

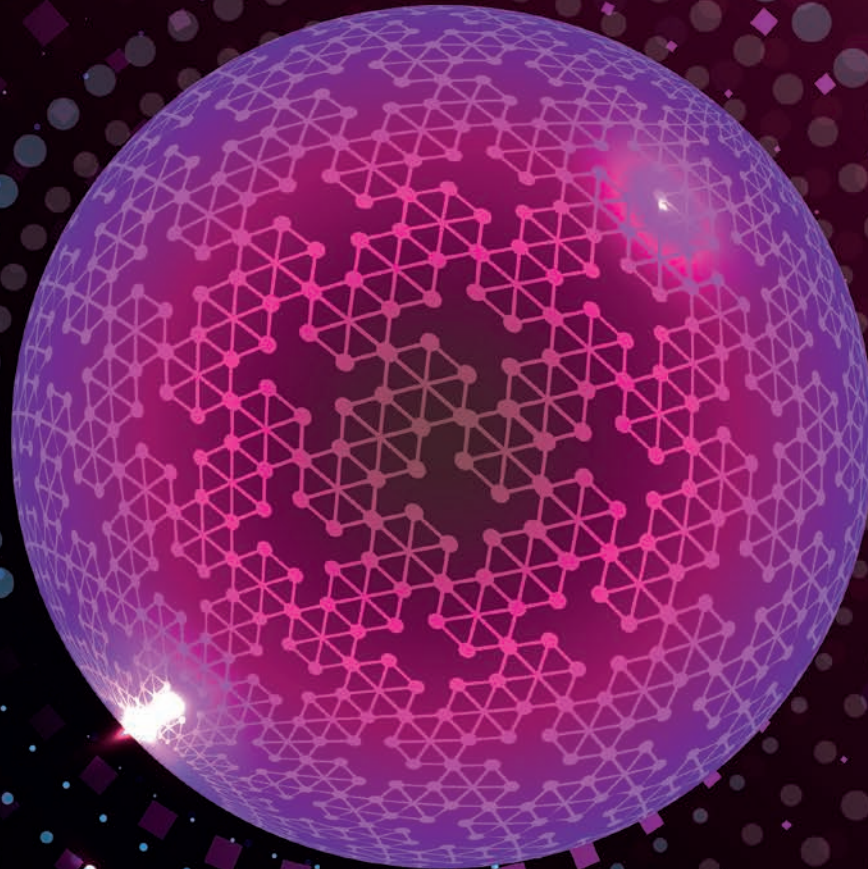
# physicsworld

**MEDIA INFORMATION 2024**

More than  
**616,500**  
monthly page  
views

More than  
**355,000**  
monthly visitors

Magazine  
readership  
more than  
**60,000**



**More than 99% of readers**  
consider *Physics World* to be a  
reliable source

**More than 90% of users**  
would recommend the site to  
colleagues or friends

\*Figures are from Google Analytics, September 2022

# About us

## A MESSAGE FROM THE EDITOR-IN-CHIEF



Whether you're a physicist in academia or industry, a student or someone who once did physics but is now in a different field, *Physics World* is here to keep you up to date with the latest breakthroughs across the whole of physics and beyond.

Thanks to an award-winning team of professional science writers and editors, it provides a global audience with a unique mix of daily news, opinion and analysis along with the highly respected Weekly and Stories podcasts.

*Physics World* aims to be the most trusted provider of physics news, with content that seeks to inform, educate, entertain and connect a global scientific readership.

**Matin Durrani**, editor-in-chief, *Physics World*

### PARK SYSTEMS

"*Physics World* and the group of IOP Publications offer us a great opportunity to reach a vast scientific community using multi-level media marketing campaigns. The customer service is superb."

### ELEKTA

"Our IOP representative and the science writers and management actually speak to us and check it's right for us – it's a win win. You can tell they care and want to help us achieve our goals."

