-Sep	12-Sep	20-Sep
15-Sep	19-Sep	19-Sep	27-Sep
22-Sep	26-Sep	26-Sep	4-Oct
29-Sep	3-Oct	3-Oct	11-Oct
6-Oct	10-Oct	10-Oct	18-Oct
13-Oct	17-Oct	17-Oct	25-Oct
20-Oct	24-Oct	24-Oct	1-Nov
27-Oct	31-Oct	31-Oct	8-Nov
3-Nov	7-Nov	7-Nov	15-Nov
10-Nov	14-Nov	14-Nov	22-Nov
17-Nov	21-Nov	21-Nov	29-Nov
24-Nov	28-Nov	28-Nov	6-Dec
1-Dec	5-Dec	5-Dec	13-Dec
8-Dec	12-Dec	12-Dec	20/27-Dec



# NewScientist

## Mechanical details

### Cover Date:

Saturday each week. On sale Friday prior.

### Software

#### We accept:

- PDFs generated by Adobe Acrobat Distiller through 3DAPv2 settings and not produced directly by an application or PDF writer print to a Postscript file, then produce your PDF using Acrobat Distiller. PDFs must be press optimised and not print optimised.
- QuarkXpress up to Version 6.5.
- Adobe Photoshop and Illustrator versions up to and including Creative Suite transparent areas created using these applications must be flattened before supplying.
- If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with transparency at [www.adobe.com/studio/print](http://www.adobe.com/studio/print). There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

#### We do not accept:

- Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher, Powerpoint files, PDFs derived from these applications or PDFs generated directly out of any application.

### Fonts

- QuarkXpress - when collecting all components, include both screen and printer fonts.
- Illustrator - any text created in Illustrator should be Outlined (Create Outlines is found in the Type menu).
- Please be advised that text should be created using Quark or Illustrator Outlined text and that we cannot guarantee the best printed results from Photoshop text.
- We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.
- Fonts must not be artificially stylised.
- Type size must not be below 8 points or reversed type below 10 points.

### Colour

- CMYK only for both colour images and illustrations (not RGB or LAB).
- Special colours (eg; Pantone) by prior arrangement and additional cost (see Media Kit).
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14 - 18% dot gain.

### Resolution

- Four-colour CMYK - 300 dpi at 100% print size.
- Format - EPS or Tiff.
- Black & White Line Art - 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

### Document

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1mm clearance on both sides of the gutter. Allow 3mm clearance on both sides of the gutter for Perfect Bound publications.

### Proofing

- In order to accurately reproduce your digital file we require a content proof to be supplied.
- Documents must be set and proofed to the correct size.

### Delivery of material

- Send via Quickcut or Websend (service providers for electronic delivery of digital files).
- Burn onto CD or DVD.
- All CDs & DVDs must be clearly marked and should be accompanied by material instructions including details of the original applications.
- It is also a requirement that material be delivered on time so that quality checking procedures can take place. Late material is liable to incur additional production costs. Additionally, Reed-Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.
- CDs and DVDs will not be returned.

### PDF via Quickcut

Quickcut is one of the preferred ways to send PDFs. When you register with Quickcut you will receive software called QuickPrint PDF Light. Opening your PDF using this program allows you to send the PDF to Quickcut. If the ad is correct Quickcut will then send your ad to us. The capacity for sending larger sized files is greater than that of email.

- For cost, connection and setup details please call Quickcut on (02) 9938 7500 or (02) 9938 7599 (Tech Support) or visit their website at [www.quickcut.com.au](http://www.quickcut.com.au)

### PDF via Websend

Websend is another preferred way to send your PDFs. When you register with Websend you will receive a password to login to their website. Upload your PDF to the website. If your ad is correct Websend will forward your material to us. Again your capacity to send/upload large sized PDFs is greater than email.

- For cost, connection and setup details please call Websend on (03) 9642 2046 or 1300 798 949 (Tech Support) or visit their website at [www.websend.com.au](http://www.websend.com.au)

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