

# 2022 MEDIA KIT

**AGU** ADVANCING  
EARTH AND  
SPACE SCIENCE

**WILEY**

[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 accelerates knowledge and creates 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 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](mailto:steve@mediawestinc.com).

For questions related to AGU's Career Center, contact [cchurey@wiley.com](mailto:cchurey@wiley.com).



# AGUniverse E-newsletter

AGUniverse is a free weekly emailed newsletter sent to more than 62,000 people around the world that features the latest news, events and announcements from AGU and the broader Earth and space sciences community.

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

Includes a leaderboard and two medium rectangles

**\$3,500**

## LEADERBOARD

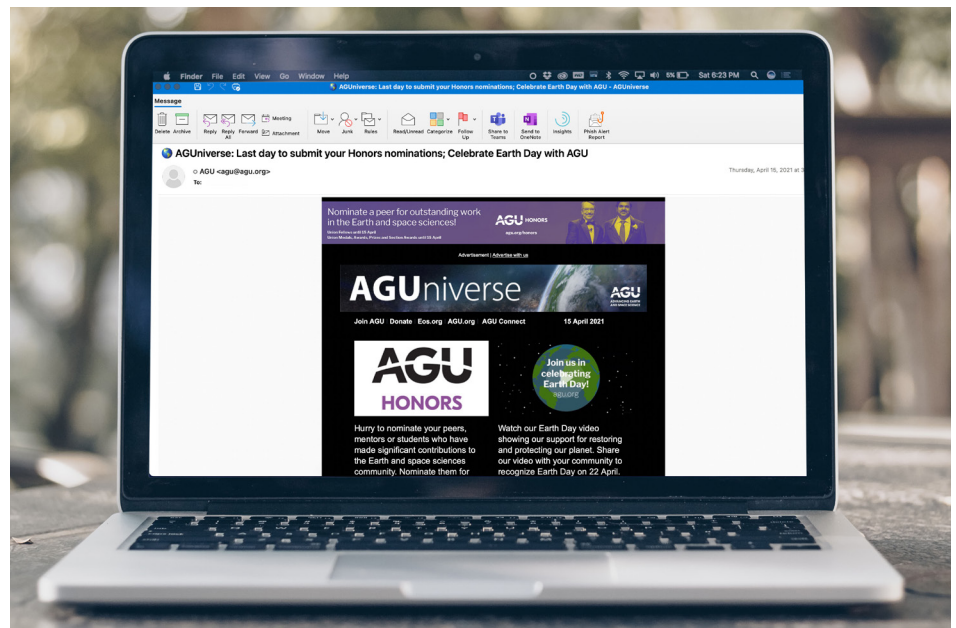
728 x 90 pixels

**\$2,000**

## MEDIUM RECTANGLE

300 x 250 pixels

**\$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
<b>\$1,000</b>	<b>\$490</b>	<b>\$400</b>	<b>\$300</b>



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# 2022 MEDIA KIT



# Eos

SCIENCE NEWS  
BY AGU

**AGU** ADVANCING  
EARTH AND  
SPACE SCIENCE

**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.

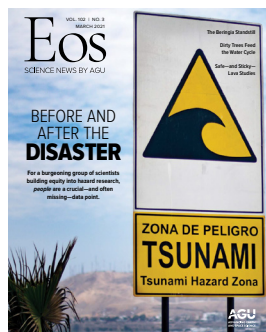
## ***Eos* publishes science news daily on Eos.org and 11 print issues annually**

- 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.

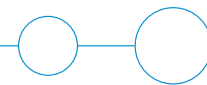


**Scan to view the 2022 monthly themes.**





# 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:

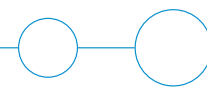
- Apparel & Accessories / Women's Apparel
  - Real Estate
- Autos & Vehicles

### Biggest growth in interest groups:

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



# Products



## *Eos* | **ENGAGE**

To support [AGU's strategic plan](#) 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.

