

2027 MEDIA KIT

AGU advertising and sponsorship opportunities

Display Advertising Sales
Heather Goss
advertising@agu.org

agu.org/advertise



AGU
ADVANCING EARTH
AND SPACE SCIENCES

About AGU



AGU is the world's largest association of Earth and space scientists.

Our global audience is made up of more than half a million people who conduct critical primary research in the lab and in the field, build policy coalitions, advocate for diversity and inclusion in the sciences, and catalyze discoveries for climate solutions.

Our major programs include serving as a scholarly publisher of 24 Earth and space science journals, convening conferences—including the AGU Annual Meeting, which attracts more than 25,000 attendees—and providing career support and guidance for the next generation of scientists and policymakers.

LEARN MORE



About *Eos*



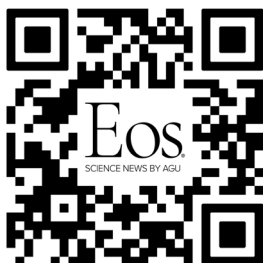
Eos inspires readers through science that connects us to the world.

Featuring award-winning journalism from science and environmental reporters around the world, as well as insights and opinions from scientists working in the field, *Eos* immerses readers in the wonder and complexity of our rapidly changing world.

Eos's high-impact journalism is backed by a panel of Science Advisers, made up of 30 scientists who consult for top organizations and policymakers around the world. *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 and as presidents of the American Geosciences Institute and the National Association of Geoscience Teachers.

As you'll see in more detail in this Media Kit, *Eos* reaches around 4 million visitors annually and 75,000 subscribers through its weekly newsletter *Eos Buzz*.

LEARN MORE



Eos[®]
SCIENCE NEWS BY AGU

Eos Channels



Reach our audience of scientists and a science-engaged public seeking daily news to inform how they understand and advocate for science-based solutions to our grandest challenges.

Eos

Eos publishes new, non-gated content every weekday, free and accessible for AGU members, the larger community of scientists, and the science-interested public. Eos's coverage includes breaking news affecting Earth and space science communities; deep dives and behind-the-scenes looks at science, science policy and academia; and opinions from leading scientists and policymakers.

In addition to articles and features, Eos publishes two news verticals, The Landslide Blog and Research & Developments, each responsible for nearly half a million views every year. These channels have become go-to resources for up-to-date, reliable information on Earth science and science policy, respectively.

Eos includes a growing collection of audio-first and multimedia content.

In addition, Eos hosts the vertical Postcards from the Field, an ongoing series of multimedia content shared by scientists engaged in fieldwork.

Eos generates around 4 million page views annually, with 130 million impressions on Google and an Apple News reach of more than 1.5 million.

Promote your business, service or product with advertising on Eos or by sponsoring a content or media collection, or a vertical.

Eos Buzz

Eos Buzz, curated by Eos editors, highlights the most engaging science news of the week. The newsletter is delivered each Friday to 75,000 subscribers and boasts a 46% open rate.

Promote your business, service or product directly to customers' inboxes with ads in Eos Buzz or an email blast to Buzz subscribers.

Sponsored Content

Clients can sponsor content to appear on Eos, including articles or article series, illustrations, and video and other multimedia content. They can also support expanded or enhanced multimedia coverage of editorial content independently published on Eos.

