



POPULAR SCIENCE®

Futurism

recurrent

Science & Technology 2023 Media Kit

- **Recurrent Science and Tech is where today is explained *and* tomorrow is discovered.**

We work with partners that educate, entertain *and* inspire our passionate audience.

**POPULAR
SCIENCE**

Futurism

The Authority on WHAT'S NEW + WHAT'S NEXT

POPULAR
SCIENCE

Futurism



12M
MONTHLY
UNIQUES



13M
SOCIAL
FOLLOWERS*



633K
EMAIL
SUBSCRIBERS



WHAT'S NEW

Explaining the Unexplainable Since 1872.

As the most recognized publisher in science, PopSci has a legacy of 150 years of award-winning editorial. PopSci is staffed with critically acclaimed science experts and journalists, all instrumental in shaping and explaining science as we know it.

AUDIENCE

SCIENTISTS

ENGINEERS/CODERS

ENTREPRENEURS

TECHNOLOGISTS

POLICYMAKERS

INVENTORS

DEMOGRAPHICS

25-39 MEDIAN AGE | **\$100-150k** HHI | **60%/40%** M/F

REACH

5M MONTHLY UNIQUES

5M SOCIAL FOLLOWERS

380K EMAIL SUBSCRIBERS

POPULAR SCIENCE



WHAT'S NEXT

**Uncovering technologies that
are transforming society and
shaping the future.**

Bringing you the world, the news, products, and narratives of tomorrow, today. Since 2014, Futurism has been a growing source of cutting-edge science and technology news. Covering AI, cryptocurrency, quantum computing, genetic engineering, green technologies, and more, Futurism's beat is the world beyond the horizon.

Futurism

AUDIENCE

TECHNOPHILES
ENTREPRENEURS
EARLY ADOPTERS
INVENTORS
INQUISITIVE
HIGH IQ

REACH

6.7M MONTHLY UNIQUES
8.3M SOCIAL FOLLOWERS
230K EMAIL SUBSCRIBERS

DEMOGRAPHICS

25-39 MEDIAN AGE | **\$150k+** HHI | **62%/38%** M/F



**The Futurism user
keeps up with the
latest tech news.**

Binance Guy Says Crypto Crash is Good, Actually

Guy Who Invented the Word "Metaverse" Building His Own Metaverse

IBM Algorithm Can Help Predict Alzheimer's by Reading Their Writing



**The PopSci user
brings the most
interesting facts to
the dinner table.**

Here's when experts say you should switch to an EV

Are drones the future of sustainable deliveries?

The James Webb Telescope is a game-changer for seeing the cosmos!



Our Users have an Unparalleled Affinity with highly Desirable Audiences.



User Snapshot

35% Tech Decision Makers

Tech professionals with a title of **director or above**, with
40% working at companies with revenue of \$200M - \$1B+

\$150k+

Average HHI

34%

Emerging Affluent

Have an income range of
\$143K - \$245K

76%

of users have

\$50-200K+ in Discretionary
Spending

Browsing Interests Snapshot

NEW ENERGY

3.4x

338 INDEX

CLIMATE CHANGE

4.1x

407 INDEX

GREEN TECH

4.3x

432 INDEX

ENGINEERING

3.2x

316 INDEX

ELECTRIC VEHICLES

3.4x

340 INDEX

FINANCE

3.0x

300 INDEX

Source: Quantcast for Publishers

Reach & Engage tech enthusiasts with Recurrent's First Party Data.



70M+

Engaged
Enthusiasts

8M+

YouTube
Subscribers

42M+

Social
Followers

500M

Monthly
Impressions

Science & Tech ◉ Automotive ◉ Military & Defense ◉ Home & Culinary ◉ Outdoor & Adventure

Challenges & Objectives

You have a story to tell.

