

# 2024 Advertising Media Kit

Target your market.  
Engage your audience.  
Grow your business.

# About AIP Publishing

AIP Publishing is a wholly owned not-for-profit subsidiary of the American Institute of Physics (AIP). We support the charitable, scientific and educational purposes of AIP through scholarly publishing activities in the fields of the physical and related sciences on our own behalf, and on behalf of our publishing partners to help them proactively advance their missions.

**AIP Publishing has some of the most highly regarded titles in the field, including:**

- *Applied Physics Letters*
- *Journal of Applied Physics*
- *The Journal of Chemical Physics*
- *Review of Scientific Instruments*

We offer a broad range of advertising and sponsorship opportunities to target active scientists, researchers and engineers, and we'll work with you to provide a solution that meets both your needs and your budget.

90%

of readers view AIP Publishing  
as a reliable source of research

92%

of readers are actively  
doing research

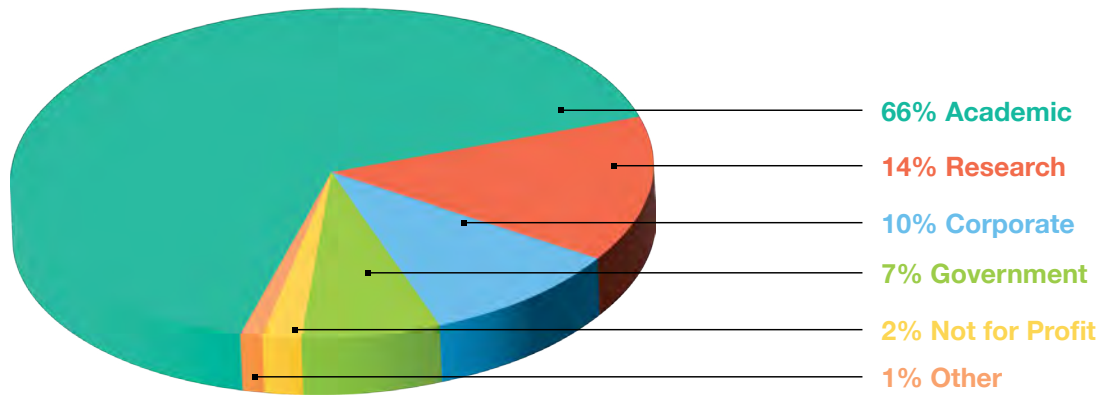
50%+

of readers have decision making  
ability/influence how their lab  
budget is spent