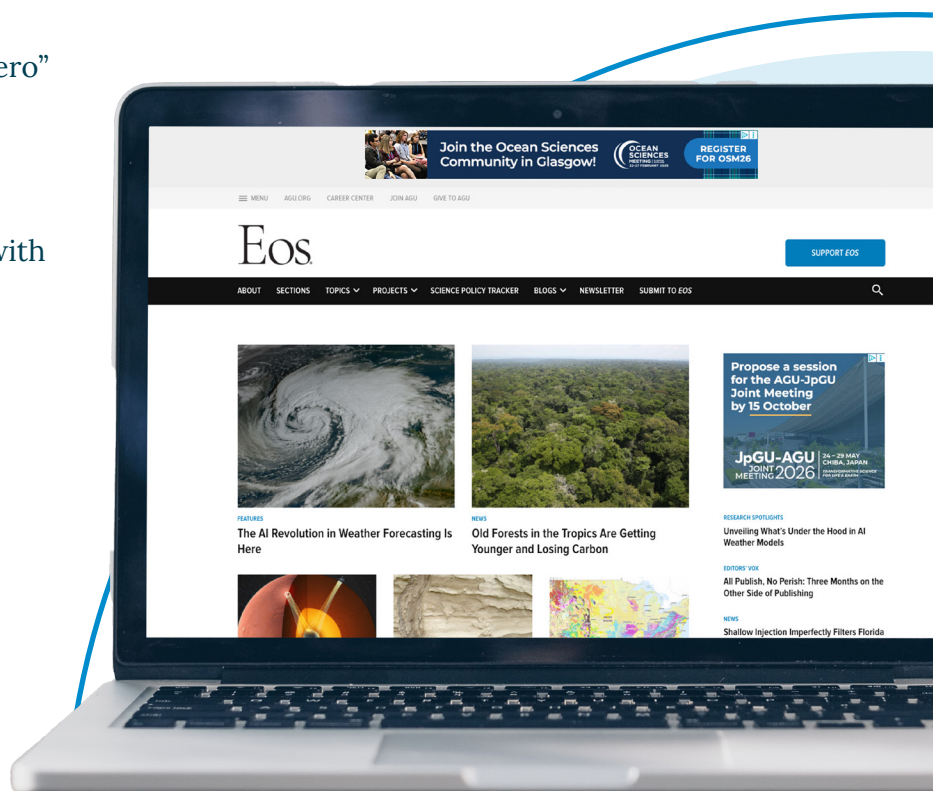
Contact AGU at advertising@agu.org for more information about these opportunities.

Social Media

Eos's core audience is on Bluesky, where our engagement rate has grown to more than 80%.

Eos content is also shared on AGU's main "hero" accounts on X, Bluesky, Facebook, TikTok, YouTube and LinkedIn.

Promote your business, service or product with advertising through @eos.org on Bluesky.



Eos Awards & Recognition

Recognition for Eos editorial & design

Visit eos.org/eos-awards to view more Eos honors.

2026 APEX Awards for Publication Excellence

One of a Kind Publications

[*The State of the Science One Year On*](#)

Regular Departments and Columns

[*Research and Developments*](#)

2025 The Folio: Eddie and Ozzie Awards

Editorial that Drives Impactful Change

[*Crafting Signs for Geoscience's Future*](#)

Long-Form Feature Content

[*Can the Belt and Road Go Green?*](#)

2025 APEX Awards for Publication Excellence

Writing/Academic Research

[*A Major Miner Problem*](#)

Current Events/International Issues

[*Can the Belt and Road Go Green?*](#)

2023 The Folio: Eddie and Ozzie Awards

Long-form Feature Article by a Nonprofit Magazine

[*Alumni Push Universities Forward on Climate*](#)

2023 James H. Shea Award for Excellence in Earth Science Writing and Editing

Awarded by the National Association of Geoscience Teachers

American Meteorological Society

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

[*Lightning Research Flashes Forward*](#)

Excel Awards

2022

Gold – Editorial Excellence

Gold – Magazine Issue Topic

Innovations in Volcanology

Gold – Feature Article

[*An Unprecedented View Inside a Hurricane*](#)

