

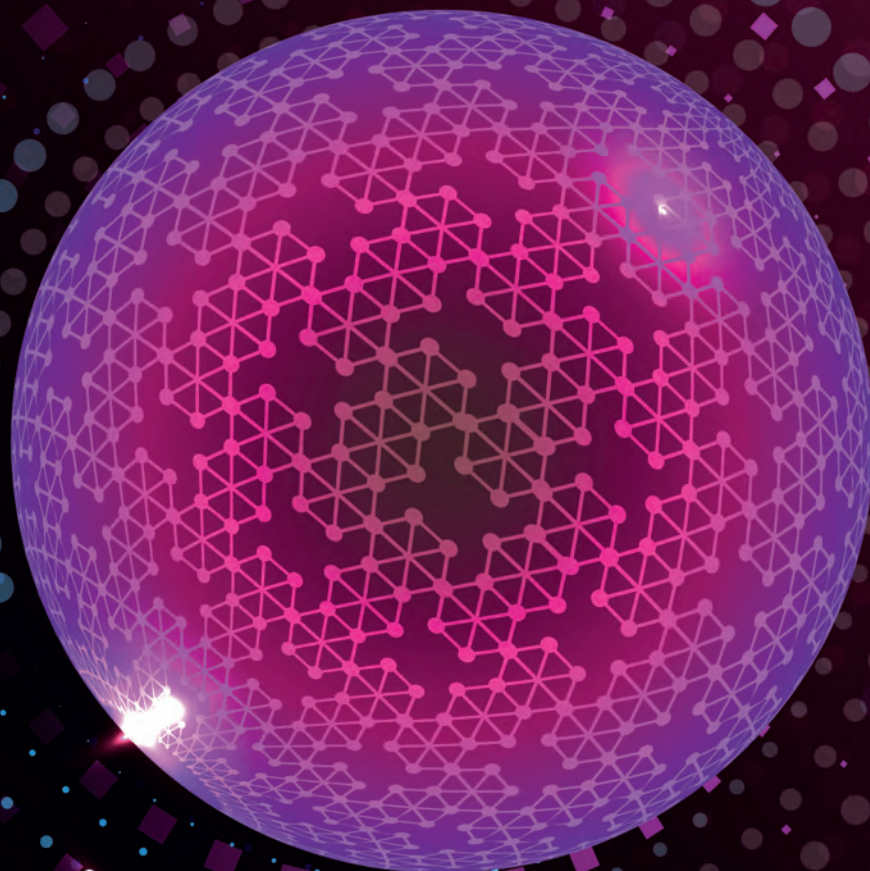
physicsworld

MEDIA INFORMATION 2024

More than
616,500
monthly page
views

More than
355,000
monthly visitors

Magazine
readership
more than
60,000



More than 99% of readers

consider *Physics World* to be a
reliable source

More than 90% of users

would recommend the site to
colleagues or friends

*Figures are from Google Analytics, September 2022

About us

A MESSAGE FROM THE EDITOR-IN-CHIEF



Whether you're a physicist in academia or industry, a student or someone who once did physics but is now in a different field, *Physics World* is here to keep you up to date with the latest breakthroughs across the whole of physics and beyond.

Thanks to an award-winning team of professional science writers and editors, it provides a global audience with a unique mix of daily news, opinion and analysis along with the highly respected Weekly and Stories podcasts.

Physics World aims to be the most trusted provider of physics news, with content that seeks to inform, educate, entertain and connect a global scientific readership.

Matin Durrani, editor-in-chief, *Physics World*

PARK SYSTEMS

"*Physics World* and the group of IOP Publications offer us a great opportunity to reach a vast scientific community using multi-level media marketing campaigns. The customer service is superb."

ELEKTA

"Our IOP representative and the science writers and management actually speak to us and check it's right for us – it's a win win. You can tell they care and want to help us achieve our goals."

