



# Bulletin of the Atomic Scientists

Media Kit 2024

Contact: [advertising@thebulletin.org](mailto:advertising@thebulletin.org)

# Who We Are

The *Bulletin of the Atomic Scientists* is a news website covering nuclear risk, climate change, and disruptive technologies, such as advances in biosecurity and AI. 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 Jennifer Doudna, plus other 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.

Visit our website: [www.thebulletin.org](http://www.thebulletin.org).



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

**IT IS 90 SECONDS  
TO MIDNIGHT**



# Why advertise with the *Bulletin*?

The *Bulletin* has been providing in-depth reporting and analysis from trusted experts for nearly 80 years.

Our publication has informed policymakers and the public on the most consequential threats humanity faces.

The *Bulletin* is an authoritative, independent news organization, reaching more than a million monthly international readers on multiple platforms (website, newsletters, events, Apple News, and social media ).

Our award-winning journalism not only breaks news but drives impactful conversations and challenges world leaders. The *Bulletin* is a long-respected publication that readers come to for news they can trust.



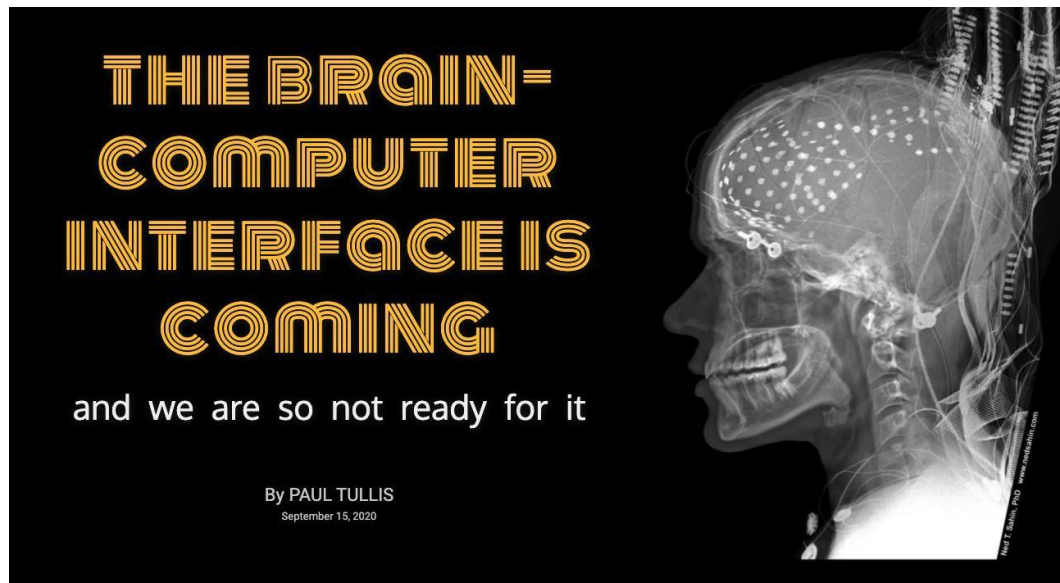
Famed physicist and author Stephen Hawking at the 2007 Doomsday Clock announcement.

# 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.

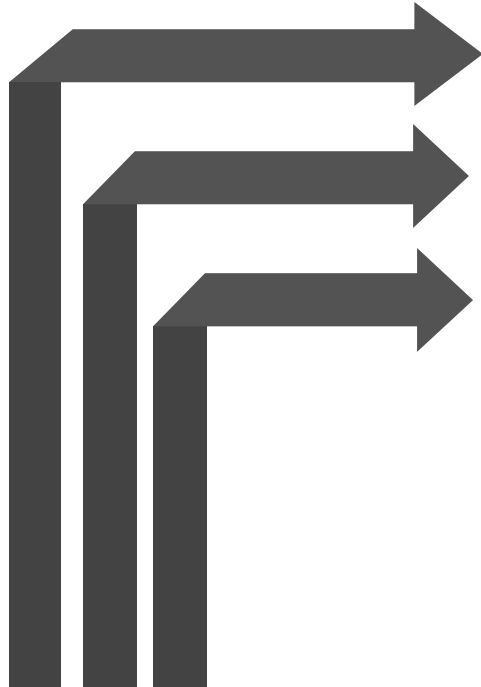
In 2020, the Chicago Headline Club recognized the *Bulletin* for its cutting-edge web design with a Peter Lisagor Award for Best Design in a Specialty Publication.