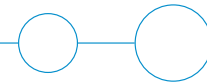
## *Eos* | **Annual End-of Year Issue**

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

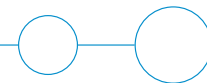


## Eos Magazine Print Schedule

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 Advertising Specifications



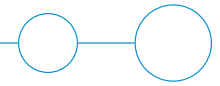
All print ads should be saved at 300 dots per inch. File types accepted: PDF (preferred), JPG, TIF, EPS.

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

\*Volume discounts: 3x = 5%, 6x = 10%, 12 = 15%



# Digital Advertising

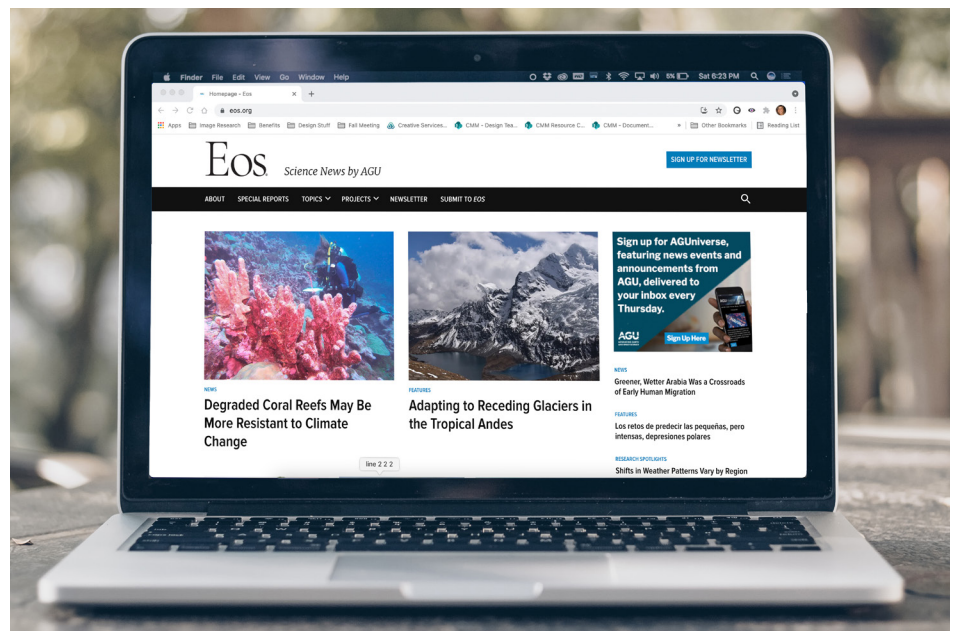
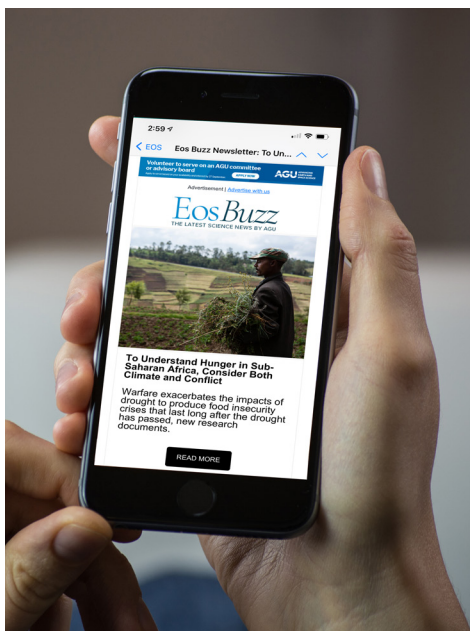


Eos.org is the science news website published by AGU.

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

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 <b>\$3,500</b>	728 × 90 pixels <b>\$2,000</b>	300 × 250 pixels <b>\$1,000</b>



# Contacts

## **DISPLAY / PRODUCT / SERVICES**

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Mobile: +1 856-287-4580

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## **CAREER CENTER / RECRUITMENT ADVERTISING**

Cory Churey, Senior Manager

[cchurey@wiley.com](mailto:cchurey@wiley.com)