Media Pack 2011

CERN COURIER

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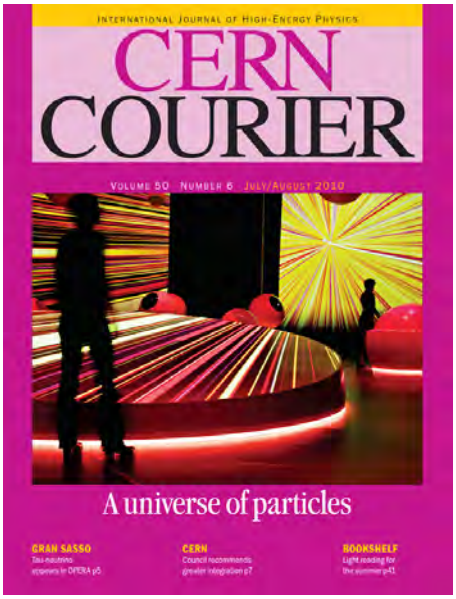

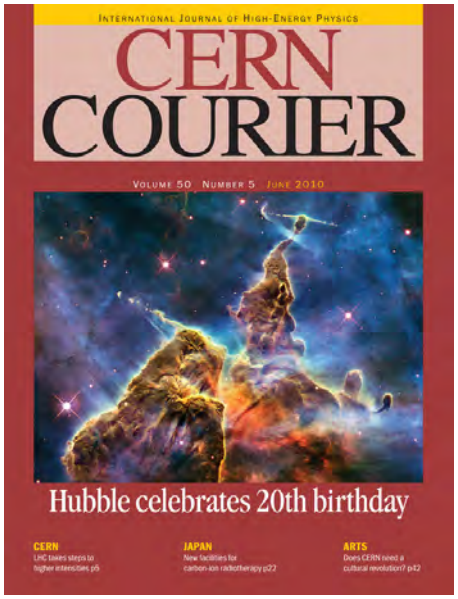

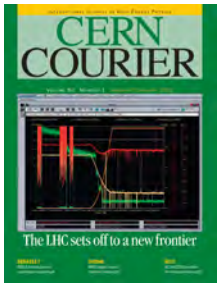

CERN Courier is the reading matter of choice for the high-energy-physics community, but it also goes into every other area of physics. In fact, nearly half of the **CERN Courier** readership works in areas other than high-energy physics, choosing **CERN Courier** to keep them up to date with developments in fundamental research.

Published 10 times a year, **CERN Courier** is not just CERN's in-house magazine; it has a worldwide distribution network in high-profile research centres and a global readership stretching across every major research institution. With a team of correspondents in more than 20 of the world's most significant laboratories, it reports on news and the latest research developments from across the world.

72 000* **READERS WORLDWIDE**

*Publisher's own data

cerncourier.com

39 000* unique visitors a month

*Google Analytics 6-month average figure, Nov 09 – Apr 10.

Contact Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org

International reach

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CERN Courier is distributed to all of these major research sites

Africa
National Accelerator Centre, South Africa

Asia
Beijing Electron Positron Collider, China
Beijing Synchrotron Radiation Facility, China
INDUS-I and **INDUS-II**, India
National Laboratory for High Energy Physics (KEK), Japan
National Synchrotron Radiation Laboratory, China
Nuclear Science Centre, India
Pohang Light Source, Korea
Raja Ramanna Centre for Advanced Technology, India
RIKEN, Japan
Super Photon ring – 8 GeV (SPring-8), Japan
Synchrotron-light for Experimental Science and Applications in the Middle East (SESAME), Jordan
Synchrotron Radiation Research Center, Taiwan
Variable Energy Cyclotron Centre (VECC), India

Australia
Australian Synchrotron

Belgium
Cyclotron of Louvain la Neuve (CYCLONE)

Denmark
Aarhus Storage Ring in Denmark (ASTRID)
Institute for Storage Ring Facilities in Aarhus

Finland
Accelerator Laboratory of the Department of Physics (JYFL) at the University of Jyväskylä