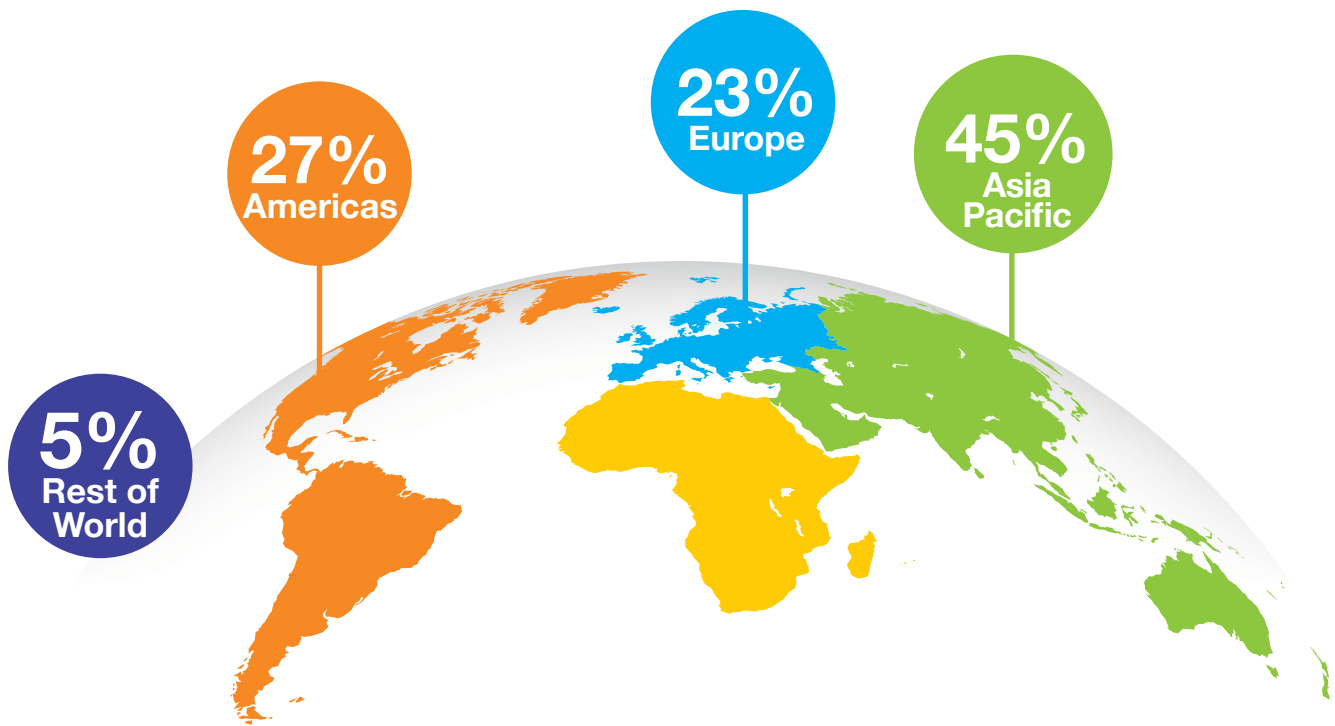


# Reach Our Audience

## Readership

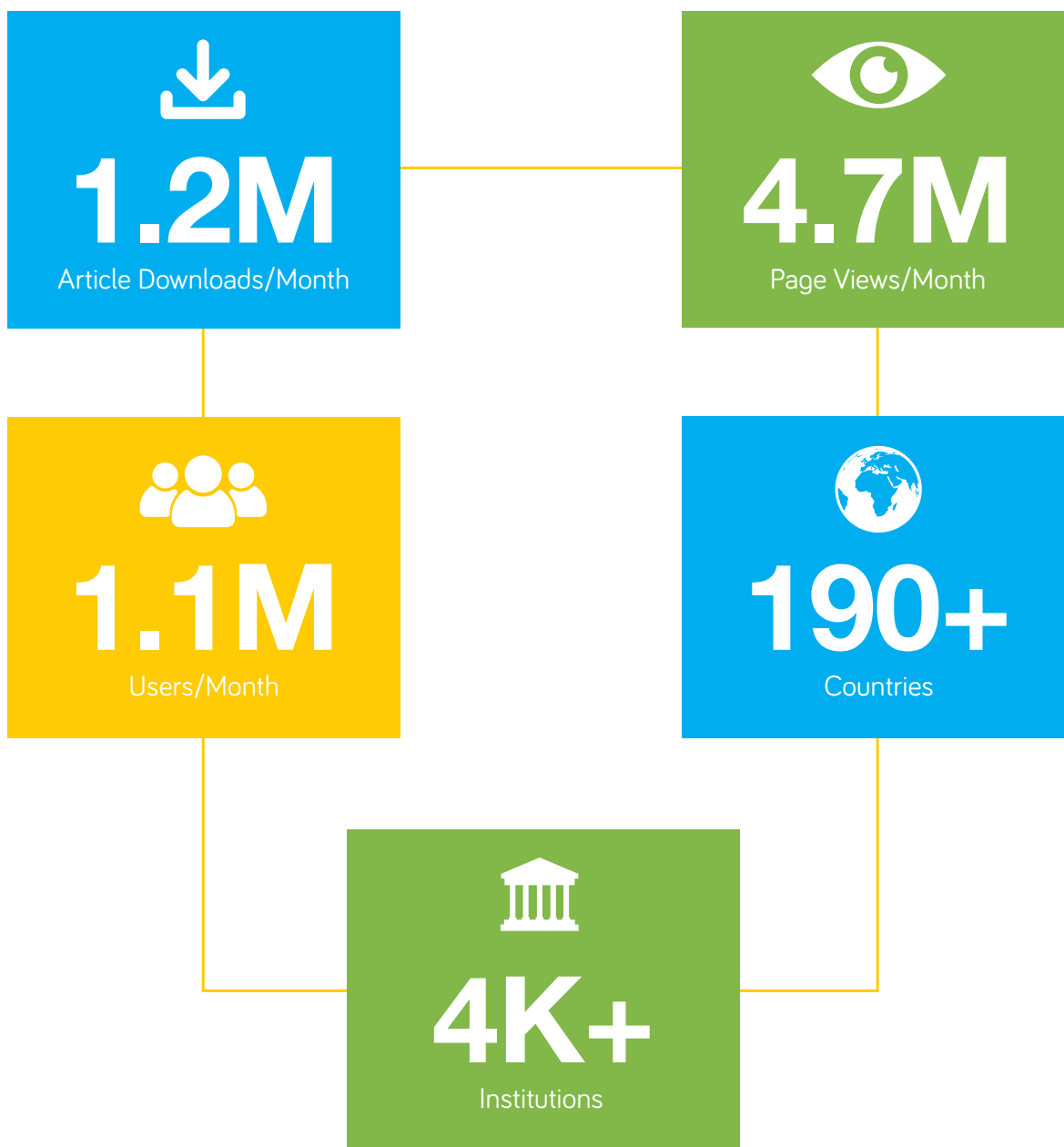


## Global Usage



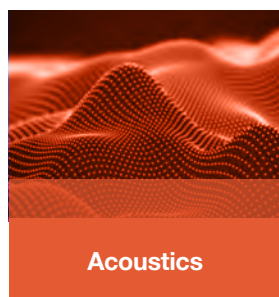
# The AIPP Content Platform

Pubs.aip.org is AIP Publishing's content platform housing over **1M articles**. It is a reliable resource that hosts a wealth of research, including the latest developments and scientific discoveries across the physical sciences.



# Subject Areas

It is important that our advertisers can reach researchers and scientists based on relevant subject areas. The AIP Publishing portfolio includes **30+ publications** which cover these ten major subject areas.



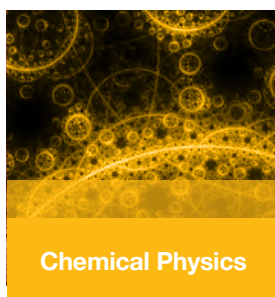
## Acoustics

- The Journal of the Acoustical Society of America



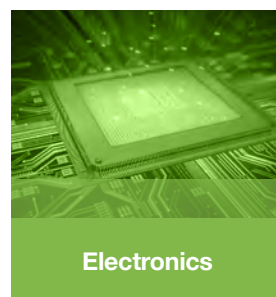
## Biophysics & Bioengineering

- APL Bioengineering
