



NewScientist Jobs
2012 MEDIA CENTER

Email: nssales@newscientist.com
Phone: 781.734.8777
Web: newscientistjobs.com

New Scientist

New Scientist

New Scientist is the world's top science weekly, with over 905,726² readers and 2.7³ million monthly unique users. In print since 1956, and online since 1996, *New Scientist* keeps its readers up to date with the worlds of technology, health and public policy – providing scientists a view beyond their niche of expertise. Updated throughout the day online, our global network of specialist correspondents provides comprehensive coverage of breaking science and technology news. Our readers access our award winning content both in print and digitally on their lap tops, tablets and smart phones.

Every week since 1956 *New Scientist* magazine has published a dedicated recruitment advertising section which details the latest job openings across Academia, Industry and Non Profit organizations. The smart, up to the minute, well informed readers of *New Scientist* make for high caliber, diverse candidates that are an asset to any search.

KEY STATISTICS

Weekly Print Circulation 137,605¹

Weekly Print Readership 905,726²

2.7 million newscientist.com monthly unique users³

9.7 million newscientist.com monthly page views³

459,064 Twitter Followers⁴

32,250 Facebook Fans⁴

63,662,446 YouTube Views⁴

76,462 YouTube Subscribers⁴

ATTRACT WORLD CLASS RESEARCHERS AND SCIENTISTS

New Scientist was created "for all those men and women who are interested in scientific discovery and in its industrial, commercial and social consequences." Our award winning content is second to none and has received innumerable awards over the years, most recently:

The Society of Environmental Journalists 7th Annual Awards, "*New Scientist* — International Beat Reporting"
2nd Place Peter Aldhous, San Francisco Bureau Chief

Wistar Institute Science Journalism Award 2007 – **Peter Aldhous, San Francisco Bureau Chief** *New Scientist*

Best News Item, Best Feature 2011: **Shaoni Bhattacharya, Freelance - Association of British Science Writers**

Best Investigative Journalism 2011: **Linda Geddes, Reporter - Association of British Science Writers**

Best Information Security News Story of the Year 2011: **Jacob Aron, Technology Reporter - BT Information Security Awards**

NEW SCIENTIST JOBS

New Scientist Jobs is the premiere resource for both job seekers and recruiters in the sciences. On average our job seekers have been working in the sciences for 10 years, and the majority have advanced degrees – 60% hold a PhD⁵. Our recently enhanced state of the art site enables you to quickly and easily manage your job search as well as access statistics that show your return on investment. Post a job on newscientistjobs.com and it will go live immediately enabling you to see results in 24 hours. Whether you are new to the hiring process or a seasoned veteran, our knowledgeable staff is on hand to offer support and create a tailor-made, cost-effective package for your organization.

“Working with New Scientist to post my open position was easy. Their staff worked with me to find a posting option that worked with my limited budget and had a lot of good suggestions to make our posting more effective.”
Amy Johnson, Managing Director
Center for Coastal Margin Observation & Prediction, Oregon Health & Science University

“Anyone hiring in the sciences should consider New Scientist Jobs. The ads are effective, include diversity recruiting, and from an ad agency perspective, the website is extremely fast and easy to use.”
Steven W. McGivern, TMP Worldwide Advertising & Communications Co.

NewScientist Jobs

1 - ABC Audit Jan-June 2011
2 - NRS Oct 10 – Sep 11, Publishers Statement, Roy Morgan Research 11
3 - Publisher's statement, October 2011
4 - Publisher's statement, January 2012
5 - Reed Business Research Job Seeker Survey 2007
6 - Publisher's statement, November 2011

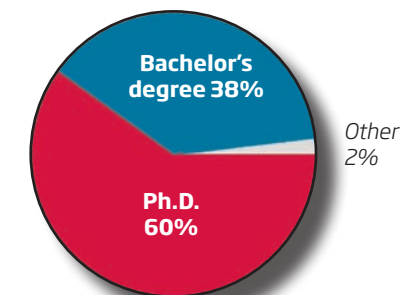
Email: nssales@newscientist.com | Phone: 781.734.8777 | Web: newscientistjobs.com
facebook.com/newscientist | twitter.com/newscientist | youtube.com/newscientistvideo

Audience Demographics

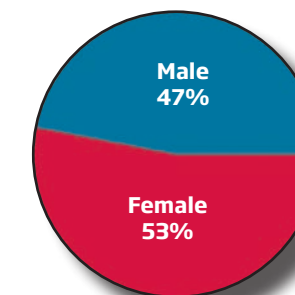
New Scientist Jobs

New Scientist Jobs allows you to reach an extensive, yet relevant audience of scientific professionals. Our job seekers come from a wide range of disciplines and skills including biological sciences, engineering, agricultural science, clinical research, math, information technology, chemistry and earth and environmental science.

