



Popular Science & Discovery's Science Channel A Unique 360° Marketing Opportunity

PRESENTING *PopSci: The Future Of...* on Science Channel

Join us as we explore extraordinary advancements, from cutting edge research to innovative ideas, shaping the next 100 years

Mass National Awareness

- National print exposure to **7.1MM Popular Science** readers
- **Science Channel** reaches **55MM US HHs** on national cable
- **1/4** of **Popular Science** readers also watch Science Channel



Integrated Sponsorship

Special Print Sponsor:

- Special in-book digest with (1) brand ad and (1) integrated advertorial
- Brand ad in relevant issue, coincides with *PopSci: Future of...* on-air launch

12 Week Cable TV Sponsor:

- (3) :30sec units/ telecast (60 with repeats)
- Billboards, Tagged Tune-Ins and Podbusters

Online Sponsor:

- *PopSci.com* bloggers, polls and relevant content
- *ScienceChannel.com* video clips



For more information, contact your local Sales Representative or Assoc.
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