

Contact: advertising@thebulletin.org

Who we are

The *Bulletin of the Atomic Scientists* is a nonprofit that provides authoritative reporting on nuclear risk, climate change, and disruptive technologies, such as advancements in bioresearch and artificial intelligence. What connects these issues is a driving belief that because humans created them, we can control them.

In 1945, the *Bulletin* was founded by Manhattan Project scientists who "could not remain aloof to the consequences of their work." Albert Einstein established the *Bulletin*'s Board of Sponsors with J. Robert Oppenheimer as its first chair. Nearly 80 years later, the *Bulletin* continues to equip the public, policymakers, and scientists with the information needed to reduce man-made threats to human existence.

Learn more at www.thebulletin.org

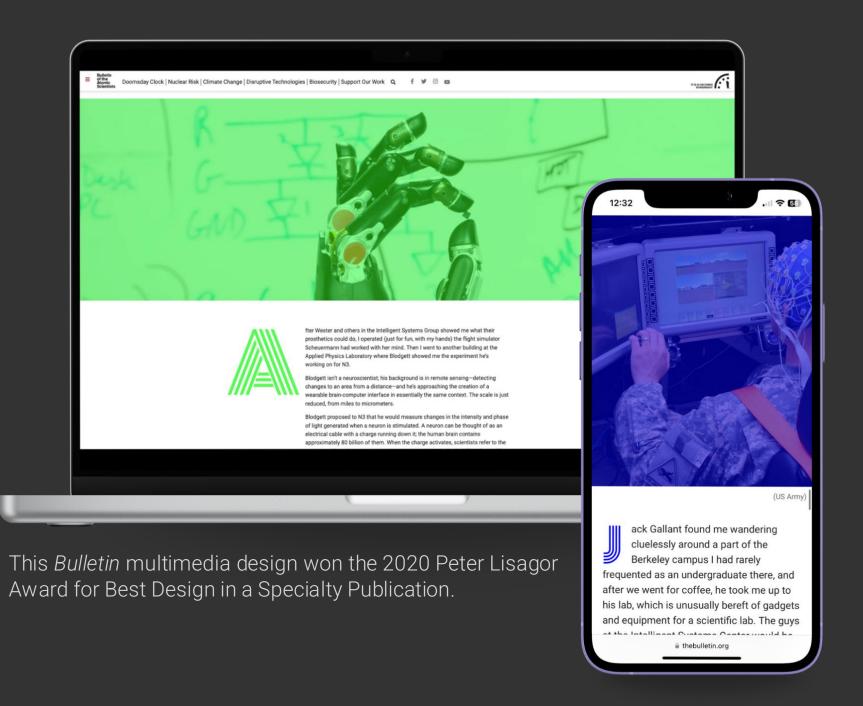




Why advertise with the Bulletin?

Our award-winning journalism breaks news, ignites conversations, and challenges world leaders. Since 1945, the *Bulletin* has provided in-depth reporting and analysis from trusted experts. With a legacy stretching back to the creation of the atomic bomb, the *Bulletin* is a long-respected publication with a reputation for providing readers with information they can trust. Today, the *Bulletin* reaches more than a million monthly readers from around the world on our website and engages many more across events, other digital platforms, and our subscription magazine.





Award-winning coverage and design

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

In 2023, Paul Tullis won an AAAS Kavli Science Journalism Award for his *Bulletin* article, "<u>Is the next pandemic brewing on the Netherlands' poultry farms?</u>"

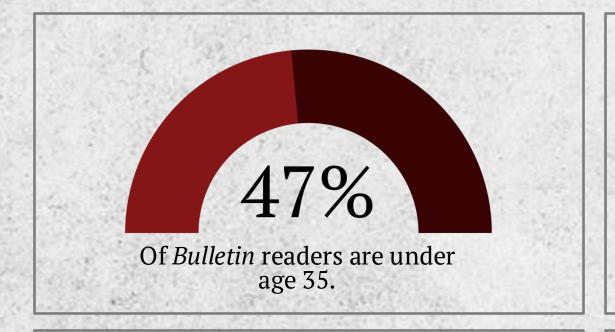
In 2020, the Chicago Headline Club recognized the *Bulletin* for its cutting-edge web design with a Peter Lisagor Award for Best Design in a Specialty Publication.