Highest Degree of Education¹



Gender¹



Advertising with New Scientist Jobs works; your positions will be seen and you will receive applications. In fact jobs are currently being viewed at a rate of **44,238 times every day** which equates to **1,843 jobs viewed an hour**. This activity is resulting in **1,321 applications** being sent via newscientistjobs.com job seekers per day. Advertise your jobs and you too will enjoy response from our fresh, high caliber job seeking audience.²

- Three quarters of those surveyed have seen a job of interest and 6 out of 10 have applied online
- Over 75% would consider Industry jobs, over 68% would consider the University sector
- 63% of respondents describe themselves as active job seekers

202,038 newscientistjobs.com monthly unique users³
227,929 Jobs By Email Alert registrants³
155,414 searchable job seeker profiles³

PARTNER NETWORK

Posting your jobs on newscientistjobs.com also includes exposure on our partner sites at no additional cost to you.



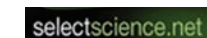
ChemIndustry.com is the leading comprehensive directory and search engine for chemical and related industry professionals, serving 2.5 million searches per month.



ChemJobs.net is a leading jobs board leveraging the power of ChemIndustry and ChemWeb.com.



JustGarciaHill.org is committed to increasing the number of minorities entering science careers and to celebrate contributions to science by minorities.



SelectScience.net is a leading online resource for applied chemists, clinical chemists and life scientists. It provides up-to-date product and industry news, an extensive product directory and end-user product reviews, as well as the ability for visitors to review the products they use.

1 - Reed Business Research Job Seeker Survey US 2007
2 - Madgex (24 Jan 2012 - 14 Feb 2012)
3 - Aug 2011 Omniture/Hitbox

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facebook.com/newscientist | twitter.com/newscientist | youtube.com/newscientistvideo

NewScientist Jobs

Print Rates, Deadlines & Artwork Specifications

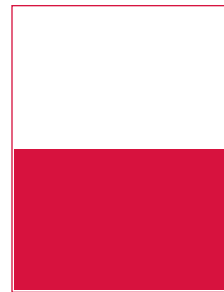
Print

All print ads are also included in the digital edition of *New Scientist* powered by Zinio.

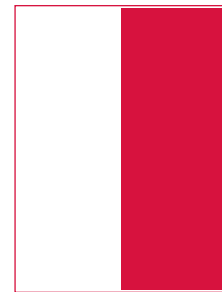
This allows you to reach a fresh, tech savvy audience of potential candidates who are digesting content via their iPad, computer or other tablet and mobile devices.



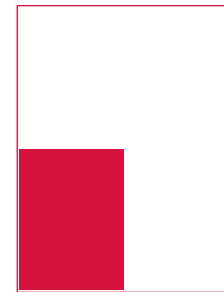
Full Page:
7 1/4" x 9 1/2"
Bleed: 8 1/4" x 10 3/4"
Trim: 8" x 10 1/2"
Word count: up to 1000
\$10,595



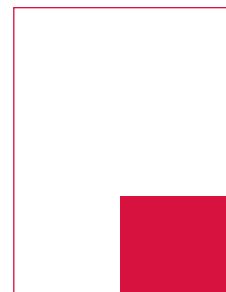
Half Page Horizontal
7 1/4" x 4 5/8"
Word count: up to 450
\$5,595



Half Page Vertical
3 5/8" x 9 1/2"
Word count: up to 450
\$5,595



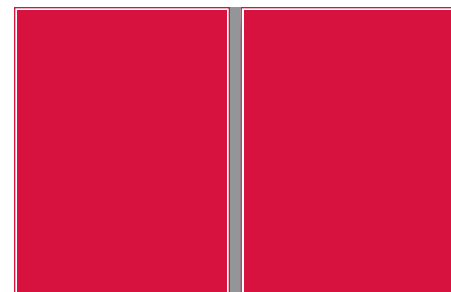
Quarter Page
3 5/8" x 4 5/8"
Word count: up to 300
\$2,995