France
Centre d'Etudes et de Recherches par Irradiation CNRS (CERI)
Centre national de la recherche scientifique (CNRS)
European Synchrotron Radiation Facility (ESRF)
Grand Accélérateur National d'Ions Lourds (GNAIL)
Laboratoire pour l'Utilisation du Rayonnement Electromagnétique (LURE)
Source Optimisée de Lumière d'Energie Intermédiaire du LURE (SOLEIL)

Germany
Angströmquelle Karlsruhe (ANKA)
Berliner Elektronenspeicherring-Gesellschaft für Synchrotronstrahlung (BESSY)
Cooler Synchrotron (COSY)
Deutsches Elektronen Synchrotron (DESY)
Dortmund Electron Test Accelerator (DELTA)
Electron source with high brilliance and low emittance (ELBE)
Electron Stretcher Accelerator (ELSA)
Forschungszentrum Rossendorf (FZR)
Free Electron Laser in Hamburg (FLASH)
Gesellschaft für Schwerionenforschung (GSI)
Hamburger Synchrotronstrahlungslabor (HASYLAB)
Heavy-Ion Test Storage Ring (TSR)
Helmholtz Institut für Strahlen und Kernphysik (HISKP)
IonenStrahlLabor am Hahn Meitner Institute (ISL)
Maier-Leibnitz-Laboratorium: Accelerator of LMU and TU Munich (MLL)
Mainz Microtron (MAMI)
Max Planck Institut für Kernphysik (MPI-HD)

Italy
Double Annular Factory for Nice Experiments (DAFNE)
ELETTRA
Instituto Nazionale di Fisica Nucleare (INFN)
Laboratori Nazionali di Frascati (LNF)

Netherlands
Accelerateur Groningen-Orsay (AGOR)
National Institute for Nuclear Physics and High Energy Physics (NIKHEF)

Russia
Budker Institute of Nuclear Physics
Institute for High Energy Physics (IHEP)
Institute for Theoretical and Experimental Physics (ITEP)
Joint Institute for Nuclear Research (JINR)

Spain
ALBA

South America
Laboratorio Nacional de Luz Sincrotron (LNLS), Brazil
Tandem Accelerator (TANDAR), Argentina

Sweden
Manne Siegbahn Laboratory (MSL)
MAX-Lab, Lund University
Royal Institute of Technology (KTH)
The Svedberg Laboratory (TSL)

Switzerland
Centre Europeen de Recherche Nucleaire (CERN)
Paul Scherrer Institut (PSI)

UK
Diamond
Rutherford Appleton Laboratory (RAL)
Synchrotron Radiation Source Daresbury

US and Canada
88-Inch Cyclotron
Advanced Light Source
Alternating Gradient Synchrotron (AGS)
Argonne National Laboratory (ANL)
Bates Linear Accelerator Center, Massachusetts Institute of Technology (MIT-Bates)
Brookhaven National Laboratory (BNL)
Canadian Light Source (CLS)
Center for Advanced Microstructures and Devices (CAMD)
Cornell Electron–Positron Storage Ring (CESR)
Cornell High Energy Synchrotron Source (CHESS)
Crocker Nuclear Laboratory
Duke Free Electron Laser Laboratory (DFELL)
Fermi National Accelerator Laboratory
Idaho Accelerator Center
Indiana University Cyclotron Facility (IUCF)
Lawrence Berkeley National Laboratory (LBNL)
Los Alamos National Laboratory (LANL)
Louisiana Accelerator Center
National Superconducting Cyclotron Laboratory (NSCL)
National Synchrotron Light Source (NSLS)
Oak Ridge National Laboratory (ORNL)
Particle Beam Physics Lab
Relativistic Heavy Ion Collider (RHIC)
Saskatchewan Accelerator Laboratory (SAL)
Spallation Neutron Source (SNS)
Stanford Linear Accelerator Center
Stanford Synchrotron Radiation Laboratory
Stony Brook Superconducting Linac (SBSL)
Sudbury Neutrino Observatory
Synchrotron Radiation Center
Synchrotron Ultraviolet Radiation Facility (SURF II)
Thomas Jefferson National Accelerator Facility (TJNAF)
TRI-University Meson Facility/ National Meson Research Facility (TRIUMF)

