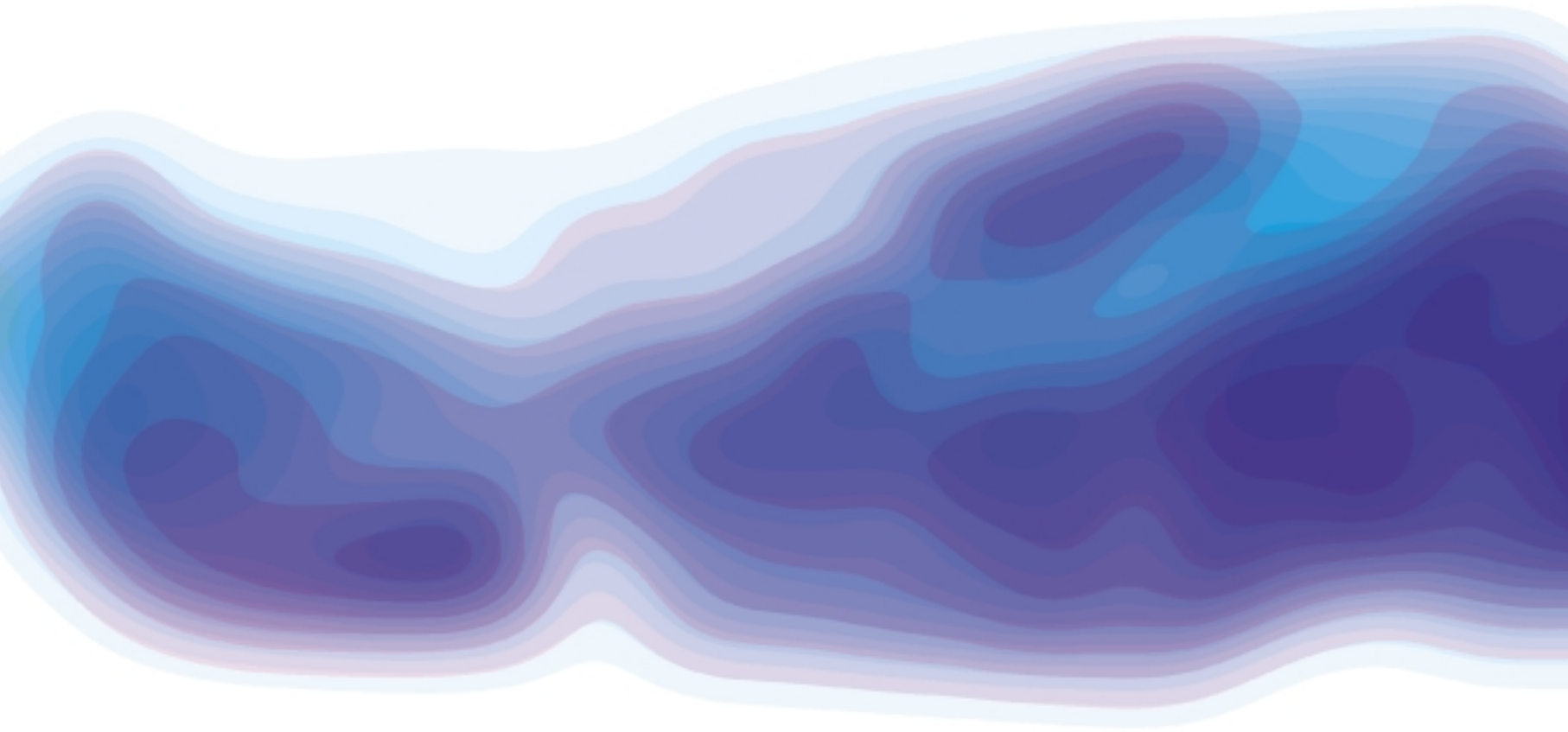


media information 2003



New Scientist readers and NewScientist.com users are professional, influential and educated – make sure they see *your* brand



[insight]



New Scientist matters. In a more troubled world we are the one reliable voice that can evaluate what's really important in science and technology, what's risky and what's not, and where the unintended opportunities – and consequences – are that others will not see.

New Scientist is the one science magazine that's big enough to see science and technology in context and report the vital industrial, commercial and social consequences.

