

## READERSHIP: PRINT AND ONLINE

### SCIENCE GIVES YOU MORE

<b>80%</b>	<b>MOST READ JOURNAL</b> of readers surveyed said they read <i>Science</i> more often than any other journal*
<b>79%</b>	<b>MOST FREQUENTLY READ</b> of readers read 3 to 4 issues of <i>Science</i> per month*
<b>75%</b>	<b>MOST ACTIVE</b> of readers consider themselves actively establishing or growing their career*

### PROVEN PURCHASING POWER

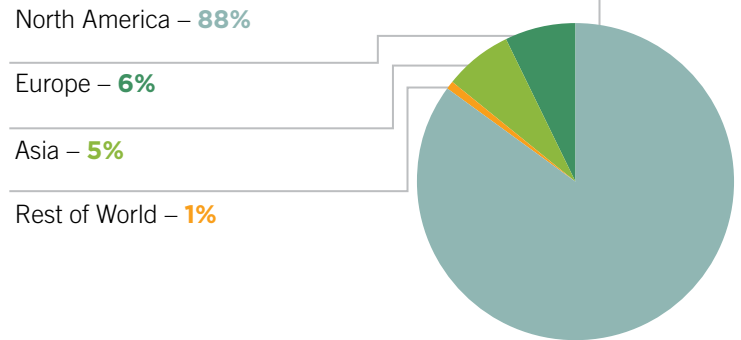
<b>71%</b>	of <i>Science</i> readers are involved in the purchasing of products and services for their lab*
<b>77%</b>	expect budgets to increase or stay the same*
<b>84%</b>	of print readers have taken action as a result of reading about a product in <i>Science</i> *

### ONLINE PRESENCE

<b>82%</b>	of visitors spend more than 5 minutes per visit on the <i>Science</i> website*
<b>80%</b>	of readers took action after reading a third-party e-mail*
<b>84%</b>	of readers took action after viewing a banner ad*