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

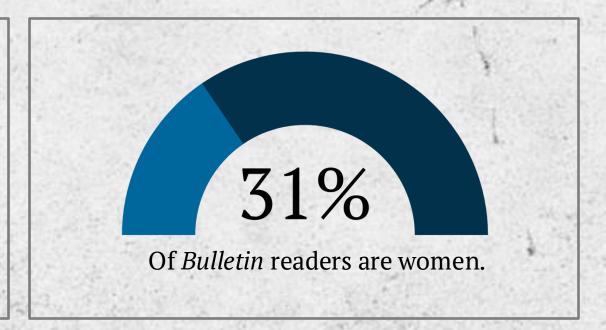


Our audience, at a glance

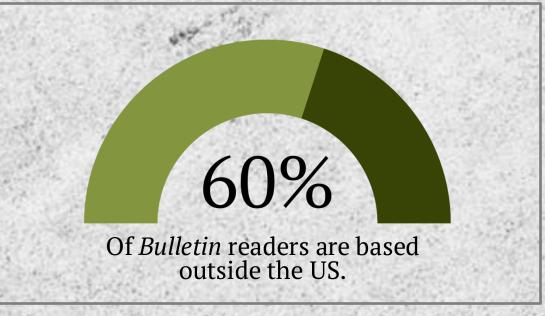
With nearly half of our audience under the age of 35 and 60% based outside of the US, the *Bulletin* has an expanding audience that largely skews male.









