

2024 Media Kit

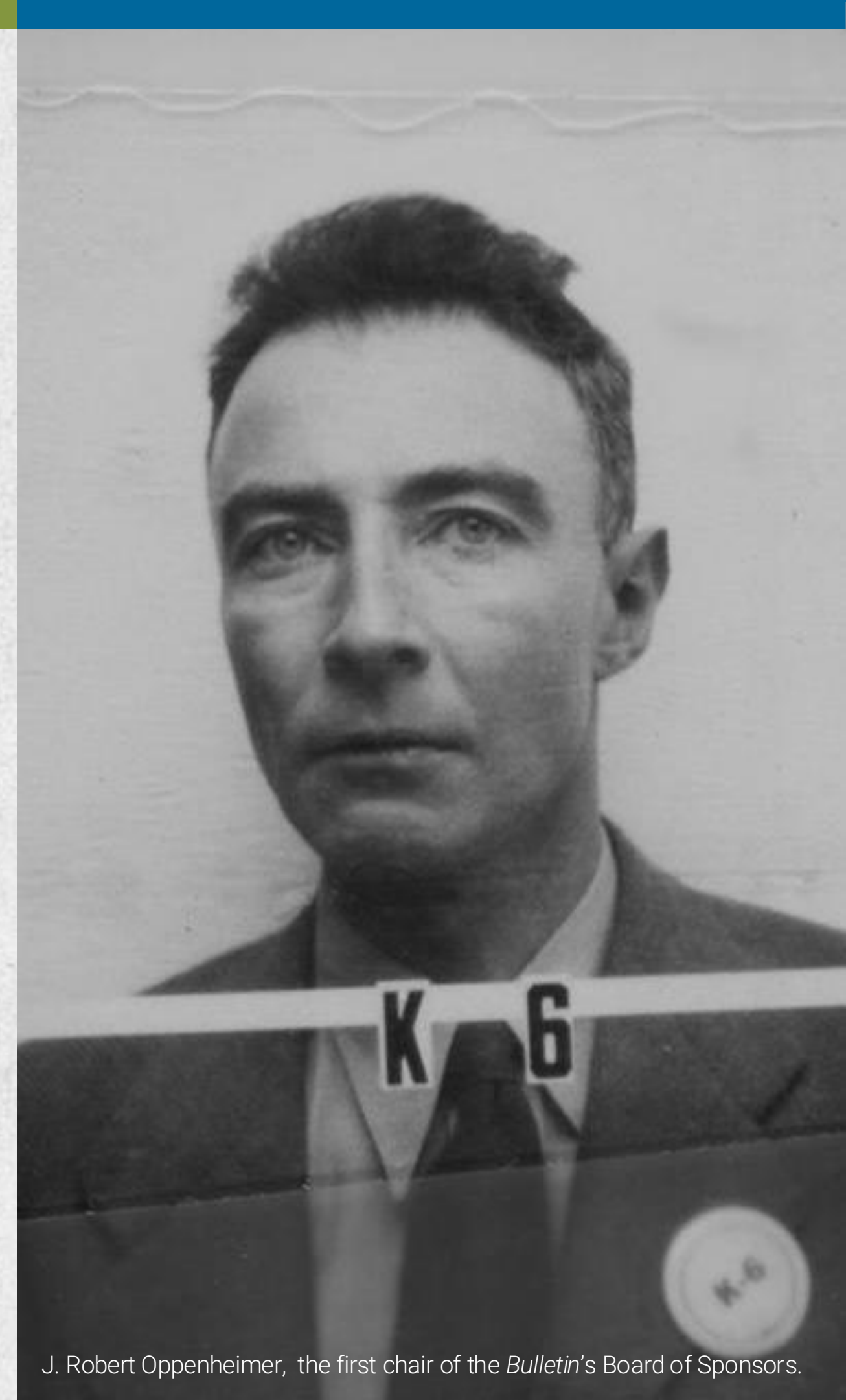
Contact: advertising@thebulletin.org

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



J. Robert Oppenheimer, the first chair of the *Bulletin*’s Board of Sponsors.

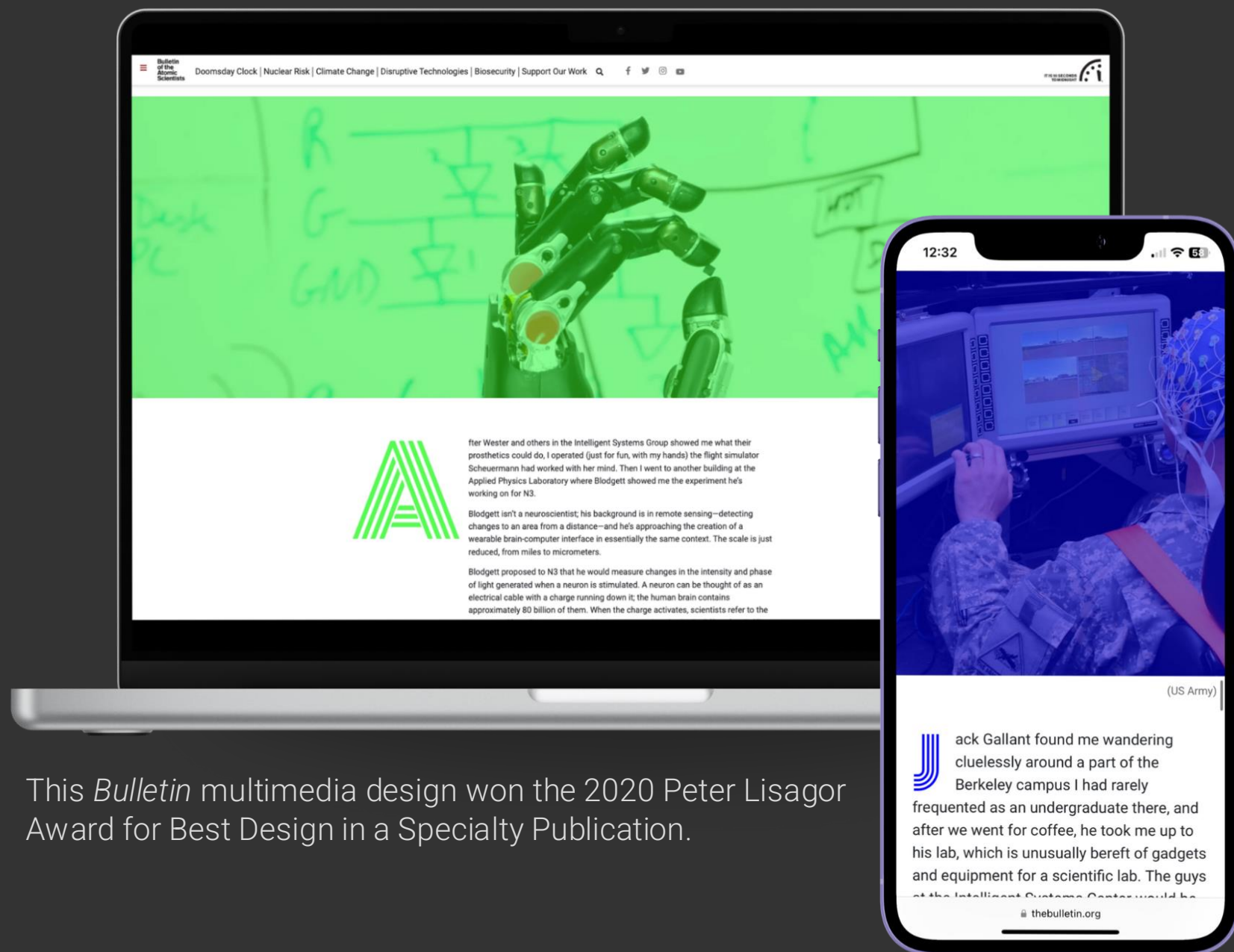


Why advertise with the *Bulletin*?

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.

Magazine covers from the *Bulletin*'s archives.





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