### NANOSCIENTIFIC JOURNAL

"Our banner campaign with IOP Publishing helped drive traffic to our Symposiums, reaching a world-wide audience within a broad scientific community. The customer service is outstanding."

# Physics World magazine

PHYSICS WORLD



The most trusted and respected provider of science news, features and commentary for the global physics community.

Published for more than 30 years, with 12 issues a year, advertising in *Physics World* positions your products and services alongside our must-read content.

- Raise awareness of your brand to a large number of purchasing scientific professionals worldwide.
- Our topical and engaging content provides the perfect environment to convey your marketing message, and our selection of special issues provide the ideal platform to target specific sectors within physics.

*“Physics World provides great insights into how physics is applied to real world problems and can have a hugely positive impact on people’s lives”*

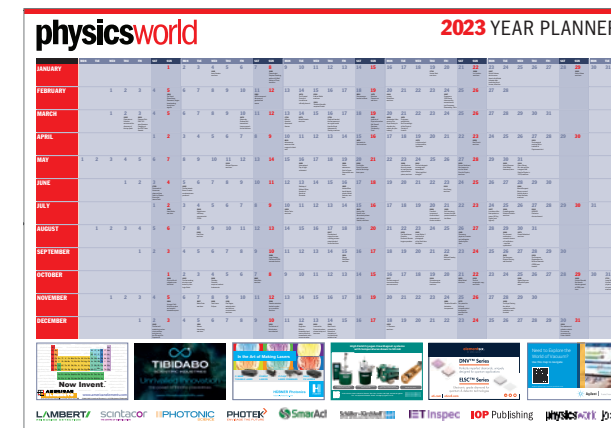
**MAGAZINE READER**, Audience research

## Special topic issues in 2024

*Physics World* will publish two special issues in 2024 focused on specific topics:

- Quantum technologies – May
- Materials science – November

WALL PLANNER



Showcase your brand alongside our sought-after wall planner, distributed with the December issue of *Physics World*.

- Maximize your marketing budget by gaining 12 months of exposure from one activity.
- Limited advertising positions enable your brand to speak louder.
- Reach a wider audience. Wall planners are often used in communal areas or shared laboratories – this will enable your brand to gain visibility by a wider demographic.

# Physics World magazine

## SHOW DISTRIBUTION

In addition to distribution to the membership of the Institute of Physics, *Physics World* is sent to key events and relevant institutes or facilities throughout the year. Contact us for the most up-to-date list.

### January

- SPIE Photonics West, San Francisco, USA
- SPIE BiOS Expo, San Francisco, USA

### February

- BPS2024, Philadelphia, USA
- Pittcon, San Diego, USA
- APS March Meeting 2024, Minneapolis, USA
- DPG CM, Berlin
- JSAP 71st Spring Meeting 2024, Tokyo, Japan

### March

- 41st International Battery Seminar & Exhibit, Orlando, USA

### April

- Quantum.Tech Boston 2024, USA
- ESTRO 2024, Glasgow, UK
- 67th Annual SVC Technical Conference, Chicago, USA

### May

- ECS Spring Meeting, San Francisco, USA
- IPAC 24, Nashville, USA
- 3rd annual Commercialising Quantum Global 2024, London, UK
- The Advanced Materials Show, Birmingham, UK

### June

- European Vacuum Conference, Harrogate, UK

### July

- AAPM 65th Annual Meeting, Los Angeles, USA
- Microscopy & Microanalysis 2024, Cleveland, USA

### August

- ACS Fall 2024 National Meeting & Exposition, Denver, USA

### September

- Chinese Physical Society
- World Nuclear Symposium
- ASTRO 2024, USA

### October

- Advanced Materials 2024, USA
- ECS PriME 2024, Honolulu, Hawaii
- AVS International Symposium & Exhibition 2024