**Drive
engagement and
consideration**

**Create credible
content to share
across social
platforms**

**Let the tech world
know your
bonafides in the
world of science**

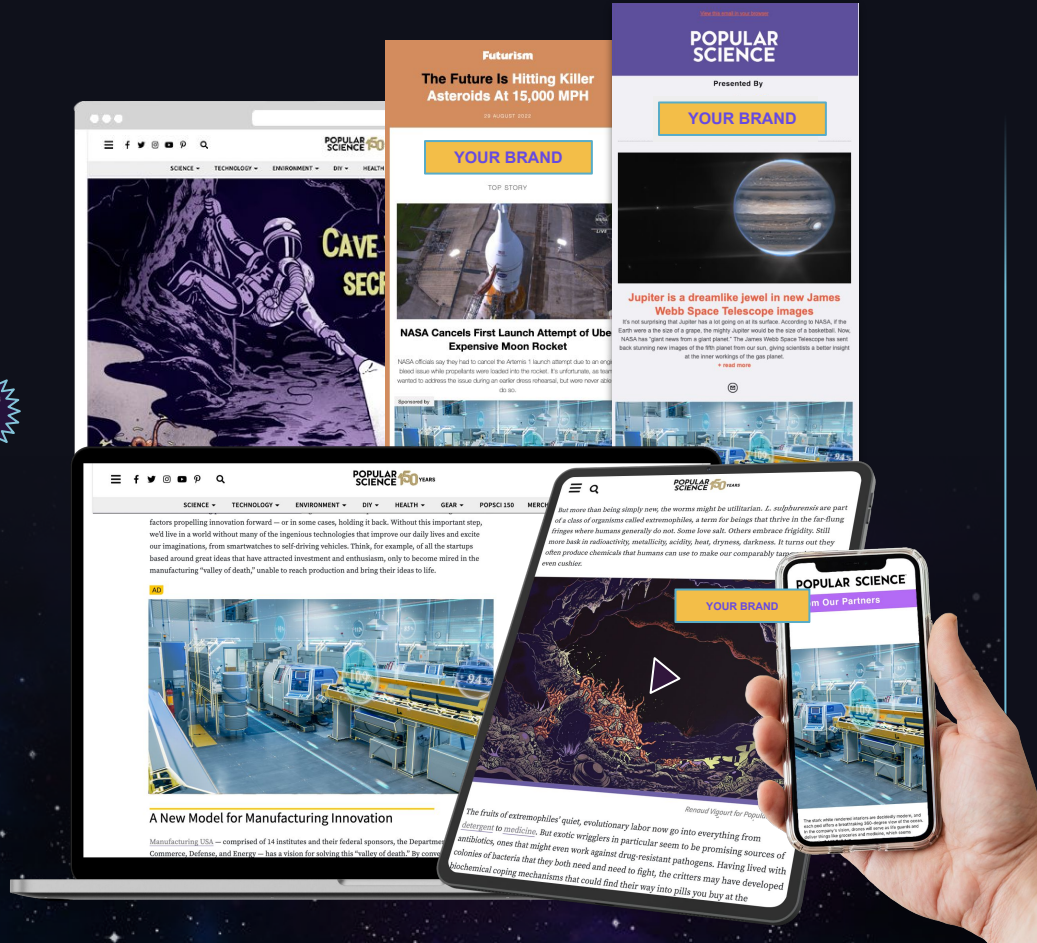
**Build brand equity
by sharing how you
are leveraging tech
to make the world a
better place**



Working Together

- Editorial Sponsorships
- Custom Content (article & video)
- 1st & 3rd Party Data Targeting
- Affiliate + Commerce Sponsorships
- Show Integrations/Podcasts
- Newsletters, E-Blasts & Social
- Experiential
- White Label Content Services
- + Much More

Slide 12



Working Together (cont'd.)

