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
Why advertise with the Bulletin

The Bulletin has been providing in-depth reporting and thoughtful analysis from trusted experts for more than 75 years.

Our publication has informed policy makers and the public on issues such as nuclear risk, climate change, disruptive technologies and biosecurity.

The Bulletin is one of the most authoritative, independent news organizations on the planet, reaching more than a million monthly readers on multiple digital platforms (website, newsletters, events, Apple News, Flipboard, YouTube and social media).

Our award-winning journalism not only breaks news, but drives new conversations and challenges world leaders. The Bulletin is a legacy publication where readers come for news they can trust.
Award-winning coverage and design

The Bulletin has been recognized by the American Society of Magazine Editors twice with National Magazine Awards for General Excellence.

In 2020, the Chicago Headline Club recognized the Bulletin for its cutting-edge web design with a Peter Lisagor Award for Best Design in a Specialty Publication.

The publication has won numerous other awards, including Olive Branch Awards from the N.Y.U. Center for War, Peace and the News Media.

2020 Peter Lisagor Award for Best Design in a Specialty Publication
Our audience, at a glance

**1,000,000 monthly average pageviews**
With large spikes during news events & Doomsday Clock announcements. In May of 2021, we saw 1.8 million pageviews; in February of 2022, we saw 2.6 million.

**540,000 monthly average readers across all platforms**
Our audience is passionate, engaged, and growing.

**70,000+ newsletter subscribers**
Sends average a **28% open rate** and **3.35% click-through rate**

**120,000+ followers on social media**
This includes 68,000+ Twitter followers and 49,000 Facebook followers.

**2,640 virtual event attendees in the past 12 months**
Including free and paid events
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**
67% of our readers engage with us on a mobile device or tablet

**Demographics**
30% female / 70% male
A trusted source of information for over 75 years

“The Bulletin has become widely recognized in America and abroad, both as the best and most complete source of authoritative information.”

— Albert Einstein

Co-founder of the Bulletin’s Board of Sponsors, 1949
A trusted source of information for over 75 years

“The Bulletin’s mission is as urgent today as it was when Albert Einstein and Robert Oppenheimer helped found it.”
— Christine Todd Whitman
Former Governor of New Jersey and EPA Administrator

“In an era of misinformation, I trust I can go to the Bulletin for reliable information, diverse viewpoints and scientific analysis.”
— Molley Hurley
Bulletin contributor

“Essential, informative, and trustworthy—the Bulletin helps readers understand man-made risks to human existence and how to help combat them.”
— William J. Perry
Former US Secretary of Defense

“The scientific transparency that the Bulletin provides is so necessary, especially in a time where climate misinformation runs rampant.”
— Jasmine Banks
Bulletin contributor
Social media impact

Eight theories on Trump’s “incredible” new secret nuclear weapon - Bulletin of the Atomic Scientists

And now this: An explosion rocked a Russian research facility known for housing the smallpox virus - Bulletin of the Atomic Scientists

What can a pandemic teach us about nuclear threats? Turns out it’s a lot. Read my article in the Bulletin of the Atomic Scientists.

Letter from St. Petersburg: Many Russians don’t even know there’s a war - from the Bulletin of the Atomic Scientists | @BulletinAtomic
A comprehensive package includes:

- 1 week of display advertising on our homepage
- 1 week of display advertising on article pages
- 1 week of newsletter text placements (2 total placements, one each Monday & Thursday)

Add ons:

- Social media posting
- Newsletter full sponsorships with logos
- Newsletter takeover (exclusive send with your messaging and content)

The Bulletin reserves the right to reject or adapt advertisements as needed.
Desktop and Mobile display advertising
Desktop and Mobile advertising in articles

Why a US nuclear test in Nevada would be bad for the world—and Trump’s reelection

By John Krzyzanik, June 1, 2020

John Krzyzanik
John Krzyzanik is the DC-based associate editor at the Bulletin of the Atomic Scientists. Before joining the Bulletin, he was an associate editor at the journal Ethics & International Affairs. Based in Washington, D.C., Krzyzanik focuses on the intersection of nuclear policy and finance, national security, and scientific integrity. He’s a graduate of the University of Minnesota and holds a Master’s degree in International Relations.

protests since the 1979 revolution in which an estimated 1,500 protesters lost their lives. As the protests spread all over the country, officials shut down the internet for six consecutive days. The heavy-handed response was heavily criticized, both domestically and internationally.

ATOMIC DOCTORS

“Fascinating and disturbing, ATOMIC DOCTORS provides a behind-the-scenes view of the birth of the bomb... It also raises essential questions about science, society, and the moral compromises made in their service.”

—ELEONOR ROBERTS, author of The Sixth Extinction

Download the Bulletin app for more stories.
Desktop and Mobile newsletter advertising
Newsletter full sponsorship with logos
## Ad Specs

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<th>Style</th>
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Specs for add-ons

**Newsletter text:**
Headline, 35 words, and a link

**Full newsletter sponsorship:**
Horizontal logo, 600 x 500 graphic, and a link

**Twitter:**
Graphic, link, and up to 180 characters

**Facebook:**
Graphic, link, and up to 40 words

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*All ad copy must be approved by the Bulletin*
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Rate sheets available upon request.