Graphic Design USA

2021 American InHouse Design Award – DEI Communications

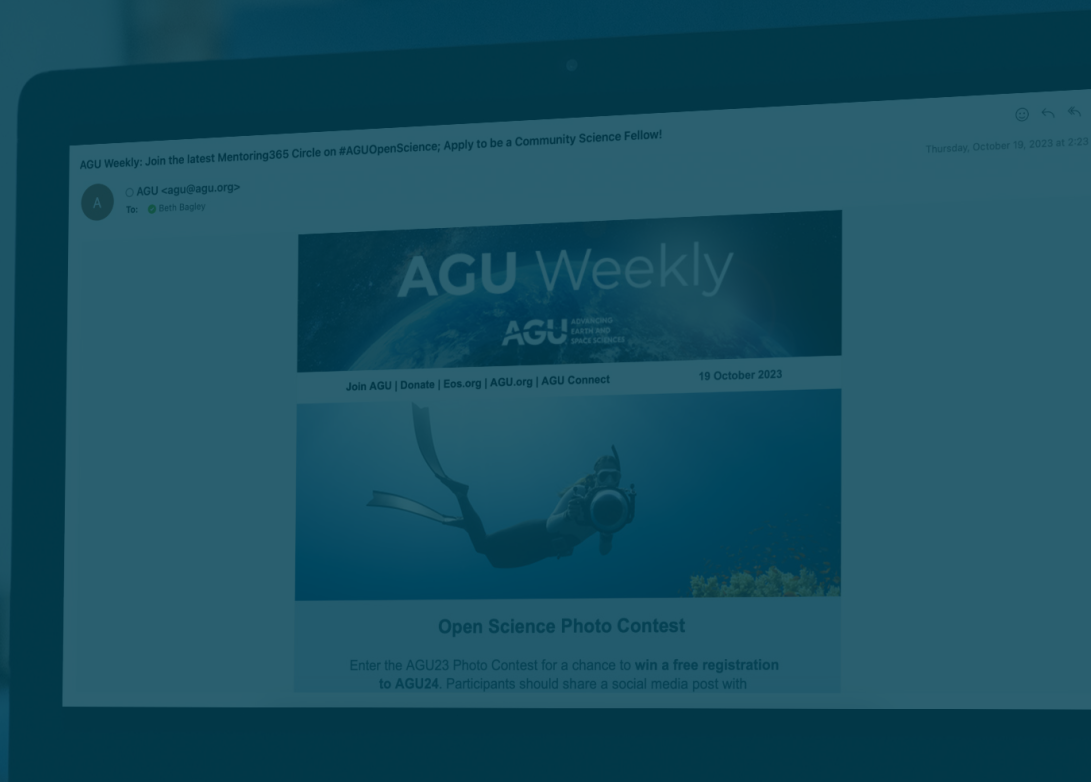
Eos November–December 2020 Issue

Society of Professional Journalists

Best Magazine Feature, 2021

[*The Capital's Waterway Could be Swimmable by 2030*](#)

E-newsletters



Eos Buzz

This curated selection of science news published in *Eos* is emailed to subscribers each Friday. The *Eos Buzz* audience wants to know the most interesting science facts and appreciates a deeper dive into scientific methods and motivations. Subscribers are the science-interested public, educators and the scientist community. **Promote your business, service or product directly to customers' inboxes with an email blast to *Eos Buzz* subscribers.**

75,000+ Subscribers

46% Open Rate

ADVERTISING OPPORTUNITIES

Reservations and ad materials are due no later than two weeks prior to run date.

Eos Buzz Newsletter

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

Email Blast

Rate: \$7,500 per message*

**Content is subject to AGU approval.*



AGU Weekly



Subscribers to this free e-newsletter are interested in events focused on scientific research, science policymaking and community science; and announcements from AGU and the broader 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. **Promote your business, service or product directly to customers' inboxes with an email blast to AGU Weekly subscribers.**

46,000+ Subscribers

47% Average Open Rate

ADVERTISING OPPORTUNITIES

Reservations and ad materials are due no later than two weeks prior to run date.