Contact Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org

Audience profile

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CERN Courier show calendar 2011

Issue	Show(s)
Jan/Feb	AAAS 2011, US.
Mar	DPG Condensed Matter & AMOP, Germany; APS March Meeting, US; PAC 2011, US.
Apr	IOP Nuclear & Particle Physics Conference, UK; BEAUTY 2011, Netherlands; SVC 54th Annual Meeting, US; APS April Meeting, US.
May	DIPAC 2011, Germany.
Jun	Physics at LHC 2011, Italy; CEC/ICMS 2011, US; International Supercomputer Conference 2011, Germany.
July/Aug	HEP 2011; SRF 2011, US; PANIC11, US; FEL 2011; Rutherford Centennial Conf on Nuclear Physics, UK; Lepton Photon 2011, India.
Sep	SRI 2011, US; IPAC 2011, Spain; MT-22, France; EUCAS 2011; Synchrotron Radiation User Meeting, UK.
Oct	ICALEPCS, France; Frankfurt Book Fair, Germany; NSS/MIC 2011, Spain.
Nov	To be confirmed
Dec	To be confirmed

Who will your message reach?

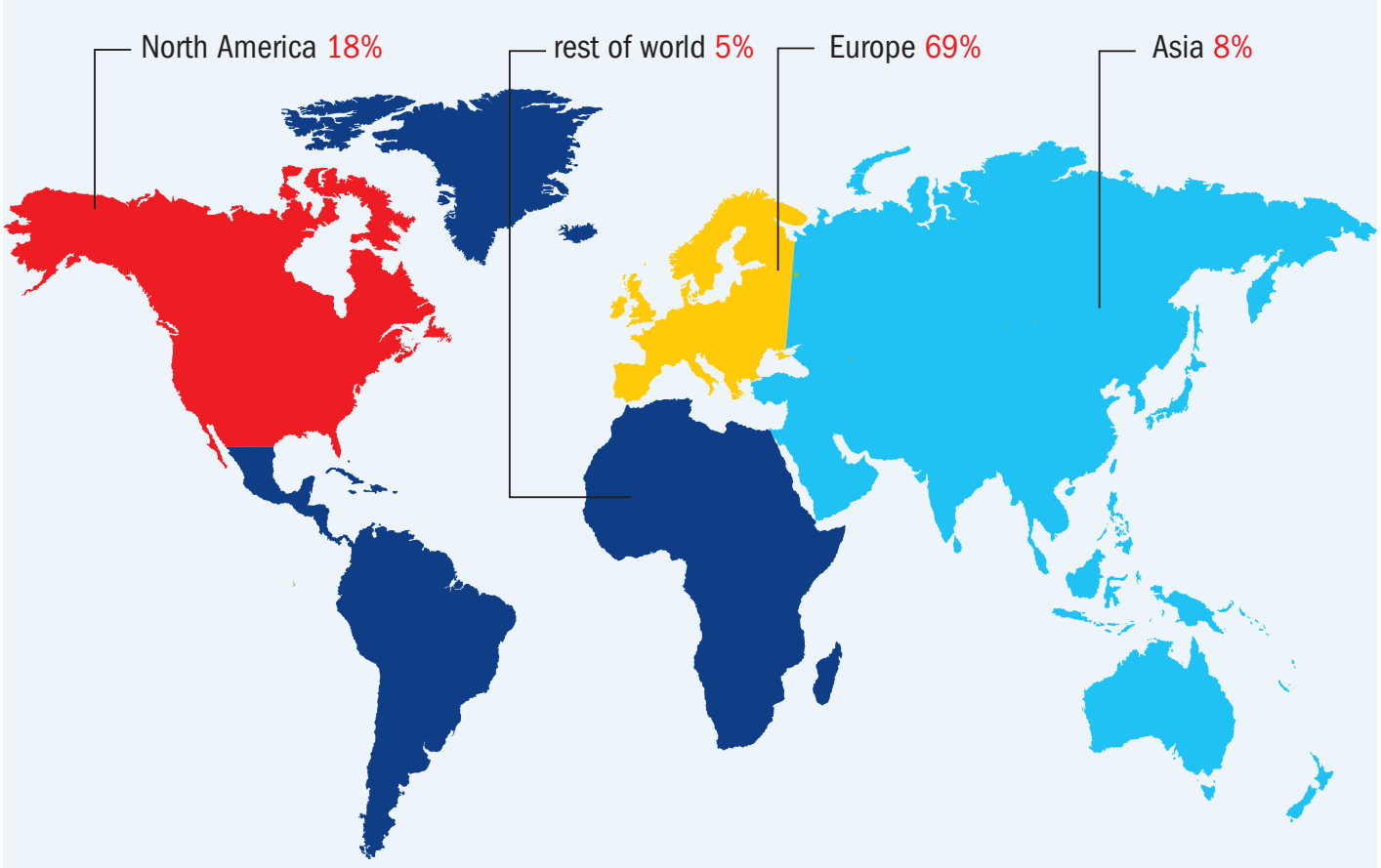
Some examples of large-budget projects, where the procurement managers and key decision makers receive *CERN Courier*:

