

# SCIENCE ILLUSTRATED

Science & discovery has never been this accessible!

Lake Eyre – Horizon Jumping

Media Kit



# OUR MISSION

Science Illustrated is the **most authoritative, most accessible, most expansive magazine** about science and the natural world...

Science Illustrated is the magazine for intellectually curious men and women with a passion for science and discovery and adventure and a desire to share that passion with their families.

Every bi-monthly issue is an upbeat, optimistic, visually spectacular gateway to the world of cutting-edge science and discovery, covering an astonishing range of subjects, from the beginning of life to the breathtaking technology of the future – and from the depth of the oceans to the most distant objects in the universe.

★ Entertaining   ★ Educational   ★ Breathtakingly visual



SCIENCE  
ILLUSTRATED

Delivering the world to the entire family

# SCIENCE ILLUSTRATED

## AUSTRALIA'S MOST ACCESSIBLE MAGAZINE ABOUT SCIENCE & DISCOVERY

Change everything you thought you knew about the past, present and future.



**ENTERTAINING**

**AUTHORITATIVE**



**EDUCATING**



**PICTURE DRIVEN**

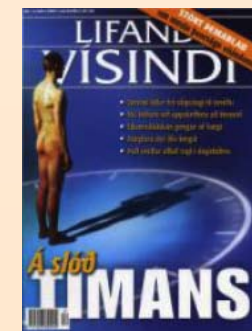


**INSPIRING**

# SUCCESS IN 10 COUNTRIES

Science Illustrated is the **highest-circulation magazine** in Scandinavia and the flagship of Bonnier Corporation's European portfolio.

Science Illustrated is bought to Australia by the same publishers behind the successful launch of Popular Science magazine.



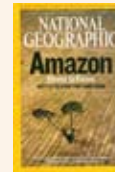
A global story over 24 years old!

# POSITIONING CHART

NATURAL SCIENCES



COSMOS



NATIONAL GEOGRAPHIC



ACCESSIBLE

SPECIALIST



NEW SCIENTIST



SEED



WIRED



AUSTRALIAN OUTDOOR



AUSTRALIAN GEOGRAPHIC



DISCOVERY CHANNEL MAGAZINE



SCIENTIFIC AMERICAN



LONELY PLANET

ADVENTURE

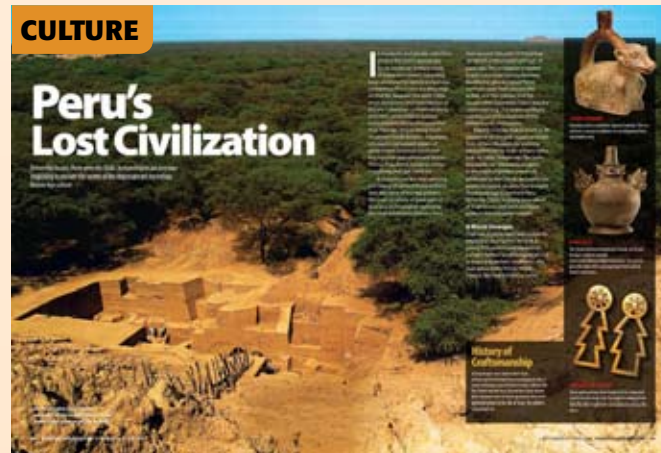
SCIENCE ILLUSTRATED

Filling a void in the Science and Discovery magazine landscape

# EDITORIAL OFFER

Science Illustrated is an **exciting adventure** for the whole family.

- Explores the world through extraordinary photography.
- Covers all aspects of science and nature.
- Offers a balanced mix of nature, culture, adventure, technology and medicine.
- Presents the achievements of the world's leading scientists and explorers.
- Offers a unique integration of text, photos and illustrations.
- Is entertaining and educational at the same time.
- Satisfies the reader's demand for:
  - Excitement
  - Surprise
  - Discovery
  - News
  - Adventure



# ADVENTURE TRAVEL

Every issue of **Science Illustrated** takes readers on an extraordinary journey around the globe exploring culture, geology, history and so much more!