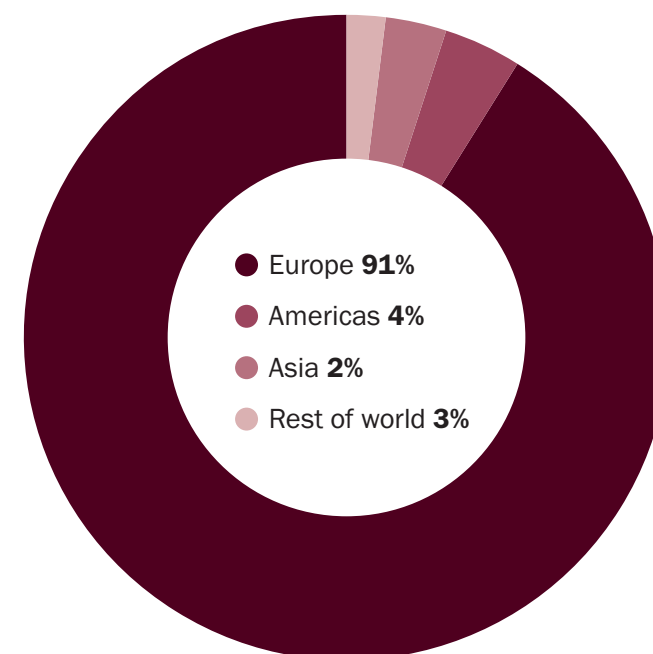
### November

- 2024 MRS Fall Meeting & Exhibit, Boston, USA

### December

- AGU 2024, Washington D.C., USA

## GEOGRAPHICAL DISTRIBUTION OF MAGAZINE READERS



# Physics World Digital

physicsworld

Magazine

Latest

People

Impact

Collections

Audio and video

TOPICS

magazine

Welcome to the new way to enjoy *Physics World* magazine


Easy-to-use digital editions that include all the content you know and trust but available whenever and wherever you want it

What's new?

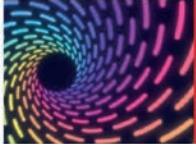
The new way to enjoy *Physics World* allows you easy access to all the available editions of the monthly magazine at the touch of a button.

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- Choose to read as a PDF-based e-magazine or as individual online articles
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- Search within issues to find content
- Bookmark your favourite articles to read later
- Download issues to enjoy offline
- Explore the story behind the story with audio and video

Browse the available editions of *Physics World* now



*Physics World* monthly issues are exclusively available to members of the Institute of Physics. Not a member? See the [full archive](#) for other free-to-read content or visit the [IOP site](#) to learn more about how to join.



Are you an IOP member and want to get started?

To access the new digital editions of *Physics World*, create an account on the *Physics World* website. This is separate to any IOP accounts you may have. Follow the instructions during registration to confirm your IOP membership – you'll only need to do this once. When you've finished creating your *Physics World* account make sure you're signed in to the *Physics World* website and you'll be able to access all the monthly issues of the magazine.

Want to go straight to the latest issue?

*Physics World* September 2023 is now available as a PDF-based e-magazine or as individual online articles.

Read the issue here

Want to find back issues?

Quick links to all the previous editions of *Physics World* are available in the [magazine archive](#), including our free-to-read subject-focused Briefings series and the *Physics World* Careers guide.


Got a problem or want to know more?

Check out our [FAQs area](#). You can find out information about accessing the content, using the e-magazine and offline options, plus details of who to contact if you need more support.



Filmed at Photonics West 2023, *Avantes* exhibit their new *Pacto spectrometer* – a compact device that's designed to be embedded in other systems.

watch now



Advertisement


Want even more content?

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Visit the homepage to see what's happening in physics right now

Explore more great content here



Increase your chances of being seen with the new, improved *Physics World* digital magazine.

*Physics World* is now available in an easy-to-use, digital format. A wide variety of advertising opportunities are available, with augmented advertising opportunities available in the digital edition.

- Reach a wide audience as *Physics World* monthly issues are exclusively available to members of the Institute of Physics the moment the issue is published.
- All print adverts are automatically included, with all links to your websites and emails active.
- Upgrade your print advert in the digital to include audio or video.

