

SIGNIFICANCE

THE OFFICIAL MAGAZINE OF THE ROYAL STATISTICAL SOCIETY AND AMERICAN STATISTICAL ASSOCIATION

26,000+
print subscribers

across
60 countries

60,000+
online readers
globally



Media Planner
2018

ROYAL
STATISTICAL
SOCIETY
DATA | EVIDENCE | DECISIONS

ASA
AMERICAN STATISTICAL ASSOCIATION
Promoting the Practice and Profession of Statistics

WILEY

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Introduction

Significance is a unique prospect for anyone looking to reach a large and diverse audience of data and analytic professionals. Our readers include the most senior figures in the academic statistics community, data analytics leaders in business and industry, and the next-generation of data scientists who are just starting out in their studies or careers.

Our print magazine has 26,000 subscribers in 60 countries and is accessible online through more than 10,000 institutions worldwide. Digital readership is more than 60,000, and with our relaunched app now on the iOS and Android marketplaces, that number increases with each issue.

Significance is widely read, but also widely respected. A recent survey of members of the Royal Statistical Society (RSS) showed that 94% of participants rated it as an important or very important member benefit. The magazine is also available as a member benefit through the American Statistical Association (ASA), and our circulation is boosted thanks to partnership deals with other learned and professional societies, including the International Statistical Institute and the Swiss Statistical Society.





All of which makes *Significance* the ideal medium to promote any statistics or data-related products and services, with a range of advertising opportunities available in print and digital formats: advertorials, banner advertising across online and mobile platforms, supplements, sponsored e-mail alerts and sponsored app downloads.

We look forward to working with you to meet your marketing objectives.

**Significance is the ideal medium to
promote any statistics or data-related
products and services**

Brian Tarran
Editor, *Significance*

Our audience

26,000+ subscribers in print  → 60,000+ readers online  → 10,000+ institutions have access globally  → 6,800+ unique visitors every month 

GEOGRAPHICAL DISTRIBUTION/READERSHIP

	ASA Members	RSS Members	Digital Magazine Readers*
Africa	40	328	2,156
Asia Pacific	463	805	14,748
Central & Southern America	106	48	3,362
Europe	442	627	14,100
United Kingdom	98	6,522	15,012
Middle East	48	53	1,579
USA & Canada	11,456	500	30,294

*Unique visitors measured over a 12 month period – Jan-Dec 2017

94% of
RSS members
rate *Significance*
as an important
member benefit

Society Membership – Age (combined totals)**



AGE	%	TOTAL
Under 21	>2	355
21-40	28	6,037
41-60	35	7,552
60+	26	5,590
Unknown	9	2,017

Society Membership – Employment Description**

ROYAL STATISTICAL SOCIETY

Employment area	Number of members
Banking & Finance	155
Central Government	329
Charity, not for profit	41
Energy	26
Engineering, Automotive	23
Higher Education, Academic	1,024
Industrial & Manufacturing	37
IT, Internet & Telecoms	96
Local Government	37
Market Research, Sales & Rental	52
Medical & Health	260
Pharmaceutical	175
Press & Media	15
School, College or Further Education	337
Other	288

AMERICAN STATISTICAL ASSOCIATION

Employment area	Number of members
Academic (non-student)	5,534
Business/Industry	3,642
Federal/National Government	1,013
State, Provincial, Local Government	142
Private Consultant/ Self Employed	572
Other	418

AMERICAN STATISTICAL ASSOCIATION

Primary area of specialisation	Number of members
Biometrics/Biostatistics	4,407
Computer Systems Analysis/Programming	197
Construction of tests and measurements	94
Data Analysis/Processing	1,328
Data collection procedures	67
Decision Theory	63
Experimental Design	440
Forecasting/Modeling	594
Graphics	50
Mathematics	150
Mathematical Statistics	622
Methodological Techniques (General)	688
Operations Research	107
Probability	108
Sampling/Sample Design	274
Statistical Process Control	133
Statistical Organisation and Administration	81
Statistical Theory	309
Survey Research	383
Temporal/Spatial Statistics	224
Time Series Analysis	181
Statistical Education	343
Other	113

**Where information has been provided by the members

Our content

People from all walks of life rely on statistics and data analysis to make better decisions: scientists to assess the effectiveness of drugs, politicians to develop policy, and company managers to create and improve products and services.

Significance explains how and why statistics helps in these and other areas of life, science and commerce. Articles are written by statisticians and data scientists for anyone with an interest in the analysis and interpretation of data.

Our articles are carefully crafted to be accessible, entertaining and engaging. We challenge myths, provide a unique perspective on the stories of the day, and use statistics to answer society's most difficult questions.

The breadth and originality of our coverage means that our articles often feature in national and regional newspapers and other specialist magazines – further amplifying our already substantial reach.