Sixth Page
3 5/8" x 3"
Word count: up to 225
\$1,995



Eighth Page
3 5/8" x 2 1/4"
Word count: up to 175
\$1,595



Double Page Spread: Specs for each page
7 1/4" x 9 1/2"
Bleed: 8 1/4" x 10 3/4"
Trim: 8" x 10 1/2"
Word count: up to 2000
\$18,595

Column Size	
Rate per column inch \$350	
1 Column	1 3/4"
2 Column	3 5/8"
3 Column	5 3/8"
4 Column	7 1/4"

Rates include initial print insertion, repeat insertion and an 8 week online posting.
Additional charge for color: \$800

Artwork Specifications

PDF files in high resolution (300 dpi).
All fonts must be embedded.
Colors must be CMYK.

NewScientist Jobs

CANCELLATION POLICY Cancellation deadline is 12 days prior (Monday of the preceding week) to the issue date

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facebook.com/newscientist | twitter.com/newscientist | youtube.com/newscientistvideo

Print Dates

Print

ISSUE CALENDAR - New Scientist is published every week.

Our cover date is every Saturday. Reservation and artwork deadline is 10 days prior (Wednesday of the preceding week) to the issue date. Public holiday deadlines are brought forward accordingly.

New Scientist's Recruitment News Features are specific editorials that bring together the latest news, advice and career opportunities for that particular field. We will be covering key areas in science and technology as well as continuing our major focus on Diversity within science.

These Features provide an ideal environment for your recruitment and branding messages. Your ad will run alongside targeted editorial content. Additional promotional activity occurs surrounding these Features to ensure your audience is as relevant and as large as possible. Key bonus distributions are also often organized to enhance your exposure and response even further.

You can access the Recruitment News Features online throughout the year at: www.newscientist.com/topic/careers

Issue Date	Deadline	Recruitment News Features
Jan 14	Jan 4	
Jan 21	Jan 11	
Jan 28	Jan 18	
Feb 4	Jan 25	
Feb 11	Feb 1	
Feb 18	Feb 8	<i>Postdoc - Bonus Distribution: AAAS</i>
Feb 25	Feb 15	
Mar 3	Feb 22	
Mar 10	Feb 29	
Mar 17	Mar 7	
Mar 24	Mar 14	
Mar 31	Mar 21	<i>Cancer Research - Bonus Distribution: AACR</i>
Apr 7	Mar 28	
Apr 14	Apr 4	
Apr 21	Apr 11	<i>Postdoc</i>
Apr 28	Apr 18	<i>Diversity - Bonus Distribution: US Science & Engineering Festival</i>
May 5	Apr 25	
May 12	May 2	
May 19	May 9	
May 26	May 16	
June 2	May 23	
June 9	May 30	
June 16	June 6	<i>Biotech - Bonus Distribution: BIO2012 Boston MA</i>
June 23	June 13	
June 30	June 20	
July 7	June 27	
July 14	July 4	
July 21	July 11	
July 28	July 18	<i>Postdoc</i>
Aug 4	July 25	
Aug 11	Aug 1	
Aug 18	Aug 8	<i>Chemistry - Bonus Distribution: ACS</i>
Aug 25	Aug 15	
Sept 1	Aug 22	
Sept 8	Aug 29	
Sept 15	Sept 5	
Sept 22	Sept 12	<i>Diversity - Bonus Distribution: NOBCChE, SACNAS & ABRCAMS</i>
Sept 29	Sept 19	
Oct 6	Sept 26	<i>Faculty</i>
Oct 13	Oct 3	
Oct 20	Oct 10	
Oct 27	Oct 17	
Nov 3	Oct 24	
Nov 10	Oct 31	
Nov 17	Nov 7	<i>Academia</i>
Nov 24	Nov 14	
Dec 1	Nov 21	<i>Geophysical Science - Bonus Distribution: AGU</i>
Dec 8	Nov 28	
Dec 15	Dec 5	
Dec 22 & 29	Dec 12	<i>Careers Guide</i>

