



# 2021 AGU MEDIA KIT

[agu.org/advertise](https://agu.org/advertise)



# ABOUT AGU

**AGU supports 130,000 enthusiasts to experts worldwide in Earth and space sciences.**

Through broad and inclusive partnerships, AGU aims to advance discovery and solution science that accelerate knowledge and create solutions that are ethical, unbiased and respectful of communities and their values. Our programs include serving as a scholarly publisher, convening virtual and in-person events and providing career support. We live our values in everything we do, such as our net zero energy renovated building in Washington, D.C., and our Ethics and Equity Center, which fosters a diverse and inclusive geoscience community to ensure responsible conduct.

## 300,000

global reach

## 137

countries

## 60,000

members

## 40,000+

attendees at over a dozen conferences and workshops annually

## 28,000

attendees at our Fall Meeting—the premier gathering of Earth and space scientists

## Eos

publishes Earth and space science news and research updates from scientists.

## 22

Peer reviewed scientific journals

## Nonprofit

organization

## Our members

work for universities; research institutions and federal, state, and local government agencies as well as corporations and nonprofit organizations.

If you have questions about display advertising, email [steve@mediawestinc.com](mailto:steve@mediawestinc.com)

For questions related to recruitment advertising, contact [recruitmentsales@wiley.com](mailto:recruitmentsales@wiley.com)



# AGU NIVERSE NEWSLETTER

AGUiverse is a free weekly emailed newsletter featuring the latest news, events and announcements from AGU and the broader Earth and space sciences community.

<b>Full sponsorship</b>	Includes a leaderboard and two medium rectangles.	\$3,500
<b>Leaderboard</b>	728 × 90px	\$2,000
<b>Medium Rectangle</b>	300 × 250px	\$1,000

## 62,000

average circulation

## ~30%

average open rate

## Emailed Thursdays

to AGU members, Fall Meeting attendees and those who sign up on the website.





# CAREER CENTER NEWSLETTER

AGU's Career Center is a monthly newsletter sent to anyone who signs up on its website, from employers to job seekers of all ages, experience and locations around the world. Employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs. Job seekers can develop their career by attending regular career advice webinars and workshops, apply for hundreds of jobs and post their resume online.

The Career Center newsletter also features an Open Positions section. Job listings featured in the newsletter include the job title and location along with a hyperlink to the listing on the AGU Career Center. Packages that include a feature in the Career Center newsletter start at \$1,095 and include a 30-day listing on our job board.

<b>Full sponsorship</b>	Includes a leaderboard, skyscraper and medium rectangle.	\$1,000
<b>Leaderboard</b>	728 × 90px	\$490
<b>Skyscraper</b>	160 × 600px	\$400
<b>Medium Rectangle</b>	300 × 250px	\$300