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, "[Is the next pandemic brewing on the Netherlands' poultry farms?](#)"

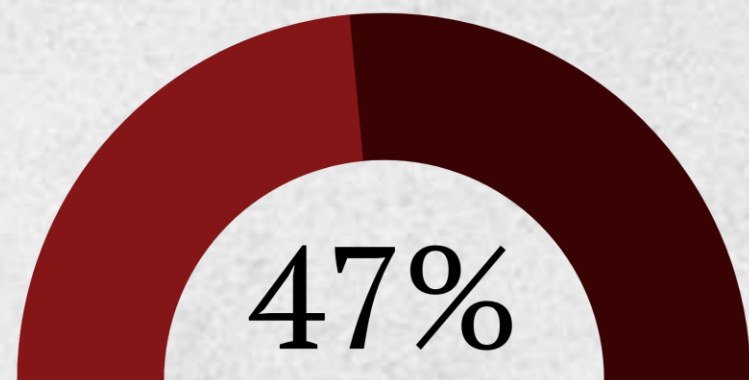
In 2020, the Chicago Headline Club recognized the *Bulletin* for its cutting-edge web design with a Peter Lisagor Award for Best Design in a Specialty Publication.

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.

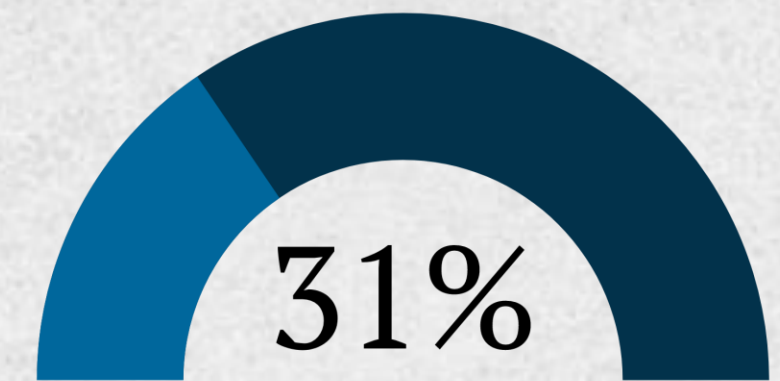


Of *Bulletin* readers are under age 35.



775,000

Monthly average readers

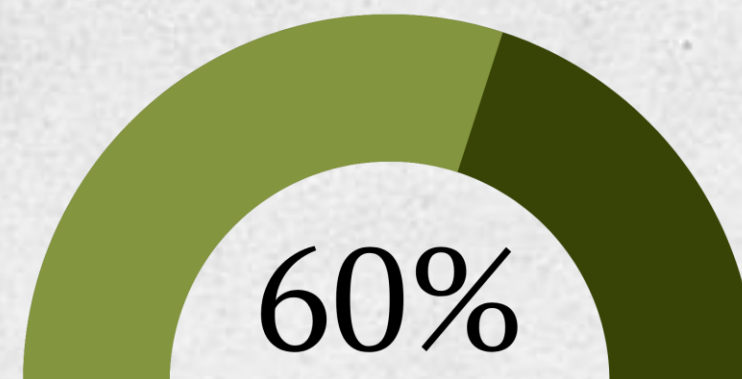


Of *Bulletin* readers are women.



