

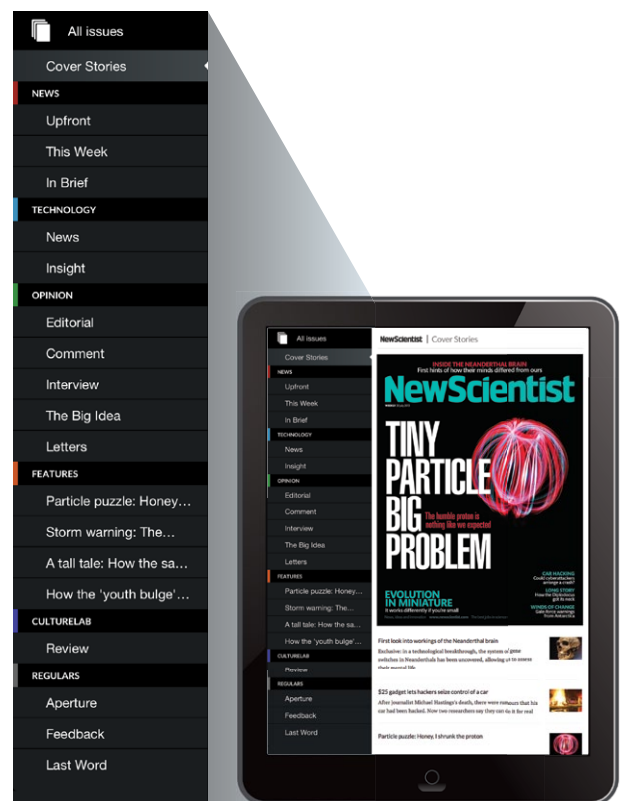
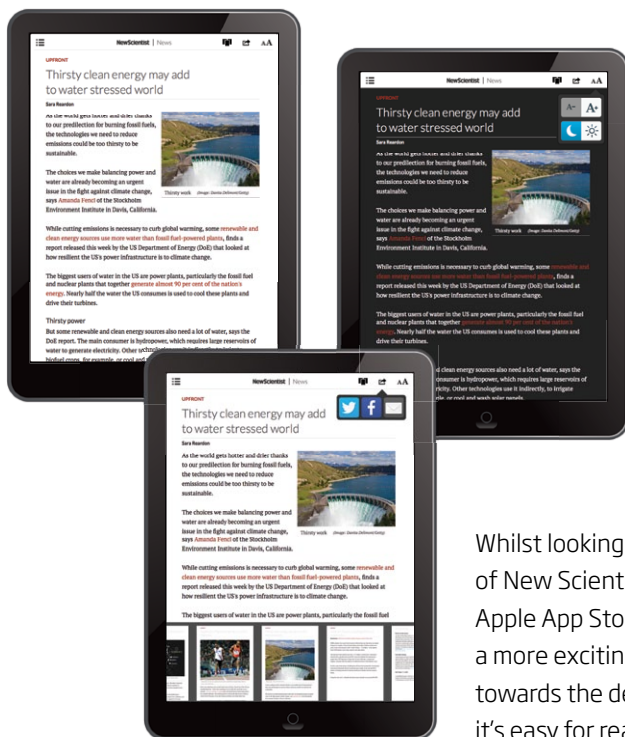
## New Scientist App

### ► Introduction

A new way to reach our highly engaged global audience of forward-thinking business decision makers, the New Scientist App contains all the content in the magazine and much more. Offering the flexibility of being available on iPads, iPhones and Android devices, it presents an exciting new way of reading New Scientist and reaching its readers.

### ► About the App

The New Scientist App allows readers to engage with our content in a new and exciting way, on their tablets or smartphones. Taking the existing magazine as a starting point, the App displays all of the content that can be found in each issue and more, in a clear enticing manner that is easily navigable, allowing users to read in the order and the way they want, whilst rendering all imagery in stunning quality.



Whilst looking substantially different to the existing page-turning digital edition of New Scientist available through Zinio, the App will be available through both the Apple App Store and on Google Play, providing users of Apple and Android devices a more exciting and interactive digital version of New Scientist more finely tuned towards the devices they're reading on. Availability in these digital stores ensures it's easy for readers to find the App, whilst encouraging a download reach as wide as possible.

