

AUDIENCE DEVELOPMENT

Through our uniquely integrated multimedia platform, *The Scientist* aligns life-science brands with an engaged audience—from early-career scientists to experienced innovators and leaders of life-science research.

Our audience is the vanguard of scientific discovery, and we want to deliver topical, exciting, and scientifically sound content to them, wherever they may be and however they may choose to consume it. To achieve this lofty goal, we needed to first identify our audience's needs and wants, as well as their habits and preferences. We did this by implementing an inbound-marketing approach, keeping us on track with our audience, and keeping you on track with your marketing goals.

THE SCIENTIST ALLOWS YOU TO REACH YOUR TARGET AUDIENCE AND GET THE CAMPAIGN RESULTS NEEDED TO MEET GOALS AND FILL THE MARKETING FUNNEL WITH NEW LEADS. - EMILY KIRKWOOD, LI-COR BIOSCIENCES

PRINT^{1*}

Print - Qualified Controlled	45,790
Digital - Qualified Controlled	10,710
Total Qualified	56,500

EMAIL²

<i>The Scientist</i> Daily	125,974
Monthly Table of Contents (eTOC)	201,925
3rd-Party Opt-in Email	169,058

WEBSITE¹

Average Monthly Sessions	643,012
Average Monthly Users	470,361
Average Monthly Page Impressions	970,834

SOCIAL MEDIA³

Facebook	2,001,841
Twitter	41,562
LinkedIn	4,105

See page 12 for additional social media extensions.

GEOGRAPHIC BREAKDOWN

PRINT ¹ %	WEBSITE ⁴ %	EMAIL % - 3rd-Party Opt-in ²
United States 79.8	United States 53.0	United States 71.2
Europe 9.0	Europe 20.2	Europe 12.5
Canada 4.5	Asia 10.4	Asia 5.9
Asia 2.8	Canada 5.3	Canada 3.5
*CSAC 1.0	*CSAC 3.7	*CSAC 2.1
Middle East, Africa 1.3	Western Asia, Africa 3.7	Oceania, Pacific Rim 1.8
Oceania, Pacific Rim 0.8	Oceania, Pacific Rim 3.5	Middle East, Africa 1.7
Unknown 0.1	Unknown 0.2	Unknown 1.4

*Central, South America & Caribbean

JOB TITLE²

TITLE %	TITLE %
Laboratory Director/Department Head 24.1	Graduate/Medical Student 9.9
Staff Scientist, Senior Researcher 14.8	Corporate Management 8.0
Undergraduate Student 11.3	Medical Professional 3.9
Post-doctoral Fellow 10.7	Laboratory Technician 3.1
Laboratory Manager 2.1	Other 12.1

AREAS OF WORK¹

AREA %	AREA %
Biochemistry 27.2	Microbiology 24.0
Bioinformatics/Computational Biology 11.4	Molecular Biology 39.4
Biotechnology 19.5	Neuroscience 13.9
Biophysics/Bioengineering 15.9	Pathology/Molecular Diagnostics 14.0
Cancer/Oncology 12.6	Pharmacology 19.5
Cell Biology 23.4	Physiology 13.4
Chemistry 24.6	Plant Science 7.3
Clinical Research 14.8	Preclinical/Translational Research 10.2
Drug Discovery/Development 14.5	Proteomics 10.7
Genetics 21.1	Stem Cell 10.4
Genomics 11.9	Toxicology 11.4
Immunology 18.4	Other 18.1

INSTITUTION TYPE¹

TYPE %	TYPE %
Academic Institution 40.6	Government Laboratory 8.7
Commercial/Industrial Organization 30.6	Medical Center or Clinical Laboratory 6.1
Private Institution 13.1	Other 0.9

HIGHEST DEGREE HELD²

DEGREE %	DEGREE %
High School 2.3	MD and/or PhD 55.0
Undergraduate Degree (BS, BA, etc.) 17.5	Other 6.3
Graduate (MS, MA, etc.) 18.9	

*June 2016 BPA Statement

SOCIAL MEDIA

1.9 MILLION+ VIDEO VIEWS

on Facebook in Q1 and Q2 2016, an average of 31,000+ views per video

FACEBOOK

The Scientist is full of opinions, and so are our readers. We encourage them to communicate openly and create a community dialogue in multiple formats. One unique aspect of *The Scientist's* social communities is that they enable interactions with scientists at all different levels, from graduate students to PIs and directors. Previously thought of as an impenetrable, noisy venue for content marketing, it has become a valid touchpoint for communicating ideas, and *The Scientist* can help you break through.