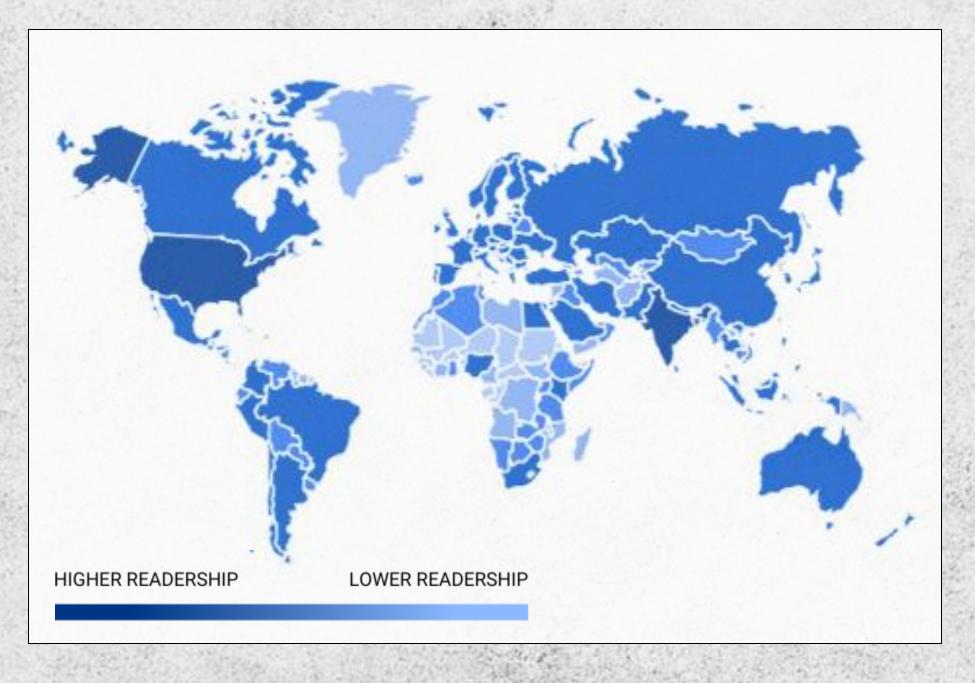






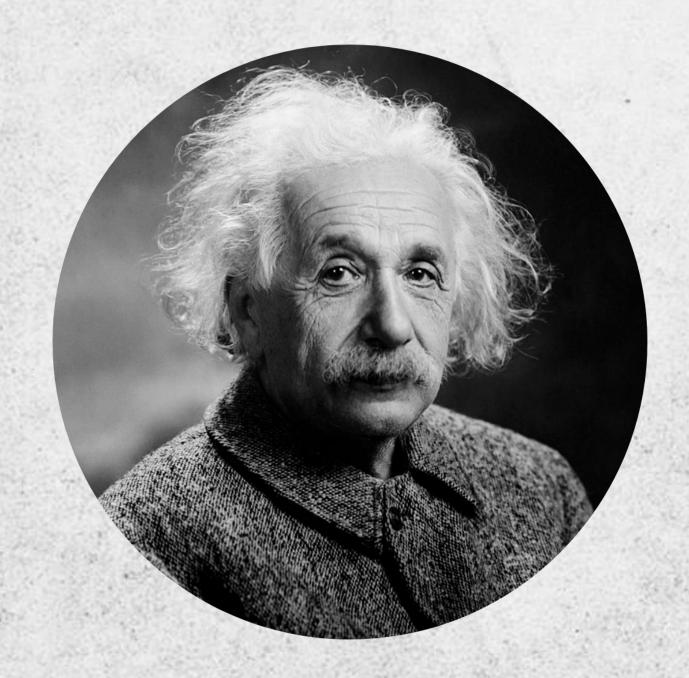
In 2024, the Bulletin is read in over 240 countries

Users have visited our site from all seven continents.



Country	1/4.	
Users United States	39.3%	
India	28.6%	
United Kingdom	6.9%	
Canada	4%	
Australia	2.4%	
Pakistan	2.1%	
Germany	1.2%	





"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 nearly 80 years

With early leadership including luminaries like Albert Einstein and J. Robert Oppenheimer, the *Bulletin* has upheld a legacy of elevating experts above the noise and providing perspectives that have shaped policy and politics.





"The scientific transparency that the *Bulletin* provides is so necessary, especially in a time where climate misinformation runs rampant."

Jasmine Banks

Bulletin contributor



"The *Bulletin*'s mission is as urgent today as it was when Albert Einstein and Robert Oppenheimer helped found it."

Christine Todd Whitman Former Administrator of the EPA



"Essential, informative, and trustworthy—the *Bulletin* helps readers understand man-made threats to human existence and how to help combat them."

William J. Perry
Former US Secretary of Defense



"In an era of misinformation, I trust I can go to the *Bulletin* for reliable information, diverse viewpoints, and scientific analysis."

Molly Hurley

Bulletin contributor



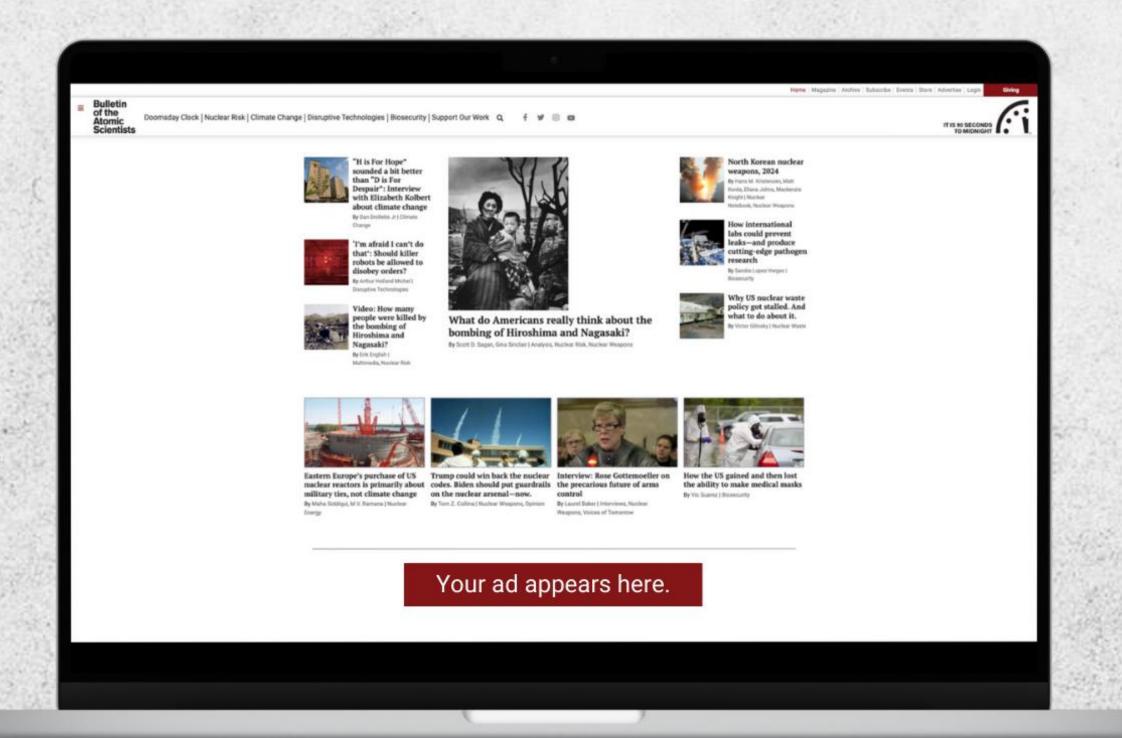
The *Bulletin* sells advertising on a sponsorship model