NANOSCIENTIFIC JOURNAL

"Our banner campaign with IOP Publishing helped drive traffic to our Symposiums, reaching a world-wide audience within a broad scientific community. The customer service is outstanding."

Physics World magazine

PHYSICS WORLD



The most trusted and respected provider of science news, features and commentary for the global physics community.

Published for more than 30 years, with 12 issues a year, advertising in *Physics World* positions your products and services alongside our must-read content.

- Raise awareness of your brand to a large number of purchasing scientific professionals worldwide.
- Our topical and engaging content provides the perfect environment to convey your marketing message, and our selection of special issues provide the ideal platform to target specific sectors within physics.

“Physics World provides great insights into how physics is applied to real world problems and can have a hugely positive impact on people’s lives”

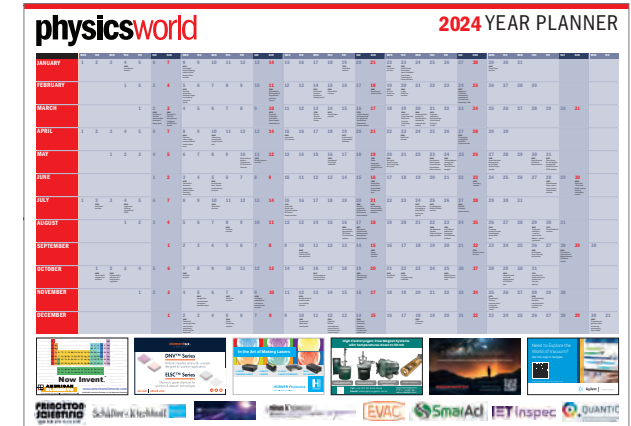
MAGAZINE READER, Audience research

Special topic issues in 2024

Physics World will publish two special issues in 2024 focused on specific topics:

- Quantum technologies – May
- Materials science – November

WALL PLANNER



Showcase your brand alongside our sought-after wall planner, distributed with the December issue of *Physics World*.

- Maximize your marketing budget by gaining 12 months of exposure from one activity.
- Limited advertising positions enable your brand to speak louder.
- Reach a wider audience. Wall planners are often used in communal areas or shared laboratories – this will enable your brand to gain visibility by a wider demographic.

Physics World magazine

SHOW DISTRIBUTION

In addition to distribution to the membership of the Institute of Physics, *Physics World* is sent to key events and relevant institutes or facilities throughout the year. Contact us for the most up-to-date list.

January

- SPIE Photonics West, San Francisco, USA
- SPIE BIOS Expo, San Francisco, USA

February

- BPS2024, Philadelphia, USA
- Pittcon, San Diego, USA
- APS March Meeting 2024, Minneapolis, USA
- DPG CM, Berlin
- JSAP 71st Spring Meeting 2024, Tokyo, Japan

March

- 41st International Battery Seminar & Exhibit, Orlando, USA

April

- Quantum.Tech Boston 2024, USA
- ESTRO 2024, Glasgow, UK
- 67th Annual SVC Technical Conference, Chicago, USA

May

- ECS Spring Meeting, San Francisco, USA
- IPAC 24, Nashville, USA
- 3rd annual Commercialising Quantum Global 2024, London, UK
- The Advanced Materials Show, Birmingham, UK

June

- European Vacuum Conference, Harrogate, UK

July

- AAPM 65th Annual Meeting, Los Angeles, USA
- Microscopy & Microanalysis 2024, Cleveland, USA

August

- ACS Fall 2024 National Meeting & Exposition, Denver, USA

September

- Chinese Physical Society
- World Nuclear Symposium
- ASTRO 2024, USA

October

- Advanced Materials 2024, USA
- ECS PriME 2024, Honolulu, Hawaii
- AVS International Symposium & Exhibition 2024