## 20,500

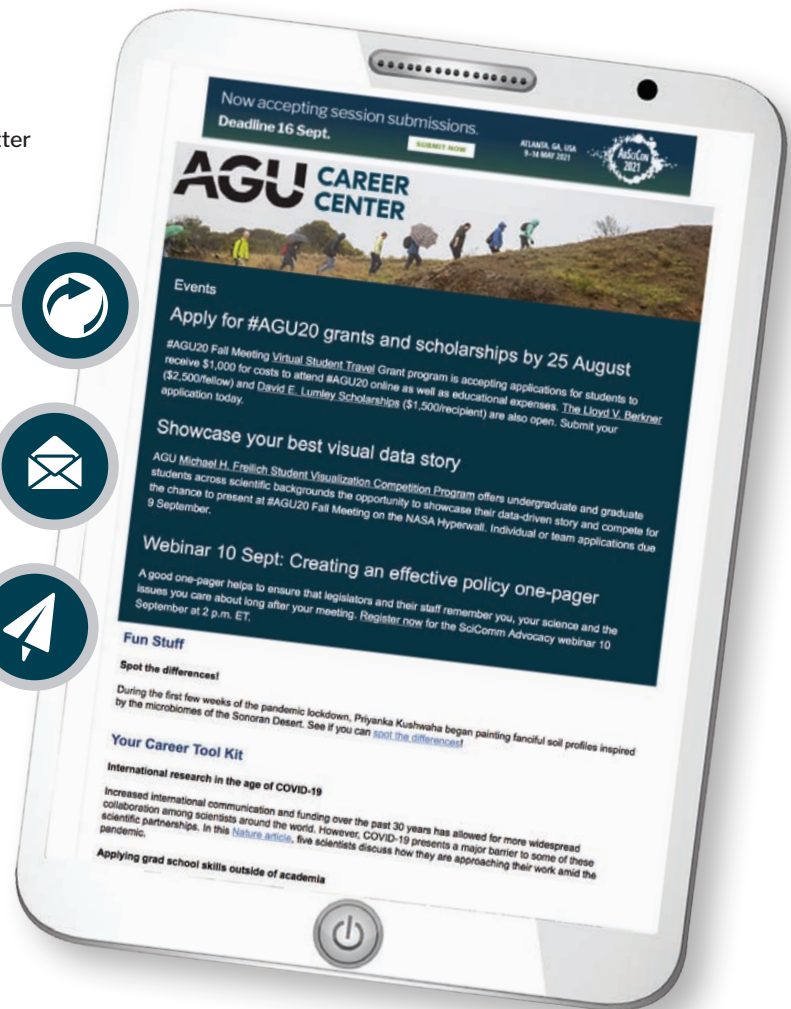
average circulation

## ~30%

average open rate

## Emailed monthly

to employers and job seekers around the world.







# Eos<sup>®</sup> MEDIA KIT

## SCIENCE NEWS BY AGU SINCE 1920

Eos is an award-winning science news magazine that offers accessible, engaging stories of discovery and solution science to a worldwide readership looking for trusted, thought-provoking information.

Our readers are as diverse as our coverage: primarily 25–44 years of age living in the U.S., U.K., Canada, India and Australia. Their top interests are career counseling and jobs; investment and banking services; air and hotel travel; post-secondary education; used vehicles; business productivity software and home decor.

In 2021, we're increasing our investment in global news coverage by publishing stories in multiple languages as well as expanding our reporting outside the U.S. We're also going to launch resources for educators to easily integrate Eos into high school and undergraduate classrooms to create the next generation of Earth and space science enthusiasts and experts.

**AGU**  
ADVANCING EARTH  
AND SPACE SCIENCE

**Eos**  
SCIENCE NEWS  
BY AGU

**WILEY**



# MISSION



*Eos* is a trusted source for science news.

Is a New Ocean Starting to Form in Africa?

The Ticking Time Bomb of Arctic Permafrost

How Long Was Venus Habitable?



*Eos* serves an audience around the world.

India's Food Bowl Heads Toward Desertification

Ethiopia's Coffee Growing Areas May Be Headed for the Hills

Brazil's Oil Spill Is a Mystery



*Eos* provides a behind-the-scenes look at research and the joy of discovery.

New Evidence of a Giant Lava Lamp Beneath the Ancient Pacific

How Robotics Is Changing the Mining Industry

During a Pandemic, Is Ongoing Research Safe?



*Eos* showcases scientific solutions to community problems.

How to Turn Your Smartphone into an Earthquake Detector

Tear, Don't Cut, to Reduce Microplastics

How Financial Markets Can Grow More Climate Savvy





# HIGHLIGHTS

## Eos 2020 highlights

Received five 2020 EXCEL awards:

1. Magazine – General Excellence
2. Website – Editorial Excellence
3. Website – General Excellence
4. Best Feature Article – *No Place to Flee*
5. Best Feature Article – *The Unsolved Mystery of the Earth Blobs*

According to website analytics, *Eos* continues to expand its readership and their engagement. When compared year-over-year, *Eos* has a

**73%** increase in users

**52%+** increase in sessions

**44%** increase in page views

## Trusted & well-known science advisers:

To ensure that its stories remain scientifically accurate, *Eos* has a rotating panel of 29 scientific advisers. These individuals are well-respected among their peers and offer their expertise to top organizations and policymakers around the world.