As you would expect, the magazine's readers and website users (NewScientist.com) are not just from scientific and technical fields. Rather, they are decision makers and professionals from diverse backgrounds. What they have in common is a hunger for accurate information and analysis. Quite simply, they turn to New Scientist because they trust and enjoy it. This trust is underlined by the fact that it is quoted by the international media at least 22 times a week.

Its appeal doesn't stop there. New Scientist employs and commissions the best writers in their fields from all over the world, so our cutting-edge news, features and reports are at once accessible, authoritative and witty. Quite simply the world's leading current affairs weekly, covering scientific advances, is a great read.

Confident
Educated
Respected
Authoritative
Enlightening
Witty
Irreverent
Eclectic
Diverse
Compelling



NewScientist
www.NewScientist.com

Who reads New Scientist?

Gender²

68% male

32% female

Average age²

36 years

Social class²

59% AB

(National average – 24%)

87% ABC1

(National average – 52%)

Income³

£36,200 p.a. which compares
very favourably with other weekly
current affairs titles

Education¹

Of those readers who work,
81% have a degree

Readers' habits¹

New Scientist is captivating:
average reading time is 1 hour
45 minutes

Read for leisure: 86% read New
Scientist at home

Subscription retention⁴

New Scientist readers are loyal:
82% of subscriptions are renewed
each year



What's in the magazine?

Week on week, more and more blue-chip companies are trusting New Scientist to deliver real results. Why? Because associating a brand with New Scientist brings many benefits: its reputation is global, its coverage of science and technology is unmatched, and its readership is loyal and discerning.

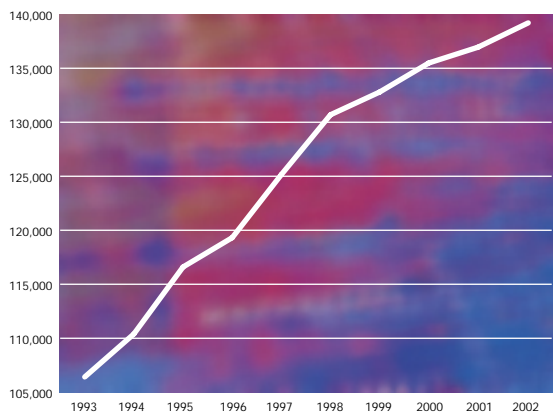
New Scientist is the ideal environment for your brand.

As well as advertising space in the magazine, direct-response advertising is available through inserts and subscriber list rental.



- news
weekly coverage of the world's news and its consequences
- frontiers
innovations and research that could change your world
- features
in-depth analysis and investigations of the latest topics in science – *unique to the magazine*
- interviews
the hottest names in science every week
- feedback
humour, irony, quirky tales and letters
- last word
fun and informative: questions and answers on everyday science

Circulation New Scientist magazine



What's on the website?

For people who want an interactive read, here it is. And for advertisers who want a web-literate audience, here they are!

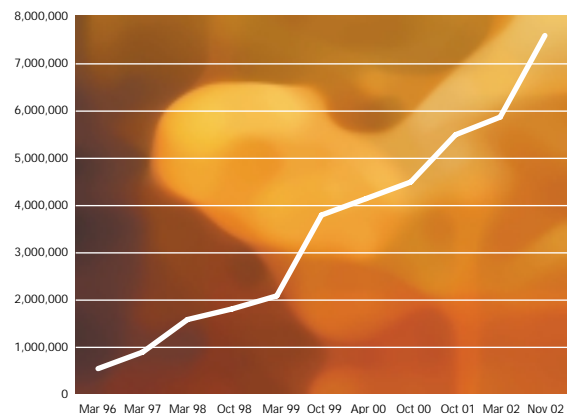
As winner of PPA interactive magazine of the year 2002 NewScientist.com is the ultimate science site. We offer the same comprehensive editorial coverage as the magazine, drawing on the world's largest network of correspondents in science and technology. For the record, we're based in London, San Francisco, Boston, Toronto, Sydney, Melbourne, Tokyo and Brussels.

A range of advertising opportunities is available from on-line banners to sponsorship of our in-depth hot topics.



