2022 MEDIAKIT

ADVANCING EARTH AND SPACE SCIENCE

WILEY

agu.org/advertise

About **AGU**

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

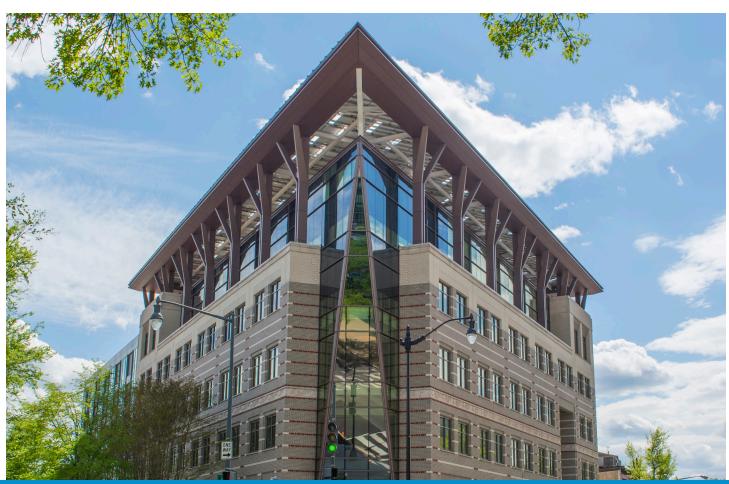
Through broad and inclusive partnerships, AGU aims to advance discovery and solution science that accelerates knowledge and creates solutions that are ethical, unbiased and respectful of communities and their values.

Our programs include <u>serving as a scholarly publisher</u>, <u>convening virtual and in-person events</u> and <u>providing career support</u>.

We live our values in everything we do, such as our multiple-award-winning net zero energy renovated building in Washington, D.C., and our award-winning Ethics and Equity Center, which fosters a diverse and inclusive geoscience community to ensure responsible conduct.

If you have questions about print or digital advertising, email steve@mediawestinc.com.

For questions related to AGU's Career Center, contact <u>cchurey@wiley.com</u>.





AGUniverse E-newsletter



It is emailed every Thursday to AGU members, AGU meetings and event attendees and those who **sign** up on the website.

The average open rate was 35%

in 2021 versus 30% in 2020.

FULL SPONSORSHIP	LEADERBOARD	MEDIUM RECTANGLE
Includes a leaderboard and two medium rectang	gles 728 × 90 pixels	300 × 250 pixels

Includes a leaderboard and two medium rectangles

\$3,500

\$2,000 \$1.000







Career Center E-newsletter

AGU's Career Center is a free monthly emailed newsletter sent to more than 30,000 employees and employers around the world. Within the email, we include featured job listings so potential applicants can simply click and apply.

When you advertise in AGU's Career Center, you will access the most qualified pool of candidates from around the world who have a variety of experiences and can invite them to apply to join your teams.

Meanwhile, job seekers will learn actionable advice from experts via webinars, can post their resumes for potential matches and can apply for applicable jobs.

Packages that include a feature in the Career Center newsletter start at \$1,095 and include a 30-day listing on our job board.

FULL SPONSORSHIP	LEADERBOARD	SKYSCRAPER	MEDIUM RECTANGLE
Includes a leaderboard, skyscraper and medium rectangle	728 × 90 pixels	160 × 600 pixels	300 × 250 pixels
\$1,000	\$490	\$400	\$300



The average open rate was 35% in 2021 versus 30% in 2020.



2022 MEDIAKIT

SCIENCE NEWS BY AGU



WILEY

Mission

Eos connects science to the pressing challenges communities face today. Featuring journalism from reporters around the globe, Eos provides readers with a better understanding of our changing world. Rigorous Earth and space scientific research is put into a relatable context for an engaged audience ready to adopt cutting-edge applications in technology and policy. Eos is a rapidly growing resource for those committed to creating a thriving, sustainable and equitable future supported by scientific discovery, innovation and action.

Eos publishes science news daily on Eos.org and 11 print issues annually

- · 10 themed issues monthly January through October
- One commemorative double issue in November– December with extensive reach to the 30,000+ in-person and online attendees of AGU's annual Fall Meeting.

Eos's high-impact journalism is backed by a panel of 29 Science Advisers. This panel is made up of scientists who offer their expertise to top organizations and policymakers around the world and guide Eos to ensure that only rigorously evidenced research is featured in our pages. Eos Science Advisers include Fellows of AGU, the Geological Society of America, the American Association for the Advancement of Science, and the National Academy of Sciences. Advisers have also served as White House scientific experts as well as presidents of the American Geosciences Institute and the National Association of Geoscience Teachers.



Scan to view the 2022 monthly themes.























Audience



Eos's younger-than-average audience is seeking to better understand our rapidly changing world. Eos's readers want to discover resources they can bring to their communities and policymakers to make their communities more sustainable and equitable.

