Who We Are

The Bulletin of the Atomic Scientists is a news website covering nuclear issues, climate change and disruptive technology. What connects these issues is a driving belief that because humans created them, we can control them.

The Bulletin is also the nonprofit behind the iconic Doomsday Clock, which has been called “the most powerful piece of information design of the 20th century.”


The Bulletin was founded in 1945 by Manhattan Project scientists who “could not remain aloof to the consequences of their work.” Our mission is to equip the public, policymakers, and scientists with the information needed to reduce man-made threats to our existence. The Bulletin is an independent, nonprofit 501(c)(3) organization.

Our website is: www.thebulletin.org
Our audience, at a glance

650,000 monthly average pageviews
With large spikes during news events & Doomsday Clock announcements. In January 2020, for example, we received 1.48 million pageviews. In May of 2021, we had 1.8 pageviews.

367,000 monthly average unique visitors
Our audience is passionate, engaged and growing.

75,000 newsletter subscribers
The Bulletin sends out two weekly newsletters, on Mondays and Thursdays.

110,000+ followers on social media
This includes 64,000+ Twitter followers and 49,000 Facebook followers.
The Bulletin has a young, international audience

**Average age**
50% of our readers are under age 35

**Geography**
50% of our readers are outside the U.S.

**Device**
63% of our readers engage with us on a mobile device or tablet

**Demographics**
32% female / 68% male
A comprehensive package includes:

- 1 week of display advertising on our homepage
- 1 week of display advertising on article pages
- 2 spots in our newsletters (on Monday & Thursday)
- 2 sponsored posts a week via Twitter
- 1 sponsored post a week via Facebook

Add ons:
- Newsletter sponsorships with logos
- Newsletter takeover (exclusive send with your messaging and content)
- Specially-labeled sponsored content

Advertising packages can be mixed and matched, according to your needs.
Desktop and Mobile display advertising
Desktop and Mobile newsletter advertising

NUCLEAR RISK

The US government insurance scheme for nuclear power plant accidents no longer makes sense

Long-term costs of the Fukushima accident have been estimated at $700 billion. With a maximum of only $13 billion available after a US nuclear accident, a catastrophic event would render the US self-insurance scheme pretty much irrelevant, writes former Nuclear Regulatory Commissioner Victor Gilinsky. Read more.

WHAT’S NEW AT THE BULLETIN

Global Teleconference: Nuclear Weapons Policy & the US Presidential Election

Why should nuclear weapons be a major focus of the 2020 U.S. presidential campaign? The Bulletin will hold a teleconference on March 2 with authors from our special magazine issue, Nuclear Weapons Policy and the U.S. Presidential Election. Bulletin editor-in-chief John Mecklin will moderate the conversation between John M. Holdren, former science advisor to President Obama, and Alexandra Bell, senior policy director at the Center for Arms Control & Non-Proliferation. Registration is now full; please check our website for a recording of the teleconference.

SPONSORED

Ploughshares Fund seeks new president

Ploughshares Fund is seeking a president with the passion and experience to continue the organization’s success and guide it into the next phase of its history. Ploughshares Fund is the largest private foundation dedicated exclusively to eliminating nuclear weapons. Find out how to apply here.

QUOTE OF THE DAY

“Medill’s student journalists are top-flight—smart, dedicated, and willing to learn. We are happy to help guide them and to feature their reporting and writing in a way that fosters their futures, and the future of American public-interest journalism.”

- Editor-in-Chief John Mecklin on the Bulletin’s partnership with the Medill School
Desktop and Mobile advertising in articles
Newsletter sponsorship with logos
Ad Specs

Advertising artwork is created by the advertiser and must be submitted to the Bulletin at least one week prior to publication.

Display ads run on our homepage directly under our editorial section. Display ads on our article pages (300 x 250 pixels) run on the right rail on desktop and in the body text on mobile devices. All display ads must be designed on a white background with a 1 pixel black box.

Since our website is mobile responsive, we require that leaderboard ads (728 x 90 pixels) also have mobile versions (300 x 250 pixels).
Ad Specs (continued)

Newsletter sponsored content:
Headline, 35 words, and a link

Twitter:
Graphic, link, and up to 180 characters

Facebook:
Graphic, link, and up to 40 words

Please provide:
URL campaign-tracked link, images, and text for posts.

Ask about custom solutions.
We can meet almost any need and are always evolving our products.

*All ad copy must be approved by the Bulletin
Questions or orders?

Please reach out to advertising@thebulletin.org

Rate sheets available upon request.