



New Scientist not only publishes the world's leading current affairs weekly, covering scientific and technological advances, but also produces the world's number one science and technology website – NewScientist.com. This online service from New Scientist delivers over 7.6 million page impressions to over 1.3 million users per month*.

The site provides daily news coverage from the world's largest network of science and technology correspondents including a dedicated online reporting team. And it continues to provide the favourite sections: Hot Topics, The Last Word and Interviews.

- Hot topics: Editor's selection of the best coverage on the most exciting topics, Cars to the Environment, Technology to Bioterrorism.
- The Last Word: providing answers to hundreds of intriguing everyday questions
- Interviews: the hottest names in science, talking to New Scientist every week

USER PROFILE

NewScientist.com users are similar to the magazine's readers as educated affluent professionals at the higher end of the socio-demographic spectrum. Recent research** shows that they like to be at the 'cutting edge' and endeavour to keep up to date with technological and environmental developments. Also, they are likely to make their own investment decisions, be prepared to pay extra for good quality, view their work as a career not just a job, and are health conscious.

Gender	84% male, 16% female
Average age	36 years
Social class	80% ABC1
Income	£35,850 pa, average salary
Education	90% have BSc / BA or higher 52% have MSc / MA or higher

*Publisher's statement Nov 2002

**User Profile Research Dec 2001/April 2002