Currently, *Eos* science advisers are Fellows of AGU, the Geological Society of America, American Association for the Advancement of Science and the National Academy of Sciences. Many of these scientists have also served as White House scientific experts as well as presidents of the American Geosciences Institute and the National Association of Geoscience Teachers.



# AUDIENCE

**Eos readers skew younger than those of most scientific news publications. According to our website analytics, our top age groups are**

1. 25–34
2. 35–44
3. 55–64
4. 65+
5. 45–54
6. 18–24

**The top 10 countries are**

1. United States
2. United Kingdom
3. Canada
4. India
5. Australia
6. Philippines
7. Germany
8. China
9. South Africa
10. Japan

**The top 10 in-market segments are**

1. Employment
2. Financial services/investment services
3. Education/post-secondary
4. Auto vehicles (used)
5. Employment/career counseling
6. Travel/air travel
7. Software/business productivity
8. Financial services/banking
9. Travel/hotels & accommodations
10. Home & garden/home decor

## Devices

Eos users are primarily mobile (~52%), but desktop is a close second (~44%) with tablets a distant third.

The top devices are Apple iPhone, Apple iPad, Samsung Galaxy S9, Samsung Galaxy S8 and Samsung Galaxy S9+.



# EOS'S FUTURE

By Q3 2021, *Eos* will be working with educators in high schools and undergraduate programs around the world to create a new user experience.

These educators have been using *Eos* articles in the classroom for years, but by connecting *Eos* news articles directly to science curricula, it will be easier for teachers to use our accessible, engaging science news in their classrooms.

*Eos* will also integrate extras—maps, quiz questions, terminology definitions—that make it easier to turn any article into a class discussion or activity.