Digital issue:  
**Free to read**  
for all IOP members  
and PW subscribers

physicsworld

Contents: September 2023

0:00 / 11:48

Muography

Cosmic muons (long means to peer into volcanoes and cyclones) To learn more, read our feature on pages 23-24

Cold start

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Cosmic and Neutrino Spectroscopy

Investigating transformation materials 28

Quanta

**Research Updates**

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**News & Analysis**

New UK-USA supercollider creates a stir – but many find it hard to replicate claims • Theorist reviews prefer significance over rigor • Space Prize targets a welcoming space industry • Warning over computational scientist's carbon footprint • New head for Oak Ridge National Laboratory

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**Transactions**

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physics WEEKLY

Want even more great content from the world's leading physics magazine?

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Physics World September 2023

1



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# Physics World Briefings

## DISTRIBUTION

*Physics World Briefings are the subject-focused supplements to Physics World.*

Our supplements cover a key subject in physics. Their targeted distribution means they are sent to the readers who are interested in those topics, in addition to bespoke distribution to events, key facilities and society partnerships throughout the year. The events listed are going ahead at the time of publication. Contact us for the most up-to-date distribution plans.

### Instrumentation & Vacuum Briefing

#### June

European Vacuum Conference

3rd annual Commercialising Quantum Global 2024

AVS International Symposium & Exhibition 2024

SVC Techcon 2025

### Big Science Supplement

#### September

Big Science Business Forum 2024 (BSBF'24)

## BIG SCIENCE SUPPLEMENT

In September 2024, *Physics World* magazine, in partnership with its sister publication *CERN Courier*, will publish a special supplement focusing on the European Big Science Facilities.

The issue will focus on the enabling technology, knowledge transfer, and the intersection point between Europe's Big Science installations and industry.

It will receive bulk distribution at the 2024 Big Science Business Forum (BSBF'24) in Turin, Italy as well as other key events throughout the year. It will also be available digitally on [cerncourier.com](https://cerncourier.com) and [physicsworld.com](https://physicsworld.com) throughout the year.



## INSTRUMENTATION & VACUUM BRIEFING

This briefing provides an annual review of how various equipment and vacuum technology is helping to fuel the latest scientific breakthroughs. It will be distributed at many of the world's leading vacuum conferences throughout the year, starting with the European Vacuum Conference in June.

### About the European Vacuum Conference

In June 2024, the Institute of Physics will be hosting the joint European Vacuum Conference (<https://iop.eventsair.com/evc17-ecoss37>).

*Physics World* will be distributing copies of the briefing in bulk at the show. The event is endorsed by the International Union for Vacuum Science, Technique and Applications (IUVSTA) and the British Vacuum Council (BVC) and will bring together the following events into one show:

- 17th European Vacuum Conference (EVC-17)
- 37th European Conference on Surface Science (ECOSS-37)
- UK Surface Analysis Forum (UKSAF)
- 13th Vacuum Symposium UK (VS-13)
- RGA User's meeting

**Additionally, IOP will be offering exhibitor booths to up to 30 exhibitors, for more information please contact the IOP sales staff.**

physicsworld.com is the world’s biggest physics news website covering all fields of physics, from astronomy to quantum science.

Brought to you by the same award-winning editorial team as *Physics World* magazine physicsworld.com has seen exponential growth in it’s audience in the past few years.