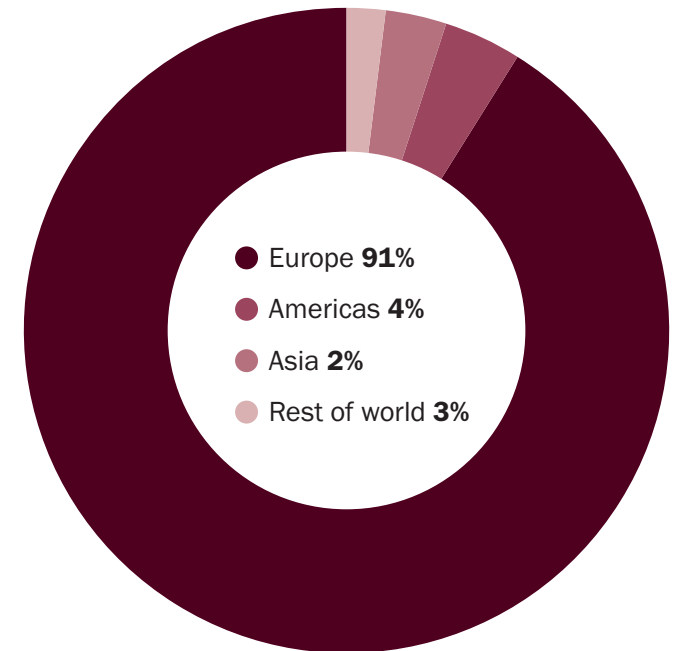
November

- 2024 MRS Fall Meeting & Exhibit, Boston, USA

December

- AGU 2024, Washington D.C., USA

GEOGRAPHICAL DISTRIBUTION OF MAGAZINE READERS



Physics World Digital

physicsworld Magazine | Latest | People | Impact | Collections | Audio and video | TOPICS

magazine

Welcome to the new way to enjoy *Physics World* magazine
Easy-to-use digital editions that include all the content you know and trust but available whenever and wherever you want it

What's new?
The new way to enjoy *Physics World* allows you easy access to all the available editions of the monthly magazine at the touch of a button.

- Get issues of *Physics World* the moment they are published
- Choose to read as a PDF-based e-magazine or as individual online articles
- Access on desktop, mobile or tablet
- Search within issues to find content
- Bookmark your favourite articles to read later
- Download issues to enjoy offline
- Explore the story behind the story with audio and video

[Browse the available editions of *Physics World* now](#)

Physics World monthly issues are exclusively available to members of the Institute of Physics. Not a member? See the [full archive](#) for other free-to-read content or visit the [IOP site](#) to learn more about how to join.

Are you an IOP member and want to get started?
To access the new digital editions of *Physics World*, create an account on the *Physics World* website. This is separate to any IOP accounts you may have. Follow the instructions during registration to confirm your IOP membership – you'll only need to do this once. When you've finished creating your *Physics World* account make sure you're signed in to the *Physics World* website and you'll be able to access all the monthly issues of the magazine.

Want to go straight to the latest issue?
Physics World September 2023 is now available as a PDF-based e-magazine or as individual online articles.
[Read the issue here](#)

Want to find back issues?
Quick links to all the previous editions of *Physics World* are available in the [magazine archive](#), including our free-to-read subject-focused *Briefings* series and the *Physics World* *Careers* guide.

Got a problem or want to know more?
Check out our [FAQs area](#). You can find out information about accessing the content, using the e-magazine and offline options, plus details of who to contact if you need more support.

physicsworld VIDEOS Filmed at Photonics West 2023, *Avantes* exhibit their new *Pacto spectrometer* – a compact device that's designed to be embedded in other systems. [watch now](#)

Want even more content?
Get more from *Physics World* without waiting for the next issue. The same great journalism and science writing you trust but delivered to you daily.

- Read updates on the latest research as soon as they happen
- Get notifications of new articles direct to your browser
- Access more than 20 years of online content
- Discover news and innovation across 13 dedicated scientific areas
- Explore special content collections on trending topics and key issues
- Tune in to online presentations and live events

Visit the homepage to see what's happening in physics right now
[Explore more great content here](#)

Increase your chances of being seen with the new, improved *Physics World* digital magazine.

