Eos is the news publication of AGU. Choose from digital display ads on Eos.org, reaching scientists worldwide and the science-engaged public at increasing rates year over year; print ads in the monthly magazine mailed to AGU member scientists; and e-newsletter ads in Eos Buzz, emailed each Friday.

Magazine

AUDIENCE: AGU member scientists

FORMAT: Print

PUBLICATION FREQUENCY: Monthly

Eos publishes Earth and space science news, as well as research updates and opinions on scientific controversies. Feature stories bring to life the everyday work of scientists as they describe why they pursue questions about how the world works, the challenges they face in their research, and the innovations in instrumentation and methodology that lead to grand discoveries.
Eos.org

AUDIENCE: Worldwide science community and the science-engaged public

FORMAT: Digital news publication

AVERAGE MONTHLY PAGEVIEWS: 275,000 (increasing more than 30% annually)

PUBLICATION FREQUENCY: Daily

Eos's digital news publication repeatedly wins digital media awards in Editorial Excellence and General Website Excellence. The digital readership grows at an increasing rate year over year. In addition to traditional science reporting, Eos publishes monthly digital content themes organized in packages online. This editorial calendar is available 10+ months out.

Eos Buzz

AUDIENCE: Worldwide science community and the science-engaged public

FORMAT: Email newsletter

AVERAGE SUBSCRIBERS: 98,000

OPEN RATE: 31%

PUBLICATION FREQUENCY: Every Friday
Eos’s Editorial Calendar

Eos publishes print and digital content packages on geoscience themes each month, in addition to its regular content.

Eos’s 2020 Themes

**January**  The Evolution of Geodesy
**February**  Wildfire Emissions
**March**  Thwaites/Antarctic Glaciers
**April**  10 Years of Science from $18B Deepwater Horizon Settlements
**May**  Future of Lightning Research
**June**  Plate Tectonics and the Origin of Life/Hydrothermal Vent Research
**July**  High-Pressure, High-Temperature Experiments to Study Deep Earth
**August**  Machine Learning
**September**  The Critical Zone
**Online only theme:** Diversity
**October**  GeoPRISMS at 10 years
**November**  U.S. Out of Paris Agreement/Can Our Planet Decarbonize?
**December**  (open)

Some 2,000 kilometers beneath our feet are enormous masses of hot mantle material that have baffled scientists for the past 40 decades. The blobs, as some scientists have taken to calling them, are the length of continents and stretch 100 times higher than Mount Everest. They sit at the bottom of Earth’s rocky mantle above the molten outer core, a place so deep that Earth’s elements are squeezed beyond recognition. The blobs are made of rock, just like the rest of the mantle, but they may be hotter and heavier and hold a key to unlocking the story of Earth’s past.

Scientists first spotted the blobs in the late 1970s. Researchers had just invented a new way to peer inside Earth: seismic tomography. When an earthquake shakes the planet, it releases waves of energy in all directions. Scientists track those waves when they reach the surface and calculate where they came from. By looking at the travel times of waves from many earthquakes, taken from thousands of instruments around the globe, scientists can reverse engineer a picture of Earth’s interior. The process is similar to a doctor using an ultrasound device to image a fetus in the womb.

“Ultimately, a lot of people believe plate tectonics are one of the reasons why we have life on Earth,” said geophysicist Harriet Lau at University of California, Berkeley. Scientists believe these blobs play a role in many of the processes of the deep Earth, including plate tectonics and volcanism.

Once researchers began to form a picture of inner Earth, they started to see things they never imagined. “It was very clear in
Eos.org and Eos Magazine Rates & Specs

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All ads for print should be saved at **300 dots per inch**.  
**FILE TYPES ACCEPTED:** PDF (preferred), JPG, TIF, EPS

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$10 cpm (between article and comments section on all article pages)
## Eos Magazine Print Schedule

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Eos Buzz Schedule

Eos Buzz is formatted for mobile devices. Full sponsorship of a newsletter is available at $1,500 and includes two mobile leaderboards.

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$1,500

**MOBILE LEADERBOARD (320 x 50px)**

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