THERE'S A SCIENCE TO REACHING SCIENTISTS.
Science is both a leading scientific print journal and a high-traffic, award-winning website. Your recruitment advertising belongs in this widely read, enormously respected journal. The numbers speak for themselves.

- **400,000** print readers each week
- **129,574** qualified weekly circulation
- **75%** of readers surveyed said they read *Science* more often than any other journal***
- **73%** of readers read 3 to 4 issues of *Science* per month***

**Print Circulation & CPM Comparison***

<table>
<thead>
<tr>
<th>Journal</th>
<th>Readership</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>129,574</td>
<td>$73</td>
</tr>
<tr>
<td>Nature</td>
<td>50,200</td>
<td>$239</td>
</tr>
</tbody>
</table>

**Professional Segment Breakdown**

- College/University – 62%
- Industry – 12%
- Health Care – 6%
- Government – 6%
- Nonprofit – 5%
- Other – 9%

**Global Readership**

- North America – 83%
- Europe – 8%
- Asia – 6%
- Rest of World – 3%

**Academic Degree Breakdown**

- Ph.D./M.D. / M.D.-Ph.D. – 65%
- M.A./M.S./M.Sc. – 15%
- B.A./B.S./B.Sc. – 17%
- Other – 3%

**Readers’ Areas of Interest**

- Biology – 58%
- Molecular Biology – 50%
- Cell Biology – 46%
- Biochemistry – 43%
- Genetics – 40%
- Medicine – 35%
- Microbiology – 32%
- Biotechnology – 31%
- Cell Signaling – 31%
- Cancer Biology – 31%
- Neuroscience – 30%
- Translational Medicine – 20%
- Stem Cell Research – 18%
- Biophysics – 13%
- Chemistry – 11%