1,000,000

Monthly average pageviews



Of *Bulletin* readers are based outside the US.



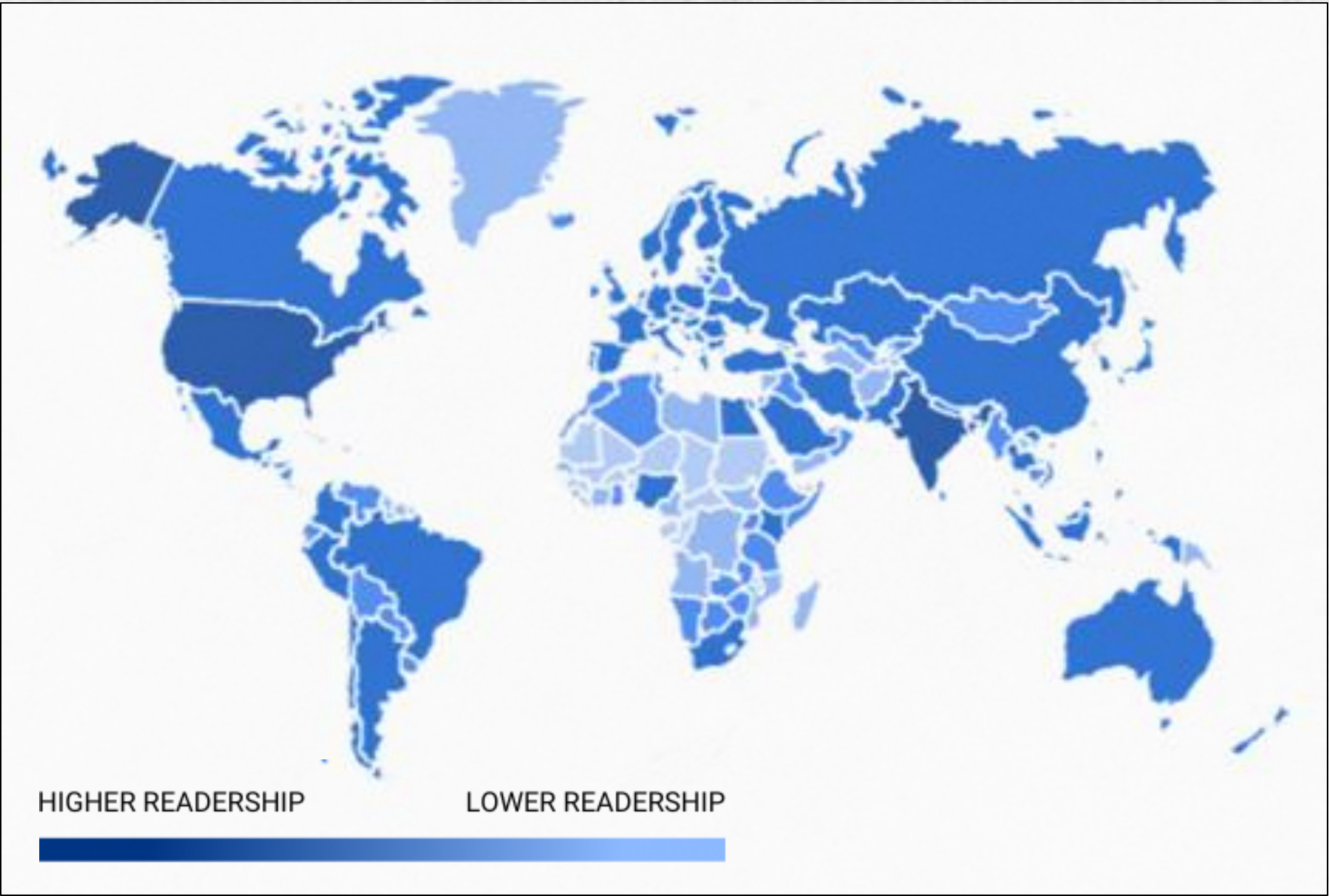
127,000+

Newsletter subscribers