- news
constant news updates from our global team, with contextual links
- hot topics
Editor's selection of stories on major topics tracking developments through time. Very popular with users – *unique to NewScientist.com*
- interviews
top personalities and their ideas
- last word
answers to hundreds of intriguing everyday questions

Impressions NewScientist.com



Cars

Last year, New Scientist readers and users spent a staggering £1.14 billion on their most recent new car purchases.³

88% of New Scientist readers own a car compared with a national average of 75%.

53% of New Scientist readers have two or more cars per household, while 13% of New Scientist readers have three or more.

40% of all company car-owning readers, and 23% of private car-owning readers, plan to replace their vehicles in the next 12 months.¹

88% of New Scientist readers own a car



Telecoms

Independent research shows that New Scientist readers welcome emerging technology and are keen to experiment and test out new products.

81% of New Scientist readers own a mobile phone.³

34% of mobile phone-owning readers would like e-mail, 26% would like to get news, traffic and weather updates, and 17% would like picture messaging via their handsets.

10% of readers are planning to buy a 3G-enabled handset.¹

81% of New Scientist readers own a mobile phone



Travel

Science is an international business. At least one-third of FTSE 100 and Fortune 100 companies are science and technology related, so it's no surprise that New Scientist readers and users travel extensively on business.

61% of New Scientist readers have direct influence on which airline they use for business travel.¹

63% of New Scientist readers have flown an average of four times on business or pleasure in the last four months.¹

NewScientist.com users average **four air journeys** per year: two for business and two for pleasure.⁵

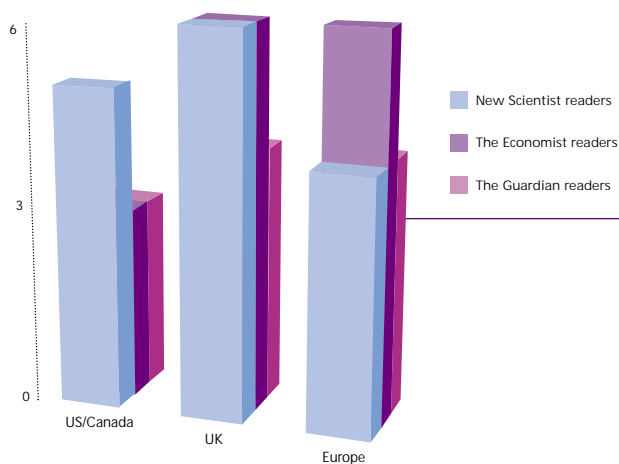
The average cost of a NewScientist.com user's last holiday was **£980**.⁵

92% of users expect their level of air travel in the next 12 months for both business and pleasure to increase or stay the same.⁵

Our readers fly more often than readers of The Economist to the US and Canada



High fliers: the average number of business flights made in the last three years by readers of New Scientist, The Economist and The Guardian³



Finance

New Scientist readers are innovative. In 2002 Life Sciences took the top spot for venture capital investment. Life Sciences and Biotechnology industries represented 35% of all investment.⁶

And on a personal level New Scientist readers and users are enthusiastic investors and savers of their high incomes. They own:

	READERS ¹	USERS ⁵ UK ONLY
Stocks and shares	48%	49%
ISA	56%	47%
Private pension	40%	49%
Mortgage	35%	56%
Private healthcare	23%	33%

60% of NewScientist.com users have an on-line bank account.⁵

The average annual income of New Scientist readers is £36,200



Electronic goods

With their high disposable income, New Scientist readers and NewScientist.com users are high spenders on consumer electricals and the latest gadgets.

What they own now

READERS^{1/3}

Mobile	81%
Hi-fi system	80%
Multi-media PC	54%
SLR camera	42%
DVD	30%
Digital Camera	29%
Wide screen TV	20%
E-organiser/PDA	19%

Of NewScientist.com users 50% either own or intend to buy a digital camera



DATA SOURCES

- 1 NSM reader research, 1,000 respondents, Nov 2002
- 2 NRS Apr 2001 – Sep 2001
- 3 TGI Apr 2001 – Mar 2002
- 4 Subs data as at Nov 2002
- 5 NewScientist.com – user profile research, Dec 2001, Apr 2002
- 6 PriceWaterhouseCoopers / Venture Economics / National Venture Capital Association Money Tree™ survey

Confident

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