AGU Weekly Newsletter

FULL SPONSORSHIP	LEADERBOARD	MEDIUM RECTANGLE
Includes a leaderboard and a medium rectangle	728 × 90 pixels	300 × 250 pixels
\$2,000	\$1,500	\$750

Email Blast

Rate: \$7,500 per message*

**Content is subject to AGU approval.*



AGU Career Center

When you advertise in AGU's Career Center newsletter, you access the most qualified pool of candidates in the Earth and space sciences interested in academic, industry, government and nonprofit positions.

The monthly email includes featured job listings so potential applicants can simply click and apply.

Packages that include a feature in the Career Center newsletter start at \$1,205 and include a 30-day listing on our job board.

33,000 Subscribers

44% Average Open Rate

ADVERTISING OPPORTUNITIES

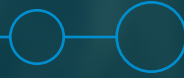
Reservations and ad materials are due no later than two weeks prior to run date.

Career Center Newsletter

FULL SPONSORSHIP	LEADERBOARD	MEDIUM RECTANGLE
Includes a leaderboard and a medium rectangle	728 x 90 pixels	300 x 250 pixels
\$750	\$500	\$300



Digital Advertising



Eos Display Advertising

Reservations and ad materials are due no later than two weeks prior to run date.

LEADERBOARD

728 x 90 pixels · Top of page

\$1,000 / month

SKYSCRAPER

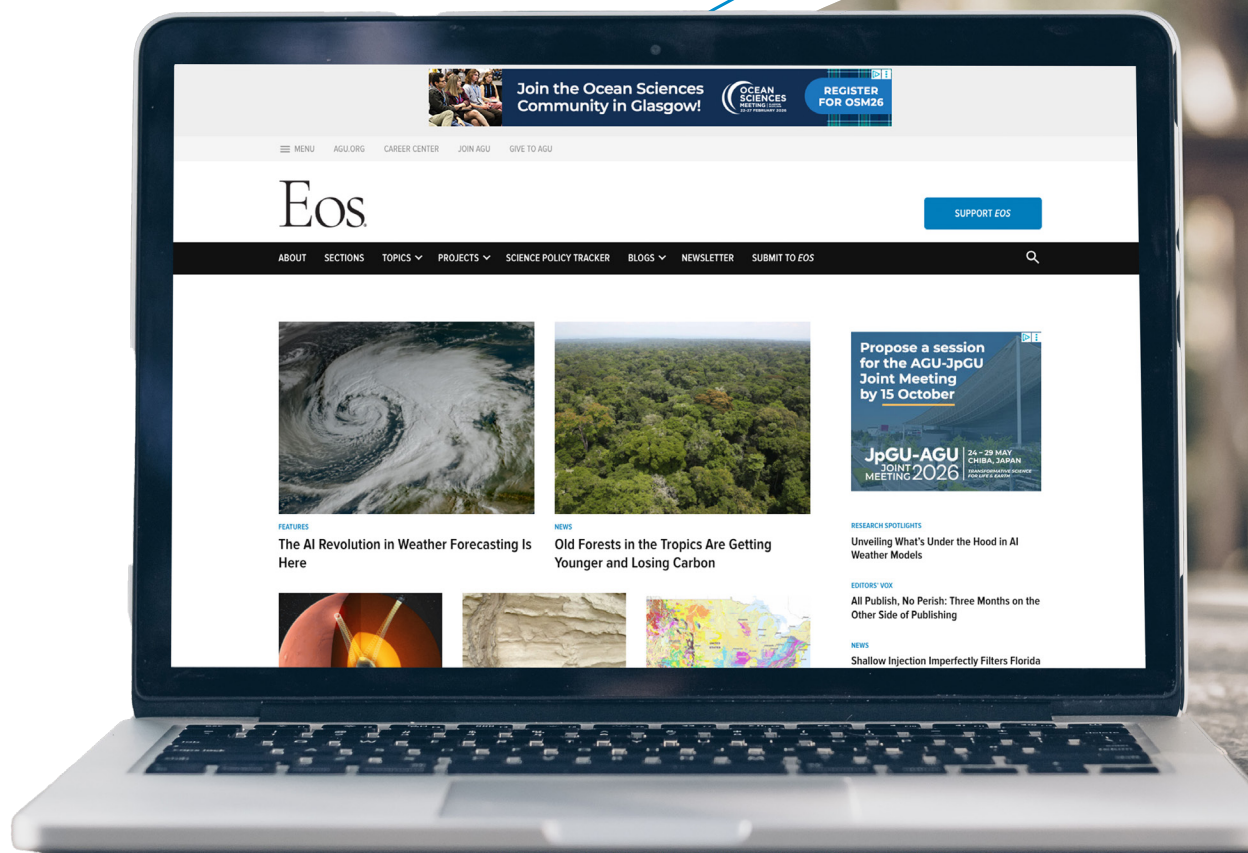
160 x 600 pixels

\$750 / month

MEDIUM RECTANGLE

300 x 250 pixels

\$500 / month



Sponsorship Opportunities



Eos Sponsorship

Align your brand with Eos and AGU by sponsoring a vertical on a topic important to your customers.

In today’s media landscape, consumers are more conscious than ever about the companies and organizations with which they do business. Deepen your connection and build authenticity for your brand by supporting Eos’s science journalism and sponsoring one of the following topical verticals:

- #AGU26: Where Science Connects Us
- [Climate](#)
- [Culture & Policy](#)
- [Earth Science](#)
- [Editors’ Vox](#)
- [Education & Careers](#)
- [ENGAGE: Eos News: Geoscience and Global Events](#)
- [Eos 简体中文版](#)
- [Health & Ecosystems](#)
- [The Landslide Blog](#)
- [Oceans](#)
- [Opinions](#)
- [Research and Developments](#)
- [Space & Planets](#)