Within the App readers who are subscribers will be able to access all issues of the magazine to read, whilst those who don't subscribe will be able to purchase either a subscription or the individual issue that they're interested in. We'll be providing a recent issue for free download at all times, as a sample to show off both the App and our world-leading content.

## New Scientist App

### > Who is going to read the App?

Not only have our readers been asking us for a dedicated App, research shows that they're highly interested in technology, like to keep up to date with the latest innovations and are highly likely to be tablet or smartphone users. This intelligent, highly educated and curious audience are making the move to digital to suit their evolving reading habits and lifestyle, and are keen to experience New Scientist in this way.

Any readers taking out a "Digital" or "All inclusive" subscription package will receive the App. Existing subscribers who presently receive the Zinio digital edition will be able to move over to the new App if they wish, either immediately or when their current subscription expires.



### > How are we marketing the App to our readers?

Year round, the entire Audience Development team at New Scientist are solely focused on promoting subscriptions. From launch the App will be included within this marketing, listing it as a primary benefit of taking out a digital or all inclusive subscription. The App will also be specifically advertised via all promotional channels and through social media, to ensure our existing audience know that this exciting way of consuming New Scientist is available to them. Distribution through the Apple App Store and Google Play will open up a significant route to new readers.

### > Advertising opportunities

All advertising opportunities within the App will appear alongside our fantastic editorial content and have the possibility to be animated, hyperlinked or include videos. Contact us now to discuss how to utilise these tools to maximise the effectiveness of your campaigns and reach our readers in the most engaging way.

The advertising in the App will be different to what you see in the print or Zinio editions of New Scientist as we're not just copying over all advertising. We are offering a bundled package that allows you to advertise in both the App and print edition.

**The App is being produced as 3 regional editions: UK & rest of world / USA & Canada / Australia & New Zealand.** This way you'll still have the flexibility to target to your specific market or run a global campaign.

**Contact us now to book your advertising or to find out more about this App and the exciting advertising opportunities included:**

**If you're in UK or the rest of the world:**

+44 (0)20 7611 1291 // [displayads@newscientist.com](mailto:displayads@newscientist.com)

**If you're in the US or Canada:**

(212) 791-4318 // [lesley.meyerson@newscientist.com](mailto:lesley.meyerson@newscientist.com)

**If you're in Australia or New Zealand:**

+61 2 9422 2038 // [Richard@newscientist.com.au](mailto:Richard@newscientist.com.au)

All advertisements are subject to RBI's standard terms and conditions (ask us to find out more). Advertisers are reminded of their legal obligations under the Equality Act 2010.

## New Scientist App

### > Specification for advertisers

- Ads on the App will need to be created using industry-standard HTML5 also making use of CSS3 where necessary. The ad needs to be responsive to work on all handheld devices.
- For the iPad, dimensions of the HTML must be 1024px x 748px in landscape mode and 768px x 1004px in portrait mode. For this use the following media queries examples or similar.

```
@media all and (orientation:landscape)
{body { width:1024px; height:748px; }} /* other landscape styles */

@media all and (orientation:portrait)
{body { width:768px; height:1004px; }}
```

#### Video streaming:

- If there is any video in the ad it must be streamed from your own server or a third party. We cannot add video to the ad as it will increase the size of the overall issue.
- Video that is inserted in the ad must also check whether the app is online or not. If it is offline a message asking the user to go online to view a video is good user experience.
- All CSS assets need to be preloaded.
- All ads need to be tested on Safari on an iPad and iPhone.
- If a responsive page cannot be made we do offer a scenario where a static image can be used. An image will need to be created for portrait and landscape states for the iPad and the portrait state for the iPhone5 and iPhone.

#### The sizes for each device are below:

##### iPad

- Portrait: 1536px x 2008px
- Landscape: 2048px x 1496px

##### iPhone

- Portrait: 640px x 920px

##### iPhone5

- Portrait: 640px 1096px