

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

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

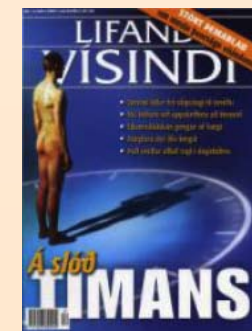
SCIENCE ILLUSTRATED

Explore the amazing world of science

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.



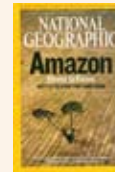
A global story over 24 years old!

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

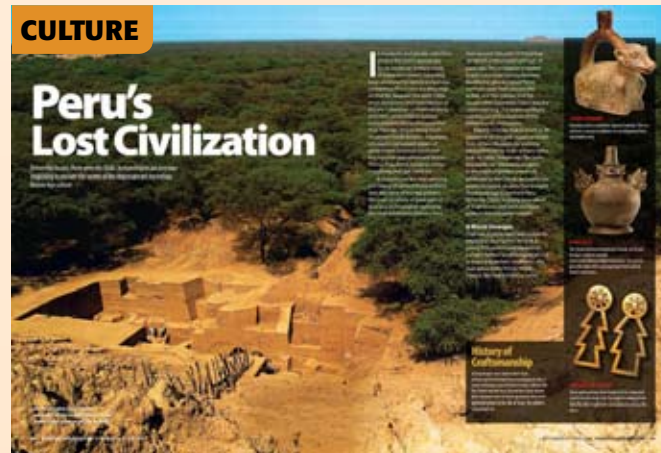
SCIENCE ILLUSTRATED

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
ILLUSTRATED

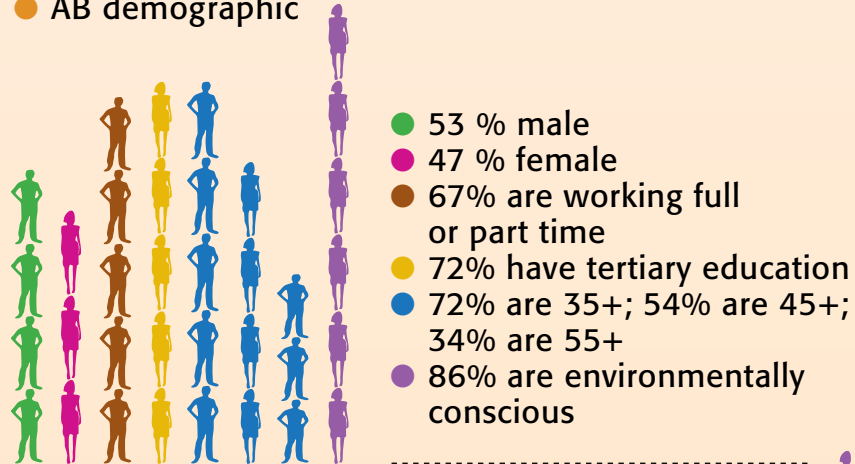
Australians are eager for a new type of discovery and adventure magazine

THE TARGET AUDIENCE

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

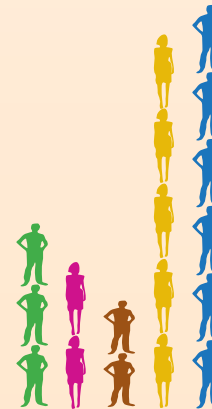
Our Reader Demographic:

