



Bulletin of the Atomic Scientists

Media Kit / Winter 2022

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.”

Notable contributors and figures featured in the Bulletin include Albert Einstein, J. Robert Oppenheimer, Ruth Adams, Stephen Hawking, Christine Todd Whitman, U.S. Secretary of Defense William J. Perry, and multiple Nobel laureates.

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



Doomsday Clock unveiling from January 2020: [Left to Right] The Bulletin's executive chair and former Governor of California Jerry Brown, and former President of Ireland Mary Robinson and former UN Secretary-General Ban Ki-moon, leaders of The Elders.

**IT IS 100 SECONDS
TO MIDNIGHT**



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.

367,000 monthly average unique visitors

Our audience is passionate, engaged and growing.

70,000 newsletter subscribers

The Bulletin sends out two weekly newsletters, on Mondays and Thursdays.

110,000+ followers on social media

This includes 62,000 Twitter followers and 45,000 Facebook followers.

The Bulletin has a young, international audience

Average age

50% of our readers are under age 35

Geography

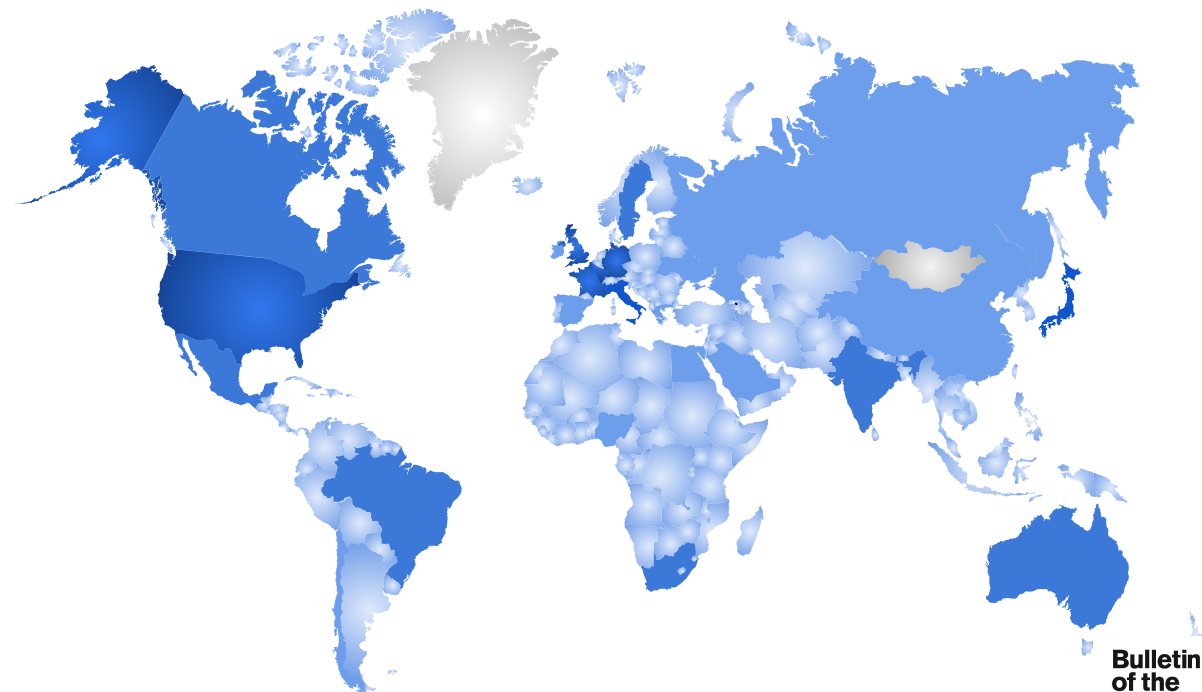
50% of our readers are outside the U.S.