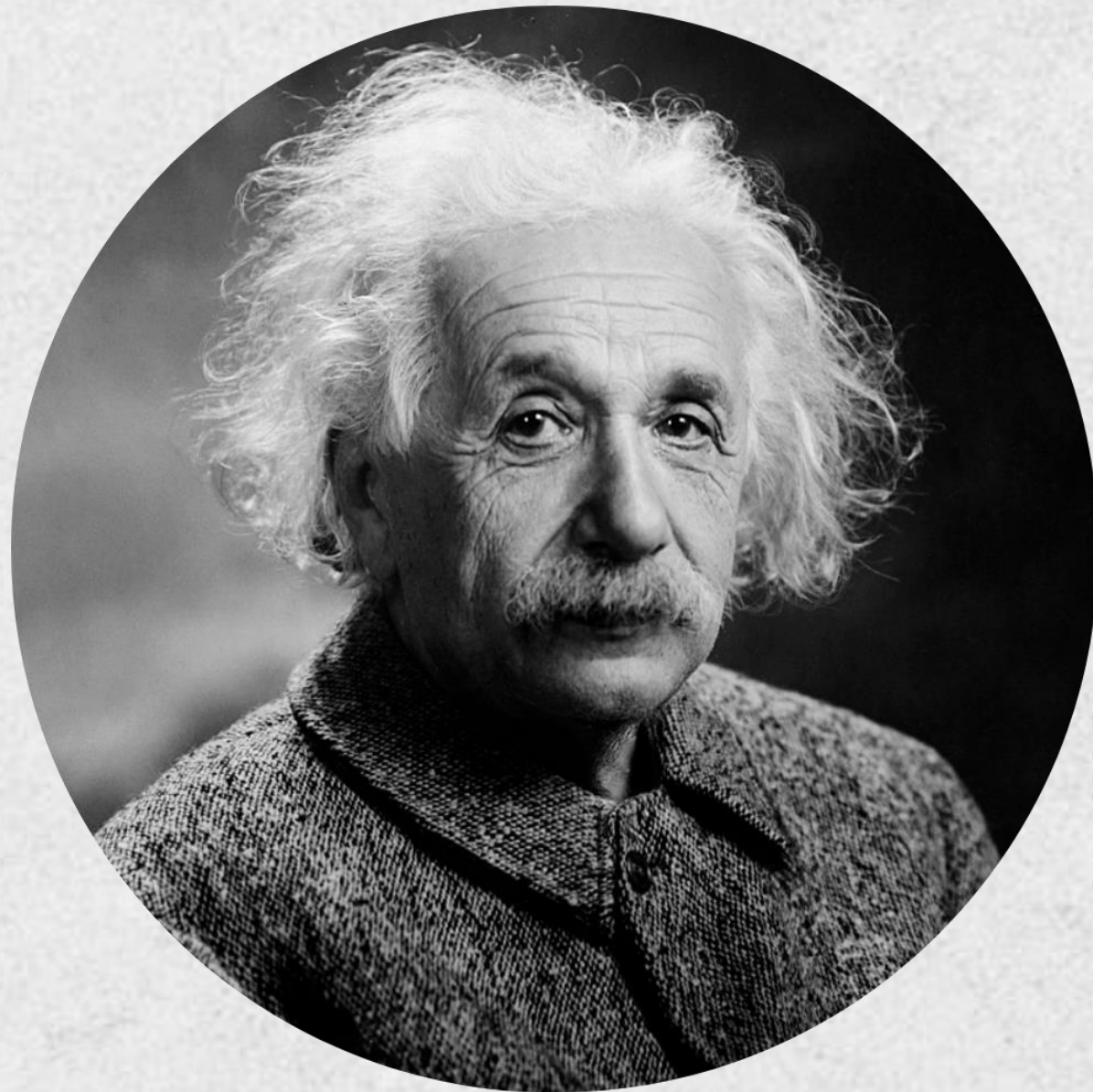
In 2024, the *Bulletin* is read in over 240 countries

Users have visited our site from all seven continents.