Sponsored Editorial

Social Videos

Custom Branded Videos

Animated Explainers

Infographics

Sponsorships & More

Newsletters

Podcasts

Commerce Content

Events

& more

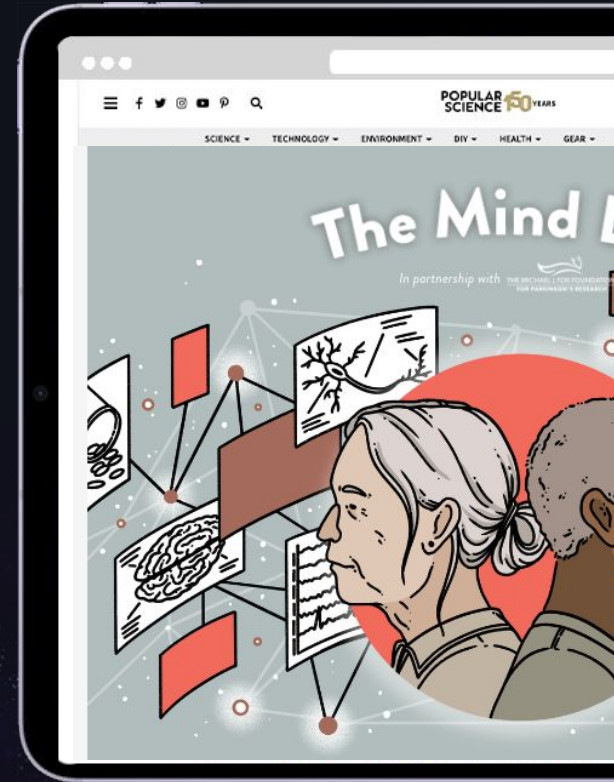
Ads & Media Strategy

Contextual Targeting

1st & 3rd party data

Direct & Programmatic

Every brand has a story of how it's
Changing the World ...
Recurrent helps tell that story.



Custom Content Example:
The Mind Lab in partnership with the
Michael J Fox Foundation

Commerce Content Sponsorships



Across several categories ([Computers](#), [Wearables](#), [Home](#), [Audio](#), [Phones](#), [Tablets](#), [Software](#), [Gift Guides and more](#)) the PopSci staff and editors give online **SHOPPERS** the expert advice they need to choose the best of the best products online!

With the Commerce Sponsorship Package will place your brand and your offers directly in front of millions of in-market **SHOPPERS** so your brand can make a lasting impression!

Package Includes:

100% SOV Commerce Content Category Sponsorship

With Promotion:

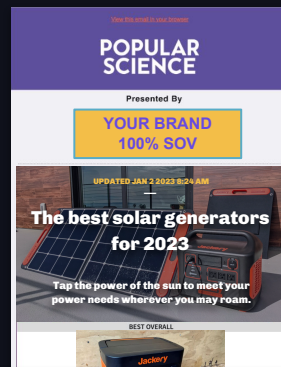
Dedicated Emails

Social Ads

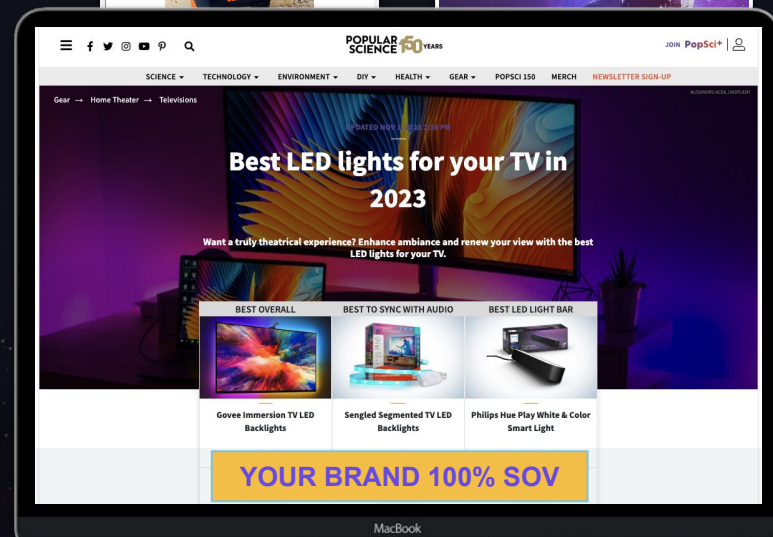
Newsletter Sponsorships

Add Ons Available: [Affiliate Partnerships](#), [Sponsored or Custom Content](#), [Native Ads](#), [Additional Emails](#), Etc.

Newsletter Inclusions



Social Ads



Commerce Content Sponsorships

2023 Editorial Franchise Opportunities

Q1/2

Best of What's Next: Sustainability Summit

New for '23 (in alignment with SXSW), we'll be hosting an event where we explore the tech that is truly the tip of the spear of a more sustainable future.

Q3

Brilliant 10

[\(click link to explore\)](#)

Each year, PopSci features the best of the best scientists and engineers that are making an impact in STEM and STEAM.

Q4/Q1

Best of What's New

[\(click link to explore\)](#)

Our 35-year-old editorial franchise awarding 100 best innovations across 10 categories each year.

FULL YEAR

PopSci+

[\(click link to explore\)](#)

In 2022, PopSci's 150th year, we launched PopSci+, our subscriber premium site full of more of the in-depth PopSci coverage our readers adore. Sponsorship opportunities are available for 2023.

The Byte

[\(click link to explore\)](#)

The news of tomorrow in your hands today. The Byte is our daily news channel focused on the biggest tech and future tech stories happening in real time.

