

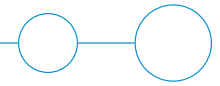
2023 MEDIA KIT



AGU ADVANCING
EARTH AND
SPACE SCIENCE

agu.org/advertise

About AGU



AGU is the world's largest association for Earth and space sciences. Our audience is made up of a global community of more than half a million people who gather and share research, build policy coalitions, advocate for diversity and inclusion in the sciences, and catalyze discoveries for climate solutions.

Through broad and inclusive partnerships, AGU aims to advance discovery and solution science that accelerates knowledge and creates equitable approaches to society's most pressing challenges.

Our major programs include serving as a scholarly publisher of 24 Earth and space science journals, convening conferences—including AGU's annual Fall Meeting, where more than 25,000 people in the

science community gather—and providing career support and guidance for the next generation of scientists and policymakers.

We live our values in everything we do, such as turning our headquarters into the first net zero energy renovated commercial building in Washington, D.C., which has been featured in leading design and real estate publications. We also launched the Ethics and Equity Center, which fosters a diverse and inclusive geoscience community, and engage with community-driven science through the Thriving Earth Exchange and other endeavors.

If you have questions about advertising, contact advertising@agu.org.



AGU Weekly E-newsletter

AGU Weekly is a free newsletter emailed each week to more than 52,000 people around the world. Subscribers are people who are interested in the latest science news; events focused on scientific research, science policymaking, and community science; and announcements from

AGU and the broad Earth and space science community.

AGU Weekly is emailed every Thursday to AGU members, attendees of AGU meetings and other events, and those who [sign up on the website](#).

The average open rate was 44%
in 2022 versus 35% in 2021.

FULL SPONSORSHIP

Includes a leaderboard and two medium rectangles

\$3,500

LEADERBOARD

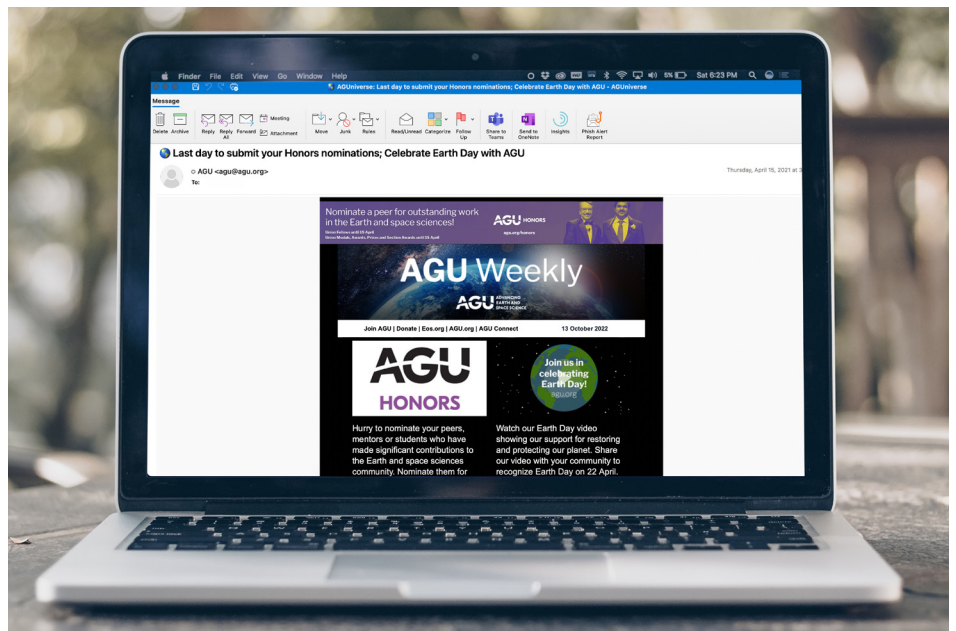
728 x 90 pixels

\$2,000

MEDIUM RECTANGLE

300 x 250 pixels

\$1,000



Career Center E-newsletter

AGU's Career Center sends a free monthly newsletter to more than 35,000 employees and employers around the world. The email includes featured job listings so potential applicants can simply click and apply.

When you advertise in AGU's Career Center newsletter, you will access the most qualified pool

of candidates in the Earth and space sciences interested in academic, industry, government and nonprofit positions.

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 x 90 pixels | 160 x 600 pixels | 300 x 250 pixels |
| \$1,000 | \$490 | \$400 | \$300 |



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2023 MEDIA KIT



Eos[®] SCIENCE NEWS
BY AGU

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's high-impact journalism is backed by a panel of Science Advisers. This panel is made up of 29 scientists who advise top organizations and policymakers around the world. They guide *Eos* to ensure that only rigorously evidenced research is featured in our pages. *Eos* Science Advisers include Fellows of AGU, the American Association for the Advancement of Science, the Geological Society of America and the National Academy of Sciences. Advisers have also served