Physics World is now available in an easy-to-use, digital format. A wide variety of advertising opportunities are available, with augmented advertising opportunities available in the digital edition.

- Reach a wide audience as *Physics World* monthly issues are exclusively available to members of the Institute of Physics the moment the issue is published.
- All print adverts are automatically included, with all links to your websites and emails active.
- Upgrade your print advert in the digital to include audio or video.

Digital issue:
Free to read
for all IOP members
and PW subscribers

physicsworld Contents: September 2023

Muography

Quanta

Research Updates

News & Analysis

Comment

Transactions

Critical Point

Forum

Features

Using cosmic muons to predict natural disasters

Cold: the early days of laser cooling

Reviews

Careers

Recruitment

Later Thoughts

Power Innovation in Automotive Design
with COMSOL Multiphysics®

Multiphysics simulation software feeds the innovation of electric components, batteries, sound systems and other automotive parts. By building models that accurately represent the real world, engineers are able to develop, test and verify their designs faster.

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Physics World Briefings

DISTRIBUTION

Physics World Briefings are the subject-focused supplements to Physics World.

Our supplements cover a key subject in physics. Their targeted distribution means they are sent to the readers who are interested in those topics, in addition to bespoke distribution to events, key facilities and society partnerships throughout the year. The events listed are going ahead at the time of publication. Contact us for the most up-to-date distribution plans.

Instrumentation & Vacuum Briefing

June

European Vacuum Conference

3rd annual Commercialising Quantum Global 2024

AVS International Symposium & Exhibition 2024

SVC Techcon 2025

Big Science Supplement

September

Big Science Business Forum 2024 (BSBF'24)

BIG SCIENCE SUPPLEMENT

In September 2024, *Physics World* magazine, in partnership with its sister publication *CERN Courier*, will publish a special supplement focusing on the European Big Science Facilities.

The issue will focus on the enabling technology, knowledge transfer, and the intersection point between Europe's Big Science installations and industry.

It will receive bulk distribution at the 2024 Big Science Business Forum (BSBF'24) in Turin, Italy as well as other key events throughout the year. It will also be available digitally on cerncourier.com and physicsworld.com throughout the year.



INSTRUMENTATION & VACUUM BRIEFING

This briefing provides an annual review of how various equipment and vacuum technology is helping to fuel the latest scientific breakthroughs. It will be distributed at many of the world's leading vacuum conferences throughout the year, starting with the European Vacuum Conference in June.

About the European Vacuum Conference

In June 2024, the Institute of Physics will be hosting the joint European Vacuum Conference (<https://iop.eventsair.com/evc17-ecoss37>).

Physics World will be distributing copies of the briefing in bulk at the show. The event is endorsed by the International Union for Vacuum Science, Technique and Applications (IUVSTA) and the British Vacuum Council (BVC) and will bring together the following events into one show:

- 17th European Vacuum Conference (EVC-17)
- 37th European Conference on Surface Science (ECOSS-37)
- UK Surface Analysis Forum (UKSAF)
- 13th Vacuum Symposium UK (VS-13)
- RGA User's meeting

Additionally, IOP will be offering exhibitor booths to up to 30 exhibitors, for more information please contact the IOP sales staff.

physicsworld.com is the world's biggest physics news website covering all fields of physics, from astronomy to quantum science.

Brought to you by the same award-winning editorial team as *Physics World* magazine *physicsworld.com* has seen exponential growth in its audience in the past few years.

