



Journal Article Download Ads



To hit your target,
focus your aim



What is a Journal Article Download?

The Journal Article Download

Within the AIP Publishing suite of journals, journal article downloads are the primary method through which researchers digest information from a scientific journal. It is a PDF of the journal article that can be saved to a user's computer for later reference, printing, etc. Downloading articles into PDF format is the preferred means for reading from a journal.

96% of AIPP journal readers prefer to download the articles rather than reading them from the website.

A vital part of the research process

Journal reading is a necessary part of the researcher's workweek—it is the major medium through which s/he keeps up with her/his field and helps advance her/his own research.

The AIP Publishing suite of journals experiences more than 10.5 million journal article downloads each year, or more than 200,000 articles per week!

97%

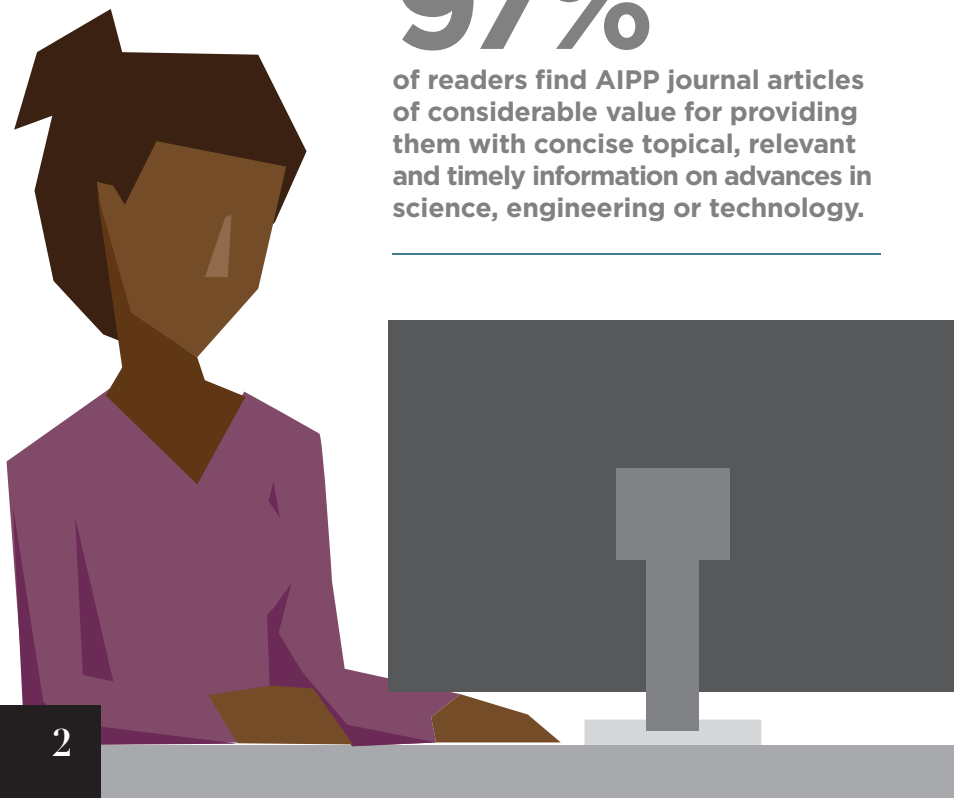
of readers find AIPP journal articles of considerable value for providing them with concise topical, relevant and timely information on advances in science, engineering or technology.

“Downloadable articles are table stakes for this industry and I expect them from all reputable published sources”

—Anonymous survey response from an actual AIPP journal reader

“AIP journals are high-level archival journals that represent top-quality scientific publications. They are among the most referenced journals in English,”

—Anonymous survey response from an actual AIPP journal reader



SOURCE: Martin Akel & Associates, User Satisfaction Survey: Downloading Scientific & Engineering Articles from AIP Journals, 2016”



The Journal Article Download Ad

This is the first page of a Journal Article Download—The cover page for the article

94%

of readers are actively thinking about products, materials, equipment or systems required to implement the approach being discussed in the article they just downloaded.

A Sample Journal Article Download Ad

This ad puts your message directly in front of the researcher, while s/he is thinking about related products & systems. It is exclusive, targeted and stays with the article for the life of the PDF.

63%

of readers say that it is worthwhile to have a relevant ad on the journal article downloads.