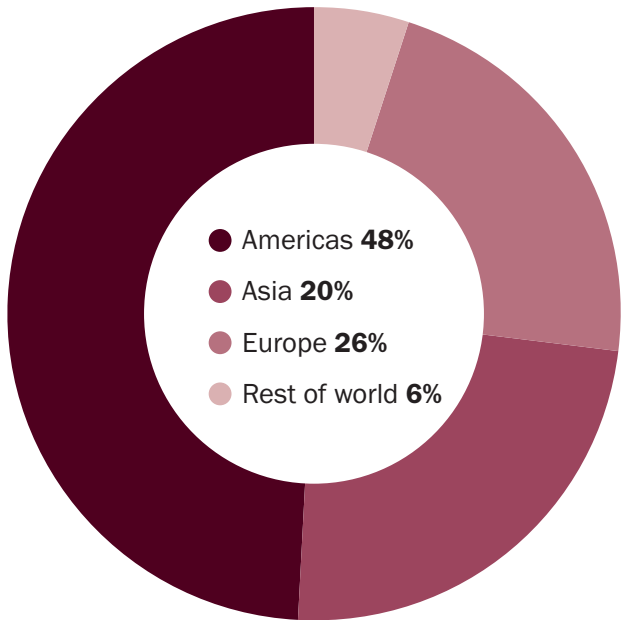
Online editorial specials

Nobel prize (October)  
Breakthrough of the Year (December)

Show preview articles

Photonics West  
Biophysical Society  
APS March Meeting  
MRS Fall Meeting  
Photonex/Vacuum

GEOGRAPHICAL DISTRIBUTION OF USERS



AVERAGE MONTHLY CHANNEL PAGE VIEWS

Topic	Average monthly channel page views
Astronomy & space	57,000
Quantum	48,500
Materials	31,500
Medical physics	28,000
Optics & photonics	20,500
Particle & nuclear	18,200
Biophysics & bioengineering	15,500
Instrumentation & measurement	14,000



\*Figures are from Google Analytics, August 2023

## BANNER ADVERTISING

Put your message in front of more than 615,500 website visitors a month by displaying your advert in one of our digital banner spots.

Advertising packages can be tailored to your target audience by specific page, subject area or side wide.

Choose from banner advertising in premium online space above the page fold, within editorial content and popular topics.

## BANNER SIZES

### Leaderboard banner

970 x 90 pixels (responsive) + 300 x 250 (mobile)

The screenshot shows the physicsworld.com website with several banner ad placements. At the top, there is a large banner for 'ICE' (Integrated Coaxial Electronics) with the headline 'All-optical processors could compute any linear transformation, machine learning reveals'. Below this, there are several smaller banners for 'HEINZINGER', 'RaySearch Laboratories', 'HOLOEYE', 'queensgate', 'EDINBURGH INSTRUMENTS', 'PRX ENERGY', 'Optics & Photonics Briefing', and 'quantum approved. Laser Rack Systems'. A red arrow points from the 'Leaderboard banner' text to the top banner. Another red arrow points from the 'Top level MPU Sticky' text to the 'PRX ENERGY' banner. A third red arrow points from the '300 x 250 pixels' text to the 'quantum approved. Laser Rack Systems' banner.

Top level

MPU

Sticky

300 x 250 pixels

# Digital advertising options

## WEBINARS

Online presentations that allow expert speakers to explain novel tools and applications.

Give your prospective customers a chance to interact with you in real time and develop a personal connection with your brand.

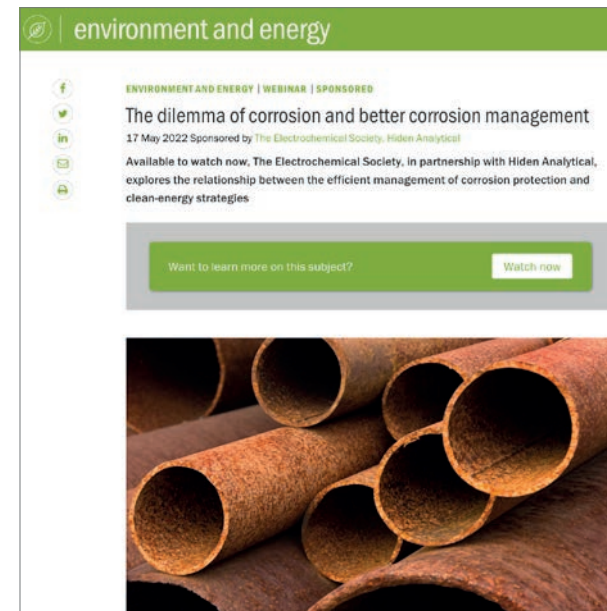
- You're the product expert – take the opportunity to personally highlight the benefits that your products and services bring.
- Each webinar benefits from an exclusive multi-channel marketing campaign to provide you with as many qualified leads as possible – average of 280.
- A recording of your webinar is available on demand for six months, giving you extra lead-generation opportunities for no extra effort.