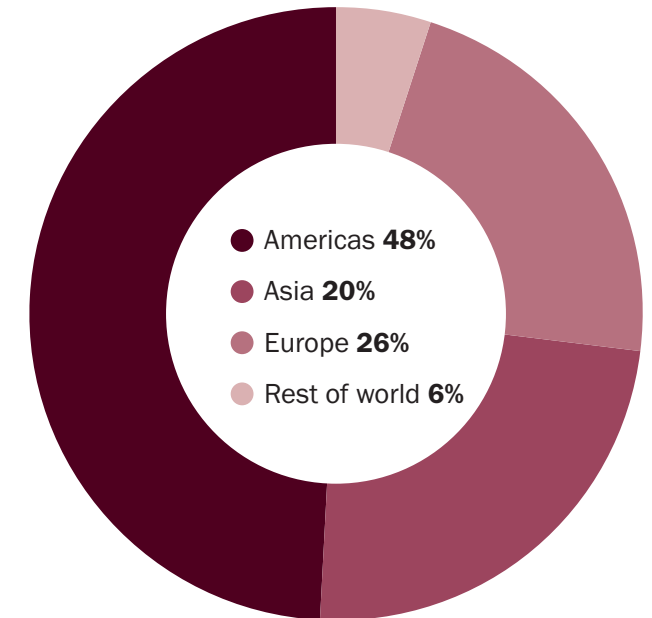
Online editorial specials

Nobel prize (October)
Breakthrough of the Year (December)

Show preview articles

Photonics West
Biophysical Society
APS March Meeting
MRS Fall Meeting
Photonex/Vacuum

GEOGRAPHICAL DISTRIBUTION OF USERS



AVERAGE MONTHLY CHANNEL PAGE VIEWS

Topic	Average monthly channel page views
Astronomy & space	57,000
Quantum	48,500
Materials	31,500
Medical physics	28,000
Optics & photonics	20,500
Particle & nuclear	18,200
Biophysics & bioengineering	15,500
Instrumentation & measurement	14,000

More than
616,500
monthly page views

More than
3 min 50 sec
on article pages

More than
355,000
monthly visitors

Target
64,000
weekly newsletter subscribers

BANNER ADVERTISING

Put your message in front of more than 615,500 website visitors a month by displaying your advert in one of our digital banner spots.

Advertising packages can be tailored to your target audience by specific page, subject area or side wide.

Choose from banner advertising in premium online space above the page fold, within editorial content and popular topics.

BANNER SIZES

Leaderboard banner

970 x 90 pixels (responsive) + 300 x 250 (mobile)

The screenshot shows the physicsworld.com website with several banner ad placements. At the top right, there is a yellow banner for 'ICE' with the text 'Probes with up to 52 Cu Ni Coax Lines'. On the right side, there is a purple banner for 'PRX ENERGY' with the text 'APCs walked until 2023'. At the bottom right, there is a blue banner for 'quantum approved' with the text 'Laser Rack Systems'. Other banners include 'HEINZINGER', 'RaySearch Laboratories', 'HOLOEYE', 'queensgate', and 'EDINBURGH INSTRUMENTS'.

Top level

MPU

Sticky

300 x 250 pixels

The screenshot shows the physicsworld.com website with several banner ad placements. At the top, there is a black banner for 'Quantum Design' with the text 'fusion scope TRUE AFM • SEM Correlative Microscopy'. On the right side, there is a purple banner for 'PRX ENERGY' with the text 'APCs walked until 2023'. At the bottom right, there is a blue banner for 'quantum approved' with the text 'Laser Rack Systems'. Other banners include 'ENVIRONMENTAL RESEARCH' and 'RESEARCH UPDATES'.

Digital advertising options

WEBINARS

Online presentations that allow expert speakers to explain novel tools and applications.

Give your prospective customers a chance to interact with you in real time and develop a personal connection with your brand.