CANCELLATION POLICY Cancellation deadline is 12 days prior (Monday of the preceding week) to the issue date

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facebook.com/newscientist | twitter.com/newscientist | youtube.com/newscientistvideo

NewScientist Jobs

Online Job Postings

Online

To make sure we remain the best place in the industry to find the right science professionals, this year we have improved the way you can reach job seekers online. With our new layout and design plus a mobile-friendly version of the site, comes new and improved advertising opportunities that help you reach the right candidates. Our dedicated recruiter area has had a makeover, with improved navigation helping you to manage and post your jobs even more quickly and easily. You can now also manage both your live jobs and your applications with our new application manager. Our resume database has become even more targeted and user friendly, so that you can find the right quality candidates for your role. Plus our improved reporting tools will make it effortless to get the statistics you need on advertisement response.

SINGLE JOB POSTING

Online job postings are the perfect way to reach an active job seeking audience and by working with New Scientist Jobs you will reach over 200,000* unique scientific users on a monthly basis. Whether you are looking to fill one position or have a large number of positions, New Scientist Jobs has posting options that can meet your needs.

New for 2012, fully customized New Scientist Jobs mobile site allows job seekers to find and apply for your jobs wherever they may be, at any time. You will never miss a relevant job seeker.

Single Job Posting includes:

- 8 weeks online on newscientistjobs.com
- Unlimited text
- Color logo
- Exposure on our partner sites including;
 - www.chemjobs.net
 - www.justgarciahill.org
 - www.selectscience.net
- Jobs by Email alert
- Return on Investment Tracking

Cost: \$415

MULTIPLE JOB PACKAGES

Many of our advertisers have numerous positions that open throughout the year and purchase a posting package to take advantage of the savings we offer. If you know that you have a certain number of positions opening within the next 3-12 months then take a look below at the savings you can receive.

Posting Packages		Cost per job
5 Jobs	\$1,660	\$332
10 Jobs	\$3,200	\$320
20 Jobs	\$5,900	\$295
50 Jobs	\$12,500	\$250
100 Jobs	\$19,500	\$195
Unlimited	Rates Upon Request	

If you have a large number positions we can automatically pull jobs from your site to newscientistjobs.com. Thus saving you time and making it an automatic process as opposed to manually posting each job.

*Aug 2011 Omniture/Hitbox

NewScientist Jobs

Online Job Postings

Online

Webpacks

Maximise your response

Our webpacks offer you **33% discount** off rate card prices for one job in comparison to purchasing them as separate inventory. Speak to your account manager for further information.

VISIBLE - \$700
(Save \$365)

8 week Job Posting
(see page 6 for posting details)
Premium Job
Featured job

IMPACT - \$880
(Save \$435)

8 week Job Posting
(see page 6 for posting details)
Job of the Week
Premium Job

TARGET - \$1,550
(Save \$765)

8 week Job Posting
(see page 6 for posting details)
Top Job/Keyword
Target Email

Job of the Week \$500 per week
An exclusive and prominent position for you to gain maximum exposure for your vacancy

Featured Job \$250 per week
Make your job vacancy stand out with this eye-catching position on the homepage

