



Popular Science & Food Detectives Season 2 Integrated In-Book Opportunity

Food Detectives is a national TV series where science meets food!

Host Ted Allen conducts experiments to find the truth behind food conundrums. **PopSci** editors are present to serve as the authority on food science. Season 2 begins Jan. 20th and will run for 13 weeks.

Mass National Awareness

- National print exposure to **7.1MM Popular Science** readers
- Food Detectives Season 1 was Food Network's **highest rated** Tuesday night program
- **31%** of **Popular Science** readers also watch Food Network



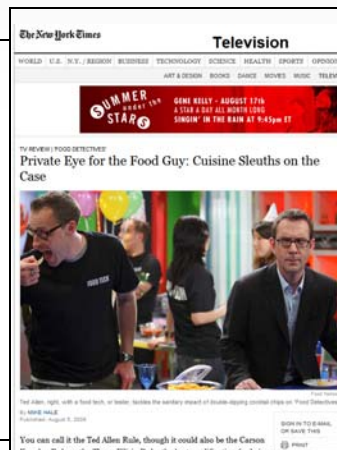
Popular Science Sponsorship

“Food Myths Debunked” sponsored by Your Brand. PopSci will:

- Promote new product launch and/or extensions
- Uncover new packages that deliver great tasting food
- Divulge unique and added benefits of your product

Customizable Media Elements:

- Spreadvertorial in PopSci to align with Food Detectives Season 2
- Reprints for retailer distribution, store signage and database mailing
- Consumer sweepstakes to win a recipe published in Popular Science



For more information, contact your local Sales Representative or Associate Publisher Wendi S. Berger at (212) 779.5055 / Wendi.Berger@BonnierCorp.com