Don’t see the perfect vertical for your brand? Eos is ready to work with you to identify and create one based on a keyword from “academia” to “zircons” or anything in between.

VERTICAL SPONSORSHIPS INCLUDE

	12 MONTHS	6 MONTHS	1 Month
• Exclusive advertising on the vertical landing page • One ad within each article associated with the vertical	\$12,000	\$7,500	\$3,000

Webinar Sponsorship

Eos and AGU can host your sponsored webinar. Let us handle the technical and marketing heavy lifting. Contact us at advertising@agu.org for more information.

Exclusive AGU Member Spaces



Reach deeply engaged, 100% verified audiences in AGU's online ecosystems, including the [AGU Grant Finder](#), the [AGU Session Finder](#), [AGU Connect](#), and more.

AGU members regularly visit digital spaces like these to discover funding opportunities, find the meeting sessions that best align with their research, identify can't-miss events when planning their meeting schedules, and network and connect with other members. Users are highly engaged and interact deeply with the content.

These online tools and resources keep members returning over and over throughout the year, and as members-only portals requiring a login, they guarantee impressions from real, verified human experts.

Contact us at advertising@agu.org to learn more about premium sponsorship opportunities and for schedules and availability.



Meeting Sponsorship

Get in front of our audience at the world's largest Earth and space science conference.

For more than 100 years AGU has been opening science to academics, entrepreneurs and enthusiasts—opening pathways to discovery, opening greater awareness to address climate change, and opening deeper collaborations that lead to solutions.

In 2027, AGU will convene more than 25,000 attendees from 100+ countries in Washington, D.C. Contact us for information on exhibiting and sponsorships at AGU27.

360 sponsorship packages are available. [Contact us](#) for more information.

LEARN MORE



THANK YOU

*Contact us for more information about advertising
with Eos or AGU and reserve your advertising space today.*

Display Advertising Sales
Heather Goss
advertising@agu.org

AGU
2000 Florida Ave., NW
Washington, DC 20009

RESERVE AN AD



AGU
ADVANCING EARTH
AND SPACE SCIENCES