- Large Hadron Collider (LHC) at CERN: more than €3 bn
- Facility for Antiproton and Ion Research (FAIR): €1 bn until 2014
- Japan Proton Accelerator Research Complex (J-PARC): ¥133.5 bn
- Linac Coherent Light Source (at SLAC): $315 m
- European X-ray laser project (XFEL): €908 m until 2012

CERN Courier readers work in the following fields:

- astrophysics and astronomy
- computing, software and IT
- cosmology
- cryogenics
- detector developments and imaging
- education
- electronics and data communication
- high-energy physics
- imaging, materials and instrumentation
- medical physics
- nuclear physics
- particle physics
- quantitative finance
- radio frequency, power supplies and engineering
- solid-state physics
- space research
- subatomic physics
- synchrotron radiation
- vacuum research

Readers – geographical breakdown



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Advertising solutions

CERN COURIER

Media pack 2011

CERN Courier magazine

Advertising

As well as offering standard display solutions to help you to reach readers, we can create a bespoke package to help you to increase your brand exposure and promote products, services and developments tailored to your budgets and marketing schedule.

Advertorials

Enhance your company or brand presence to get ahead of the competition with an advertorial that will deliver your marketing message to your target prospects. Previous clients include SAES Getters, Hewlett-Packard, Instrumentation Technologies, OCEM and Babcock Noell.

Reprints

If your product or company features in a *CERN Courier* article, or if a colleague writes an editorial piece for us, reprints can play an important part in enhancing your marketing campaign. You can:

- increase your PR coverage;
- include them in direct mail/e-mail to customers;
- post them on your website;
- distribute them at industry events.

cerncourier.com

Career videos

An outstanding way to make your vacancy stand out from the rest, a career video offers the chance to showcase your organisation's culture and best features. CERN and Jefferson Lab have already taken advantage of this powerful recruitment tool.

Star product

- A priority position on the home and products pages.
- Enhanced exposure: your product listing remains in the archive and in your company listing until you choose to delete it.

Sponsored search terms

This is an innovative way of driving quality, focused traffic direct to your website.

Latest issue alert sponsorship

Position your company message at the top of the latest issue alert, which goes out to subscribers to this service once a month.

1 Banner advertising

- A top-level banner gives you presence throughout the site.

2 Key supplier

This provides you with detailed representation on *cerncourier.com*, offering essential information to our users and capturing sales leads in the process by building a multipage microsite.

3 Featured company

- Extremely high visibility: located on the homepage.
- Your logo and link alongside relevant editorial.
- A detailed listing in our company finder.
- Monthly reports to quantify your return on investment.

"I am very happy with our key supplier status as we have received several inquiries directly from **cerncourier.com**."