- Biomicrofluidics
- Biophysics Reviews



## Chemical Physics

- The Journal of Chemical Physics
- APL Materials
- Chemical Physics Reviews



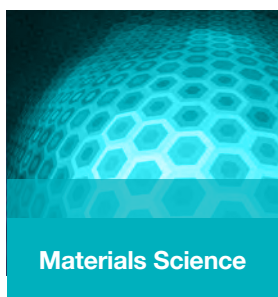
## Electronics

- Applied Physics Letters
- Journal of Applied Physics
- AIP Advances



## Energy Conversion & Storage

- Journal of Renewable and Sustainable Energy
- APL Materials
- Applied Physics Reviews



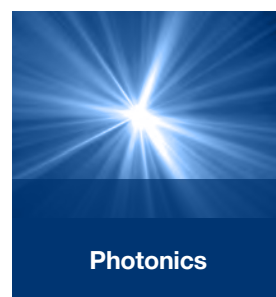
## Materials Science

- APL Materials
- Applied Physics Reviews
- Journal of Applied Physics



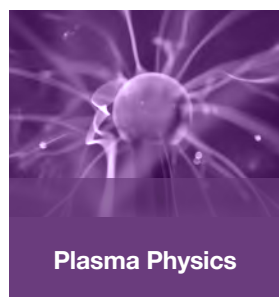
## Nanotechnology

- Applied Physics Reviews
- APL Materials
- APL Photonics



## Photonics

- APL Photonics
- Applied Physics Letters
- Journal of Applied Physics



## Plasma Physics

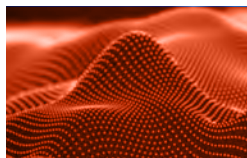
- Physics of Plasmas
- Journal of Applied Physics
- AIP Advances