Additionally each issue features 'Australia Illustrated' – a section devoted to unique Australian journeys of discovery.

- 85% of our readers are committed to adventure travel and outdoor sports.
- 69% of our readers are committed to domestic travel.
- 56% of our readers to adventure travel alone.

**Source:** proprietary online research study conducted by edentify an insight technology company; October 2008. Selected participants were "extremely or very interested in reading magazines about science, geography and the natural world".



**Hiking,  
mountain biking,  
water and snow  
sports are  
favourites!**

# RESEARCH CONFIRMS THAT PEOPLE WANT TO BE **EMPOWERED AND INSPIRED**

Science Illustrated commissioned a pre-launch proprietary **online research study**.

## Key findings:

- Readers care about science and want to be knowledgeable about what is relevant in today's world.
- Readers are very environmentally conscious.
- Readers want to be up-to-date about the issues that affect their daily lives (the environment, energy, medicine, space etc) so they can make the right choices.
- Readers want a magazine with a variety of content from around the world with quality photography.
- Readers want a magazine with global content – they don't like magazines that are dominated by features from one country.
- Readers want an editorial environment that is user friendly and not too technical.
- Science Illustrated is very appealing, with 75% of participants stating that they would be most likely to buy it.
- Science Illustrated has a significantly higher appeal among females and families with kids that its competitors.
- Readers are interested in food & wine, photography, DIY, travel and the environment.

**Source:** proprietary online research study conducted by edentify an insight technology company; October 2008. Selected participants were "extremely or very interested in reading magazines about science, geography and the natural world".



**SCIENCE**  
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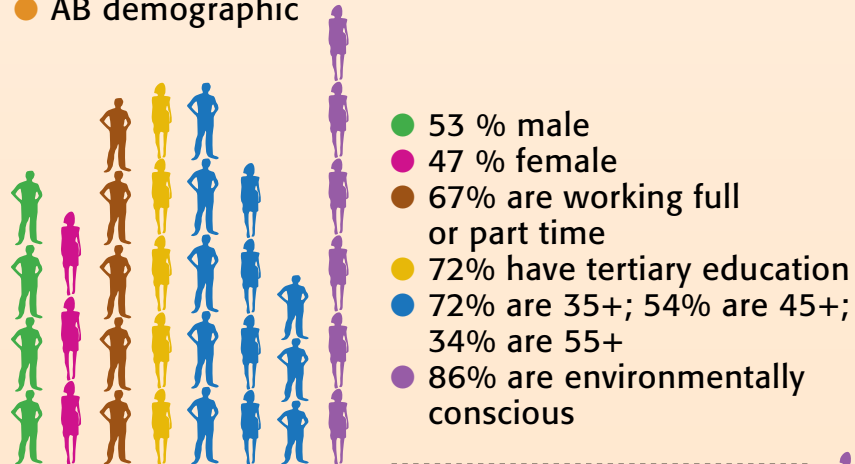
**Australians are eager for a new type of discovery and adventure magazine**

# THE TARGET AUDIENCE

Finally, a magazine for the **entire family!**

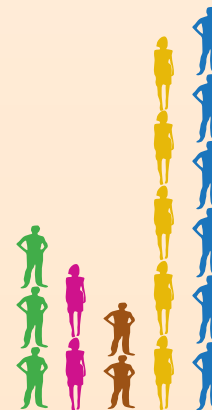
## Our Reader Demographic:

- The Science Illustrated reader is gender-neutral, and family-oriented
- AB demographic



## Interests:

- 62% interested in Food & Wine
- 47% are interested in Photography
- 43% interested in DIY
- 69% of readers are committed to Domestic Travel
- 56% to Adventure Travel
- 78% committed to Outdoor Sports