– Christian Galeuchet, Business Co-ordinator & E-Marketing Expert, Agilent Technologies SA

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Recruitment solutions

CERN COURIER

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1 Star jobs

- A featured flag at the top of the jobs page for the duration of the booking.
- Homepage exposure for the duration of the booking.
- A jobswire listing sent to 9600 subscribers for the duration of the booking.

2 Star employer

- A highly visible animated banner on the jobs page for the duration of booking.
- A standard listing on the jobs page or a hyperlink to your chosen URL.

3 Career videos

An outstanding way to make your vacancy stand out from the rest, a career video offers the chance to showcase your organisation's culture and best features. CERN and Jefferson Lab have already taken advantage of this powerful recruitment tool.

4 Company spotlight

- Premium logo positioning on the jobs homepage.
- Logo click-through to the company profile page.
- A standard listing on the jobs page.
- Listings in the weekly jobswire.

Text listing

- One month's exposure on the jobs page.
- High visibility: initial homepage exposure.
- Inclusion in the weekly jobswire.

CERN Courier magazine

CERN Courier's status as a highly valued resource in the physics community offers you a direct route to skilled job seekers in high-energy physics, scientific computing and related areas. The dedicated recruitment section in the magazine directs our 72 000 readers to your vacancy. They are looking for positions ranging from graduate to senior level, including:

- heads of industry
- chairs
- lecturers
- research associates
- fellowships
- postdoctorates
- engineers


RECRUITMENT

Max-Planck-Institut für Physik

2 ATLAS Postdoctoral Positions

Postdoctoral Fellow
Detector Development Swiss Light Source

Academic position in theoretical high-energy physics

LEUVEN


The Cockcroft Institute of Accelerator Science and Technology

Chair and Lectureship in Particle Accelerator Engineering

The Department of Engineering at Lancaster University is one of the founding members of the Cockcroft Institute, specifically responsible for engineering aspects of this important, internationally-leading activity in the UK. As part of this and due to recent investment, applications are invited from Engineers and Physical Scientists at the top of their profession seeking an academic career specialising in *Particle Accelerator Engineering*. These represent exciting and challenging opportunities for someone wishing to excel and lead a significant contribution to world-wide development of tomorrow's particle accelerator systems.

Particle accelerators serve a wide variety of purposes spanning their use as tools for scientific research at many of the most prestigious national and international institutes and laboratories, through to applications in energy, environment, security, health and medicine. This Chair appointment will act as a focus for research, teaching, scholarship, public engagement and debate on issues of particle accelerator science and engineering, and the pursuance of novel applications of these systems. The Lectureship appointment will provide a prestigious start to an academic career with a demonstrable international research dimension.

The successful candidates will already have an extensive track record in internationally-leading research in, for example: r.f. engineering, power engineering, waveguide modelling & design, materials science and beam diagnostics. They will have a high-impact publication record commensurate with such experience. They will also demonstrate proven ability to lecture at postgraduate and undergraduate level at the highest levels of quality. An understanding of current global priorities for particle accelerator science and related applications will be important, together with the ability to contribute to and develop existing taught provision in related areas of curricula with an international dimension.

Active involvement and collaboration with the existing specialist research areas within the Engineering Department, along with relevant activities in the Department of Physics at Lancaster and particularly with the partners in the Cockcroft Institute will be encouraged.

Informal enquiries should be directed to Professor Malcolm Joyce (m.joyce@lancaster.ac.uk)
For further information about the Cockcroft Institute, visit http://www.cockcroft.ac.uk
or contact Prof. Swapan Chattopadhyay (swapan@cockcroft.ac.uk)

The closing date for applications is: 30th June 2010

cerncourier.com

39 000*

unique visitors a month

*Google Analytics 6-month average figure, Nov 09 – Apr 10.

As well as eight weeks' free exposure on *cerncourier.com*, job adverts will also benefit from inclusion on *brightrecruits.com*.

brightrecruits is a recruitment website that connects employers from different industry sectors with graduates and industry professionals who have qualifications and experience in physics.

