Science is a leading scientific print journal and has the largest paid circulation of any peer-reviewed general science journal in the world. Your product advertising belongs in this widely read, enormously respected journal. The numbers speak for themselves.

**PRINT READERSHIP**

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### A TRULY GLOBAL AUDIENCE

**GLOBAL READERSHIP**

- North America – 85%
- Europe – 7%
- Asia – 7%
- Rest of World – 1%

### SCIENCE GIVES YOU MORE

**MOST READ JOURNAL**

80% of readers surveyed said they read *Science* more often than any other journal.

**MOST FREQUENTLY READ**

79% of readers read 3 to 4 issues of *Science* per month.

**MOST ACTIVE**

75% of readers consider themselves actively establishing or growing their career.

### RESEARCH IN DEMAND

**PRINT CIRCULATION COMPARISON**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>129,559</td>
</tr>
<tr>
<td>BioTechniques</td>
<td>80,008</td>
</tr>
<tr>
<td>Genetic Engineering &amp; Biotechnology News</td>
<td>64,776</td>
</tr>
<tr>
<td>Nature</td>
<td>52,613</td>
</tr>
</tbody>
</table>

**2016 CPM**

<table>
<thead>
<tr>
<th>Journal</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>$66</td>
</tr>
<tr>
<td>Nature</td>
<td>$208</td>
</tr>
</tbody>
</table>

### PROVEN PURCHASING POWER

71% of *Science* readers are involved in the purchasing of products and services for their lab.

77% expect budgets to increase or stay the same.

84% of print readers have taken action as a result of reading about a product in *Science*.

### MOST IMPORTANT RESOURCES WHEN PURCHASING REAGENTS/SUPPLIES VERSUS CAPITAL EQUIPMENT

<table>
<thead>
<tr>
<th>Resource</th>
<th>Reagents &amp; Supplies</th>
<th>Capital Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific Conferences</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Sales Representatives</td>
<td>41%</td>
<td>20%</td>
</tr>
<tr>
<td>Scientific Publications (Print)</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Catalogs Mailed to Your Lab</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Scientific Publications (Online)</td>
<td>40%</td>
<td>29%</td>
</tr>
</tbody>
</table>
**READERS’ AREAS OF INTEREST**

- Biology: 56%
- Molecular Biology: 48%
- Cell Biology: 44%
- Biochemistry: 42%
- Genetics: 41%
- Medicine: 36%
- Cancer Biology: 32%
- Microbiology: 31%
- Biotechnology: 31%
- Bioinformatics: 30%
- Cell Signaling: 29%
- Immunology: 28%
- Neuroscience: 28%
- Developmental Biology: 23%
- Drug Discovery: 23%
- Translational Medicine: 23%
- Stem Cell Research: 15%
- Biophysics: 13%
- Chemistry: 11%

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

- PCR/RT-PCR/Real-time PCR: 45%
- DNA Isolation and Purification: 41%
- Electrophoresis: 40%
- Cell/Tissue Culture: 39%
- DNA Sequencing: 37%
- Antibody-Based Protein Detection: 35%
- Microscopy and Image Capture: 35%
- Bioinformatics: 34%
- Antibody and Protein Labeling: 31%
- Cloning: 29%
- Mass Spectrometry: 18%
- Chromatography (LC, GC, HPLC, etc.): 18%

**ACADEMIC DEGREE BREAKDOWN**

- Ph.D./M.D./Ph.D.-M.D.: 60%
- M.A./M.S./M.Sc.: 16%
- B.A./B.S./B.Sc.: 20%
- Other: 4%

**PROFESSIONAL SEGMENT BREAKDOWN**

- College/University: 61%
- Industry: 11%
- Government: 6%
- Healthcare: 5%
- Nonprofit: 5%
- Other: 12%

*2016 Cell Associates Life Scientists Science Reader Survey  **Publisher’s Own Data  ***December 2015 BPA Statement