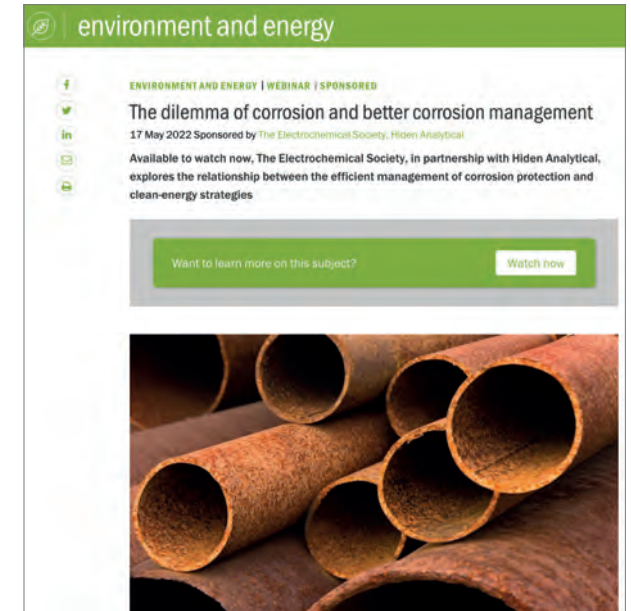
- You're the product expert – take the opportunity to personally highlight the benefits that your products and services bring.
- Each webinar benefits from an exclusive multi-channel marketing campaign to provide you with as many qualified leads as possible – average of 280.
- A recording of your webinar is available on demand for six months, giving you extra lead-generation opportunities for no extra effort.



Corporate webinars

With our webinar service you get to give a 45-minute presentation, followed by a 15-minute Q&A. We'll provide you with the contact details of everyone who signs up to the webinar and who gives permission to be contacted.

The price includes hosting of the webinar, a practice session, and extensive promotion to our audience through e-mail and social-media campaigns.



Sponsored webinars

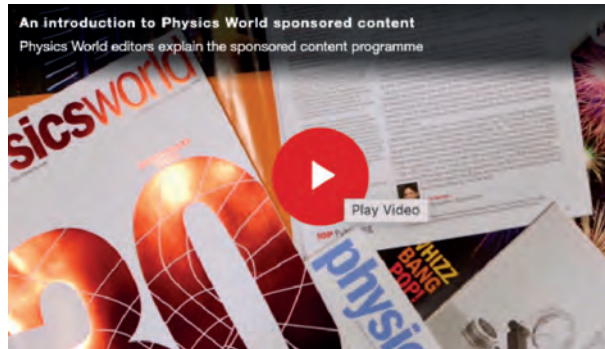
For the last few years, IOP Publishing has teamed up with several of our publishing partners including The Electrochemical Society, the International Union for Vacuum Science, Technique and Applications (IUVSTA) and CERN to produce webinars on hot topics in their respective fields.

Sponsorship opportunities are available for the webinars. Sponsors get their name/logo on the main landing page and then receive of a list of names of everyone who signs up to the webinar and who gives permission to be contacted.

Webinar sponsors have generated an average of more than 100 contacts per webinar. Webinar topics are announced on an ad hoc basis throughout the year.

Digital advertising options

NATIVE ADVERTISING



A unique opportunity for your business to commission high-value content, showcasing your products, your people and your capabilities:

- Work with a dedicated editor who will talk with you to clearly understand your goals and will feedback on how they think this is best achieved as an article.
- Your article will be written by an experienced *Physics World* editor and published at time that best suits your objectives.
- Promotion of your articles through a number of marketing activities including e-mail and social-media activity.

“Creating our native articles was a very straightforward process – the majority of the legwork is done by the Physics World journalist. Working to a short set of our requirements, he was able to create a Physics World article that supports our marketing strategy, whilst reporting on the scientific research that our products are used for.”

RUSSELL HARDY, UHV

VIDEO



Bring your products, case studies or career opportunities to life and quickly engage with prospects and customers.

We offer the following services:

- Concept development
- Script writing
- Storyboarding of ideas
- Interviews
- Filming
- Production
- Voice-over artists

We can also film videos at key scientific conferences throughout the year, enabling you to easily interview customers or create a product showcase. After production, all videos will be promoted by our dedicated marketing team across our digital channels, including relevant social-media platforms and e-mail campaigns.