| Country | 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



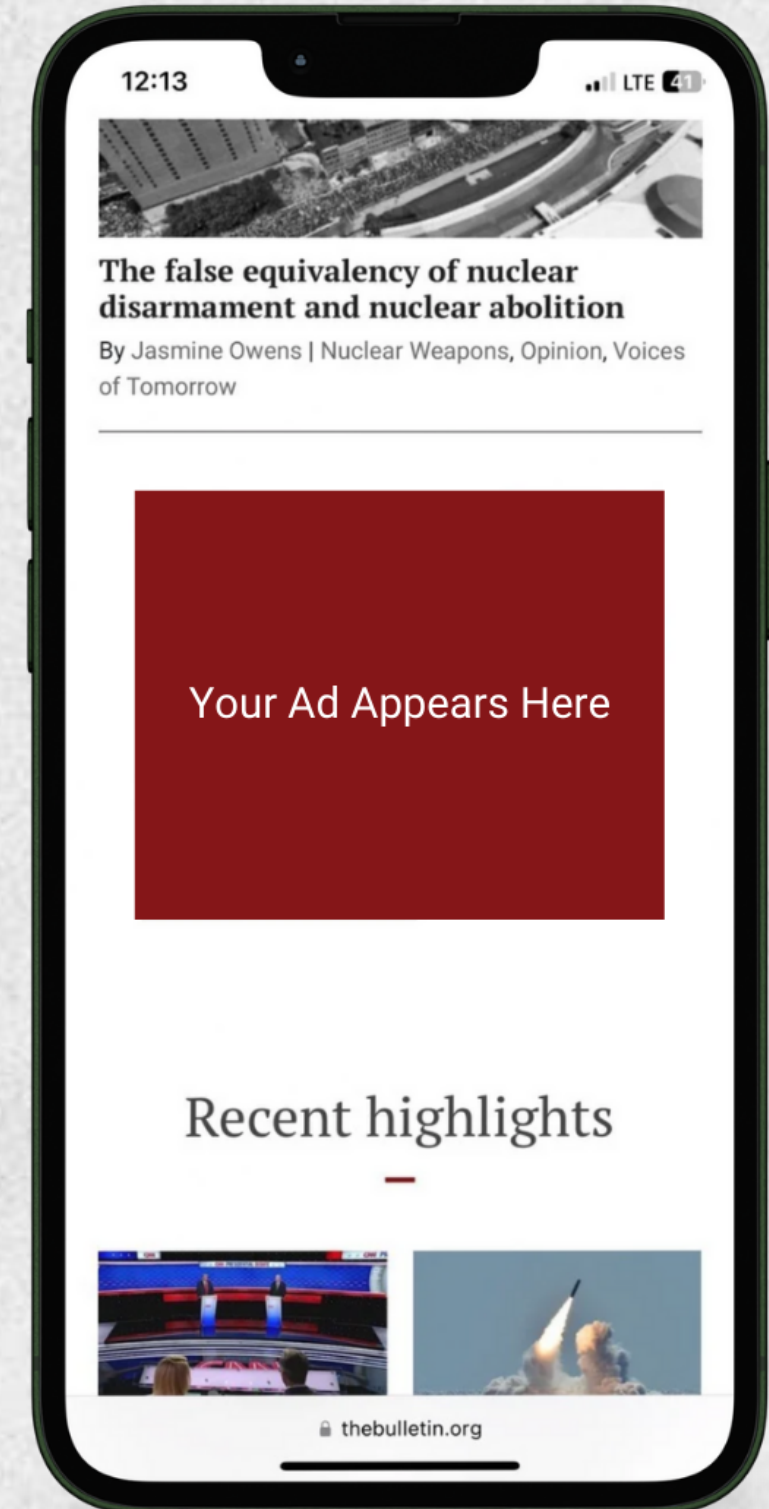
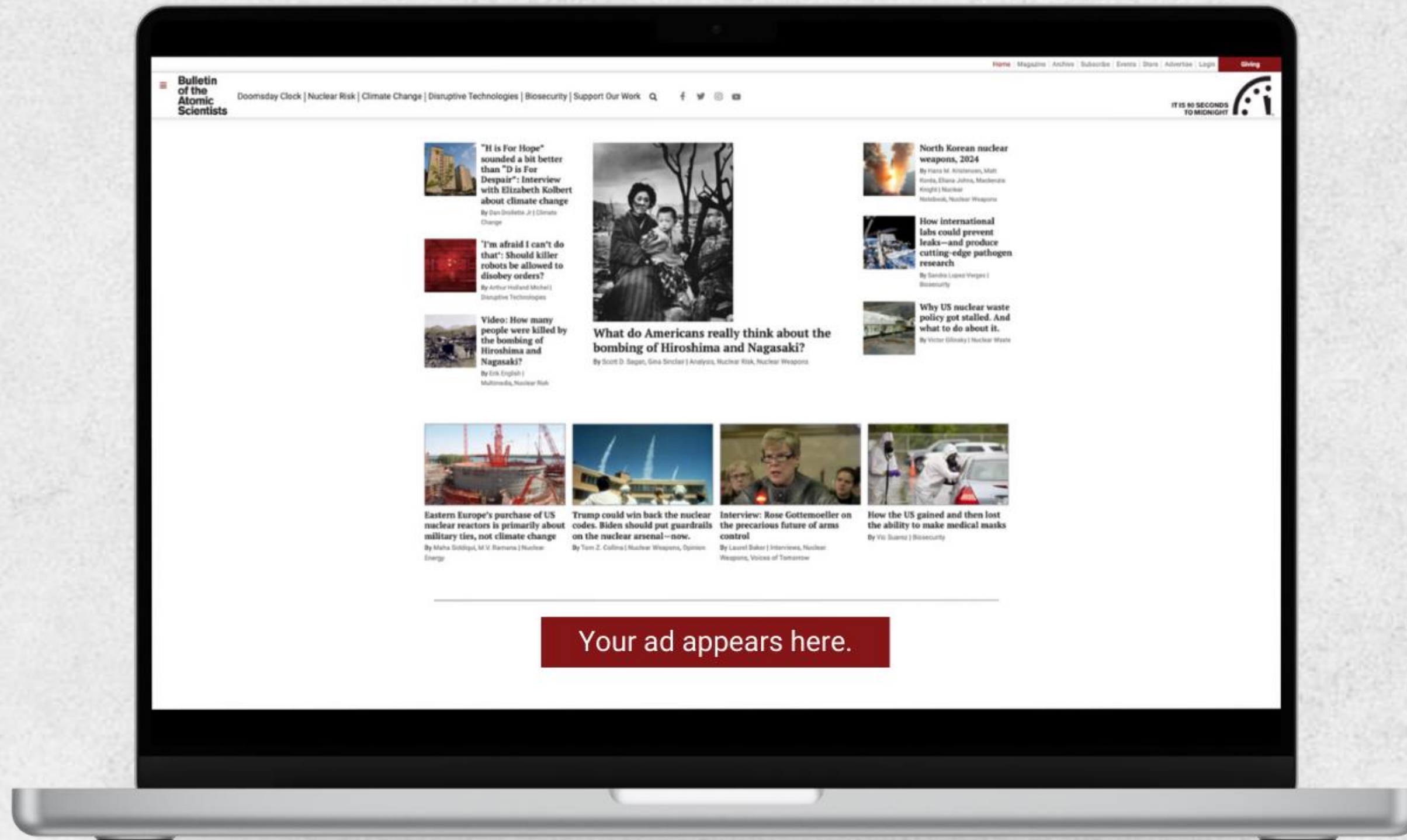
The *Bulletin* sells advertising on a sponsorship model

A comprehensive package includes:

