

Media Kit 2025

# europhysicsnews

The Magazine of the European Physical Society





**Europhysics News** is the magazine of the European Physical Society featuring the latest news, developments and reviews in the industry across the continent.

Achieve top of mind awareness for your brand among scientists and decision makers through Europhysics News, your connection to the European Physics Community.

### REASONS TO ADVERTISE

- Europhysics News features the industry's finest peer reviewed articles from theoretical to practical applications.
- It is the only magazine that provides valuable access to all 42 National Physical Societies across Europe and its 120,000 members.
- Each issue brings together the highlights and insights of top European Research Journals.
- The publication provides an opportunity to target a qualified audience of physicists, scientists and engineers across Europe.
- Both magazine and website allow you to highlight your expertise and showcase your products in a trusted editorial environment.
- Our wide circulation and engaging content create the ideal platform to deliver your message.
- EPN's job listings attract the brightest professionals and students in the industry.

### LIST OF FEATURED TOPICS

• Acoustics • Astronomy • Atomic & Molecular • Cryogenics • Energy & Geophysics • Materials • Medical • Biophysics • Optics and Photonics • Particle & Nuclear • Instruments & Vacuum • Nanotechnology • Quantum Technology

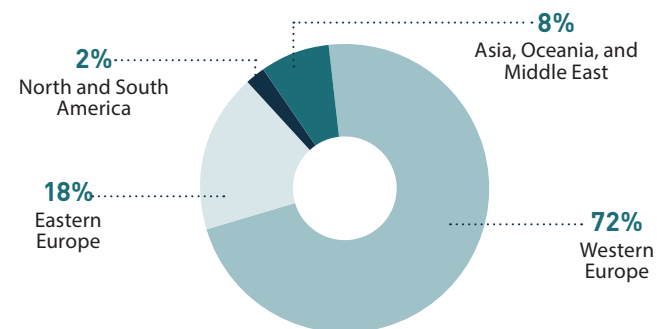




## AUDIENCE BREAKDOWN

- Europhysics News offers readership in over 76 countries including individual members and institutional subscribers
- The publication is available to 120,000 members and physicists of the European Physical Society
- Each issue delivers a qualified audience of researchers, physicists, engineers, scientists, purchase managers, academics and students

## GEOGRAPHIC BREAKDOWN OF READERS



### KEY FACTS:

- Date of birth: **1969**
- Owner: **European Physical Society**
- Language: **English**
- Frequency: **5 issues per year**
- Readership: **54,000**

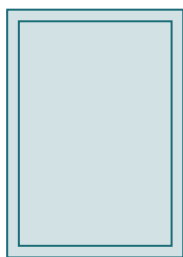
## EDITORIAL CALENDAR 2025 AND SCHEDULED DISTRIBUTION

Issue No	Release Month	Show Distribution	Booking Deadline	Material Deadline	Featured Content / Applications
56/1	February	APS Meeting, Asia Photonics	3 February	18 February	NOBEL PRIZE, MACHINE LEARNING, ARTIFICIAL INTELLIGENCE, DATA ANALYSIS, MODELLING, QUANTUM COMPUTING
56/2	April	Laser Munich	24 March	15 April	QUANTUM TECHNOLOGY, QUANTUM SENSING, MATERIAL SCIENCE, LOW TEMP PHYSICS, AI, CYBERSECURITY
56/3	June	Optics+Photonics, CIOE, CLEO	20 May	3 June	SOFT MATTER, BIOPHYSICS, NEUROSCIENCE, MICROSCOPY, BIOMATERIALS & BIOENGINEERING, MEDICAL PHYSICS
56/4	September	ECOC, W3 Jena	9 September	19 September	CULTURAL HERITAGE, OPTICS, LASERS, IMAGING, SPECTROSCOPY (FTIR, RAMAN), HYPERSPECTRAL
56/5	November	Photonics West	24 October	10 November	PHYSICS FOR ENERGY, SUSTAINABILITY, VACUUM, GREEN ENERGY, MEDICAL AND SPACE APPLICATIONS

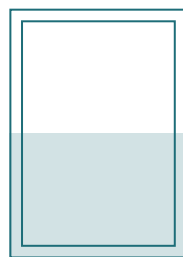
## PRINT MAGAZINE RATES

Page Position	1x	3x	5x
	15% discount	25% discount	
<b>Outside Back Cover / Cover 4</b>	4 800€	4 080€	3 600€
<b>Inside Front Cover / Cover 2</b>	4 400€	3 740€	3 300€
<b>Inside Back Cover / Cover 3</b>	4 080€	3 468€	3 060€
<b>Full Page</b>	3 800€	3 230€	2 850€
<b>Half Page</b>	2 400€	2 040€	1 800€
<b>Quarter Page</b>	1 500€	1 275€	1 125€

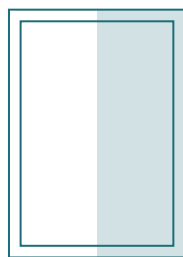
## AD SIZES



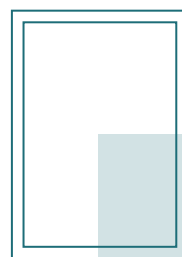
**Full Page**  
Width 210 mm  
Height 297 mm