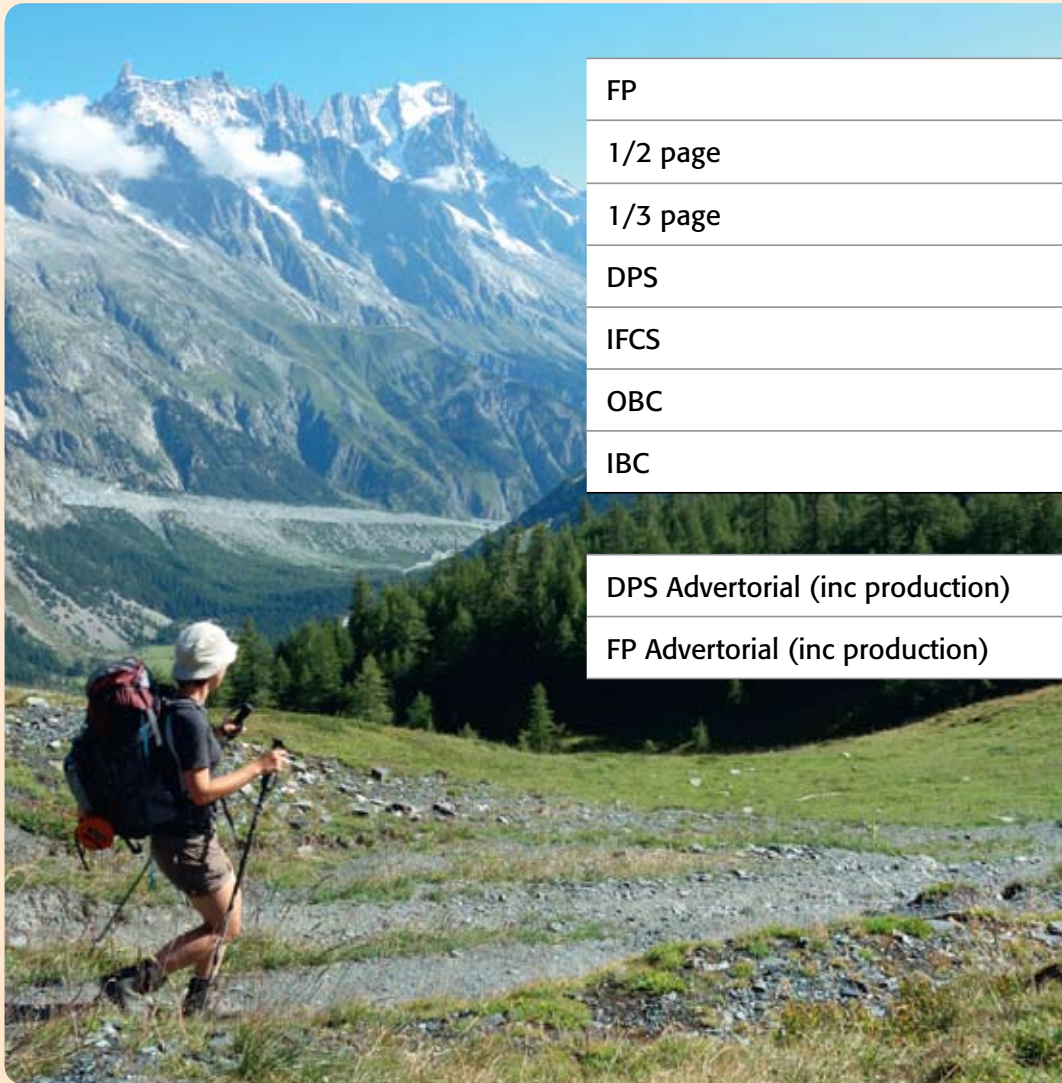
## Media Consumption:

- 33% read BH&G
- 26% Readers Digest
- 18% WW and TIME
- 70% regularly watch Documentaries and the News
- 78% enjoy watching Movies



**Source:** proprietary online research study conducted by edentify an insight technology company; October 2008. Selected participants were "extremely or very interested in reading magazines about science, geography and the natural world".