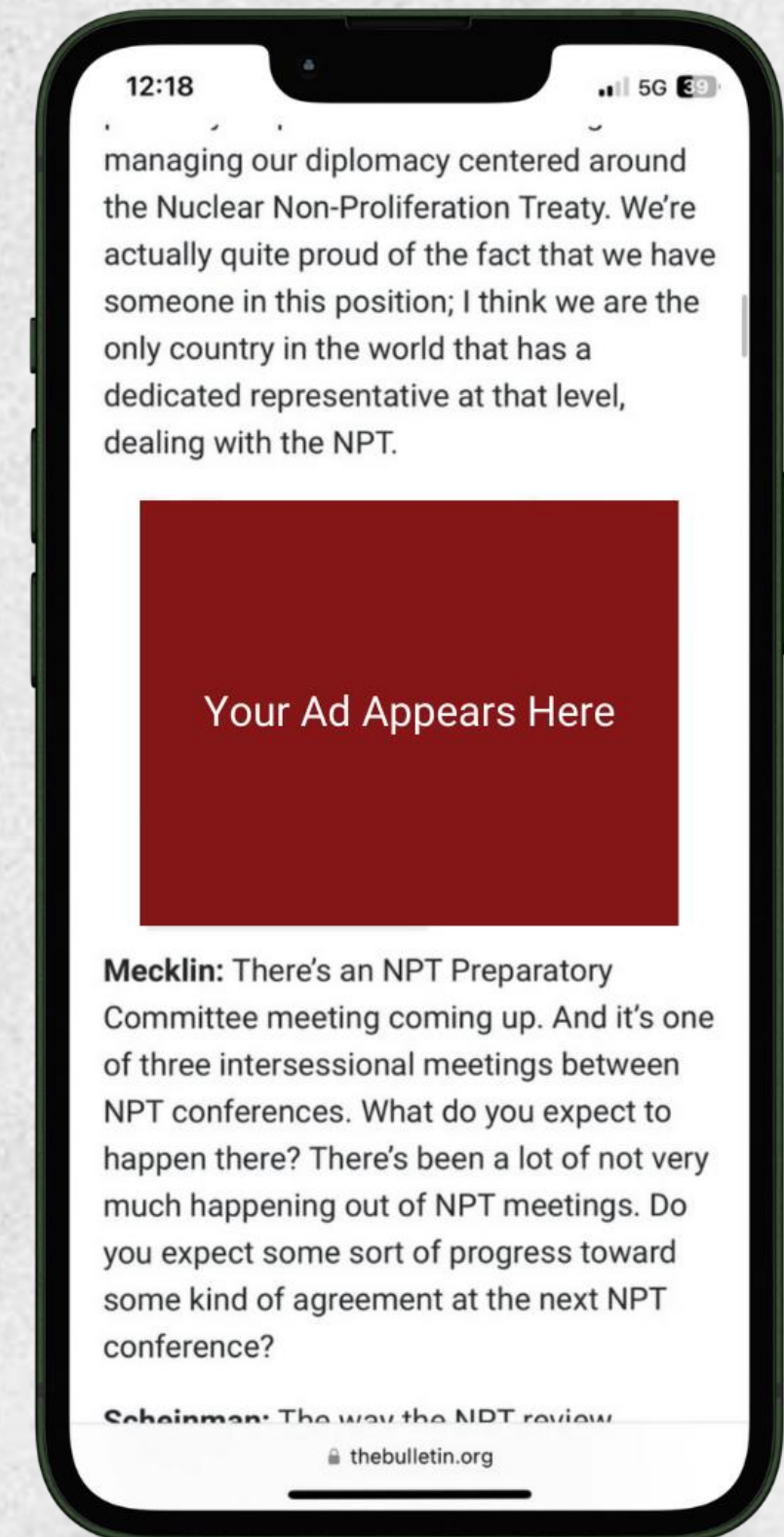
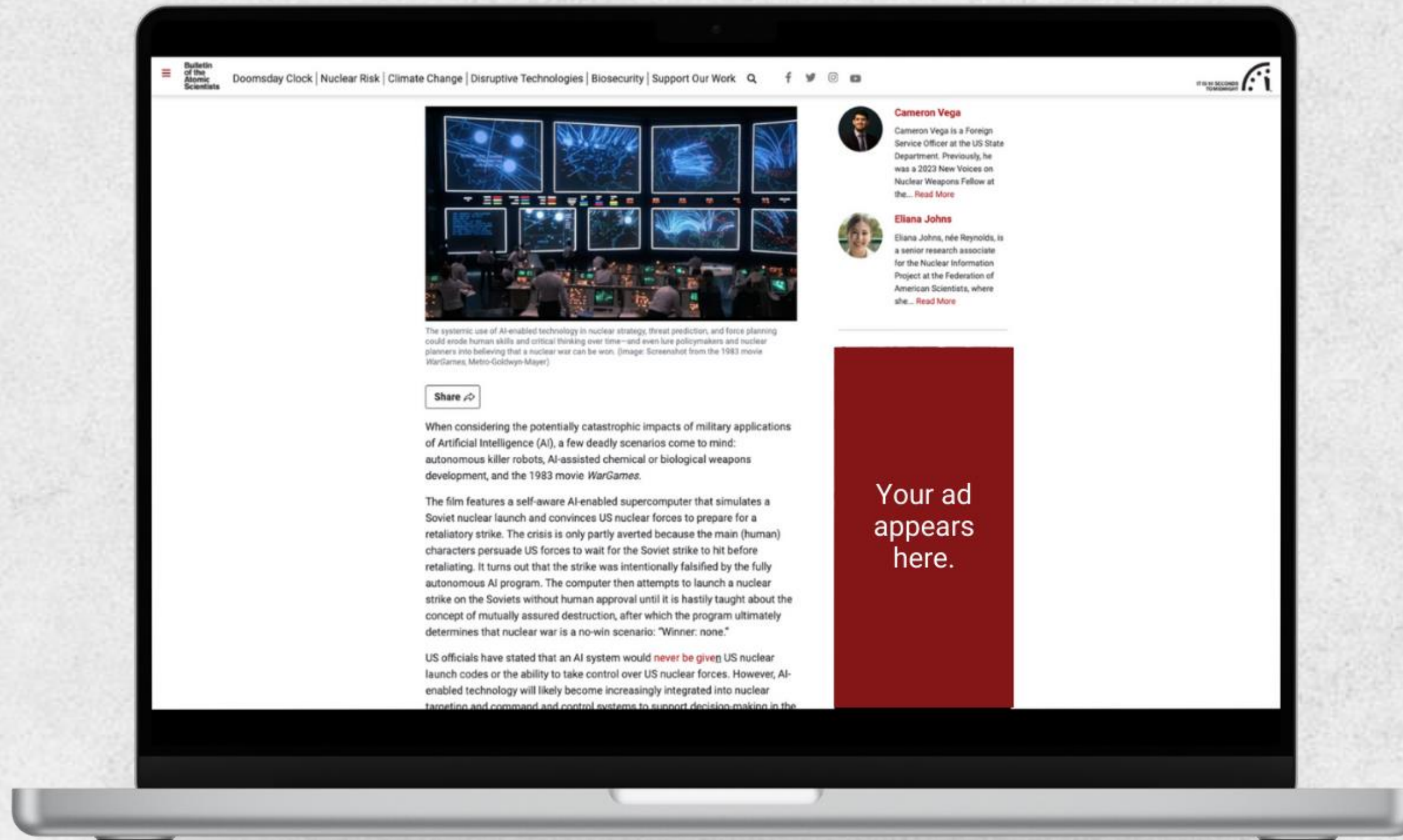
- 1 week of display advertising on the *Bulletin* website, which averages around **1 million views** per month
- 1 week of newsletter sponsorship, with emails averaging a **23.85% open rate** and **2% CTR**