### A TRULY GLOBAL AUDIENCE

#### GLOBAL READERSHIP\*\*

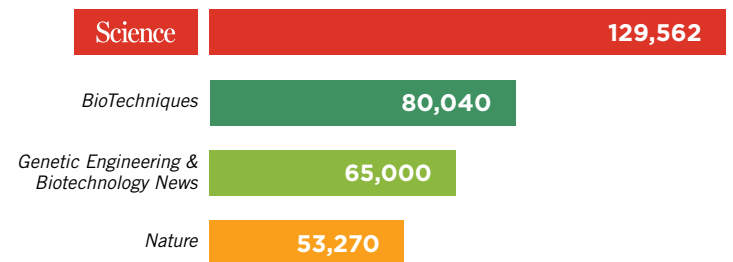


#### TOP 10 ONLINE VISITORS BY COUNTRY\*\*\*

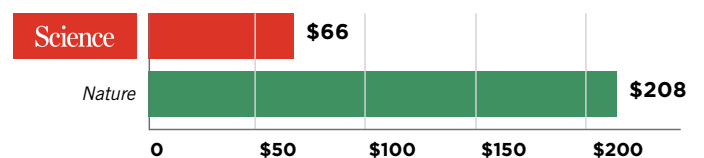


### RESEARCH IN DEMAND

#### 2017 PRINT CIRCULATION COMPARISON\*

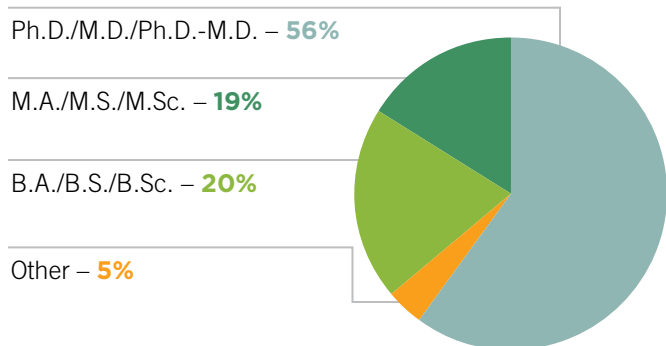


#### 2017 CPM\*\*

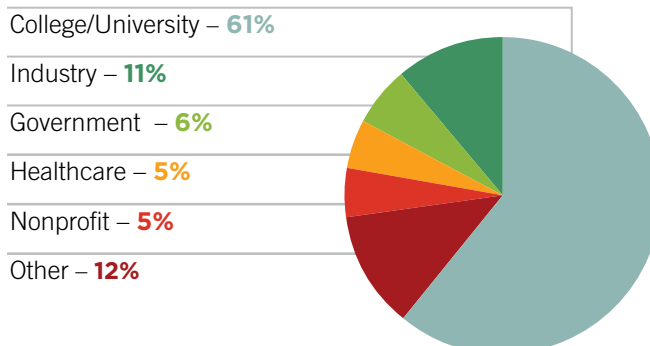


## EDUCATED AND INFLUENTIAL

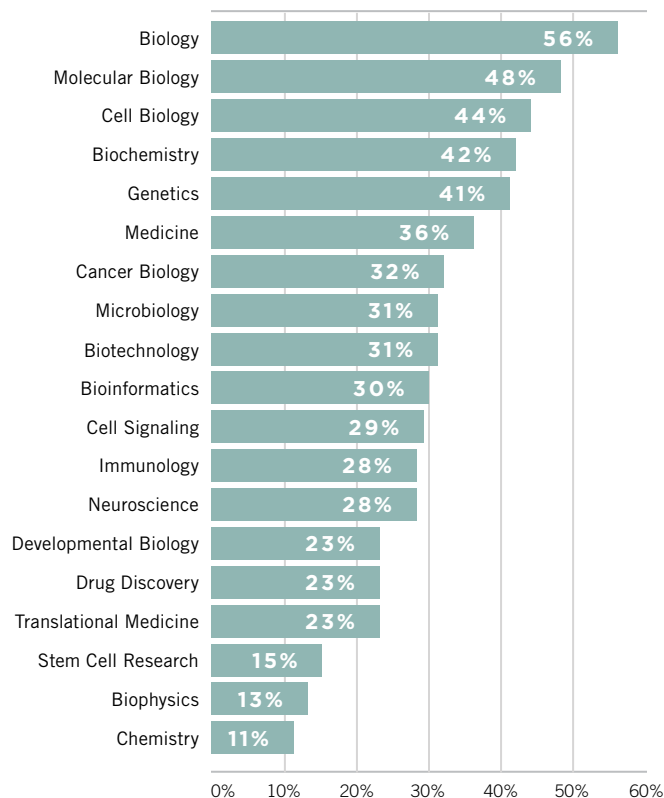
### ACADEMIC DEGREE BREAKDOWN\*\*



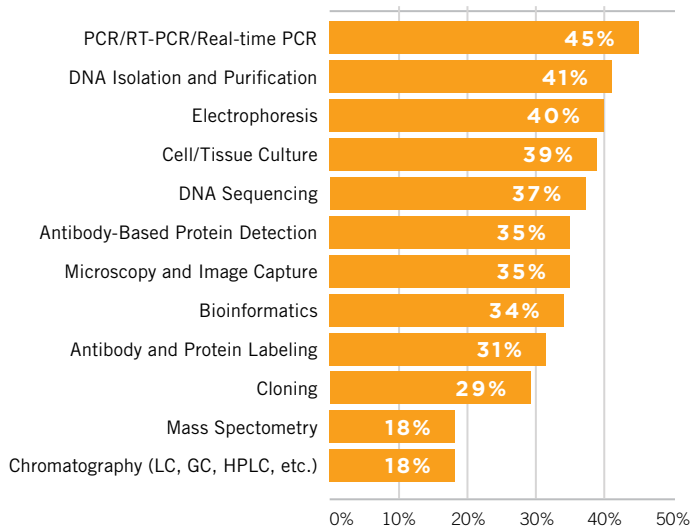
### PROFESSIONAL SEGMENT BREAKDOWN\*\*



### READERS' AREAS OF INTEREST\*



### PRODUCTS/TECHNOLOGIES USED IN WORK OR STUDIES\*



\* 2016 Cell Associates Life Scientists Science Reader Survey \*\* Publisher's Own Data \*\*\* September 2017 Adobe Analytics Reporting  
 + June 2017 BPA Statement \*\* Cost per Thousand – December 2016 Statement applied to 2017 Full-Page rates