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.



The *Bulletin* multimedia design that won the 2020 Peter Lisagor Award for Best Design in a Specialty Publication.

# Our audience, at a glance



## **1,000,000** monthly average pageviews

With spikes during news events and Doomsday Clock announcements. In January of 2023, we saw 1.5 million pageviews; in February of 2022, we saw 2.6 million.

## **775,000** monthly average readers

Our audience is passionate, engaged, and growing.

## **127,000+** newsletter subscribers

An average **24%** open rate and **2%** click-through rate.

# The *Bulletin* has a young, international audience

## Average age

Nearly 50% of our readers are under age 35

## Geography

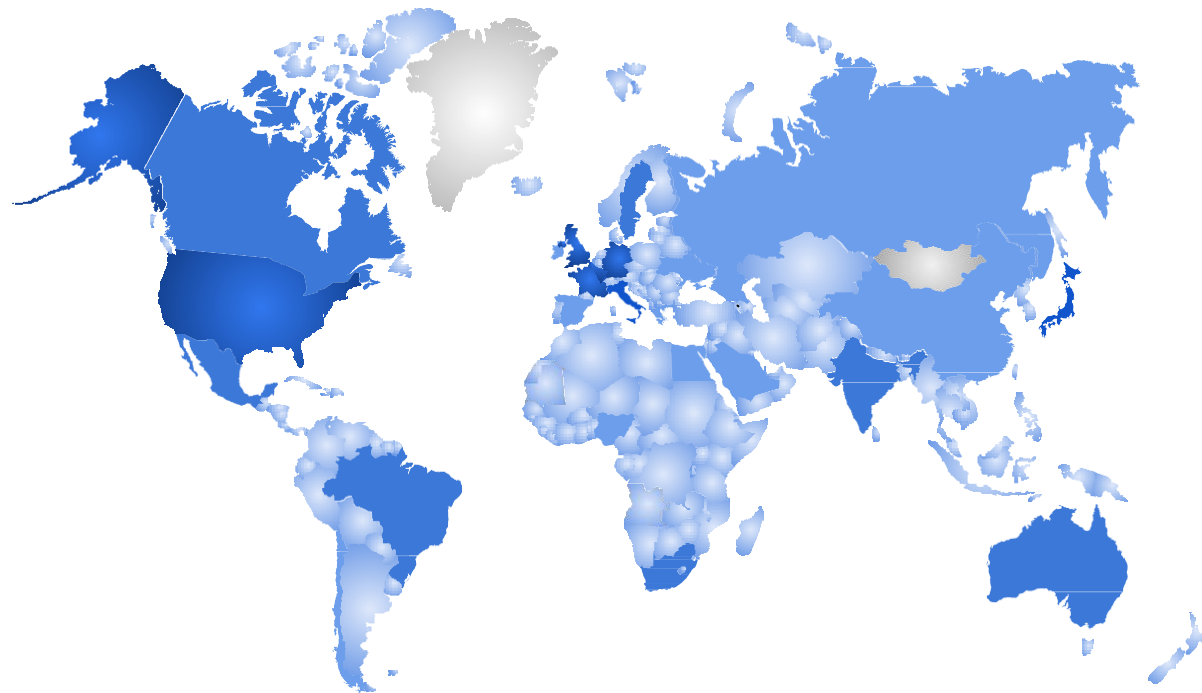
50% of our readers are outside the U.S.