Print Reach: **16,000+**

Eos Buzz e-Newsletter

- **80,000+** subscribers
- Emailed every Friday
- · 36% open rate

Social Following: 268,375

Eos Twitter growth over the past year

- Increased followers by 20%
- · ~31K daily impressions
- · ~12K views for top tweets each month

Eos joined Apple News in 2021

Website Audience

Digital unique growth year over year:

- 10% page view growth
- 14% new user growth
- 27% organic traffic growth
- 111% daily click growth

Top age demographic: 25-44

Top regions for audience growth year over year:

· Malaysia: 88%

· South Africa: 72%

· Singapore: 57%

Philippines: 48%

· India: 40%

· Canada: 37%

Mexico: 33%

Top interests:

- Apparel & Accessories / Women's Apparel
 - · Real Estate
 - · Autos & Vehicles

Biggest growth in interest groups:

- Media & Entertainment
- Lifestyles & Hobbies / Green Living Enthusiasts
 - · Shoppers / Value Shoppers

Products

Eos | **ENGAGE**

To support <u>AGU's strategic plan</u> to cultivate a culture of science-literate citizens who are prepared to address societal challenges, AGU is developing *Eos* News: Geoscience and Global Events, or ENGAGE, a resource for educators that will be available in early 2022. ENGAGE integrates *Eos*'s high-impact journalism connecting science to our everyday world with time-tested, peer-reviewed classroom activities. ENGAGE will serve geoscience educators as they instill 21st-century skills—including critical thinking, digital and media literacy and collaborative problem-solving—in their students.

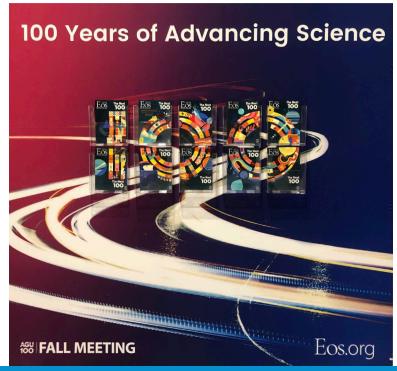
Eos | Sponsored Content

Sponsors can commission advertorials, support expanded or enhanced coverage of *Eos*-developed content or support new coverage of specific topics or a special series of interest to the *Eos* audience.

Read AGU's organizational support policy for more information.

Eos | Annual End-of Year Issue

To recognize the 30,000+ scientists, students and global leaders who will attend, in person or online, AGU's annual Fall Meeting in December, Eos publishes a double issue in mid-November. The issue's deep dive into research and societal topics sets the tone for conversations on the future of science by the scientific community at the meeting and throughout the year.





Production Schedule

Eos Magazine Print Schedule

ISSUE DATE	ADVERTISING BOOKING DEADLINE	MATERIALS DUE	MAIL DATE
January	3-Nov-21	26-Nov-21	20-Dec-21
February	3-Dec-21	30-Dec-21	24-Jan-22
March	4-Jan-22	28-Jan-22	22-Feb-22
April	7-Feb-22	1-Mar-22	23-Mar-22
May	9-Mar-22	1-Apr-22	22-Apr-22
June	6-Apr-22	29-Apr-22	20-May-22
July	10-May-22	3-Jun-22	24-Jun-22
August	7-Jun-22	1-Jul-22	25-Jul-22
September	12-Jul-22	3-Aug-22	25-Aug-22
October	10-Aug-22	2-Sep-22	26-Sep-22
November/December	19-Sep-22	19-Oct-22	15-Nov-22



Print AdvertisingSpecifications



PRINT AD	RATE (SINGLE) (USD)	MEASUREMENTS (width x height)
Full-page mono	\$5,600	With Bleed: 8.625" x 11.125"
Full-page spot	\$5,900	Live Area:
Full-page, 4 color	\$6,600	8.125" X 10.625"
Full covers (2, 3, and 4)	\$7,000	No Bleed: 7.375" x 9.5"
Half-page mono	\$2,220	Horizontal:
Half-page spot	\$2,525	7.375" x 4.5625" Vertical:
Half-page, 4 color	\$3,200	3.53" x 9.5"
Third-page mono	\$1,480	
Third-page spot	\$1,800	Horizontal: 7.375" x 3"
Third-page, 4 color	\$2,480	
Quarter-page mono	\$1,110	
Quarter-page spot	\$1,430	3.53" x 4.5625"
Quarter-page, 4 color	\$2,110	
Sixth-page mono	\$750	
Sixth-page spot	\$1,070	3.53" x 3"
Sixth-page, 4 color	\$1,750	
2-page spread mono	\$9,550	With Bleed: 17" x 11.125"
2-page spread spot	\$10,150	Live Area: 16.5" X 10.625"
2-page spread, 4 color	\$11,370	No Bleed: 15.75" x 9.5"



Digital Advertising

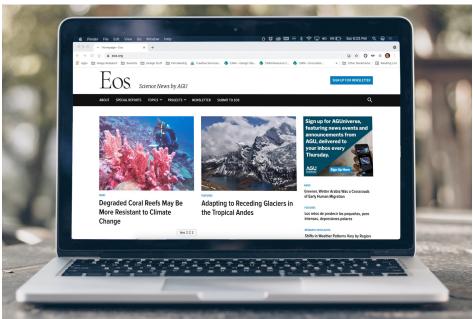
Eos.org is the science news website published by AGU.

WEBSITE	LEADERBOARD	SKYSCRAPER	MEDIUM RECTANGLE
Eos.org	728 × 90 pixels	160 × 600 pixels	300 × 250 pixels
	\$21 CPM (top of page)	\$21 CPM	\$21 CPM

Eos Buzz is a free weekly e-newsletter highlighting the most fascinating science news curated by Eos editors.

FULL SPONSORSHIP	LEADERBOARD	MEDIUM RECTANGLE
Includes a leaderboard and two medium rectangles	728 × 90 pixels	300 × 250 pixels
\$3,500	\$2,000	\$1,000







Contacts

DISPLAY / PRODUCT / SERVICES

Steve West, Advertising Account Manager Office: +1 856-432-1501 Mobile: +1 856-287-4580

steve@mediawestinc.com

CAREER CENTER / RECRUITMENT ADVERTISING

Cory Churey, Senior Manager cchurey@wiley.com



