

# Fact-backed.

AUDIENCE DEMOGRAPHICS

SCIENCE QUALIFIED  
WEEKLY PRINT CIRCULATION

**129K**

129,558

SCIENCE WEEKLY  
PASS-ALONG READERSHIP

**400K**

400,000

## SCIENCE

## ALL SCIENCE JOURNALS

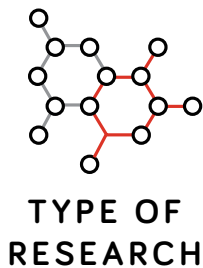
## ALL SCIENCE JOURNALS



**63%**  
Doctorate  
**19%**  
Master's  
**15%**  
Bachelor's  
**3%**  
Other

**62%**  
Doctorate  
**20%**  
Master's  
**13%**  
Bachelor's  
**5%**  
Other

**27%**  
Immunology  
**26%**  
Molecular Biology  
**26%**  
Cell Biology  
**25%**  
Biology

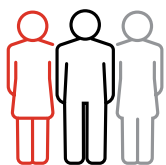


**67%**  
Basic  
**56%**  
Applied  
**15%**  
Translational  
**12%**  
Drug Discovery  
**11%**  
Clinical Trials  
Phase I-IV  
**10%**  
Preclinical

**68%**  
Basic  
**47%**  
Applied  
**34%**  
Translational  
**20%**  
Preclinical  
**14%**  
Drug Discovery  
**13%**  
Clinical Trials  
Phase I-IV



**20%**  
Biochemistry  
**19%**  
Computer Engineering  
**18%**  
Cell Signaling  
**17%**  
Cancer Biology  
**16%**  
Neuroscience  
**16%**  
Microbiology  
**16%**  
Biotechnology  
**15%**  
Medicine  
**14%**  
Translational Medicine  
**13%**  
Environmental Science  
**12%**  
Bioinformatics



**64%**  
University, Academic  
**10%**  
Government  
**8%**  
Hospital, Medical  
**5%**  
Consultant  
**5%**  
Nonprofit  
**3%**  
Biotech, Pharma, CRO  
**2%**  
Independent Lab  
**2%**  
Currently between jobs  
**1%**  
Other

**61%**  
University, Academic  
**8%**  
Government  
**7%**  
Hospital, Medical  
**6%**  
Consultant  
**5%**  
Nonprofit  
**5%**  
Biotech, Pharma, CRO  
**4%**  
Other  
**2%**  
Independent Lab  
**2%**  
Currently between jobs

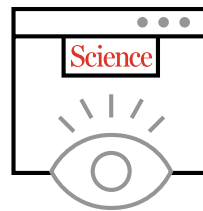
**99%** of the world's top class universities (as listed in the Times Higher Education rankings) have access to *Science* online.

**95%** of the world's top 20 pharma companies (ranked by revenue) have access to *Science* online.

Sources: June 2020 BPA and Publisher's own data

# Data-driven.

## MONTHLY TRAFFIC AVERAGES



### ALL SCIENCE-BRANDED SITES

PAGE VIEWS

**16M**

16,134,060

VISITS

**9M**

9,395,521

UNIQUE VISITORS

**6M**

6,555,948

### SCIENCE

PAGE VIEWS

**6M**

6,720,563

VISITS

**3M**

3,275,185

UNIQUE VISITORS

**2M**

2,230,691

### SCIENCE NEWS

PAGE VIEWS

**5M**

5,477,474

VISITS

**4M**

4,334,984

UNIQUE VISITORS

**3M**

3,456,031

### SCIENCE CAREERS

PAGE VIEWS

**1M**

1,321,721

VISITS

**600K**

627,511

UNIQUE VISITORS

**400K**

468,283

### SCIENCE ADVANCES

PAGE VIEWS

**1M**

1,138,538

VISITS

**693K**

693,008

UNIQUE VISITORS

**512K**

512,289

### SCIENCE IMMUNOLOGY

PAGE VIEWS

**150K**

150,967

VISITS

**81K**

81,217

UNIQUE VISITORS

**59K**

59,274

### SCIENCE ROBOTICS

PAGE VIEWS

**111K**

111,942

VISITS

**49K**

49,190

UNIQUE VISITORS

**36K**

36,004

### SCIENCE SIGNALING

PAGE VIEWS

**192K**

192,547

VISITS

**109K**

109,785

UNIQUE VISITORS

**85K**

85,813

### SCIENCE TRANSLATIONAL MEDICINE

PAGE VIEWS

**1M**

1,020,038

VISITS

**529K**

529,909

UNIQUE VISITORS

**330K**

330,000

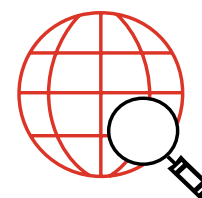
### GEOGRAPHIC REGIONS

**55%**  
North America

**20%**  
Europe

**14%**  
Asia

**11%**  
Rest of World



### TOP 10 VISITORS' COUNTRIES

- 1 United States
- 2 United Kingdom
- 3 China
- 4 Canada
- 5 India
- 6 Germany
- 7 Australia
- 8 Japan
- 9 France
- 10 Netherlands

Sources: October 2019 ABC Audit and Adobe Analytics