Contact Chris Thomas, recruitment advertising manager, tel +44 (0)117 930 1264, e-mail chris.thomas@iop.org

Advertising rates €

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Media pack 2011

Display

CERN Courier display advertising rates 2011 (€)

	1×	5×	10×
Full page			
Full colour	5500	5170	4950
Mono	4400	4140	3960
Half island			
Full colour	4680	4400	4210
Mono	3740	3520	3370
Half vertical			
Full colour	3700	3480	3330
Mono	2960	2790	2670
Half horizontal			
Full colour	3700	3480	3330
Mono	2960	2790	2670
Third vertical			
Full colour	2800	2640	2520
Mono	2240	2110	2020
Quarter			
Full colour	2150	2030	1940
Mono	1720	1620	1550
Eighth			
Full colour	1350	1270	1220
Mono	1080	1020	980

Subject to change

Online display advertising rates 2011 (€)

	Duration	€
Featured company	12 months	1780
Top-level banner	1 month	1310
Buyer's Guide sponsorship banner	1 month	680
Key supplier		
5-page site	12 months	6750
10-page site	12 months	13500
Latest issue alert sponsorship	1 month	540
Sponsored search terms, 3 words	6 months	1350
	12 months	2000
Star product	12 months	680
Feature product	12 months	450

Subject to change

Recruitment

SCC rates (€)*

	non-university	university
Mono	100	90
Spot colour	105	95
Full colour	110	100

Subject to change
**Single column centimetre*

Set size discounts – mono (€)

	non-university
Half page	4450
Full page	7910
Double-page spread	Price on application

Subject to change

Example bespoke sizes – mono (€)

	non-university	university
5 cm × 2 col	1000	900
10 cm × 2 col	2000	1800
12 cm × 2 col	2400	2160
15 cm × 2 col	3000	2700
10 cm × 3 col	3000	2700
20 cm × 3 col	6000	5400

Subject to change

Online recruitment advertising rates 2011 (€)

	non-university			university		
	30-day	60-day	90-day	30-day	60-day	90-day
Job posting	770	1460	2070	340	650	920
Star job posting	980	1860	2640	560	1060	1500
Star employer	870	1650	2340	490	930	1320
Company spotlight	1330	2530	3590	630	1200	1700
Site-wide banner	1680	3190	4530	980	1860	2640
Career videos	price on request			price on request		

Subject to change

Contact Edward Jost, group sales manager, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org

Print information

CERN COURIER

Media pack 2011

Display advertising

FULL-PAGE BLEED
219 × 288 mm
$8\frac{5}{8} \times 11\frac{5}{16}$ inches

TRIM SIZE
213 × 282
$8\frac{3}{8} \times 11\frac{1}{16}$

NO BLEED
193 × 262
$7\frac{5}{8} \times 10\frac{5}{16}$

Print adverts

Adverts should be supplied as high-resolution PDF files, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.

QUARTER
91 × 125
$3\frac{9}{16} \times 4\frac{7}{8}$

HALF ISLAND
120 × 193
$4\frac{11}{16} \times 7\frac{5}{8}$

THIRD VERTICAL
63 × 262
$2\frac{1}{2} \times 10\frac{5}{16}$

THIRD SQUARE
125 × 125
$4\frac{7}{8} \times 4\frac{7}{8}$

HALF HORIZONTAL
193 × 125
$7\frac{5}{8} \times 4\frac{7}{8}$

Dimensions given in millimetres/inches

Recruitment advertising

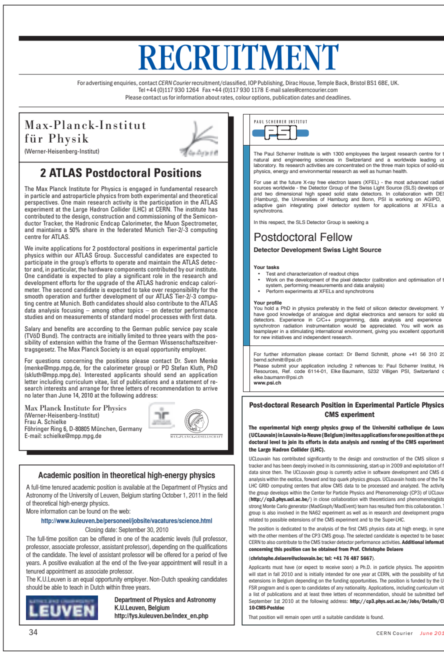
FULL PAGE
26 cm × 4 col
$10\frac{1}{4}$ inches × 4 col

The column length is 26 cm ($10\frac{1}{4}$ inches) and a full page is four columns wide. Adverts can span one, two, three or four columns (below are some of the most popular options). The sales team is happy to advise on advert sizes geared to the amount of text and budget available.