Topic coverage includes:



Environment
and Nature



History of
Statistics and
Science



Culture



Sports



Health and
Medicine



The
Statistics
Dictionary



Science and
Technology



Economics
and Business

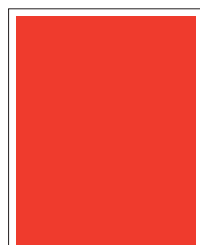


Social
Sciences



Print media advertising

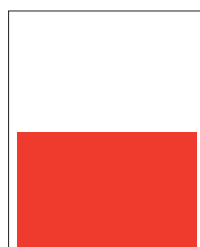
Traditional print advertisements are available in *Significance*. A typical issue consists of 48 pages, printed in full colour throughout, with a glossy cover (inside and out).



DIMENSIONS

← Full page

- **215.55 × 266.35 mm**
(with 3mm bleed allowance on each side)
- **188.55 × 229.44 mm** (without bleed)



← Half page horizontal

- **215.55 × 133.18 mm**
(with 3mm bleed allowance on each side)
- **188.55 × 112.71 mm** (without bleed)

ARTWORK

Must be provided as press quality PDF files, fonts embedded, and colours converted to CMYK (unless using our in-house design service).

SUPPLEMENTS AND ADVERTORIALS

In addition to single half- and full-page adverts, *Significance* can provide you with opportunities to engage with readers in a supplementary or advertorial format, offering the chance to present tailored coverage and targeted content to our committed audience.

For further details and pricing information, contact corporatesaleseurope@wiley.com

RATES*

Page	1 x advert	3 x adverts (5% discount)	6 x adverts (10% discount)
Full – outside back cover	£2,200	£6,270	£11,880
Full – inside cover	£1,800	£5,130	£9,720
Half page – inside cover	£1,100	£3,135	£5,940
Full page (not covers)	£1,300	£3,705	£7,020
Half page (not covers)	£950	£2,707	£5,130

DISCOUNTS

Agency discount 10%; Charity/academic discount 10%.

Digital media advertising

WEB BANNERS

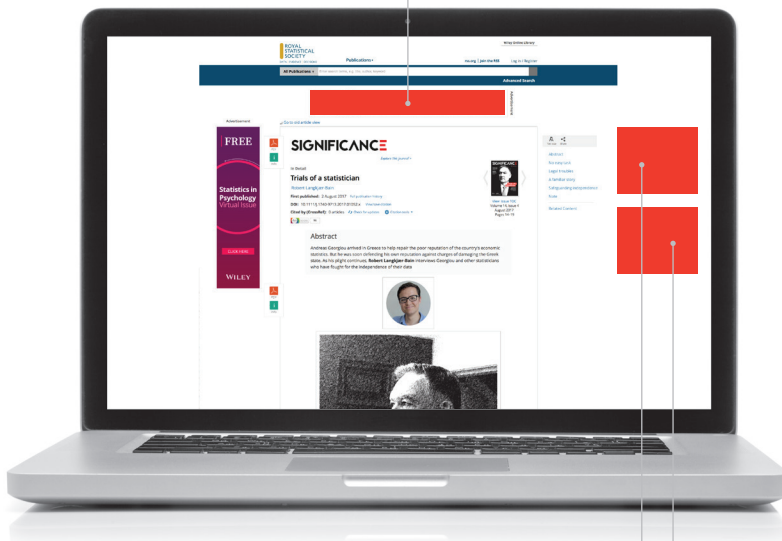
Significance can help you reach your online audience in a number of ways and through two popular websites.

Wiley Online Library offers instant exposure to our global audience of digital magazine readers, and the new **significancemagazine.com** brings magazine extras and other web-exclusive content to an audience of thousands, every week. Advertising is available on both sites, with a choice of either leaderboard, premium banner or skyscraper placement. We also offer exclusive placement and zero rotation at additional cost.

Banner positioning on
Wiley Online Library and the Royal Statistical Society Hub

Banner placement on
significancemagazine.com

Leaderboard
728 x 90 pixels



Premium Banners
300 x 250 pixels

Leaderboard
728 x 90 pixels



Skyscraper
197 x 600 pixels

E-CONTENT ALERTS

You can reach more than 1,000 engaged readers by advertising within *Significance* Content Alerts. These e-mails are sent to readers who have asked to be contacted as soon as new magazine articles appear on the Wiley Online Library. *Significance* content is also shared within the Royal Statistical Society Hub, a dedicated section within the Wiley Online Library that provides direct access to all RSS publications, including the Society's renowned journal series.