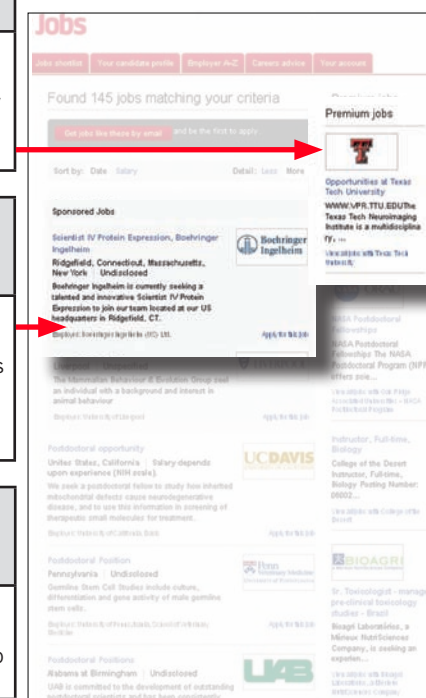
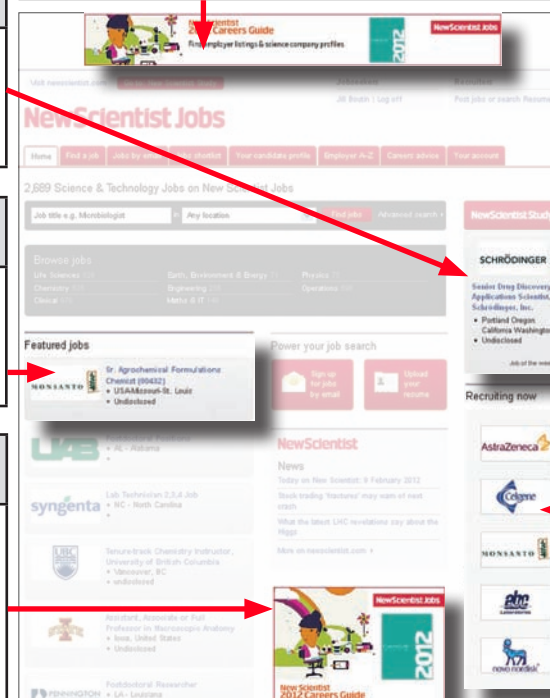
MPU \$995 per week
Exclusive position to grab the attention of job seekers with the use of animation or video
300x250 pixels, gif or jpeg file format, 30k file size max, can be animated

Leaderboard \$1,995 per month
Exclusive position to grab the attention of job seekers with the use of animation or video
300x250 pixels, gif or jpeg file format, 30k file size max, can be animated

Premium Jobs \$400 per week
Appear against category searches that are relevant to your vacancy and increase brand awareness

Top Job / Keyword Sponsored \$400 per week
This service allows you to select keywords that are relevant and ensures that your position appears at the top of all related searches

Featured Recruiter \$500 per month
Get your brand to stand out on the homepage and direct candidates to all of your job listings



Did you know?
Utilizing additional online services has been shown to increase your response rate up to 35%.*

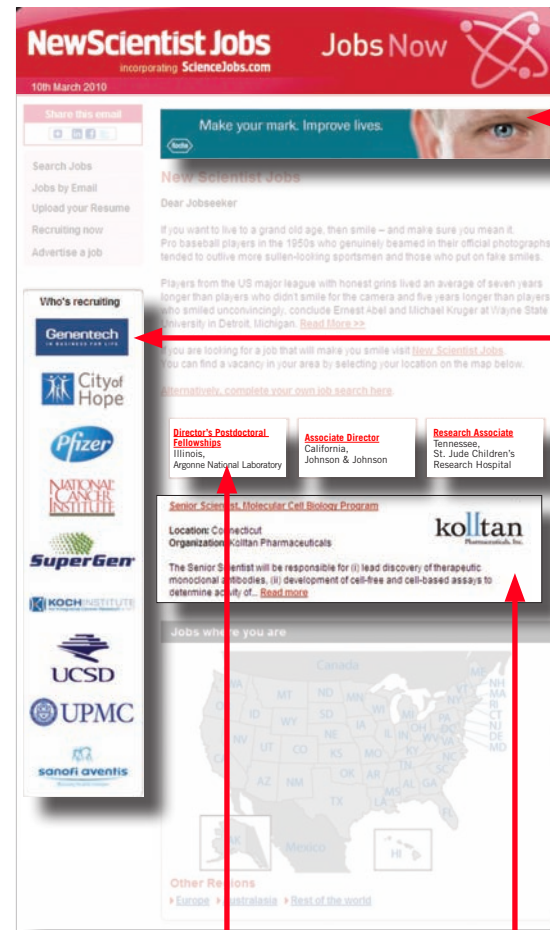
*Madgex (7 Jan 2012 - 7 Feb 2012)

NewScientist Jobs

Email Solutions

New Scientist Jobs Email Newsletter

Our biweekly email newsletter is a great way to send additional exposure directly to the inbox of relevant job seekers. Don't wait and hope that job seekers will look for your ad; send a message that will reach them on their lap tops, tablets and mobile phones with our monthly newsletters. Feature your message alongside relevant recruitment careers advice and content. Reserve your space as availability is limited.