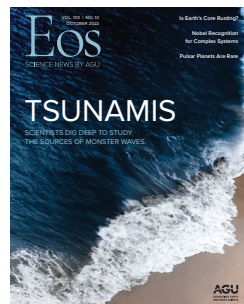
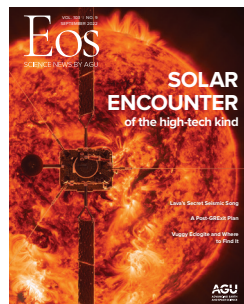
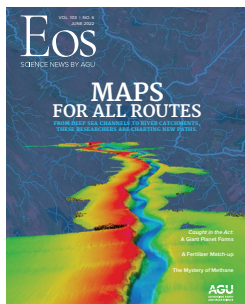
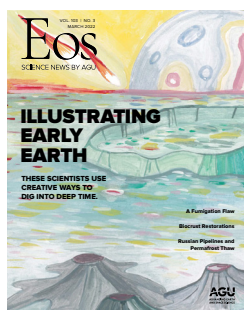
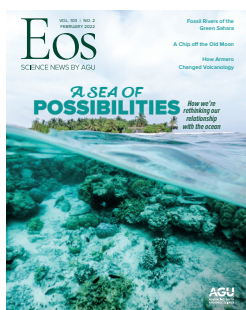
as White House scientific experts, as well as presidents of the American Geosciences Institute and the National Association of Geoscience Teachers.

***Eos* publishes science news daily on Eos.org for the science-interested public, and 11 print issues annually for AGU members.**

- Every print issue features a theme, with 3 annually occurring themes:
 - February: United Nations Decade of Ocean Science for Sustainable Development
 - July: Fieldwork
 - August: STEM Careers
- Every month's theme includes a digital package enhanced with multimedia.
- A commemorative double issue is printed every November–December to distribute to subscribers and in person to attendees of AGU's annual Fall Meeting.



Scan to view the 2023 monthly themes.



Recognition for Reporting & Design



Gold - 2021 Editorial Excellence

Gold and Silver - 2021 Magazine Feature

- The Surprising Root of Massachusetts Fight Against Natural Gas
- How the Ski Industry Stopped Worrying and Learned to Love Climate Activism

Society of Professional Journalists' Awards:

Washington, DC Chapter

Best Magazine Feature, 2021

The Capital's Waterway Could
be Swimmable by 2030

GDUSA
GRAPHIC DESIGN USA

**2021 American
InHouse Design
Award**

DEI Communications



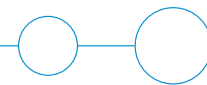
Eos November/December 2020 Issue



**2022 Award for Distinguished Science
Journalism in the Atmospheric
and Related Sciences**

Lightning Research Flashes Forward

Audience



Eos's audience is seeking to better understand our rapidly changing world. Eos readers want to discover scientific and policymaking resources they can use to make our communities more sustainable and equitable.

Print Reach: **19,000+**

Eos Buzz e-Newsletter

including 4-5 themed issues per year

- **73,000+** subscribers
- **46%** open rate
- Emailed every Friday

Social Media

Twitter Followers:

19,000+

- 34K views to top tweets each month
- Top tweet: 213K views

Apple News:

1.5+ Million reach

Website Audience

- **4%** more new sessions
- **12%** increase in active users
- **3%** increase in core 18–24yo demographic

Top Tags:

- Earth science
- Space & Planets
- Oceans

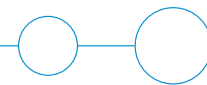
Translations in Spanish and Simplified Chinese

Growth Across Latin America

- Nicaragua **39%**
- Mexico **30%**
- Bolivia **22%**
- Dominican Republic **22%**
- Peru **18%**

Growth in Chinese language users: 70%

Products



Eos | **ENGAGE**

Eos News: Geoscience and Global Events, or ENGAGE, is a resource designed for high school and undergraduate science teachers to improve science literacy and the use of science writing as narrative nonfiction resources. ENGAGE includes a selection of our professionally reported articles, curated by Eos editors, best suited for engagement material for Earth and space science lessons. Teachers and students explore articles by subject matter, language translation (Spanish and simplified Chinese), and location, and connect to related peer-reviewed classroom activities through partner Teach the Earth.

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.

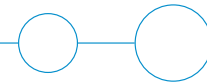
[Read AGU's organizational support policy](#) for more information.

Eos | **Commemorative Issue**

To recognize the 20,000+ scientists, students, and global leaders who attend, in person or online, AGU's annual Fall Meeting in December, Eos publishes a double issue in mid-November. This perfect-bound, uniquely designed 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.