### Corporate webinars

With our webinar service you get to give a 45-minute presentation, followed by a 15-minute Q&A. We'll provide you with the contact details of everyone who signs up to the webinar and who gives permission to be contacted.

The price includes hosting of the webinar, a practice session, and extensive promotion to our audience through e-mail and social-media campaigns.



### Sponsored webinars

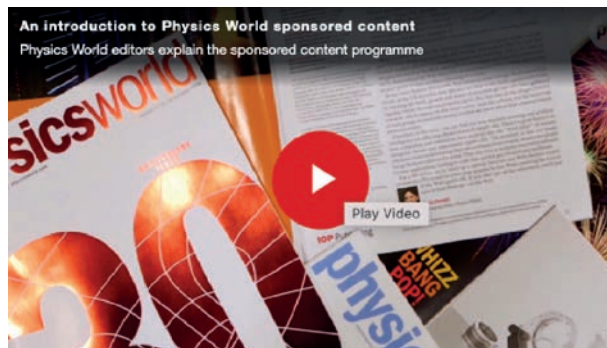
For the last few years, IOP Publishing has teamed up with several of our publishing partners including The Electrochemical Society, the International Union for Vacuum Science, Technique and Applications (IUVSTA) and CERN to produce webinars on hot topics in their respective fields.

Sponsorship opportunities are available for the webinars. Sponsors get their name/logo on the main landing page and then receive a list of names of everyone who signs up to the webinar and who gives permission to be contacted.

Webinar sponsors have generated an average of more than 100 contacts per webinar. Webinar topics are announced on an ad hoc basis throughout the year.

# Digital advertising options

## NATIVE ADVERTISING



A unique opportunity for your business to commission high-value content, showcasing your products, your people and your capabilities:

- Work with a dedicated editor who will talk with you to clearly understand your goals and will feedback on how they think this is best achieved as an article.
- Your article will be written by an experienced *Physics World* editor and published at time that best suits your objectives.
- Promotion of your articles through a number of marketing activities including e-mail and social-media activity.

*“Creating our native articles was a very straightforward process – the majority of the legwork is done by the Physics World journalist. Working to a short set of our requirements, he was able to create a Physics World article that supports our marketing strategy, whilst reporting on the scientific research that our products are used for.”*

**RUSSELL HARDY, UHV**

## VIDEO



Bring your products, case studies or career opportunities to life and quickly engage with prospects and customers.

We offer the following services:

- Concept development
- Script writing
- Storyboarding of ideas
- Interviews
- Filming
- Production
- Voice-over artists

We can also film videos at key scientific conferences throughout the year, enabling you to easily interview customers or create a product showcase. After production, all videos will be promoted by our dedicated marketing team across our digital channels, including relevant social-media platforms and e-mail campaigns.

*Physics World* will be sending a video crew to the following conferences to film exhibitor booth videos:

- Photonics West
- APS March Meeting
- ASTRO

# Digital advertising options

## NEWSLETTERS



Directly reach our audience of key decision makers by advertising within the *Physics World* newsletters.

- Tiered pricing models enable advertising to be available to suit your budget.
- Increase the impact of your other *Physics World* online advertising campaigns by taking out newsletter advertising at the same time.