HALF VERTICAL
26 cm × 2 col
$10\frac{1}{4}$ inches × 2 col

QUARTER
13 cm × 2 col
$5\frac{1}{8}$ inches × 2 col

CREDIT CARD
5 cm × 2 col
$1\frac{15}{16}$ inches × 2 col



Online information

CERN COURIER

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Online advertising

All banners and logos must be supplied as GIF, JPG or Flash files with "alt" text and a URL to which to link the banner or logo.

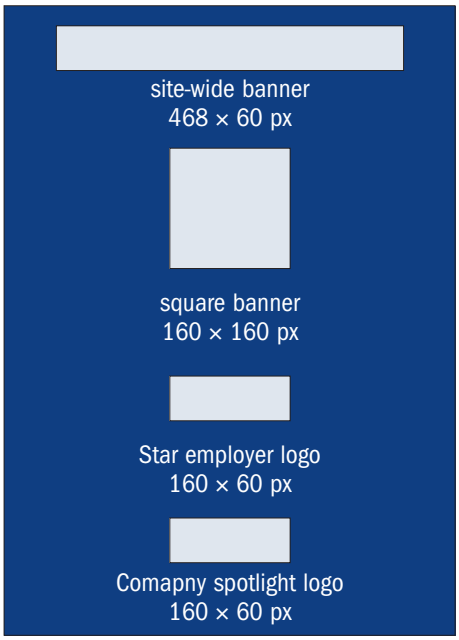
The maximum length of animation for animated GIF and Flash files is 15 seconds, with a maximum of three loops through the animated sequence.

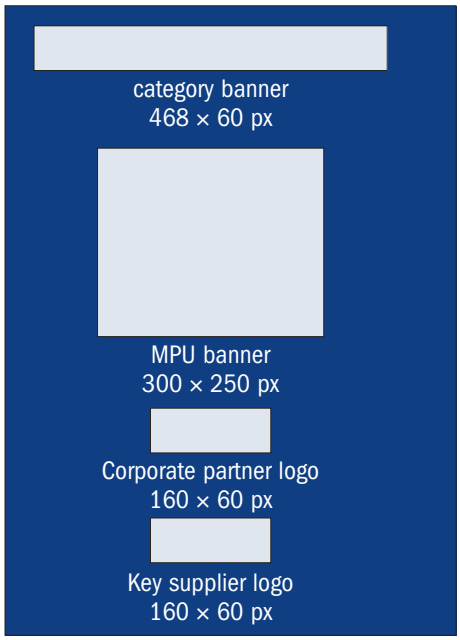
The following additional specifications apply to Flash adverts:

- An alternative GIF or JPG image file must be provided as a graceful degradation option for browsers that do not support Flash.
- Subsequent downloading is not permitted.
- Expansion is not permitted.
- Any audio included may only play when initiated by the user.
- Adverts must have a solid background colour (i.e. not transparent).
- Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera and Safari browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

VAT

All UK and European Union advertisers are subject to VAT at 17.5%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.





Size and shape specifications for online adverts

	Dimensions (pixels)	Max. file size GIF, JPG (KB)	Max. file size animated GIF, Flash (KB)
Site-wide banner	468 × 60	20	40
Square banner	160 × 160	15	20
Star employer logo	160 × 60	5	N/A
Company spotlight logo	160 × 60	5	N/A
MPU banner	300 × 250	20	40
Category banner	468 × 60	20	40
Corporate partner logo	160 × 60	5	N/A
Key supplier logo	160 × 60	5	N/A

Contact us

CERN COURIER

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Display

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