Physics World will be sending a video crew to the following conferences to film exhibitor booth videos:

- Photonics West
- APS March Meeting
- ASTRO

Digital advertising options

NEWSLETTERS



Directly reach our audience of key decision makers by advertising within the *Physics World* newsletters.

- Tiered pricing models enable advertising to be available to suit your budget.
- Increase the impact of your other *Physics World* online advertising campaigns by taking out newsletter advertising at the same time.

Topic	Frequency	Subscribers
Highlights	Weekly	70,000
Materials	Quarterly	23,500
Medical physics	Weekly	20,400
Environment	Bi-annual	22,100
Careers	Bi-monthly	7500
Optics	Bi-annual	5300
Quantum	Bi-annual	800
Particle & nuclear	Bi-annual	New for 2024

INNOVATION SHOWCASES



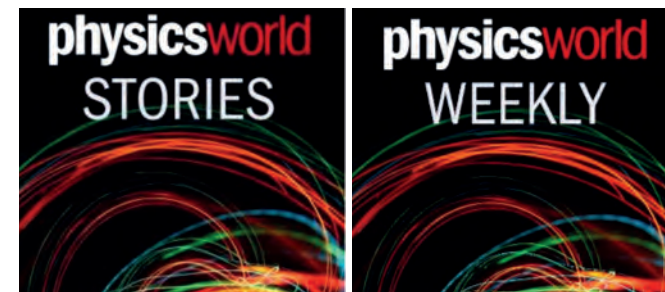
We have a range of options available to support your latest product launches.

Product Focus box

Become a corporate partner and highlight one of your latest products or press releases in this unique advertising space:

- The product focus box uses a *Physics World* template that enables your advert to be in keeping with the feel of the website and increases trust from readers.
- Gain direct traffic to your press release or news article, to enable readers to get all the key information in one hit.
- Receive a bonus highlight in our most relevant newsletter.

PODCASTS



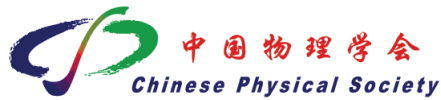
More people are consuming media through audio than ever before. Position yourself in the heart of the *Physics World* podcast to benefit from this trend.

- Benefit from editorial oversight from our experienced team of podcast editors.
- Your sponsorship message will be placed throughout the podcast to increase your brand visibility.
- Gain from the trust readers place in the *Physics World* editors by having your message read out by our podcast host.

Title	Frequency	Downloads
<i>Physics World</i> stories	Monthly	9000 per episode
<i>Physics World</i> weekly	Weekly	6500 per episode

Wuli magazine

PROMOTION IN CHINA



Reach 40,000 physicists in China through the Chinese Physical Society membership magazine *Wuli*.

Founded in 1932, the Chinese Physical Society (CPS) is an academic organization under the leadership of the China Association for Science and Technology. There are approximately 40,000 individual members.

IOP Publishing has a long-term publishing relationship with the CPS and we partner with them to publish three academic journals.

Physics World expanded this partnership to offer its services with advertising. *Physics World* has been officially appointed as the sales contact for companies outside of China.

Wuli is a monthly magazine showcasing the latest developments in physics and related disciplines from all over the world, as well as reporting on the physics landscape within China. With 12 issues a year and published in Chinese language, advertising in *Wuli* is a great way to reach a targeted audience of researchers in China.

We can work with you to create new campaigns or translate existing ones into Chinese language, as part of this advertising package.