## Device

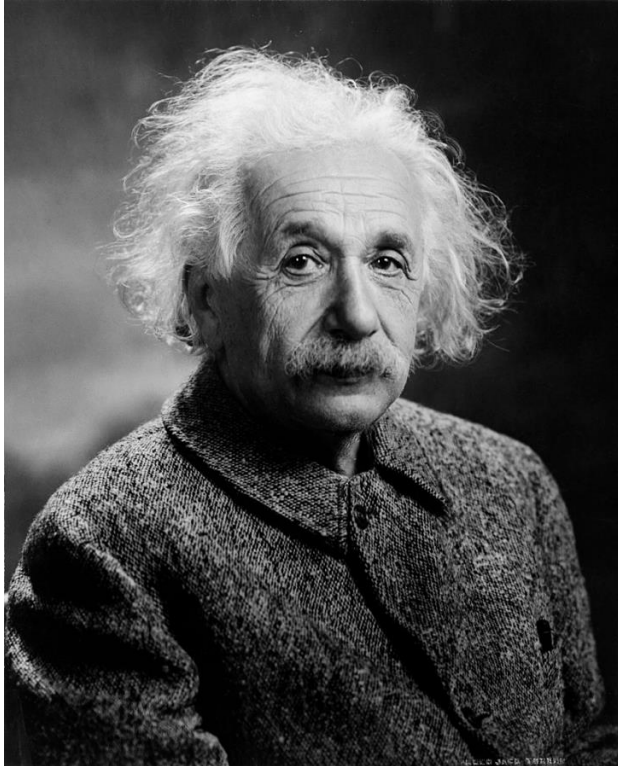
72% of our readers engage with us on a mobile or tablet device

## Demographics

30% female / 70% male



# A trusted source of information for nearly 80 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 nearly 80 years



“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 under President George W. Bush



“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



“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

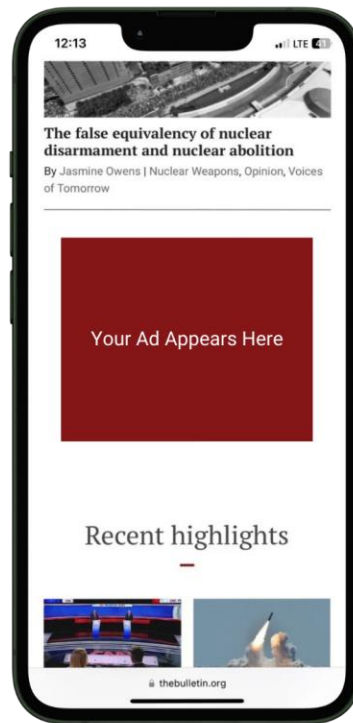
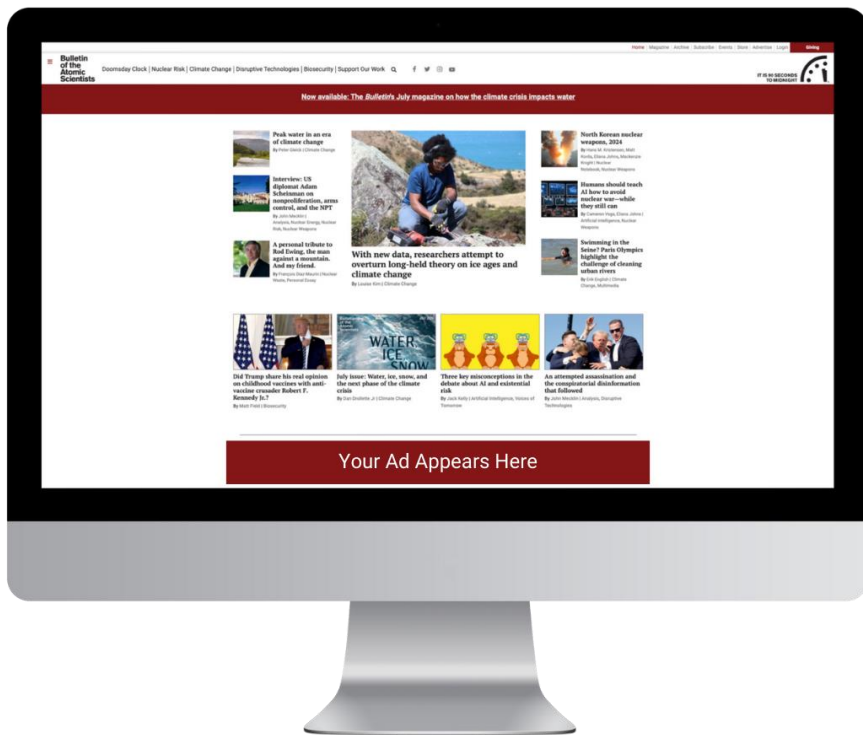