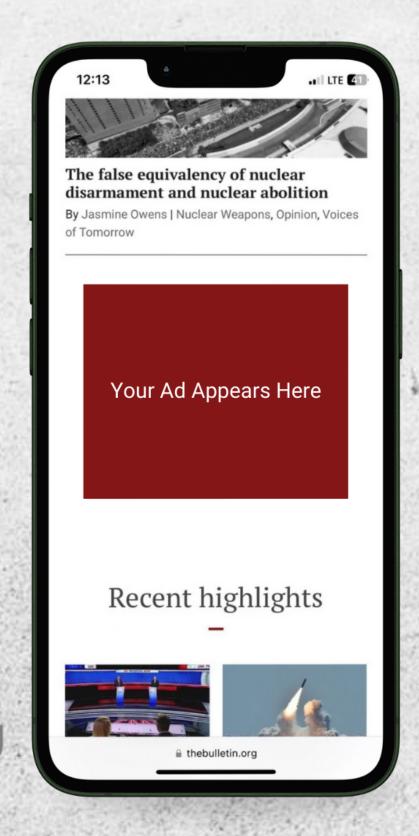
A comprehensive package includes:

- 1 week of display advertising on the Bulletin website, which averages around 1 million views
 per month
- 1 week of newsletter sponsorship, with emails averaging a 23.85% open rate and 2% CTR



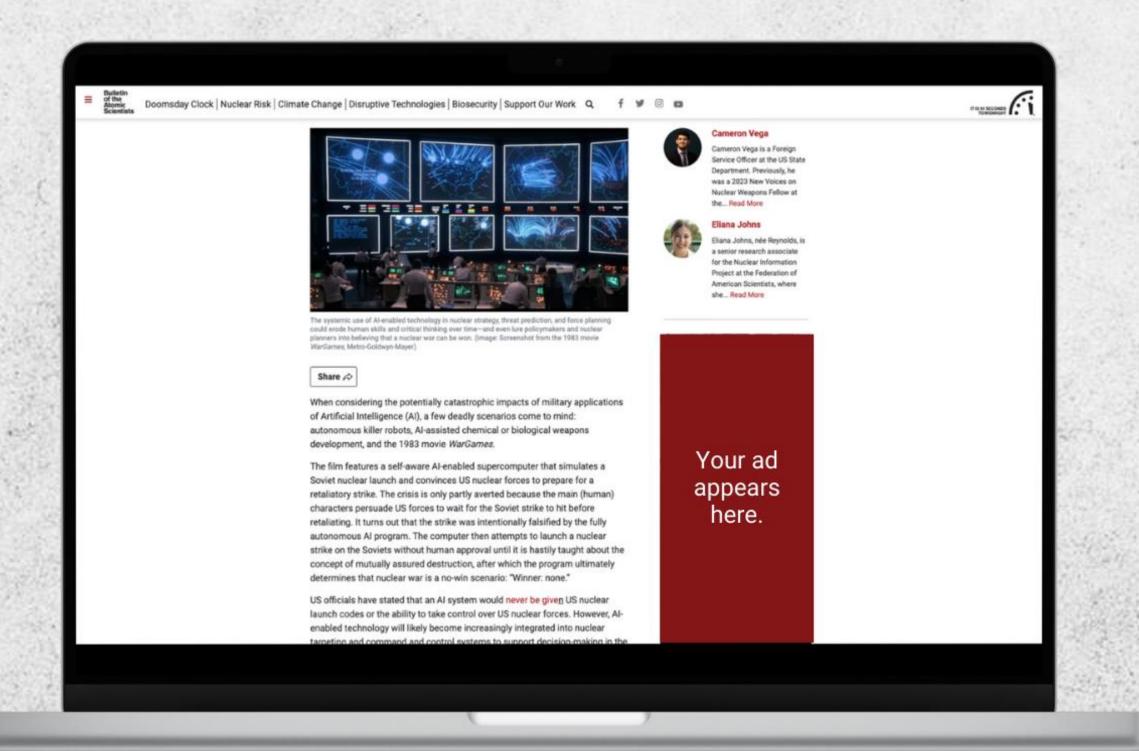
Desktop and mobile display advertising on the homepage

