Science is both a leading scientific print journal and a high-traffic, award-winning website. Your recruitment advertising belongs in this widely read, enormously respected journal. The numbers speak for themselves.

- **400,000** print readers each week
- **129,559** qualified weekly circulation
- 80% of readers surveyed said they read *Science* more often than any other journal***
- 79% of readers read 3 to 4 issues of *Science* per month***

### Print Circulation & CPM Comparison*

<table>
<thead>
<tr>
<th>Journal</th>
<th>Circulation</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>129,559</td>
<td>$73</td>
</tr>
<tr>
<td>Nature</td>
<td>52,613</td>
<td>$228</td>
</tr>
</tbody>
</table>

### Professional Segment Breakdown**

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

### Global Readership**

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

### 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%

### 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%