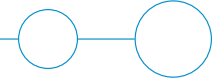
Production Schedule



Eos Magazine Print Schedule

| ISSUE DATE | ADVERTISING BOOKING DEADLINE | MATERIALS DUE | MAIL DATE |
|------------|---------------------------------|---------------|-----------|
| January | 27-Oct-22 | 25-Nov-22 | 22-Dec-22 |
| February | 30-Nov-22 | 29-Dec-22 | 25-Jan-23 |
| March | 4-Jan-23 | 27-Jan-23 | 22-Feb-23 |
| April | 1-Feb-23 | 24-Feb-23 | 27-Mar-23 |
| May | 9-Mar-23 | 31-Mar-23 | 24-Apr-23 |
| June | 7-Apr-23 | 28-Apr-23 | 25-May-23 |
| July | 9-May-23 | 1-Jun-23 | 26-Jun-23 |
| August | 26-May-23 | 26-Jun-23 | 25-Jul-23 |
| September | 4-Jul-23 | 31-Jul-23 | 24-Aug-23 |
| October | 31-Jul-23 | 25-Aug-23 | 25-Sep-23 |
| Nov-Dec | 12-Sep-23 | 13-Oct-23 | 15-Nov-23 |

Print Advertising Specifications

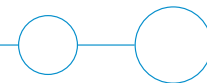


All print ads should be saved at 300 dots per inch. File types accepted: PDF (preferred), JPG, TIF, EPS.

| PRINT AD | RATE (SINGLE)* (USD) | MEASUREMENTS (width x height) |
|-------------------------------|-------------------------|--|
| Full-page black and white | \$5,600 | With Bleed: 8.625" x 11.125" Live Area: 8.125" X 10.625" No Bleed: 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 | Horizontal: 7.375" x 4.5625" Vertical: 3.53" x 9.5" |
| Half-page, 4 color | \$3,200 | |
| Third-page black and white | \$1,480 | Horizontal: 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 | With Bleed: 17" x 11.125" Live Area: 16.5" X 10.625" No Bleed: 15.75" x 9.5" |
| 2-page spread, 4 color | \$11,370 | |

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

Digital Advertising

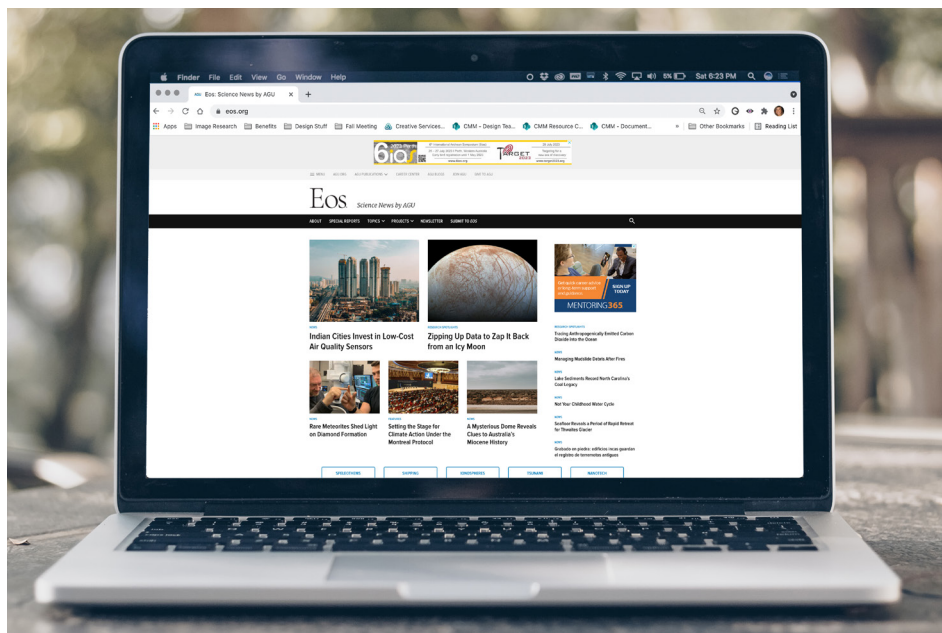
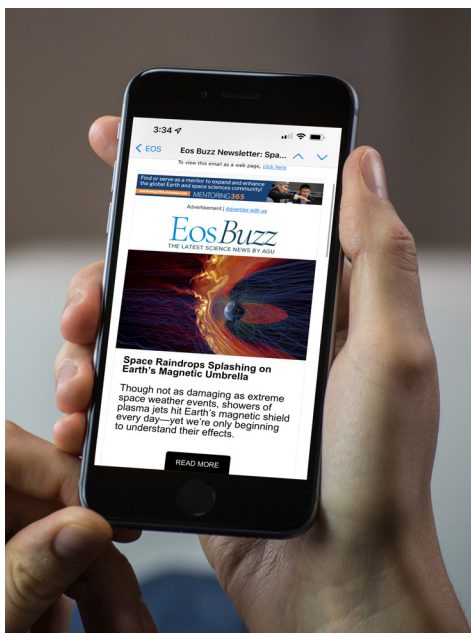


Eos.org is the science news website published by AGU.

| WEBSITE | LEADERBOARD | SKYSCRAPER | MEDIUM RECTANGLE |
|---------|--|---|---|
| Eos.org | 728 × 90 pixels \$21 CPM (top of page) | 160 × 600 pixels \$21 CPM | 300 × 250 pixels \$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 \$3,500 | 728 × 90 pixels \$2,000 | 300 × 250 pixels \$1,000 |



Thank you

For all advertising inquiries, please contact

advertising@agu.org