AIP | APL Materials

Enhancing average ZT in pristine PbSe by over-stoichiometric Pb addition
Chao-Feng Wu, Tian-Ran Wei, and Jing-Feng Li

Citation: *APL Mater.* **4**, 104801 (2016); doi: 10.1063/1.4950809
View online: <http://dx.doi.org/10.1063/1.4950809>
View Table of Contents: <http://scitation.aip.org/content/aip/journal/apl/material/4/10?ver=pdfcov>
Published by the AIP Publishing

Articles you may be interested in

Effect of preparation procedure and nanostructuring on the thermoelectric properties of the lead telluride-based material system AgPbmBiTe2+m (BLST-m)
J. Appl. Phys. **119**, 214319 (2016); 10.1063/1.4952962

Thermoelectric transport in PbSe quantum wells
AIP Conf. Proc. **1449**, 151 (2012); 10.1063/1.4731519

Improved thermoelectric properties of PbTe0.55Se0.5
AIP Conf. Proc. **1447**, 1027 (2012); 10.1063/1.4710356

PbTe nanocomposites synthesized from PbTe nanocrystals
Appl. Phys. Lett. **90**, 222112 (2007); 10.1063/1.2745218

High-performance Ag 0.8 Pb 18 + x SbTe 20 thermoelectric bulk materials fabricated by mechanical alloying and spark plasma sintering
Appl. Phys. Lett. **88**, 092104 (2006); 10.1063/1.2181197

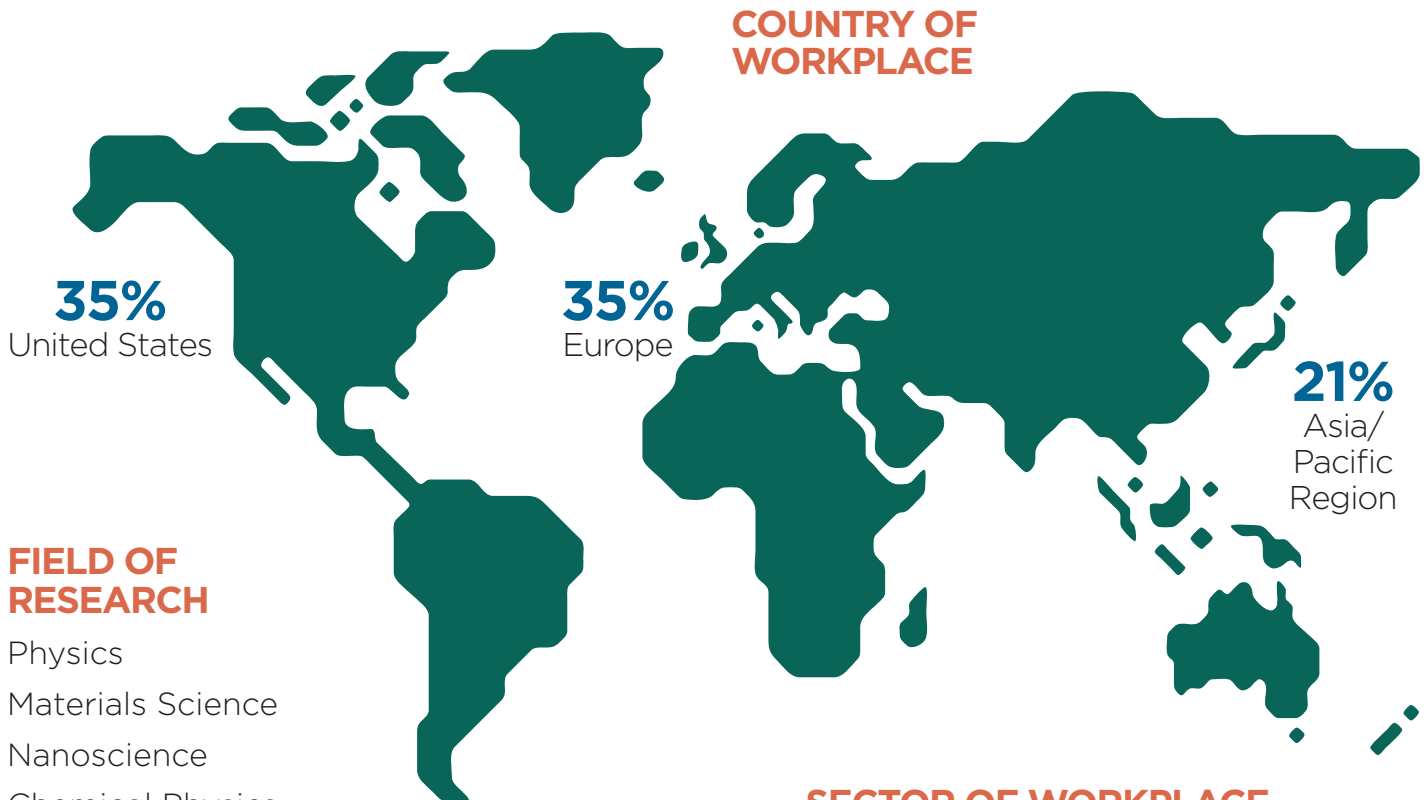
NEW 7400-S Series
Vibrating Sample Magnetometers
Lake Shore