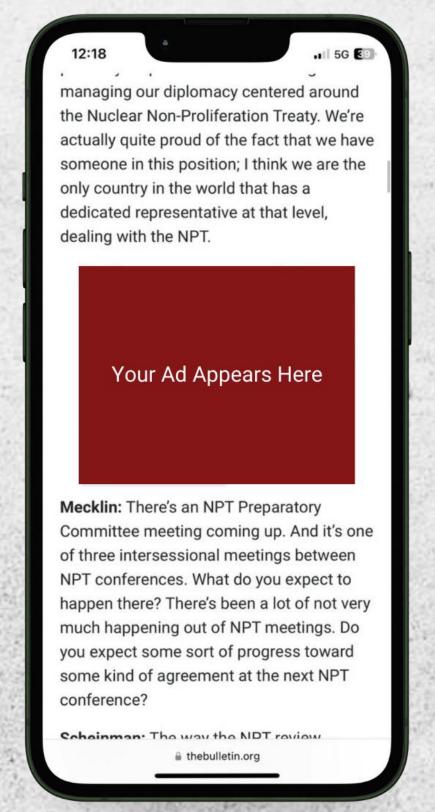






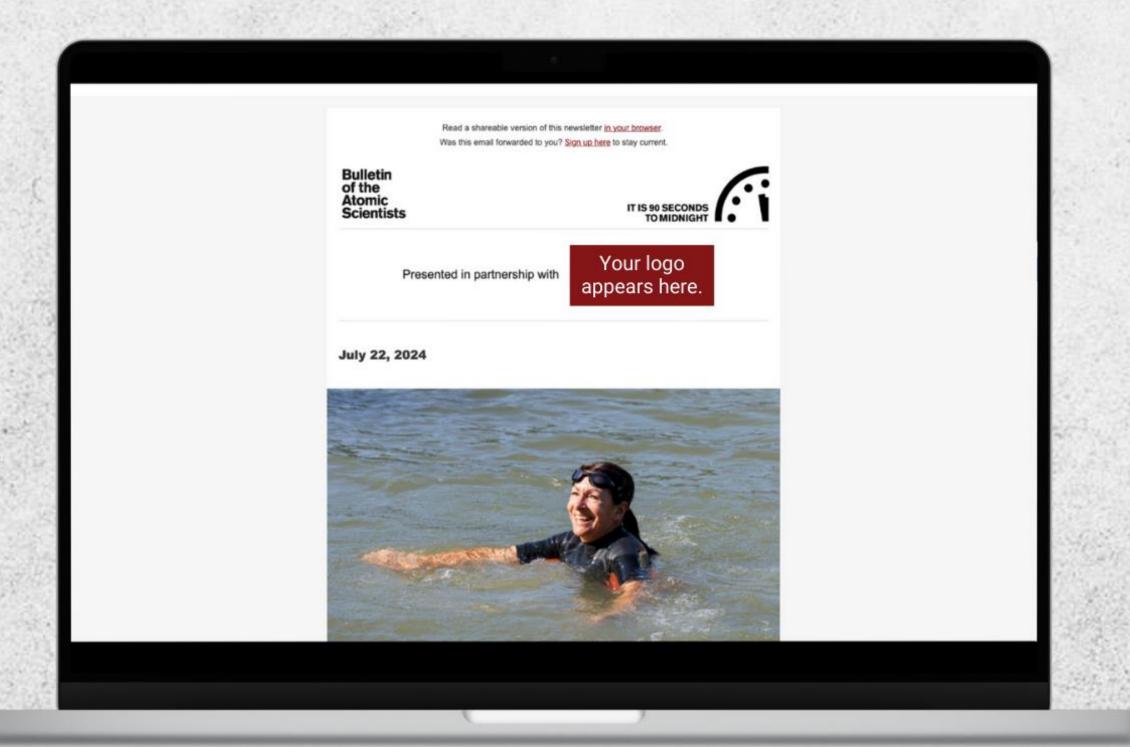
Desktop and mobile advertising in articles

