Media Kit 2024

Contact: 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.”


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.


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.
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.
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
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.

The *Bulletin* sells advertising on a sponsorship model.
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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Submission Size</th>
<th>Display size</th>
<th>File type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop homepage ad</td>
<td>1456 x 180px</td>
<td>728 x 90px</td>
<td>jpg, png</td>
<td>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.</td>
</tr>
<tr>
<td>Desktop article ad</td>
<td>600 x 1200px</td>
<td>300 x 600px</td>
<td>jpg, png</td>
<td>We suggest keeping font size no smaller than 28pt. Adding a button reminds viewers that they can click on the ad.</td>
</tr>
<tr>
<td>Mobile homepage and article ads</td>
<td>600 x 500px</td>
<td>300 x 250px</td>
<td>jpg, png</td>
<td>We suggest keeping font size no smaller than 16pt. Adding a button reminds viewers that they can click on the ad.</td>
</tr>
</tbody>
</table>

*All ad copy must be approved by the Bulletin.*
In addition to the creative below, please also provide a URL, preferably with UTM tracking information.

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<thead>
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</thead>
<tbody>
<tr>
<td>Copywriting</td>
<td>Headline, 35 words, and a link</td>
<td>Reflects font style and sizing of the Bulletin’s newsletter</td>
<td>Email, pdf, docx</td>
<td>Copywriting that is concise, personable, and easily understood resonates well with the Bulletin’s large, diverse audience.</td>
</tr>
<tr>
<td>Logo placements</td>
<td>Minimum of 90px height, variable width</td>
<td>Minimum of 90px height, variable width</td>
<td>jpg, png</td>
<td>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.</td>
</tr>
<tr>
<td>Graphic</td>
<td>600 x 500px</td>
<td>300 x 250px</td>
<td>jpg, png</td>
<td>Including a button reminds viewers that this ad is clickable.</td>
</tr>
</tbody>
</table>

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Questions or orders?

Please email us at advertising@thebulletin.org

Rate sheets are available upon request.