## Quantum Science and Technology

- APL Photonics
- Journal of Mathematical Physics
- AVS Quantum Science

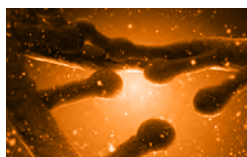
**Featured journals  
by subject area**  
**Contact your sales manager  
for the full list of titles**



## Acoustics

### Coverage:

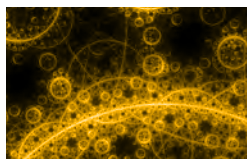
- Linear and nonlinear acoustics
- Aeroacoustics
- Underwater sound and acoustical oceanography
- Ultrasonics and quantum acoustics
- Architectural and structural acoustics and vibration
- Speech, music, and noise
- Psychology and physiology of hearing
- Engineering acoustics, sound transducers, and measurements
- Bioacoustics, animal bioacoustics, and bioresponse to vibration



## Biophysics & Bioengineering

### Coverage:

- Biomaterials
- Biophotonics
- Biomedical optics
- Bio-inspired systems
- Tissue engineering
- Drug delivery
- Biosensors and biomedical devices
- Plasma medicine
- Microfluidic and nanofluidic actuation
- Biofluid mechanics
- Biological networks
- Chemical physics of biological systems



## Chemical Physics

### Coverage:

- Polymers and soft matter
- Atoms, molecules, and clusters
- Liquids, glasses, and crystals
- Surfaces, interfaces, and materials
- Biological molecules and networks
- Spectroscopies
- Theoretical methods and algorithms
- Molecular dynamics
- Quantum chemistry



## Electronics

### Coverage:

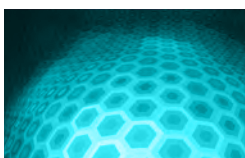
- Electronic devices
- Electrical circuits
- Electrical properties and parameters
- Bioelectronics
- Power electronics
- Microelectronics
- Nanoelectronics
- Quantum electronics
- Optical electronics
- Spintronics



## Energy Conversion & Storage

### Coverage:

- Energy materials
- Photovoltaics
- Fuel cells
- Wind energy
- Hydroelectric
- Geothermal
- Bioenergy
- Power distribution
- Economics of renewable energy
- Policy
- Energy efficiency



## Materials Science

### Coverage:

- Nanomaterials and nanostructures
- Electronic materials
- Magnetic materials
- Optical and photonics materials
- Organic materials
- Polymers
- Bio and bio-inspired materials
- Energy materials
- Functional materials
- Physics of materials
- Materials synthesis and processing



## Nanotechnology

### Coverage:

- Nanomaterials and nanostructures
- Nanoelectronics and devices
- Nanometrology
- Molecular engineering and self-assembly
- Nanomedicine
- Nanoplasmonics
- Nanophotonics and nano-optics
- Single-molecule nanoelectronics
- Solid state nanoelectronics
- Nanotechnologies for energy



## Photonics

### Coverage:

- Photovoltaics
- Nonlinear optics
- Optoelectronics
- Nanophotonics
- Biophotonics and biomedical optics
- Optical communication
- Guided wave optics
- Light sources
- Plasmonics
- Ultrafast photonics
- Quantum photonics
- Optical imaging
- Sensors
- Terahertz

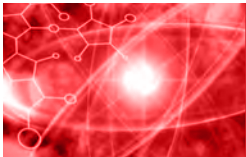




## Plasma Physics

### Coverage:

- Basic plasma phenomena, waves, instabilities
- Nonlinear phenomena, turbulence, transport
- Magnetically confined plasmas, heating, confinement
- Inertially confined plasmas, high-energy density plasma science, warm dense matter
- Ionospheric, solar-system, and astrophysical plasmas
- Lasers, particle beams, accelerators, radiation generation
- Radiation emission, absorption, and transport
- Low-temperature plasmas, plasma applications, plasma sources, sheaths
- Dusty plasmas



## Quantum Science & Technology

### Coverage:

- Quantum engineering
- Quantum materials
- Quantum photonics
- Quantum biology
- Quantum communication
- Quantum sensing and metrology
- Quantum measurement technology
- Atoms and molecules in quantum devices
- Superfluid and superconductors in quantum devices
- Quantum computers and software
- Materials and methods for quantum devices
- Macroscopic and hybrid quantum systems

# Advertising Options

Customize the perfect solution for your advertising, marketing, or recruitment programs from the array of options offered.