Ideal for the most demanding characterization applications
[Learn more](#)

Reuse of AIP Publishing content is subject to the terms at: <https://publishing.aip.org/authors/rights-and-permissions>. Download to IP: 148.26.91.2 On: Wed, 13 Jul 2016 14:20:42

SOURCE: Martin Akel & Associates, User Satisfaction Survey: Downloading Scientific & Engineering Articles from AIP Journals, 2016”

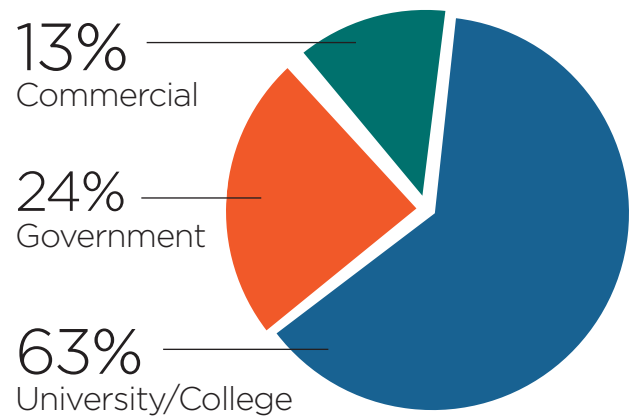
AIP Publishing journal readers span the globe, the physical sciences and all three industry areas.



FIELD OF RESEARCH

- Physics
- Materials Science
- Nanoscience
- Chemical Physics
- Engineering
- Chemistry
- Computation
- Biology, biophysics, biochemistry
- Polymer Science
- Atmospheric Science

SECTOR OF WORKPLACE



90% of readers are sought out for advice on research-related technology (products, systems and vendors).

SOURCE: Martin Akel & Associates, User Satisfaction Survey: Downloading Scientific & Engineering Articles from AIP Journals, 2016



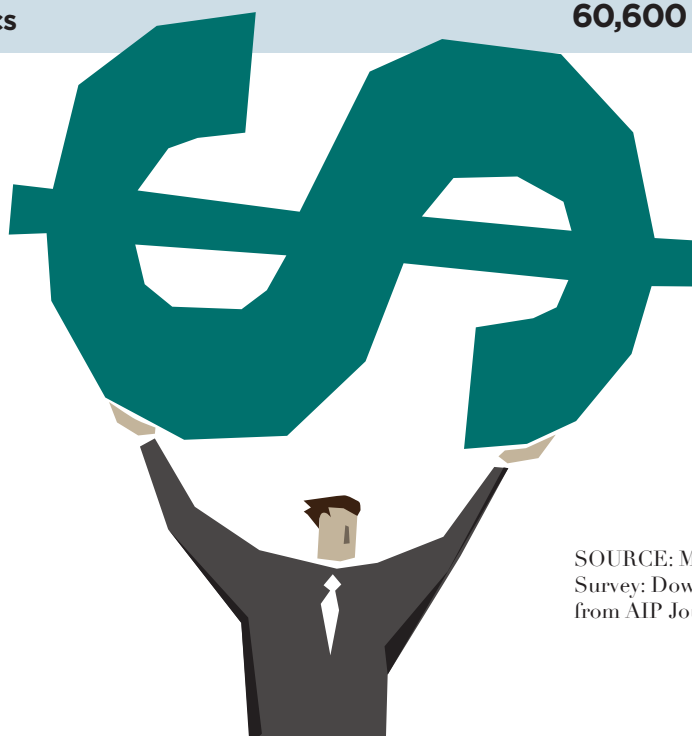
The Buying Power of Journal Download Readers