A comprehensive package includes:

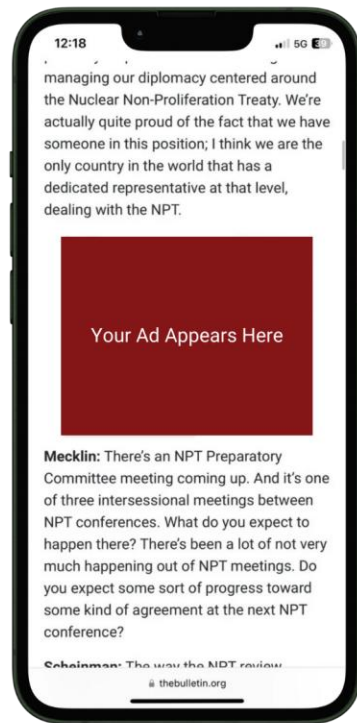
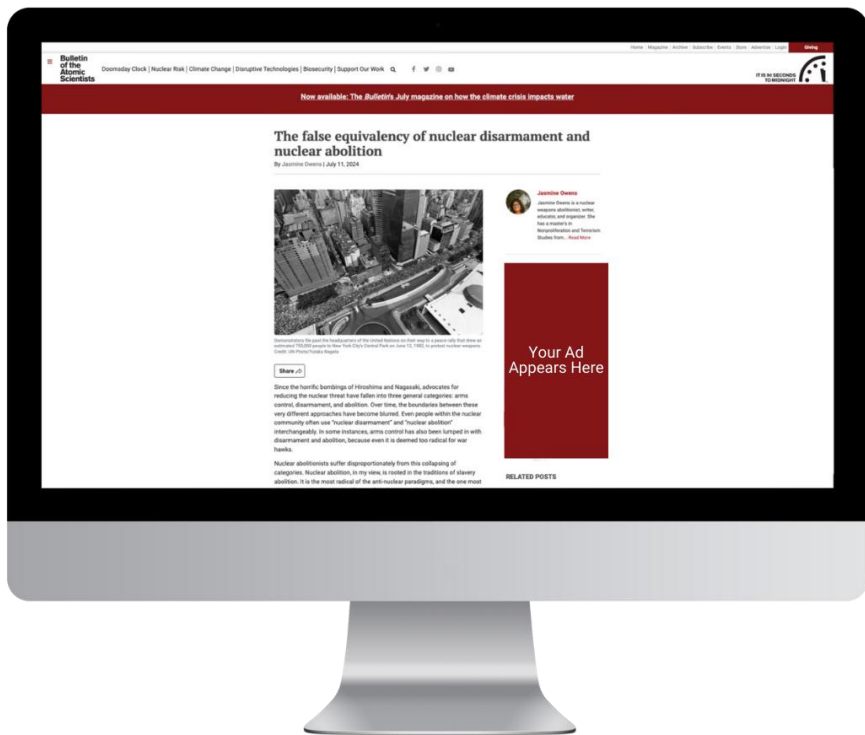
- 1 week of display advertising on our homepage
- 1 week of display advertising on article pages
- 1 week of newsletter text placements (2 total placements, one each Monday & Thursday)

The *Bulletin* reserves the right to reject or adapt advertisements as needed.

