

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.

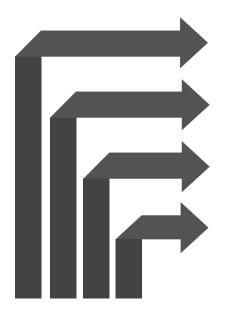
Our website is: www.thebulletin.org



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





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The Bulletin sells advertising on a sponsorship model

A comprehensive package includes:

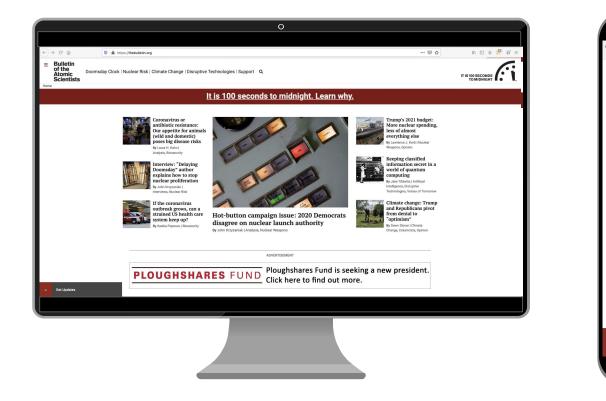
- 1 week of display advertising on our homepage
- 1 week of display advertising on article pages
- 2 spots in our newsletters (on Monday & Thursday)
- 2 sponsored posts a week via Twitter
- 1 sponsored post a week via Facebook

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

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 \$750 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 Gillinsky. <u>Bead</u> <u>more.</u>

WHAT'S NEW AT THE BULLETIN

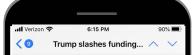
Global Teleconference: Nuclear Weapons Policy & the US Presidential Election

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 P. 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.



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QUOTE OF THE DAY

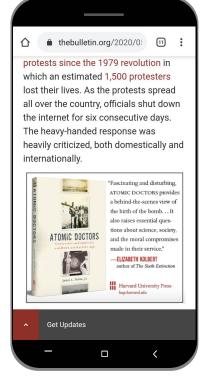
"Mediil's student journalists are top-flightsmart, dedicated, and willing to learn. We are happy to help guide them and to feature their reporting and writing in a way that fosters their futures, and the future of American public-interest journalism."

- Editor-in-Chief John Mecklin on the Bulletin's partnership with the Medill School



Desktop and Mobile advertising in articles

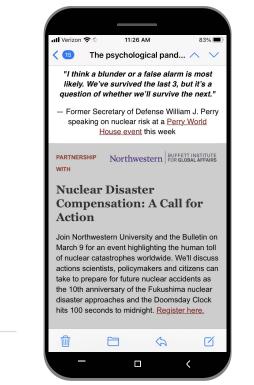




Newsletter sponsorship with logos

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The psychological pandemic: Can we confront our death anxiety?	
	Bulletin of the Atomic Scientists 75 years and counting
	Presented in partnership with Northwestern Herrert National Applied
	March 1, 2021

Presented in partnership with Northwestern BUFFETT INSTITUTE



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:



NUCLEAR DISASTER COMPENSATION: A CALL FOR ACTION



TERIDIAN 180

MARCH 9, 2021, 4-6 p.m. CST / MARCH 10, 7-9 a.m. GMT +9

LEARN MORE AND REGISTER



Ad Specs (continued)

Newsletter sponsored content:

Headline, 35 words, and a link

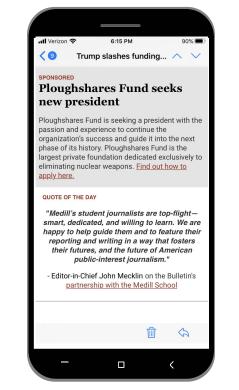
Twitter: Graphic, link, and up to 180 characters

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 <u>advertising@thebulletin.org</u>

Rate sheets available upon request.