## Email Alert Advertising

Target your message to an engaged audience who've opted in to receive emails.

- **Topic Alerts:** Subject-specific emails highlighting recently published content from across our portfolio of journals. Alerts will be sent weekly to thousands of opt-in readers.

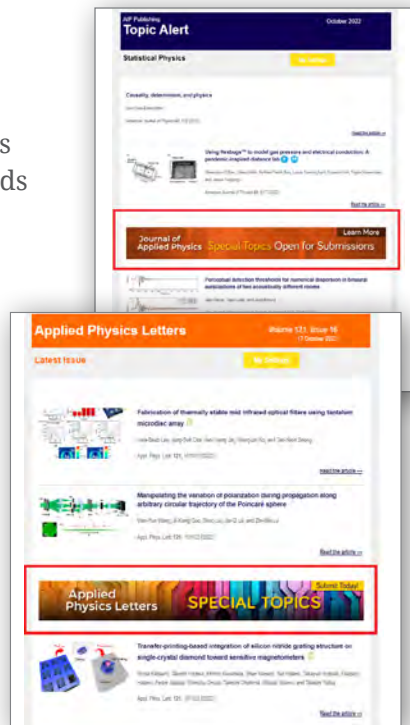
- *Leaderboard: 728 X 90 px*

- *Maximum size: 40KB*

- **TOC Alerts:** Journal-specific email alerts of newly published issues

- *Leaderboard: 728 X 90 px*

- *Maximum size: 40KB*

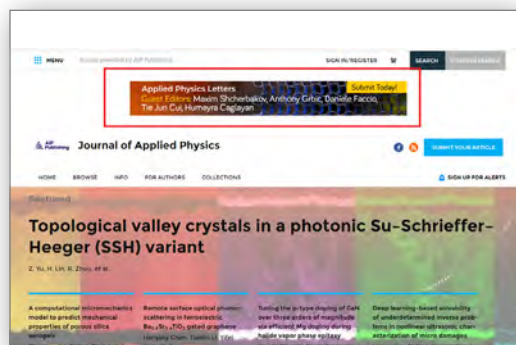


## Journal Article Downloads

Put your message directly in front of researchers with an ad on the cover page of a journal article PDF. Scientists often prefer to read PDFs of research articles and save them for future reference.

Approximately 300K articles are downloaded on average each week from Scitation. This exclusive ad space stays with the article for the life of the PDF, and your ad can be linked to drive traffic to your site.

- 1640 x 440 px
- GIF (non-animated) or JPEG less than 200KB
- Due one week prior to ad run with click through URL



## Banner Advertising

Banner ads targeted by journal, audience or geography

- Super Leaderboard: 970 X 90 px, Maximum Size: 200kb
- Boombox: 300 X 250 px, Maximum Size: 150kb

## Print Advertising

Place your message within high-quality publications that researchers and scientists turn to every month for leading-edge information.



# Advertising Rate Card

Customize the perfect solution for your advertising, marketing, or recruitment programs from the array of options offered.

**Base rate: \$16 CPM** – includes “run of site” advertising across pubs.aip.org.

**Custom targeting is also available for an additional CPM:**

Target Option	Additional CPM
Journal Title	+\$5 CPM
Region	+\$5 CPM
Country	+\$11 CPM

*Pricing for Journal Article Downloads, Email Alert and Print Advertising is available upon request.*

Contact advertising and media contact today for more information and customizable advertising package options. We'll work with you to provide a solution that meets both your needs and your budget.



## Contact

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## Contact for more information

Request pricing, submit contracts,  
space reservations, and materials

### ADVERTISING AND MEDIA CONTACT:

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