Yearly Spending Per Product Category

PRODUCT CATEGORY	# OF READERS BUYING EQUIPMENT	AVERAGE SPENDING PER LAB ON THAT EQUIPMENT
Analytical equipment & diagnostics	87,000	\$ 172,770
Bioinstrumentation & biotechniques	34,800	\$ 127,730
Lasers & imaging	75,960	\$ 180,720
Materials	92,520	\$ 113,230
Nanoscience & nanotech	44,160	\$ 172,060
Photonics & biomedical optics	43,560	\$ 135,420
Semiconductor equipment	49,200	\$ 190,980
Sensors	80,640	\$ 130,640
Software & data acquisition	106,680	\$ 126,040
Spectroscopy	65,520	\$ 132,380
Test & measurement	88,440	\$ 129,180
Vacuum & cryogenics	60,600	\$ 190,460

90%

of the readership make technology purchasing decisions that affect 2.7 labs on average



\$1.1 Million

the average buying power of the typical AIPP journal reader

SOURCE: Martin Akel & Associates, User Satisfaction Survey: Downloading Scientific & Engineering Articles from AIP Journals, 2016



Discounted Ad Packages

Powerful advertising packages targeted to journal readers who are interested in your product category.



Identify your product category & select your package

Just select the package that describes the product category you are interested in advertising. We've already done the work to determine the most ideal journals for that category. Packages are matched to the researchers who specifically work with or are interested in the products you offer, ensuring a highly targeted and relevant experience.

Advertise your product.

The AIPP journals listed in each package give you access to researchers specifically interested in the products in that category. For the weeks that you buy, your messages are the only ads the researcher will see on articles downloaded from those journals!

Don't see a pre-designed package that includes the journals you prefer?

Choose any combination of journals to make your own custom package!*

**Must be a minimum package price of \$2,000 before the 10% discount*

80%

of readers have responsibility for budgeting expenditures for research technology

SOURCE: Martin Akel & Associates, User Satisfaction Survey: Downloading Scientific & Engineering Articles from AIP Journals, 2016"



Biophysics

- JOURNAL OF CHEMICAL PHYSICS
- JOURNAL OF APPLIED PHYSICS
- APPLIED PHYSICS LETTERS
- BIOMICROFLUIDICS

144,000 IMPRESSIONS/WEEK
~~\$5,070~~ \$4,563/week



Detectors & Cameras

- APL MATERIALS
- BIOMICROFLUIDICS
- JOURNAL OF APPLIED PHYSICS
- PHYSICS OF FLUIDS
- PHYSICS OF PLASMAS

63,800 IMPRESSIONS/WEEK
~~\$2350~~ \$2115/week



Motion Control & Positioning

- AIP ADVANCES
- APPLIED PHYSICS LETTERS
- BIOMICROFLUIDICS
- JOURNAL OF APPLIED PHYSICS

121,900 IMPRESSIONS/WEEK
~~\$4,260~~ \$3,834/week

Each package reflects a

10% discount!



Computer Hardware

AIP ADVANCES
APPLIED PHYSICS LETTERS
JOURNAL OF APPLIED PHYSICS
JOURNAL OF CHEMICAL PHYSICS
THE JOURNAL OF MATHEMATICAL PHYSICS
LOW TEMPERATURE PHYSICS

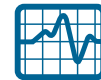
162,000 IMPRESSIONS/WEEK
~~\$5,550~~ \$4,995/week



Cryogenics & Vacuum Equipment

APPLIED PHYSICS LETTERS
JOURNAL OF APPLIED PHYSICS
REVIEW OF SCIENTIFIC INSTRUMENTS
JOURNAL OF CHEMICAL PHYSICS
LOW TEMPERATURE PHYSICS
PHYSICS OF PLASMAS

166,100 IMPRESSIONS/WEEK
~~\$5,750~~ \$5,175/week



Data Acquisition

PHYSICS OF FLUIDS
PHYSICS OF PLASMAS
REVIEW OF SCIENTIFIC INSTRUMENTS
BIOMICROFLUIDICS

26,100 IMPRESSIONS/WEEK
~~\$1,100~~ \$990/week



Lasers & Optical Components

APPLIED PHYSICS LETTERS
JOURNAL OF APPLIED PHYSICS
AIP ADVANCES
BIOMICROFLUIDICS
REVIEW OF SCIENTIFIC INSTRUMENTS
PHYSICS OF PLASMAS