**Half Page**  
Width 185 mm  
Height 137 mm



**Half Page**  
Width 105 mm  
Height 297 mm



**Quarter Page**  
Width 85 mm  
Height 137 mm

## ADDITIONAL BENEFITS FOR YOUR BRAND AND PRODUCTS

- Bonus distribution at key industry events
- Digital version available to 120K members and physicists of the European Physical Society with open access to online readers

## PRINT SPECIFICATIONS

- Supply your advertising material as high quality
- Submit in PDF format with a minimum resolution of 300dpi
- All fonts should be embedded. No native files.
- For full page ads, add 5mm to the indicated size for the bleed.
- Flatten all layers and transparencies in your source material.
- Only select CMYK or grayscale mode





## COMPANY DIRECTORY LISTING (EPN PRINT MAGAZINE)

- Highlight your company profile in our print directory, a practical listing of key industry players and suppliers.
- To get listed, send us your logo and company description (up to 50 words); Yearly rate 960€ (5 issues)
- Job Posting or Fellowship Placement Rates

## PUBLISH JOB ADS IN PHYSICS AND ENGINEERING

- Advertise your vacancies in Europhysics News classifieds section and attract qualified candidates through the magazine of the European Physics Community.

Job Openings & Fellowships	
Full Page	2 280
Half Page	1 560
Quarter Page	890



## SPONSORED CONTENT AND ADVERTORIAL

Europhysics News has been an established publication in the Physics Community for over 20 years. An advertorial is unique because it allows your brand to be featured as an article within a respected and trusted editorial environment.

As we provide your advertorial the same look and feel, it reinforces the credibility of your message. Given content that is relevant and interesting to the reader, it is very effective in highlighting your subject expertise along with your product.

## BENEFITS OF ADVERTORIALS

- A more subtle approach as it does not look like traditional ads.
- Allows for specifically targeted content
- Provides more space to sell your product
- An option to provide in-depth and informative information.
- All these factors make for a more receptive audience.

**The only thing you will need to provide is the text article with corresponding images and we will take care of the complimentary layout.**

## ADVERTORIAL RATES

Page Size	Rate per insertion
Full Page	3 850,00€
Half Page	2 450,00€
Quarter Page	1 550,00€

## ONLINE ADVERTISING RATES

**EUROPHYSICSNEWS.ORG** is your online hub for recent news, latest events and research articles in European Physics.

Both leaderboard and medium rectangle banner ads will be featured on all pages of the site to increase your visibility online.

The responsive version of our site allows you to effectively showcase products while giving readers their choice of mobile device.

## WEBSITE DIRECTORY LISTING

- Highlight your company in the online directory of **europysicsnews.org**
- To get listed send us your logo and company or products description (up to 50 words). 12 months exposure = 850 €

Digital Advertising Rates*	Size W x H (pixels)	Rates
<b>Leaderboard</b>	728 x 90 px	450€ per month
<b>Medium Rectangle</b>	300 x 250 px	350€ per month
	300 x 90 px	280€ per month

\*Discount available for yearly placements;  
Material Specification: GIF files with the URL link, resolution 72 dpi



## DIGITAL AUDIENCE



**20k**  
unique annual  
visitors

**50.3k**  
annual page  
views

## RECRUIT WELL-QUALIFIED EXPERTS

The jobs section of **europysicsnews.org** offers you access to the brightest students and professionals within the field of engineering and physical sciences.

Job Openings & Fellowships*	
<b>One Month</b>	400
<b>Two Months</b>	650
<b>Three Months</b>	890

\*A one-page PDF may be provided

## TERMS AND CONDITIONS

- **Advertising policy:** Advertisers and advertising agencies assume liability for all content (text and illustration) of printed advertisements.
- **Payment terms:** Invoices are issued after the publication release and are due 30 days from invoice date. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision of the contract, in which case all unpaid charges shall become immediately payable. For correct identification, advertisers should provide us with the date, amount and reference for each bank transfer.
- **Cancellation policy:** Cancellations are not accepted after closing dates, which are indicated on the editorial calendar.
- **Insertion orders and material:** Advertisers or advertising agencies must return or provide written insertion orders and material no later than closing deadlines.
- **Advertising placement:** Advertising placements (except premium placement on inside front cover, inside back cover and back cover) cannot be guaranteed. Publisher reserves the right to insert the advertising anywhere in the publication. Premium placements are sold on a first come, first-served basis.
- **Advertising publication:** Publisher reserves the right to reject an advertisement for any reason without liability.
- **Material specifications:** Europhysics News is only published in CMYK, 4/C. Any color specified in files other than CMYK cannot be printed. The publisher cannot be held responsible for the final quality of advertisements provided in RGB format or not meeting the technical specifications.
- **Material modifications:** Requests for modifications to existing materials will result in additional charges. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

### ADVERTISING CONTACT

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More information on:  
**[www.europhysicsnews.org](http://www.europhysicsnews.org)**