Topic	Frequency	Subscribers
Highlights	Weekly	70,000
Materials	Quarterly	23,500
Medical physics	Weekly	20,400
Environment	Bi-annual	22,100
Careers	Bi-monthly	7500
Optics	Bi-annual	5300
Quantum	Bi-annual	800
Particle & nuclear	Bi-annual	New for 2024

## INNOVATION SHOWCASES



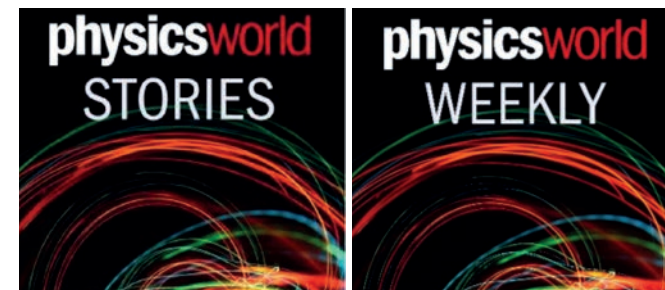
We have a range of options available to support your latest product launches.

### Product Focus box

Become a corporate partner and highlight one of your latest products or press releases in this unique advertising space:

- The product focus box uses a *Physics World* template that enables your advert to be in keeping with the feel of the website and increases trust from readers.
- Gain direct traffic to your press release or news article, to enable readers to get all the key information in one hit.
- Receive a bonus highlight in our most relevant newsletter.

## PODCASTS



More people are consuming media through audio than ever before. Position yourself in the heart of the *Physics World* podcast to benefit from this trend.

- Benefit from editorial oversight from our experienced team of podcast editors.
- Your sponsorship message will be placed throughout the podcast to increase your brand visibility.
- Gain from the trust readers place in the *Physics World* editors by having your message read out by our podcast host.

Title	Frequency	Downloads
<i>Physics World</i> stories	Monthly	9000 per episode
<i>Physics World</i> weekly	Weekly	6500 per episode

# Digital advertising options

## CONTEXTUAL ADVERTISING

### Introducing contextual advertising using PubGrade Advertising Solutions

IOP Publishing has introduced contextual advertising on its journal platform to deliver you a state-of-the-art, granular, advertising option. Banners will be delivered in the context of relevant research articles only – enabling you to make the best possible use of your budget.

- We'll start off with a conversation to find out about the products, services, jobs or content you want to promote.
- Once we've found out more about your objectives, we'll work with you to identify relevant keywords within our scientific articles that are most likely to be read by your customers.
- At this stage we generate an estimate of campaign reach, to give you an accurate idea of cost and campaign duration.
- Once your campaign is live you'll receive detailed reporting, so we can make adjustments on the go.

### Why IOP Publishing?

- 150 years of publishing experience with more than 100 journals in our portfolio.
- Covering all areas of physical science including materials science, atomic and molecular physics, engineering, medical physics, optics and photonics, condensed matter and quantum science.
- Wide geographic distribution of readers; 50% are from Asia, 25% from Europe and 20% from the Americas.
- Publishing partners include The Electrochemical Society, the Institute of Physics and Engineering in Medicine, and The Japan Society of Applied Physics.

As will be explored in this review, even classical Hall effect sensors have a huge array of applications, and depending on the scale of the Hall probes, the selection of materials to fabricate Hall probes is almost limitless thanks to decades of industrial and academic research and development [2]. Considering Moore's law and following the trend in miniaturisation of electronic devices as seen in consumer electronics, manufacturing, research on nanoscale phenomena, and healthcare, the Frontier of Hall probes lies in the continued miniaturisation of sensors to the micro- and nanoscale. Hence this review will focus on the applications and performance for probes on this scale, rather than the well covered macroscale [4]. Due to its unique properties, as will be discussed later, graphene Hall sensors perform excellently in the submicron scales. In practice, graphene Hall probe development is particularly targeted at the micro- and nanoscales.