- 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



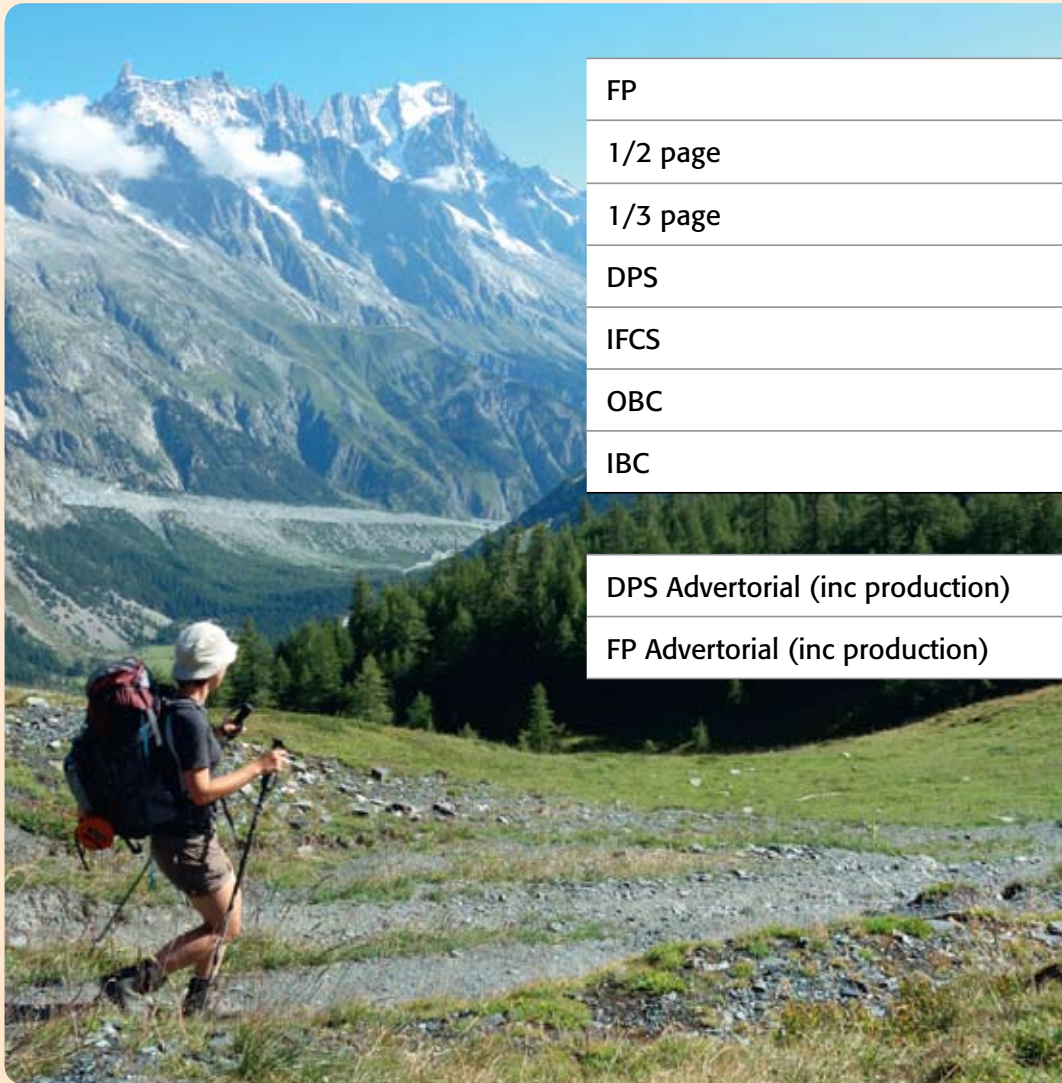
Media Consumption:

- 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

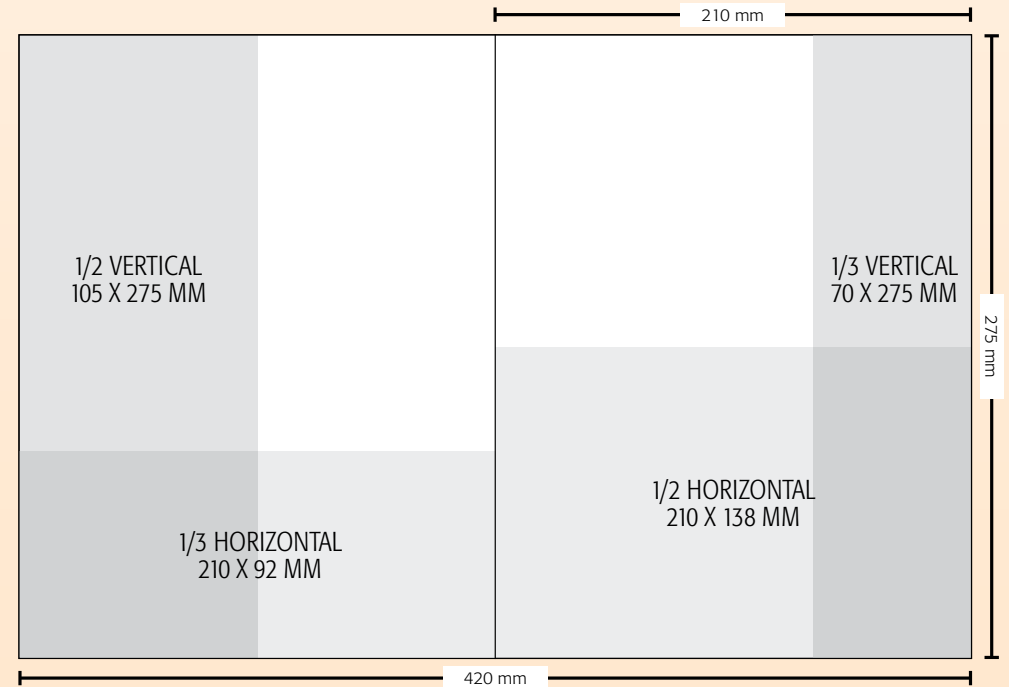
| | |
|------|----------------|
| 2pp | \$130 per '000 |
| 4pp | \$190 per '000 |
| 8pp | \$240 per '000 |
| 12pp | \$270 per '000 |
| 16pp | \$310 per '000 |

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 |
|--------------|-----------|------------|-------------|
| Sept/Oct 09 | 16 Sep 09 | 19 Aug 09 | 26 Aug 09 |
| Nov/Dec 09 | 18 Nov 09 | 21 Oct 09 | 28 Oct 09 |
| Jan/Feb 10 | 20 Jan 09 | 14 Dec 09 | 21 Dec 09 |
| Mar/April 10 | 17 Mar 10 | 17 Feb 10 | 24 Feb 10 |
| May/June 10 | 19 May 10 | 21 Apr 10 | 28 Apr 10 |



All pages to be supplied with 5 mm bleed

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