Device

62% of our readers engage with us on a mobile device or tablet

Demographics

32% female / 68% male



The Bulletin sells advertising on a sponsorship model



A comprehensive package includes:

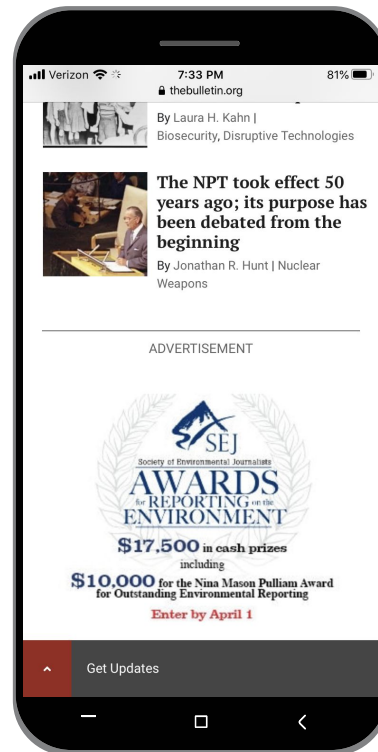
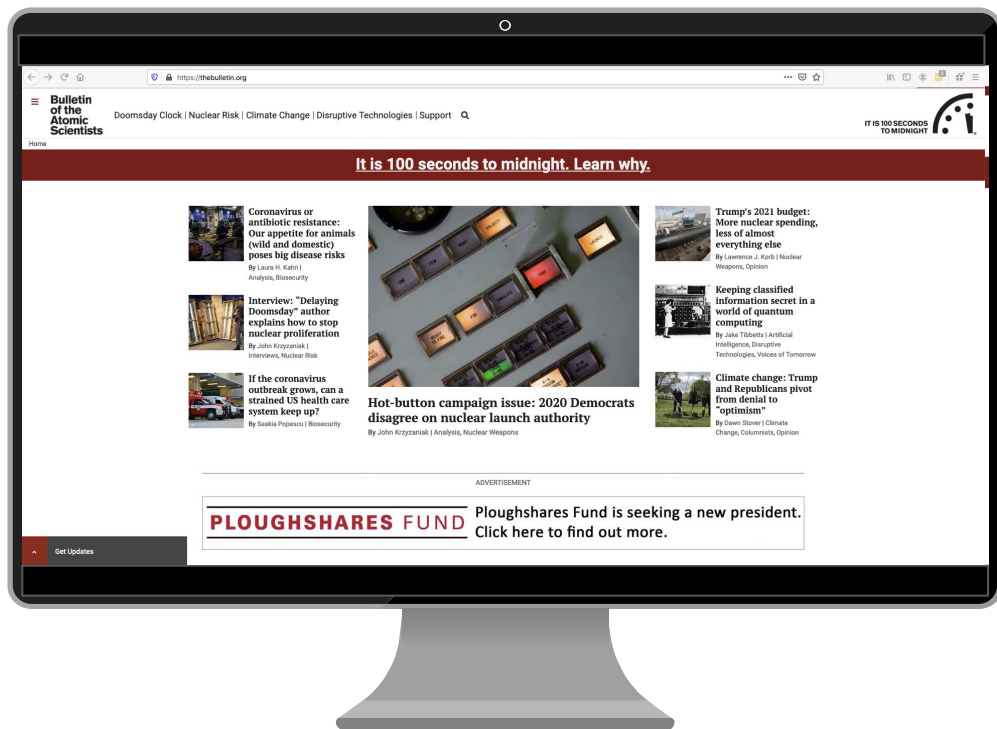
- 1 week of display advertising on our homepage
- 1 week of display advertising on article pages
- 2 spots in our newsletters (on Monday & Thursday)
- 2 sponsored posts a week via Twitter
- 1 sponsored post a week via Facebook

Add ons:

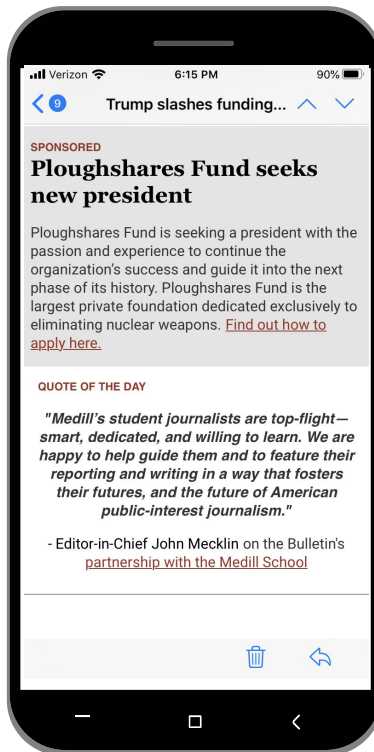
- Newsletter sponsorships with logos
- Newsletter takeover (exclusive send with your messaging and content)
- Specially-labeled sponsored content

Advertising packages can be mixed and matched, according to your needs.