More about Wuli

- Wuli has a printed circulated of 9000
- Wuli's website has a readership of approximately 500,000
- The target audience are graduate students and above
- Wuli will be sent to lots of big conferences in 2024 including CPS Fall Meeting in October, The 13th National Academic Conference on Soft Matter and Life Matter Physics in March, and The First Conference on Applied Physics in March
- Some special articles for 2024 are The fourth-generation Synchrotron Radiation Light Source; Large High Altitude Air Shower Observatory; Pulsar Timing Array; 100th Anniversary of Quantum Mechanics; and Nobel prize special topics. Others would be confirmed later this year
- The 9th Issue in 2024 will celebrate the 100th Birthday of Chinese physicist, Zuqia Huang

ADVERTISING

Advertising in *Physics World* gives you exposure to highly qualified physicists.

- **Direct and efficient** – advertising with us gives you access to a highly qualified readership.
- **Unrivalled authority** – give your vacancy kudos and reinforce the research and prestige of your institution.
- **Extended reach** – consider one of our package deals, to reach a wider readership than ever before.

Physics World Jobs Partner Network

physicsworld | jobs Partner Network

Advertising with **Physics World Jobs Partner Network**, offers you direct access to highly qualified candidates across our partner sites; *Physics World Jobs*, *APS Physics Jobs* and *CERN Courier Jobs*.

- All relevant jobs are automatically posted on both *Physics World Jobs* and *APS Physics Jobs* to provide your vacancy with the greatest exposure possible.
- All employers are entitled to six 14-day basic job postings per year, available free of charge.
- We offer free 60-day listings for organizations recruiting for internships or summer placements.

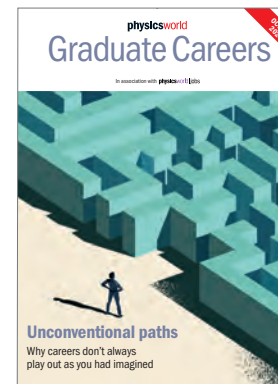
Physics World Careers



The annual career guide from *Physics World*, it's packed with case studies, careers advice and an extensive employer directory.

- Be seen in the “who’s who” of physics employers, showcasing the range of opportunities available to physics and engineering students.
- Highlight your postgraduate positions, graduate careers programme or just the range of employment opportunities available at your organisation.
- A can't miss opportunity to reach physics graduates in this sought-after publication.

Graduate Careers



Don't miss our *Graduate Careers* supplement in October full of career-focused content designed for students in their final year of university and those who have recently graduated.

- Get your vacancy seen alongside our sought-after content and take advantage of the extra visibility offered in our graduate campaigns.
- Distributed at high-profile graduate careers events to get your advert seen by readers outside of the IOP membership.

Contact us

DISPLAY ADVERTISING



The Americas
Curtis Zimmermann
Senior sales representative
+1 908 656 2341
curtis.zimmermann@iopublishing.org



Europe and Korea
Mattias Persson
Senior sales executive
+44 (0)117 930 1030
mattias.persson@iopublishing.org



UK, Ireland and Japan
Ben Mealing
Senior sales executive
+44 (0)117 930 1865
ben.mealing@iopublishing.org



Germany and the Netherlands
Katrina Davis
Senior sales executive
+44 (0)117 930 1219
katrina.davis@iopublishing.org

RECRUITMENT ADVERTISING



Sarah Andrieu
Senior sales executive
+44 (0)117 930 1819
sarah.andrieu@iopublishing.org



Natasha Clarke
Senior sales executive
+44 (0)117 930 1864
natasha.clarke@iopublishing.org



The Americas
Diane Adams
Sales executive
+1 419 367 2171
diane.adams@iopublishing.org



China
Chris Thomas
Strategic sales specialist
+44 (0)117 930 1264
chris.thomas@iopublishing.org

MANAGEMENT



Edward Jost
Head of media business development
+44 (0)117 930 1026
edward.jost@iopublishing.org



Matin Durrani
Editor-in-chief
+44 (0)117 930 1002
matin.durrani@iopublishing.org

physicsworld

No.2 The Distillery, Glassfields, Avon Street,
Bristol BS2 0GR, UK

physicsworld.com