# EOS'S EDITORIAL CALENDAR

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

**January** Magnetic Fields on Earth and Solar System Planets

**February** Food Security

**March** Equity in Natural Hazards Research

**April** Rifts and Subduction Zones

**May** Open

**June** Open

**July** Open

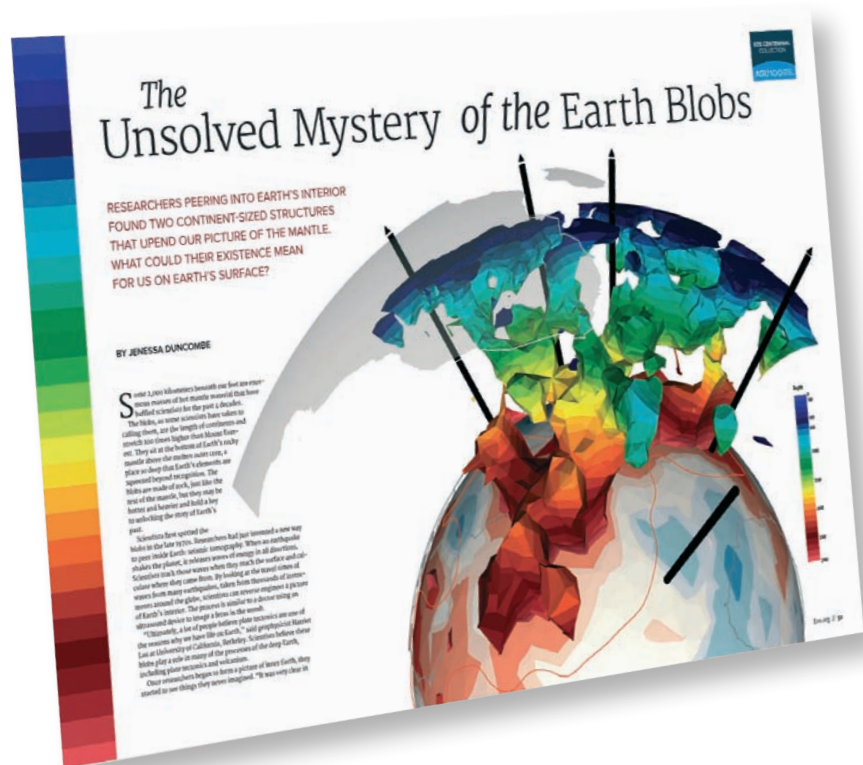
**August** Open

**September** Open

**October** The Science of Snow

**November** Open

**December** Science and Society





# PRODUCTION SCHEDULE

ISSUE DATE	ADVERTISING BOOKING DEADLINE	MATERIALS DUE	MAIL DATE
JANUARY	3 November 2020	30 November 2020	21 December 2020
FEBRUARY	4 December 2020	31 December 2020	25 January 2021
MARCH	11 January 2021	29 January 2021	23 February 2021
APRIL	11 February 2021	2 March 2021	24 March 2021
MAY	15 March 2021	1 April 2021	23 April 2021
JUNE	12 April 2021	29 April 2021	21 May 2021
JULY	12 May 2021	1 June 2021	24 June 2021
AUGUST	14 June 2021	1 July 2021	26 July 2021
SEPTEMBER	14 July 2021	3 August 2021	25 August 2021
OCTOBER	13 August 2021	31 August 2021	24 September 2021
NOVEMBER	14 September 2021	1 October 2021	25 October 2021
DECEMBER	12 October 2021	29 October 2021	22 November 2021





# ADVERTISING SPECS

PRINT	SINGLE	3X ADS	6X ADS	12X ADS	MEASUREMENTS (WIDTH x HEIGHT)
Full-page mono	\$5,500	\$5,225	\$4,965	\$4,665	<b>With Bleed:</b> 8.625" x 11.125" (Live area: 8.125" x 10.625" <b>No Bleed:</b> 7.375" x 9.5"
Full-page spot	\$5,815	\$5,540	\$5,280	\$4,980	
Full-page, 4 color	\$6,480	\$6,205	\$5,945	\$5,645	
Full covers (2, 3, and 4)	\$6,875	\$6,535	\$6,205	\$5,830	
Half-page mono	\$2,160	\$2,050	\$1,950	\$1,830	7.375" x 4.5625" horizontal 3.53" x 9.5" vertical
Half-page spot	\$2,475	\$2,365	\$2,265	\$2,145	
Half-page, 4 color	\$3,140	\$3,030	\$2,930	\$2,810	
Third-page mono	\$1,450	\$1,375	\$1,310	\$1,230	7.375" x 3" horizontal
Third-page spot	\$1,765	\$1,690	\$1,625	\$1,545	
Third-page, 4 color	\$2,430	\$2,355	\$2,290	\$2,210	
Quarter-page mono	\$1,090	\$1,035	\$985	\$925	3.53" x 4.5625"
Quarter-page spot	\$1,405	\$1,350	\$1,300	\$1,240	
Quarter-page, 4 color	\$2,070	\$2,015	\$1,965	\$1,905	
Sixth-page mono	\$730	\$695	\$650	\$620	3.53" x 3"
Sixth-page spot	\$1,045	\$1,010	\$965	\$935	
Sixth-page, 4 color	\$1,710	\$1,675	\$1,630	\$1,600	
2-page spread mono	\$9,350	\$8,885	\$8,440	\$7,930	<b>With Bleed:</b> 17" x 11.125" (Live area: 16.5" x 10.625") <b>No Bleed:</b> 15.75" x 9.5"
2-page spread spot	\$9,950	\$9,485	\$9,040	\$8,530	
2-page spread, 4 color	\$11,150	\$10,685	\$10,240	\$9,730	

All print ads should be saved at 300 dots per inch.  
 File types accepted: PDF (preferred), JPG, TIF, EPS



# ADVERTISING SPECS

<i>Eos.org</i>	Leaderboard 728 × 90px	Skyscraper 160 × 600px	Medium Rectangle 300 × 250px
	\$20 CPM (top of page)	\$20 CPM	\$20 CPM

<i>Eos Buzz</i>	Full sponsorship (2 mobile leaderboards):	Mobile Leaderboard (320 × 50px):
	\$1,500	\$900

*Eos Buzz* is a free weekly emailed newsletter highlighting the most fascinating science news, curated by *Eos* editors.

## 106,000

average circulation

## ~30%

average open rate

## Emailed Fridays

to subscribers





## CONTACTS

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**AGU**

ADVANCING EARTH  
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