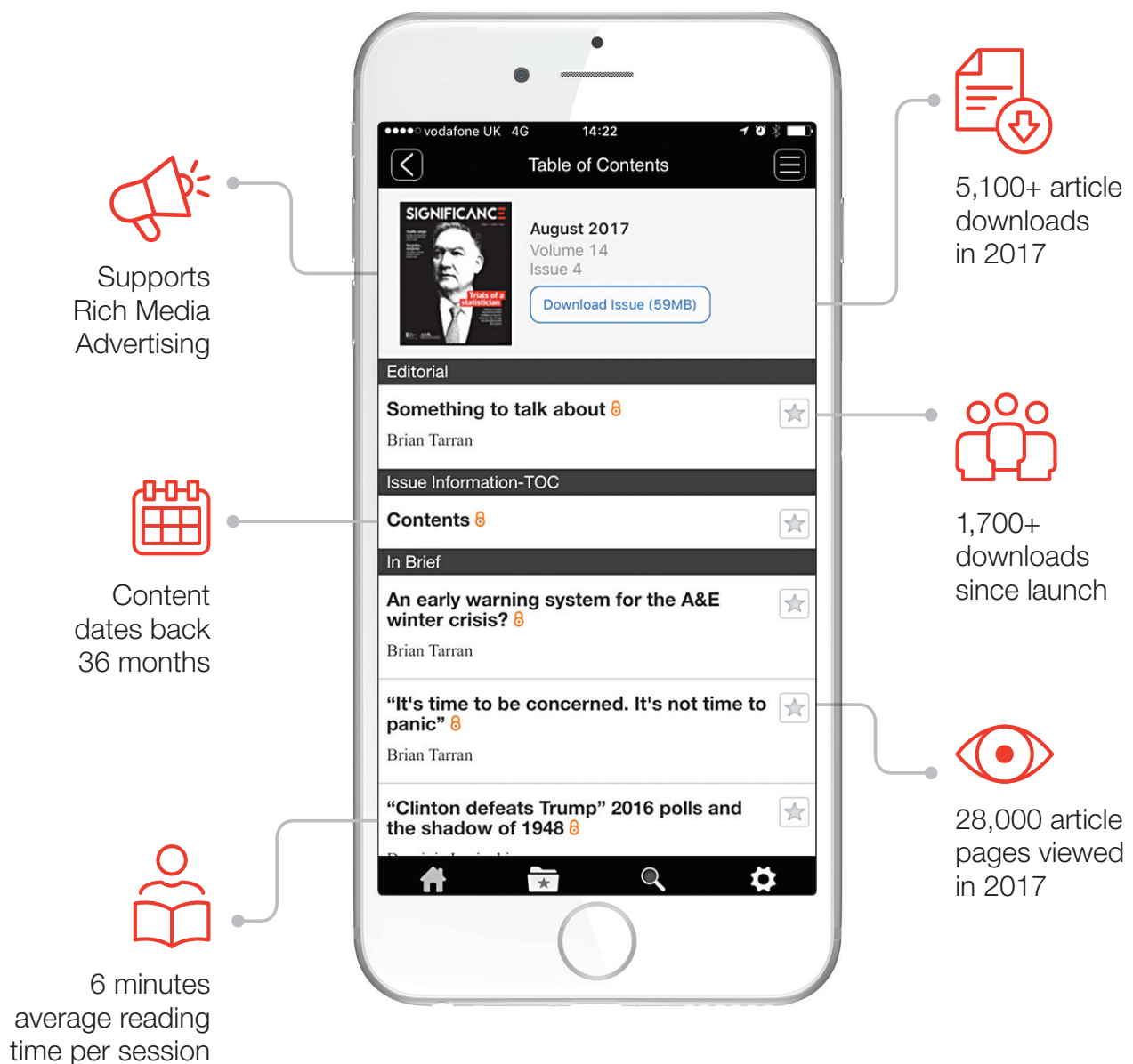
For the full range of digital advertising opportunities, and for details of prices, contact corporatesaleseurope@wiley.com

IN-APP ADVERTISING

In-app advertising opportunities present your content to engaged and receptive audiences and help you maintain visibility and presence with potential customers.

SIGNIFICANCE APP

The *Significance* app launched in April 2016. As well as the latest content, it includes all issues dating back 36 months, with articles over 12 months old available to read for free. The app is available on iOS and Android mobile devices, with fully optimised content allowing readers access to issues both on- and offline whilst on the move.



Editorial Calendar 2018

ISSUE	ISSUE COVER DATE	AD DEADLINE	PUBLISHED PRINT
15:1	February 2018	08 January 2018	05 February 2018
15:2	April 2018	05 March 2018	05 April 2018
15:3	June 2018	30 April 2018	05 June 2018
15:4	August 2018	02 July 2018	06 August 2018
15:5	October 2018	03 September 2018	05 October 2018
15:6	December 2018	05 November 2018	05 December 2018

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