

SCIENCE ILLUSTRATED

Get Your Message Across in *Science Illustrated's* Special Advertising Sections

Special sections allow advertisers to reach *Science Illustrated's* audience in a customized and focused environment that supports and reinforces your marketing strategies and promotion efforts.

The *Science Illustrated* Creative Services Group functions as an in-house ad agency and creative studio that fully conceptualizes and develops these stunning and informative units.

For more information, contact our account managers, Michelle Mascioli at 212-779-5007 or Ryan de Lorge at 212-779-5168.

January/February 2009 Issue

Ad Closing: 11.04.08 On Sale: 11.10.08

March/April 2009 Issue

Ad Closing: 1.09.09 On Sale: 2.24.09

May/June 2009 Issue

Ad Closing: 3.09.09 On Sale: 4.21.09

July/August 2009 Issue

Ad Closing: 5.08.09 On Sale: 6.23.09

September/October 2009 Issue

Ad Closing: 7.08.09 On Sale: 8.18.09

November/December 2009 Issue

Ad Closing: 9.09.09 On Sale: 10.20.09

January/February 2010 Issue

Ad Closing: 11.04.09 On Sale: 12.15.09

2009 Special Advertising Sections

THE SCIENCE OF FOOD MARCH/APRIL

Food is a science. We grow it, clean it, cook it, and sometimes consume way too much of it. In this section, we'll cover what foods are easy to grow, the food pyramid and how it has evolved, child obesity and the perfect kid's meal.



OUTWARD VENTURES MAY/JUNE

People have been camping, hiking and fishing for hundreds of years. While that hasn't changed, the technology has. We'll tell you about all the latest technology and also show you some great new destinations to try out.



ECO TRIPS JULY/AUGUST

Fun and educational trips for the whole family. This section will showcase one-to five-day excursions throughout the U.S. that are inexpensive and very educational.



GREENING YOUR HOME SEASONAL

You hear and see it everywhere. But what can you do to green your home? We'll show you great fixes for your entire home that will save money and the environment.



THE BEST SCIENCE SCHOOLS MAY/JUNE

Explore the intersection between technology and higher education.



CAPTURING SCIENCE SEPTEMBER/OCTOBER

Science Illustrated is known around the world for its photography. We'll offer you some tricks of the trade and help you take your best photos on your next vacation.



PLANET-FRIENDLY CARS MAY/JUNE

There's no doubt that vehicles and drivers take the brunt of criticism when it comes to issues of carbon emission, global warming and environmental pollution. But there are a few things that everyone can do to reduce the effects on the environment. Take these simple steps to help the planet *and* save money on gas.



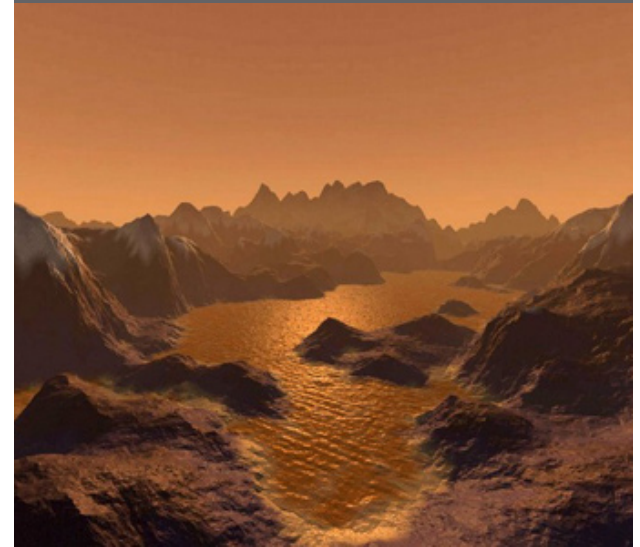
MEDICINE SEPTEMBER/OCTOBER

How does climate change affect your health? We'll answer that question and tell you how to protect yourself from illness.



DISCOVERIES JULY/AUGUST

Your guide to inventions and discoveries. From new planets to new life forms, this section will reveal the latest discoveries as well as guide you to finding your own.



MAKING OF A NATURAL DISASTER SEPTEMBER/OCTOBER

What causes natural disasters and how we can stop them. Also, tips on how to survive one of these events!