# RATES



	Casual	3x	6x	12x
FP	\$4,750	\$4,513	\$4,323	\$4,085
1/2 page	\$2,613	\$2,482	\$2,377	\$2,247
1/3 page	\$1,742	\$1,655	\$1,585	\$1,498
DPS	\$8,550	\$8,123	\$7,781	\$7,353
IFCS	\$9,405	\$8,935	\$8,558	\$8,088
OBC	\$5,463	\$5,189	\$4,971	\$4,698
IBC	\$5,225	\$4,964	\$4,755	\$4,494
DPS Advertorial (inc production)	\$10,550	\$10,000	\$9,600	\$9,100
FP Advertorial (inc production)	\$6,750	\$6,413	\$6,143	\$5,805

\* All rates exclusive of GST

## INSERT RATES

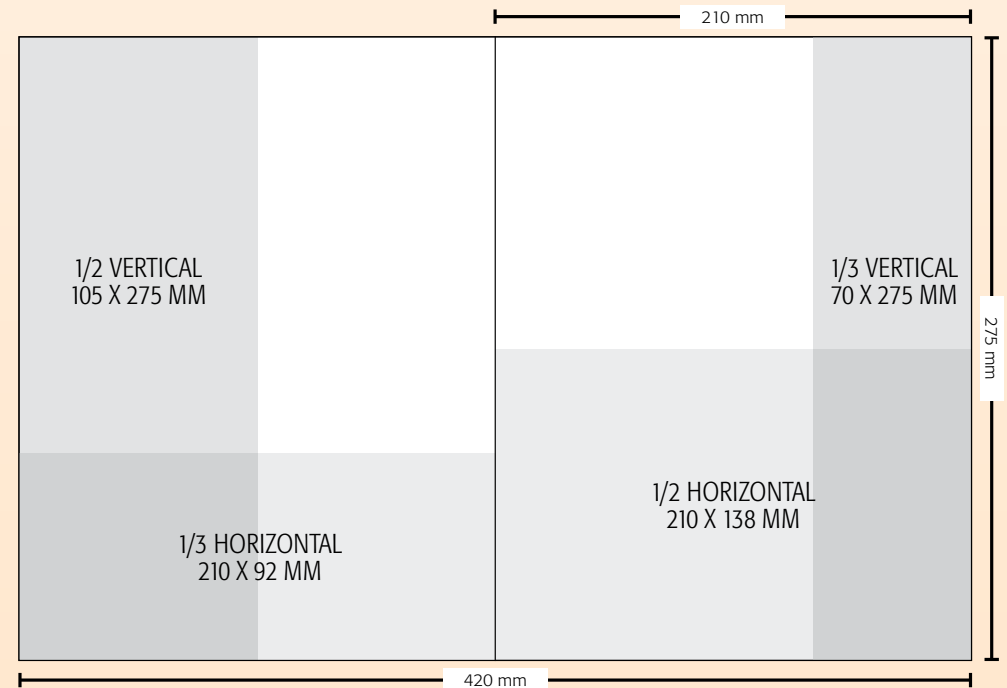
2pp	\$130 per '000
4pp	\$190 per '000
8pp	\$240 per '000
12pp	\$270 per '000
16pp	\$310 per '000

### CONDITIONS

\*\* For subscription only copies and 20%  
 For Bound Inserts add \$10 per '000  
 Samples must be provided prior to bookings being confirmed

# DEADLINES

COVER DATE	ON SALE	AD BOOKING	AD MATERIAL
May/June 10	19 May 10	20 Apr 10	27 Apr 10
July/Aug 10	21 Jul 10	22 Jun 10	29 Jun 10
Sept/Oct 10	15 Sep 10	17 Aug 10	24 Aug 10
Nov/Dec 10	17 Nov 10	19 Oct 10	26 Oct 10
Jan/Feb 11	19 Jan 11	21 Dec 10	28 Dec 10



All pages to be supplied with 5 mm bleed

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