SOCIAL NETWORKING³

People are interacting with *The Scientist* on their preferred social networking platforms:



The Scientist is actively engaging with readers across networks, keeping the conversation going when the lights are off and the lab door is locked. We have an average post impression of more than **100,000+** Facebook users!



2.0 MILLION+

Likes

2.9 MILLION+

monthly reach



41,562

followers via @TheScientistLLC

447,000

average monthly tweet impressions



2,521 FOLLOWERS

via *The Scientist* company page

1,584 FOLLOWERS

via *The Scientist* Magazine group page

PAGE	LIKES
<i>The Scientist</i>	2,001,841
NeuroScientist News	1,107,062
Genetic Engineering Techniques	544,895
Microbiology & Immunology	520,943
Cancer Research & Technology	316,433
Cell Biology Research	65,441
Stem Cell and Regenerative Science	14,690
<i>The Scientist</i> Careers	11,372

	AVG. DAILY	AVG. WEEKLY	AVG. 28 DAYS
People Talking About	3,425	20,617	72,157
Engaged Users	9,123	54,608	184,345
Total Reach	268,013	1,085,254	2,962,885
Total Impressions	814,589	5,658,644	22,534,010

Average post total reach	70,265
Average post total impressions	107,411

RESULTS & CASE STUDIES

Owing, in large part, to the engagingly educational content served up in print and on the web, *The Scientist* has an expansive reach across the life sciences. Our readers are at the bench, in the lab meeting, and making purchasing decisions. Work with us, and benefit from our extensive network of active researchers and decision makers.

WEBINARS²

300-1200+ REGISTRANTS PER EVENT	
Average Registrants	642
Average Live Attendees	180
Average On-demand Attendees	148
Average Total Attendance	328

EMAIL²

THE SCIENTIST DAILY	
Open Rate	15.1% (23,259)
Click-Through Rate	19.4% (4,524)
Avg. Daily Sponsorship Clicks	77
Avg. Weekly Sponsorship Clicks	381

3RD-PARTY OPT-IN	AVG.	MIN.	MAX.
Open Rate	16.8%	8.8%	22.9%
Click-Through Rate	6.0%	0.3%	29.0%

3RD-PARTY OPT-IN SMART LIST	AVG.	MIN.	MAX.
Open Rate	39.6%	35.8%	41.9%
Click-Through Rate	9.5%	3.2%	14.3%

DIGITAL ADVERTISING²

HIGH-IMPACT ZONES	AVG. 2 WEEK	TYPE	AVG. CTR
Anchor	1081 clicks	Leaderboard	0.17%
Peel Back	893 clicks	Top Boombox	0.25%
		Middle Boombox	0.16%

CASE STUDIES



ADVERTISER A

1x print ad: **56,400+** reach
 TS Toolkit: **44,000+** reach
 2x multi-sponsored webinar: **1,200+** leads
 High-impact banner: **600,000+** impressions; **1,800+** clicks
 Facebook post: **35,000+** views; **132+** clicks

ADVERTISER B

Print ads: **56,400+** reach
 5x top boombox banner: **690,000+** impressions; **1500+** clicks
 2x daily eNL sponsorship: **170,000+** ad impressions; **650+** clicks
 Custom emails: **16.07%** avg. open rate; **8.98%** avg. click through rate
 2x LabQuiz: **895,000+** FB post reach; **22,000+** quiz starts; **600+** leads
 Facebook post: **32,000+** reach; **28** link clicks

ADVERTISER C

High-impact banner: **570,000+** impressions; **725+** clicks
 3x middle boombox banner: **260,000+** impressions, **340+** clicks
 1x Partial e-Daily Newsletter sponsorship: **50,000+** ad impressions; **200+** clicks
 5x Partial eTOC sponsorship: **45,000+** ad impressions; **260+** clicks

ADVERTISER D

Print guide ad: **56,400+** reach
 Custom email: **15.24%** avg. open rate; **10.09%** avg. click through rate
 LabQuiz: **390,000+** FB post reach; **3,000+** quiz starts; **65+** leads
 1x boombox banner: **65,000+** impressions; **185+** clicks