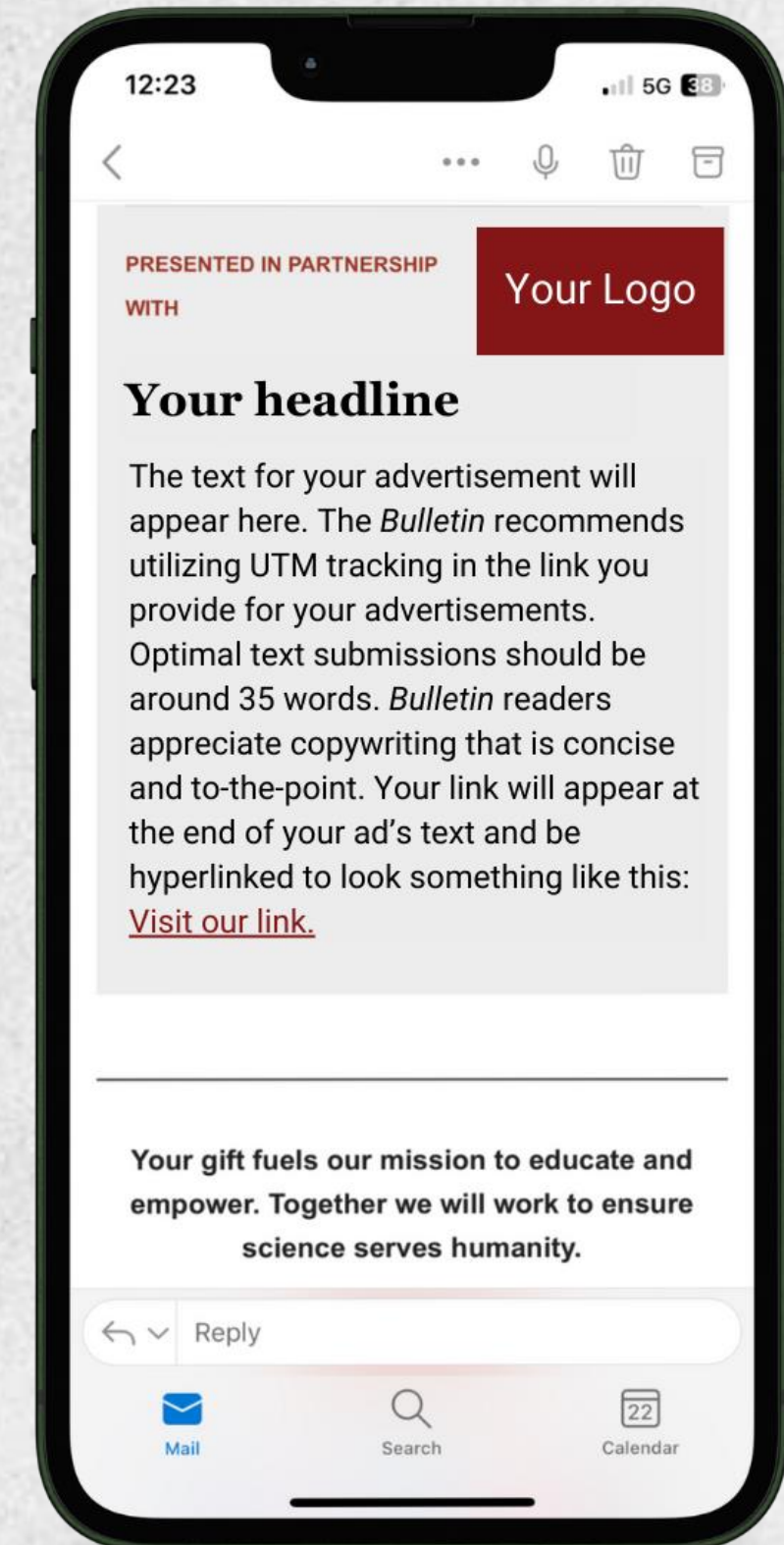
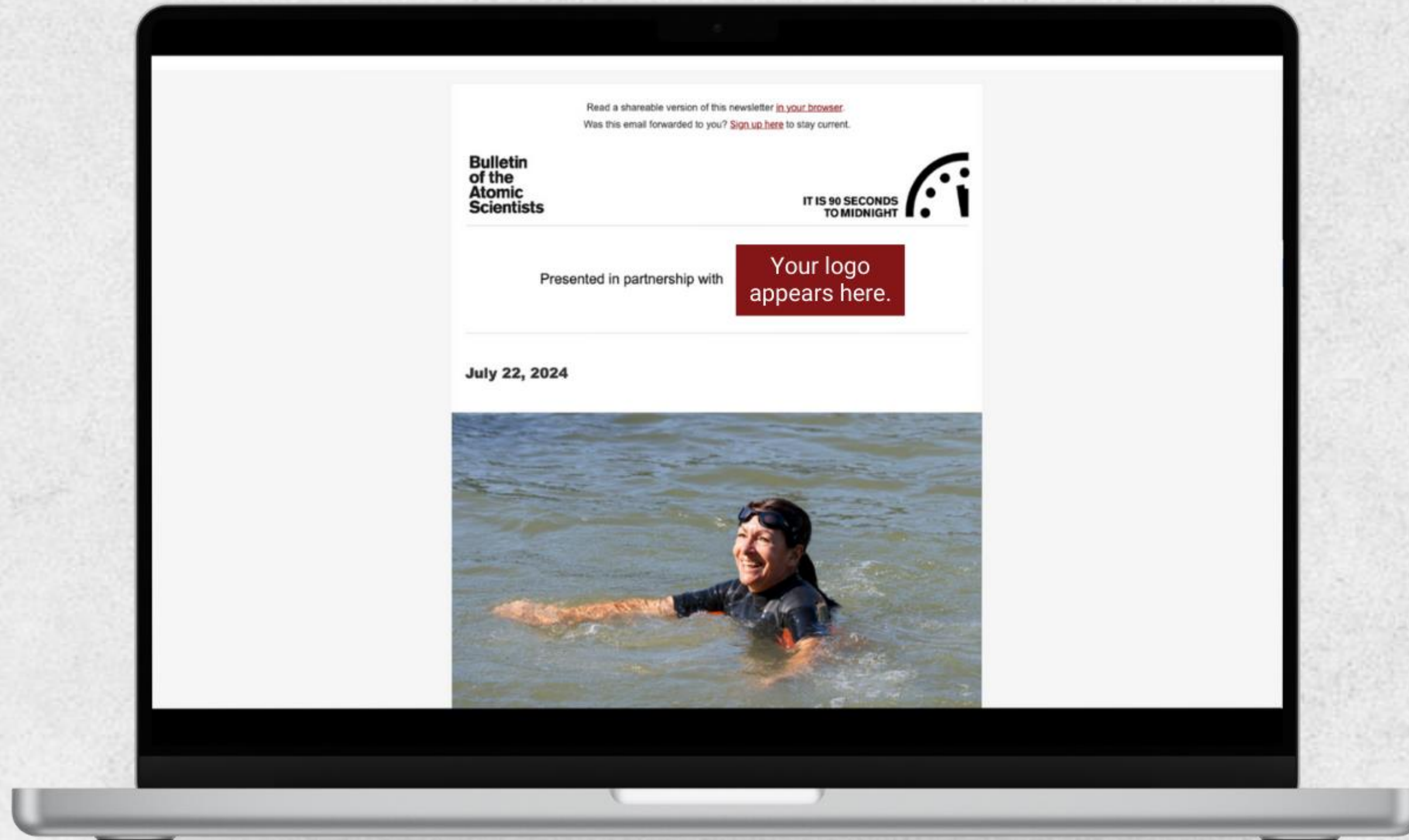
Desktop and mobile display advertising on the homepage