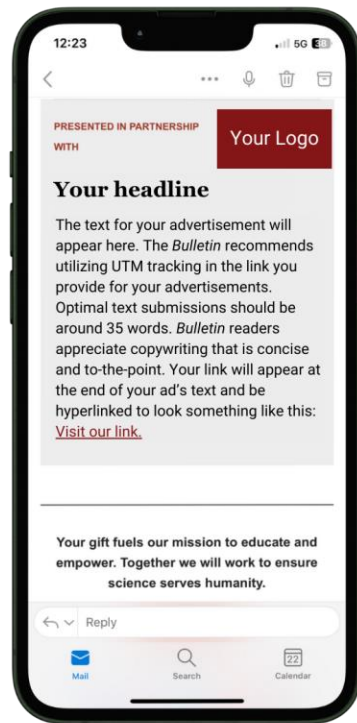
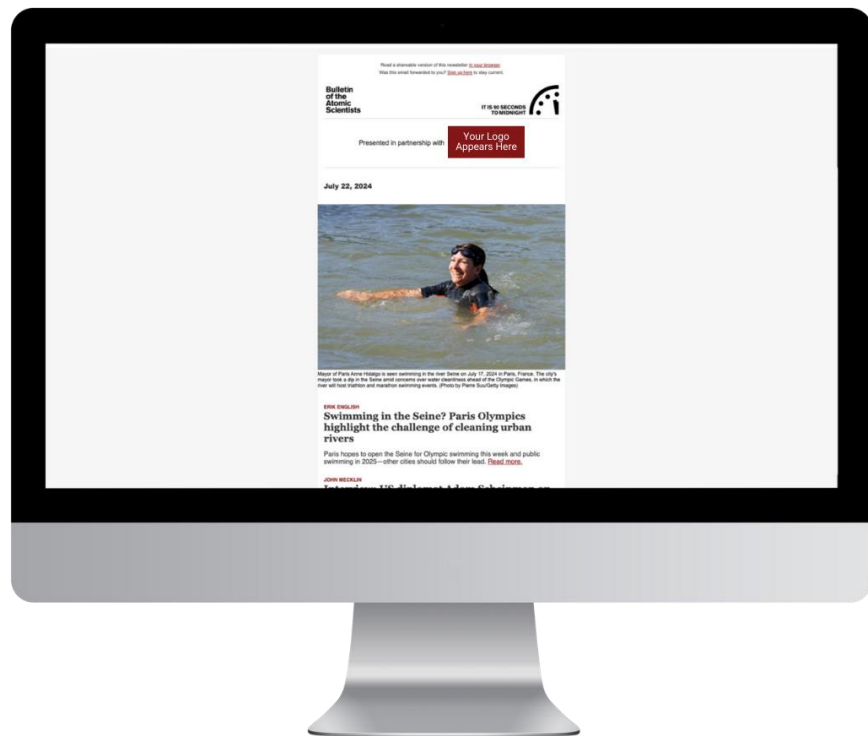
# Desktop and Mobile display advertising



# 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 ad	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 ad	600 x 1200px	300 x 600px	jpg, png	We suggest keeping font size no smaller than 28pt. Adding a button reminds viewers that they can click on the ad.
Mobile homepage and article ads	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's</i> newsletter	Email, pdf, docx	Copywriting that is concise, personable, and easily understood resonates well with the <i>Bulletin's</i> 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*.

# Questions or orders?

Please email us at [advertising@thebulletin.org](mailto:advertising@thebulletin.org)

Rate sheets are available upon request.