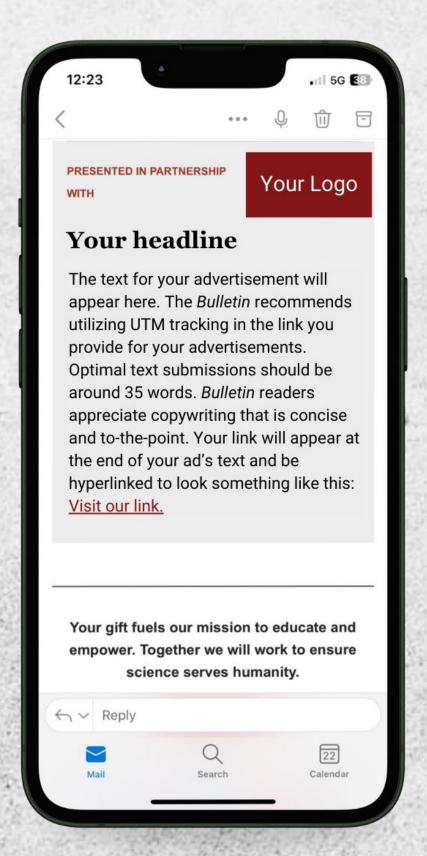






Newsletter sponsorship







Website Ad Creative

In addition to the creative below, please also provide a URL, preferably with UTM tracking information.

Location	Submission Size	Display size	File type	Notes
Desktop homepage	1456 x 180px	728 x 90px	jpg, png	Keeping font size at 13pt or higher helps ensure readability in this location. Adding a button reminds viewers that they can click on the ad.
Desktop article	1200 x 600px	600 x 300px	jpg, png	We suggest keeping font size no smaller than 28pt. Adding a button reminds viewers that they can click on the ad.
Mobile	600 x 500px	300 x 250px	jpg, png	We suggest keeping font size no smaller than 16pt. Adding a button reminds viewers that they can click on the ad.

^{*}All ad copy must be approved by the Bulletin.



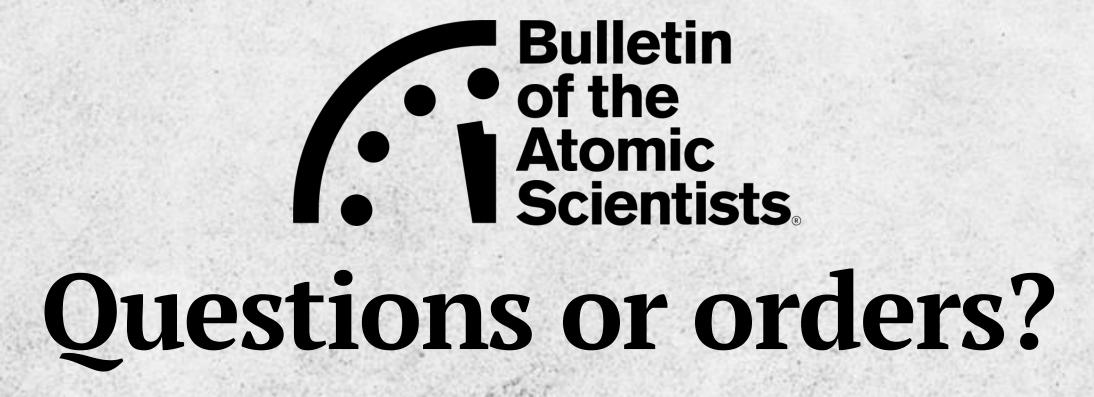
Newsletter Ad Creative

In addition to the creative below, please also provide a URL, preferably with UTM tracking information.

Location	Submission details	Display size	File type	Notes
Copywriting	Headline, 35 words, and a link	Reflects font style and sizing of the <i>Bulletin</i> 's newsletter	email, pdf, docx	Copywriting that is concise, personable, and easily understood resonates well with the <i>Bulletin</i> 's large, diverse audience.
Logo placements	Minimum of 90px height, variable width	Minimum of 90px height, variable width	jpg, png	Your logo will appear at the top of the newsletter and above your copywriting in a content block below the quote of the day. Logos will appear on white and light gray backgrounds.
Graphic	600 x 500px	300 x 250px	jpg, png	Including a button reminds viewers that this ad is clickable.

^{*}All ad copy must be approved by the Bulletin.





Email us at advertising@thebulletin.org. Rate sheets are available upon request.