JOBS NOW	
Email Send Date	Content
Jan 18	
Feb 15	
Mar 14	Postdoc
Apr 11	Cancer Research
May 9	Postdoc
June 6	
July 4	Biotech / MA
Aug 1	
Aug 29	
Sept 26	
Oct 24	Faculty
Nov 21	
Dec 19	Geophysical Sciences

WHO'S RECRUITING	
Email Send Date	Content
Jan 4	
Feb 1	
Feb 29	Postdoc
Mar 28	
Apr 25	Diversity
May 23	
June 20	
July 18	
Aug 15	Postdoc
Sept 12	Chemistry
Oct 10	Diversity
Nov 7	
Dec 5	Academia

Emails that do not have a content theme specified will editorially be covering the latest science news and career up dates.

Did you know?

Utilizing the e-Newsletters has been shown to increase your response rate up to 60%.*

*Publishers statement, April 2011

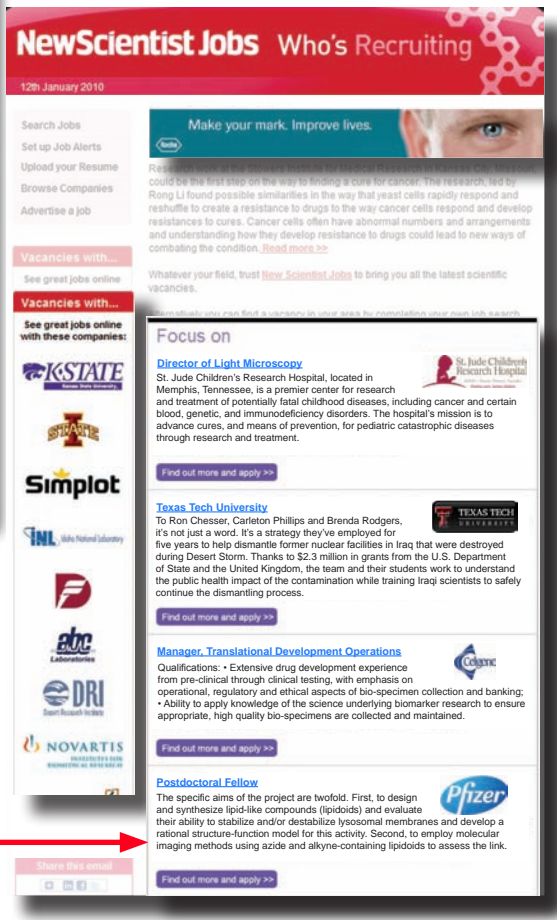
Leaderboard \$995
Exclusive position to grab the attention of job seekers with a creative message
300x250 pixels, gif or jpeg file format, 30k file size max

Button \$250
Promote your organization and with one click send job seekers to a full list of your open positions

Top Job \$300
Attract additional attention to your hard to fill or time sensitive opening

Job of the Week \$500
An exclusive and prominent position for you to gain maximum exposure for your vacancy

Target Job \$500
Brand your organization and provide job seekers information on your specific vacancy right here on the newsletter



NewScientist Jobs

Email Solutions

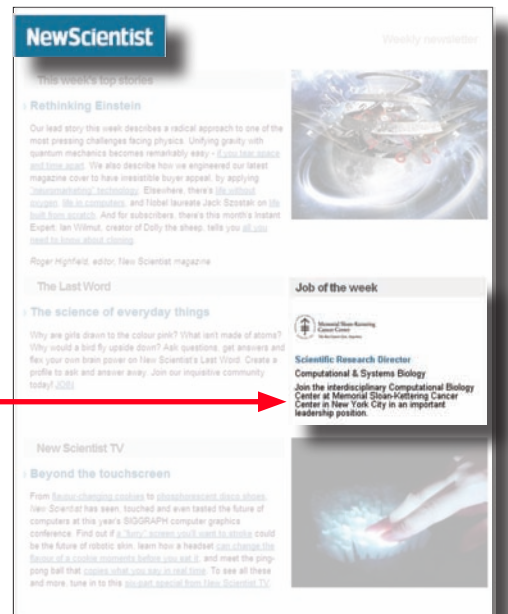
New Scientist Newsletter

Our weekly *New Scientist* email newsletter reaches readers while they are leisurely enjoying this week's issue packed with the latest scientific news, features and opinions. Your message will take the form of an MPU creative slot or Job of the Week ad in the center of the email, drawing visual attention from a captive audience.