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 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 | 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 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*.



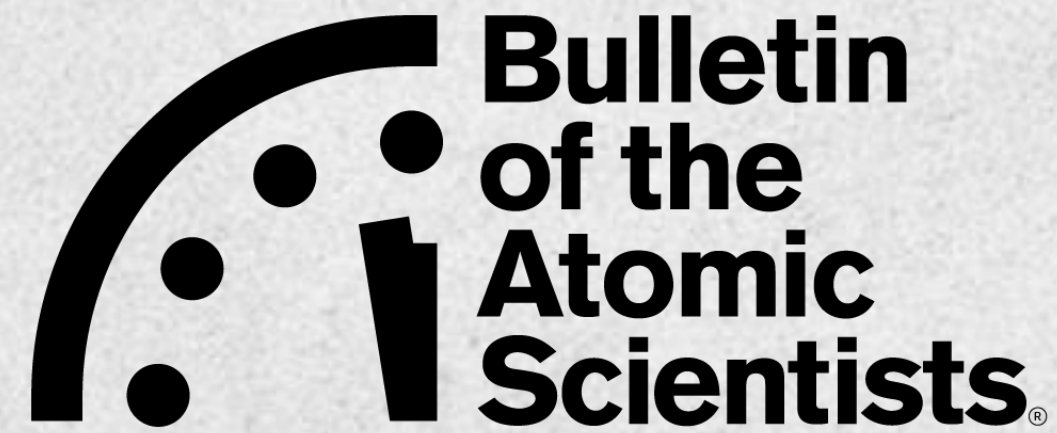
Newsletter Ad Creative

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. |

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Questions or orders?

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