138,800 IMPRESSIONS/WEEK
~~\$4,990~~ \$4,491/week



Materials

APPLIED PHYSICS LETTERS
JOURNAL OF APPLIED PHYSICS
JOURNAL OF CHEMICAL PHYSICS
APL MATERIALS
AIP ADVANCES

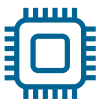
160,600 IMPRESSIONS/WEEK
~~\$5,490~~ \$4,941/week



Microscopy

APPLIED PHYSICS LETTERS
JOURNAL OF APPLIED PHYSICS
REVIEW OF SCIENTIFIC INSTRUMENTS
JOURNAL OF CHEMICAL PHYSICS
APL MATERIALS

161,700 IMPRESSIONS/WEEK
~~\$5,550~~ \$4,995/week



Sensors

APL MATERIALS
BIOMICROFLUIDICS
JOURNAL OF APPLIED PHYSICS
PHYSICS OF FLUIDS

56,900 IMPRESSIONS/WEEK
~~\$2,070~~ \$1,863/week



Software

AIP ADVANCES
APPLIED PHYSICS LETTERS
CHAOS
JOURNAL OF APPLIED PHYSICS
JOURNAL OF CHEMICAL PHYSICS
THE JOURNAL OF MATHEMATICAL PHYSICS
REVIEW OF SCIENTIFIC INSTRUMENTS

173,600 IMPRESSIONS/WEEK
~~\$6,060~~ \$5,454/week



Spectroscopy

APPLIED PHYSICS LETTERS
APL MATERIALS
JOURNAL OF CHEMICAL PHYSICS
REVIEW OF SCIENTIFIC INSTRUMENTS
AIP ADVANCES
JOURNAL OF APPLIED PHYSICS

170,600 IMPRESSIONS/WEEK
~~\$5,940~~ \$5,346/week



AD RATES BY JOURNAL (WEEKLY)

JOURNAL	AVG DOWNLOADS/WEEK	COST/WEEK
Advances	8,900	\$390
Applied Physics Letters	67,000	\$2,200
APL Materials	2,700	\$100
APL Photonics	300	\$35
Biomicrofluidics	1,000	\$70
Chaos	1,800	\$80
Journal of Applied Physics	45,000	\$1,600
The Journal of Chemical Physics	37,000	\$1,200
Journal of Mathematical Physics	3,900	\$140
Low Temperature Physics	200	\$20
Physics of Fluids	8,200	\$300
Physics of Plasmas	6,900	\$280
Physics Today	7,000	\$300
Review of Scientific Instruments	10,000	\$450

Refer to pages 6-7 to determine the best journals for the product you are interested in selling!

SPECS:

Submit a 1640 x 440 pixel GIF or JPG file (less than 200KB) to adfiles@aip.org at least one week prior to your ad run. Please include a click-to URL. Animated GIF's are not accepted.

ADVERTISING SALES CONSULTANTS

USA and CANADA

AL, AR, AZ, CO, DC, FL, IA, ID, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, MT, ND, NE, NM, NV, OH, OK, SD, TN, TX, UT, VA, WI, WV, WY, Canada (Provinces west of Ontario)

The Shevlin Group
Mike Shevlin
847-749-0168
847-602-6844 Cell
mshvlin@theshevlingroup.com

AK, CA, CT, DE, GA, HI, MA, ME, NC, NH, NJ, NY, OR, PA, RI, SC, VT, WA, and Canada (Provinces east of and including Ontario)

CEL Associates II
Jody Estabrook
p: 774-283-4528
m: 978-835-2013
jodyestabrook@comcast.net

Merrie Lynch
617-357-8190
merrie.lynch@celassociates2.com

INTERNATIONAL

UK, Belgium, Denmark, Finland, France, Ireland, Italy, Netherlands, Norway, Spain, Sweden

John F. Gold & Associates
John Gold
+44-208-641-7717
johnfgold@gmail.com

Germany, Austria, Switzerland, Central and Eastern Europe

IEB Media
Leopold Ploner
+49-(0) 8192-933-7820
leo@ploner.delsrael

Israel

Korech Sales
Ruth Korech
972-(0)3-634-1406
ruthkore@013.net

Australia, China, Hong Kong, Indonesia, New Zealand, Singapore

IMR Pty Ltd.
Jake Wilson
+612-8850-2220
jwilson@imraust.com.au

Japan, Korea

JAC, Inc.
Akiyoshi Ojima
+81(3)3261-4591
ojima@media-jac.co.jp