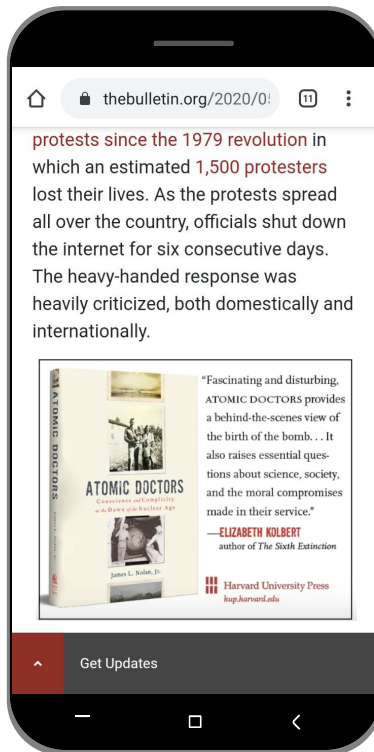
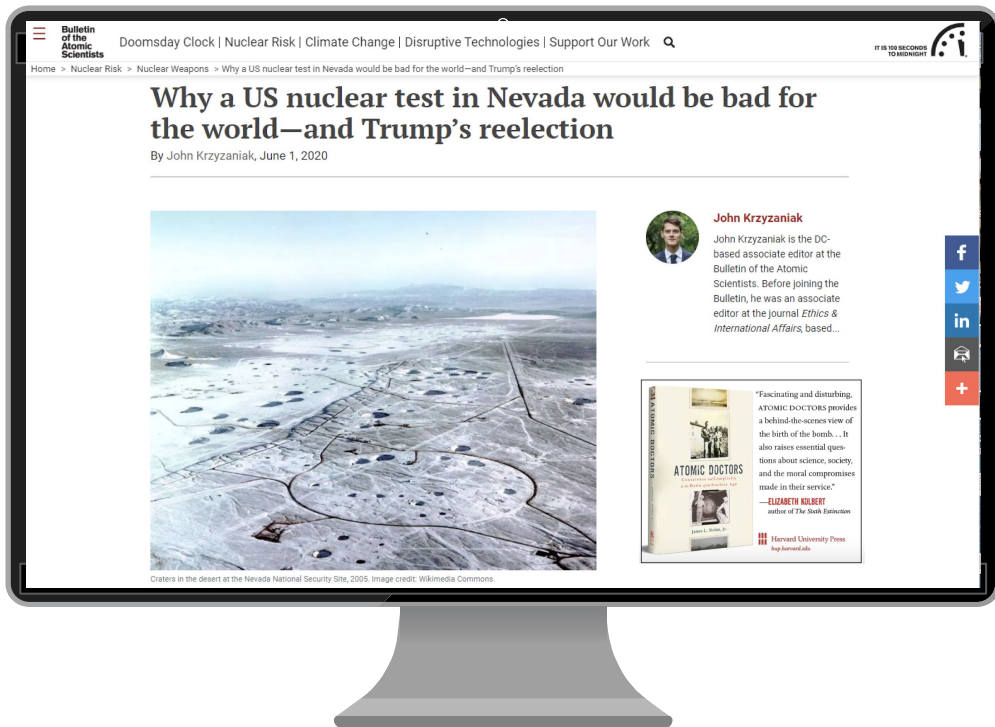
Desktop and Mobile display advertising