MPU Banner \$500
Exclusive position to grab the attention of readers with a creative message
300x250 pixels, gif or jpeg file format, 30k file size max, can be animated

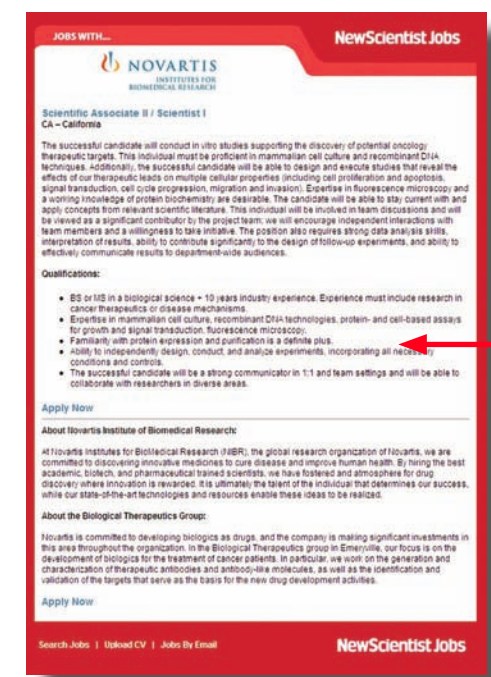
Job of the Week \$500
An exclusive and prominent position for you to gain maximum exposure for your vacancy



Target Emails

Let potential job seekers know just how incredible the opportunities are at your company with a targeted email. Reach an interested, relevant audience who is both excited and grateful to get important information about companies that are currently hiring. Be at the top of their minds when you are at the top of their inbox.

All Target Emails enjoy measurable results so that you can track emails sent, emails delivered, open and click rates and demonstrate ROI.



Target Email \$1,500
Target the most relevant job seekers by drilling into our database of active job seekers. We can segment by Job Title, Location and Qualification Level to target the most suitable candidates for your vacancy

NewScientist Jobs

Diversity

Diversity

Is Diversity Hiring Important to You?

If so, *New Scientist* magazine and New Scientist Jobs can help!

Newscientistjobs.com users are 53% female, allowing you to attract more female applicants for open positions.

Every job posting on newscientistjobs.com is also posted on our diversity partner JustGarciaHill.org. JustGarciaHill.org is a social networking website committed to increasing the number of minorities entering science careers and to celebrating contributions to science by minority scientists. This allows you to showcase that you are a company interested in hiring under-represented minorities in the sciences and are an equal opportunity employer.

New Scientist magazine publishes two bespoke Diversity Recruitment News Features.

The first Diversity Recruitment News Feature is April 28th (deadline April 18th). It will have an editorial focus on women in the sciences and will be of particular interest to women. This means that women will read the article and look at the advertising following it. The issue will have bonus distribution at the **US Science and Engineering Festival** in DC on April 28th & 29th <http://www.usasciencefestival.org>.

The second feature is a special Diversity Supplement focusing on under-represented minorities in the sciences. This supplement will be published September 22nd (deadline September 12th). It will contain editorial of interest to under-represented minorities in the sciences. This supplement will be something that people retain for future reference and your advertisement, displaying your support of under-represented minorities in the sciences, will be viewed repeatedly.

The supplement will be distributed to the New Scientist readership and be distributed at the following meetings:

NOBCChE National Conference September 25-28, Washington, DC

<http://www.nobcche.org/>

The National Organization for the Professional Advancement of Black Chemists and Chemical Engineers' mission is to build an eminent cadre of people of color in science and technology

SACNAS Annual Conference October 11-14, Seattle, Washington

<http://www.sacnas.org/>

SACNAS is a society of scientists dedicated to fostering the success of Hispanic/Chicano and Native American scientists—from college students to professionals—in attaining advanced degrees, careers, and positions of leadership.

ABRCMS Annual Meeting November 7 - 10, San Jose, CA

<http://www.abrcms.org>

The conference is designed to encourage underrepresented minority students to pursue advanced training in the biomedical and behavioral sciences, including mathematics and provide faculty mentors and advisors with resources for facilitating students' success.