In this review we describe the classical Hall effect, including its quantum counterpart (the integer QHE), and briefly cover a few of its common and more unique macroscale and microscale applications. We then outline the various materials one can select from to fabricate high-sensitivity Hall probe devices. Having set the scene we will describe graphene and its properties geared towards the realisation of Hall sensors. We summarise the performance of various graphene Hall probe architectures, from epitaxially grown graphene to fully encapsulated devices in hexagonal boron nitride (hBN) that have been developed since the material's isolation in 2004 [5]. Reflecting upon the performance and benefits of graphene-based Hall devices, we then suggest and describe five promising areas where such devices could find routine use, including high resolution magnetic imaging under ambient conditions and non-destructive testing (NDT) in industrial processes. This review then concludes by giving a perspective on future trends. Recent developments in the field of graphene and beyond are extrapolated to suggest key directions of movement for graphene-based Hall probes in order to improve their performance and production viability. In this way they can become routinely used in more conventional Hall probe applications, as well as in the entirely new suggested avenues.

2. The Hall effect

1. Introduction  
2. The Hall effect  
3. Graphene Hall-effect devices  
4. Unlocking graphene Hall sensor applications  
5. Future perspectives  
6. Conclusions  
Acknowledgments  
Data availability statement  
References

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# Wuli magazine

## PROMOTION IN CHINA



Reach 40,000 physicists in China through the Chinese Physical Society membership magazine *Wuli*.

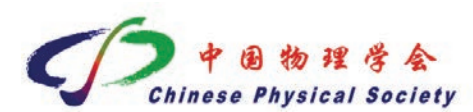
Founded in 1932, the Chinese Physical Society (CPS) is an academic organization under the leadership of the China Association for Science and Technology. There are approximately 40,000 individual members.

IOP Publishing has a long-term publishing relationship with the CPS and we partner with them to publish three academic journals.

*Physics World* expanded this partnership to offer its services with advertising. *Physics World* has been officially appointed as the sales contact for companies outside of China.

*Wuli* is a monthly magazine showcasing the latest developments in physics and related disciplines from all over the world, as well as reporting on the physics landscape within China. With 12 issues a year and published in Chinese language, advertising in *Wuli* is a great way to reach a targeted audience of researchers in China.

We can work with you to create new campaigns or translate existing ones into Chinese language, as part of this advertising package.



## ADVERTISING

Advertising in *Physics World* gives you exposure to highly qualified physicists.

- **Direct and efficient** – advertising with us gives you access to a highly qualified readership.
- **Unrivalled authority** – give your vacancy kudos and reinforce the research and prestige of your institution.
- **Extended reach** – consider one of our package deals, to reach a wider readership than ever before.

### Physics World Jobs Partner Network

## physicsworld | jobs Partner Network

Advertising with **Physics World Jobs Partner Network**, offers you direct access to highly qualified candidates across our partner sites; *Physics World Jobs*, *APS Physics Jobs* and *CERN Courier Jobs*.

- All relevant jobs are automatically posted on both *Physics World Jobs* and *APS Physics Jobs* to provide your vacancy with the greatest exposure possible.
- All employers are entitled to six 14-day basic job postings per year, available free of charge.
- We offer free 60-day listings for organizations recruiting for internships or summer placements.

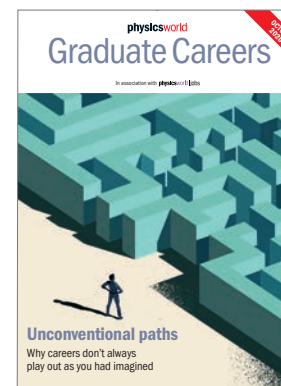
### Physics World Careers



The annual career guide from *Physics World*, it's packed with case studies, careers advice and an extensive employer directory.

- Be seen in the “who’s who” of physics employers, showcasing the range of opportunities available to physics and engineering students.
- Highlight your postgraduate positions, graduate careers programme or just the range of employment opportunities available at your organisation.
- A can't miss opportunity to reach physics graduates in this sought-after publication.

### Graduate Careers



Don't miss our *Graduate Careers* supplement in October full of career-focused content designed for students in their final year of university and those who have recently graduated.

- Get your vacancy seen alongside our sought-after content and take advantage of the extra visibility offered in our graduate campaigns.
- Distributed at high-profile graduate careers events to get your advert seen by readers outside of the IOP membership.

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