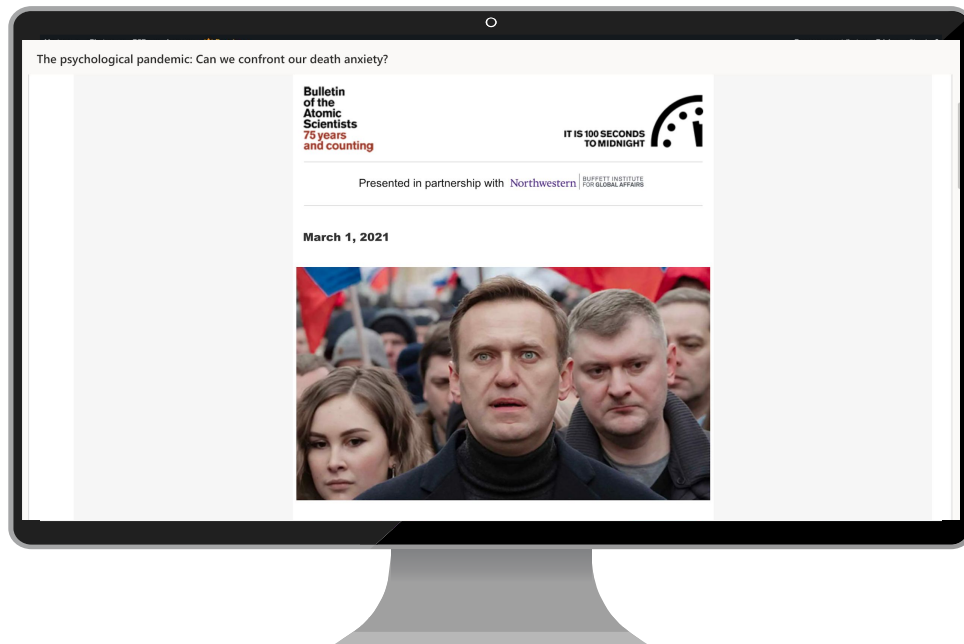
Desktop and Mobile newsletter advertising



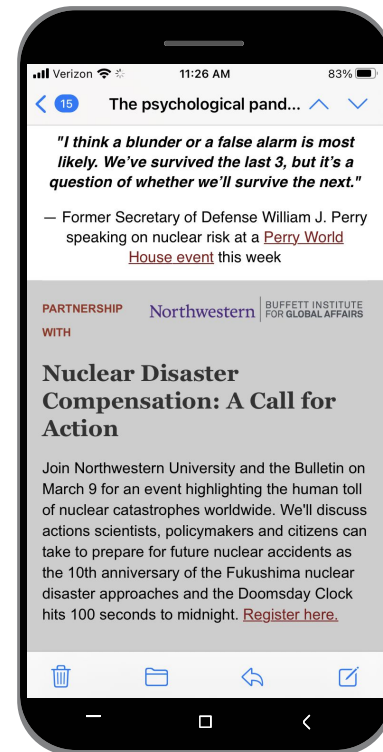
Desktop and Mobile advertising in articles



Newsletter sponsorship with logos



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**Bulletin
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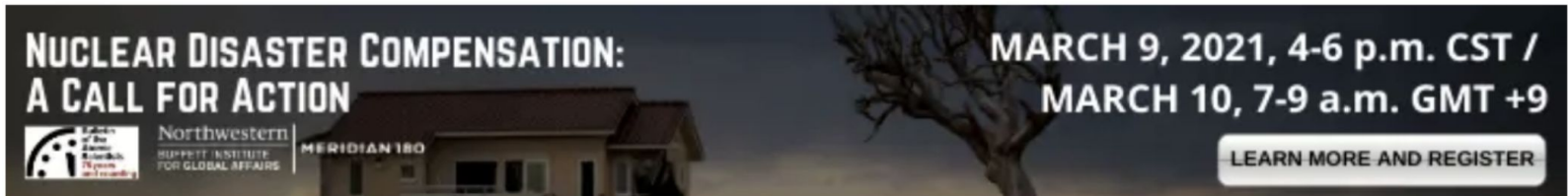
Ad Specs

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).

Samples:



Ad Specs (continued)

Newsletter sponsored content:

Headline, 35 words, and a link

Twitter:

Graphic, link, and up to 180 characters

Facebook:

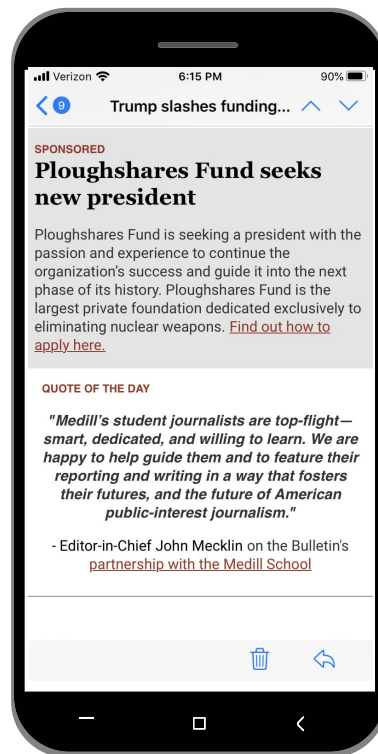
Graphic, link, and up to 40 words

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.