The Switch

In partnership with *The Drive*, we'll be taking a deep dive into the EV revolution and the major switch taking place for OEMs and US car-buyers. Coverage will range future mobility, clean energy to performance and vehicle tech!

Commerce Sponsorships

[\(click link to explore\)](#)

Our editors are reviewing the best tech products and gadgets and driving sales to boot (>\$100M in '22). Category sponsorships are available to reach shoppers and researchers now.

PopSci Podcasts

[Weirdest Thing I Learned This Week](#)

[\(click link to explore\)](#)

[Ask Us Anything](#)

[\(click link to explore\)](#)

Evergreen Coverage

AI & Automation

New & Clean Energy

Cybersecurity

Quantum Computing

Future Transport

Electric Vehicles

Finance

Tech Investing

Blockchain / Crypto

Tech Gear & Gadgets

Reviews / Commerce

Health & Medicine

[Neoscope](#) [\(click link to explore\)](#)

Science Coverage

STEAM / Space / Robotics

Defense Technology

Aerospace

Web3

Future Society

Next Steps

Let's Schedule a Call.
Here's My Calendar

[\(click link to book time\)](#)

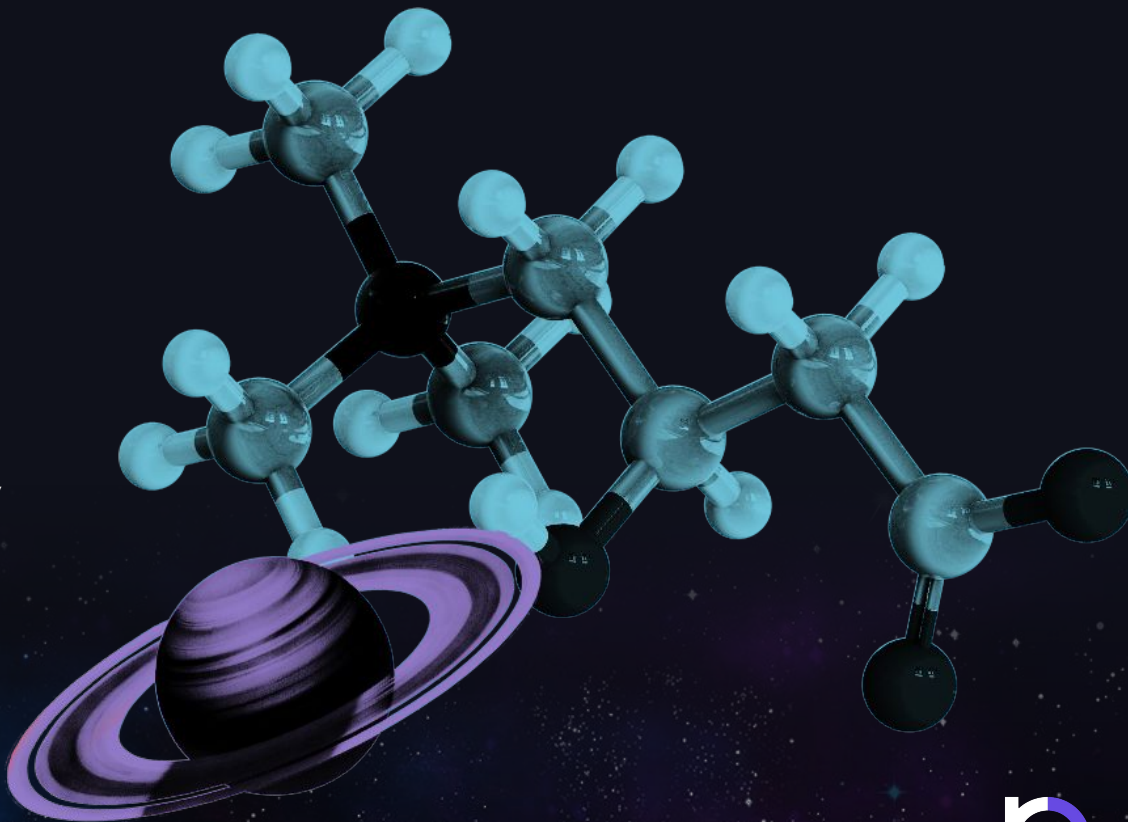


Chris Wilson

VP, Client Partnerships | Science & Technology

chris.wilson@recurrent.io

256.283.7164



recurrent