Finally, *New Scientist's* 2013 Careers Guide, with distribution online and in print throughout 2013 will also be distributed by JustGarciaHill.org allowing you to reach more under-represented minorities in the sciences. **Turn to page 11 for more information about our 2013 Careers Guide.**

New Scientist Jobs Careers Guide

Careers Guide

Supported by the top names in science and delivering outstanding service, *New Scientist* and New Scientist Jobs are the first choice for employers and job seekers in all areas of science.

The *New Scientist* Careers Guide is the leading Science and Technology Careers guide to be distributed across North America.

Multi-Media Solution

Bound into the Year-In-Review / New Year's bumper issue, the hard copy reaches all North American subscribers of *New Scientist*. Throughout the year, it is then distributed at major scientific events, reaching thousands of additional readers.

The digital edition is available for download to the entire audience of newscientist.com from January 2013 through year's end in its complete format. This digital "active magazine" presents an easy to read, interactive format. Additionally, the organization will benefit from an Online Profile and an Applicant Portal for 12 months on newscientistjobs.com, turning potential job seekers into informed applicants.

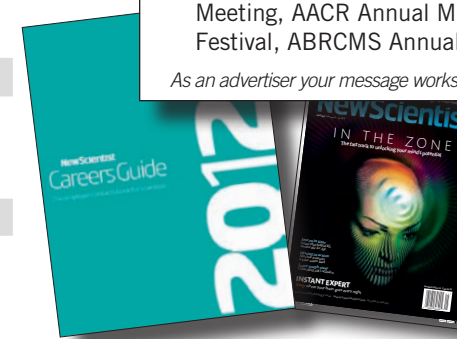
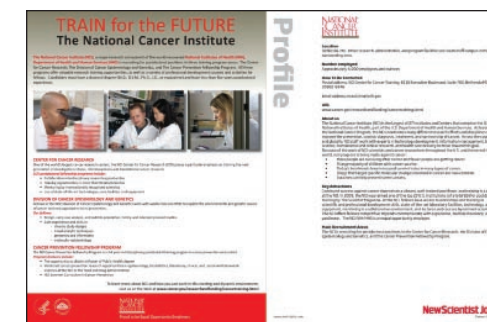
Distribution:

- A minimum of 32,000 copies of the Careers Guide will be distributed and additional copies will be available for download online
- The Careers Guide is bound into New Scientist Year-In-Review Issue, which allows you to reach the largest *New Scientist* readership of the year
- Copies distributed FREE to graduates and science professionals throughout 2013 via career fairs, conventions and professional scientific meetings which are expected to include: AAAS Annual Meeting, AACR Annual Meeting, BIO2013, BIO Career Fair, SACNAS Annual Meeting, World Science Festival, ABRCMS Annual Meeting, SfN Annual Meeting, AGU Annual Meeting.

As an advertiser your message works hard all year, traveling across the continent reaching the top minds at the most prestigious events

Benefits of Advertising in the Careers Guide:

- Your message appears across four (4) distinct media allowing you to reach multiple audiences
 - *New Scientist* magazine readers across North America
 - Attendees at key scientific events throughout 2013
 - Users of the interactive Digital edition
 - Job seekers searching the New Scientist Jobs network
- Engage with fresh graduates, mid career scientists and seasoned scientific professionals
- Reach passive and active job seekers
- Attract talent from myriad science disciplines; Bioscience, Chemistry, Engineering, Environmental Sciences etc
- Enjoy year long attention from high caliber applicants
- Communicate the benefits of working at your organization quickly and simply – remain competitive
- Drive traffic to your site all year long
- Enjoy the peace of mind that comes with knowing your advertising dollars are working hard all year and come with trackable results!



Can I Track ROI?

Yes! Provided quarterly report will track:

- Physical distributions of the hard copy Careers Guide
- Statistics for the digital edition
- Marketing activity promoting the guide
- Metrics Reporting for the Applicant Portal
- Traffic Reporting on Digital Profile Page

For only \$8,995 you get:

A full two-page spread in an attractive annual reference guide for job seekers
An annual online posting linking directly to your organizations web site
Special bonus distribution at 9 prestigious scientific conferences in 2013!

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facebook.com/newscientist | twitter.com/newscientist | youtube.com/newscientistvideo**