IFLSCIENCE!

Media Kit | 2016

MISSION

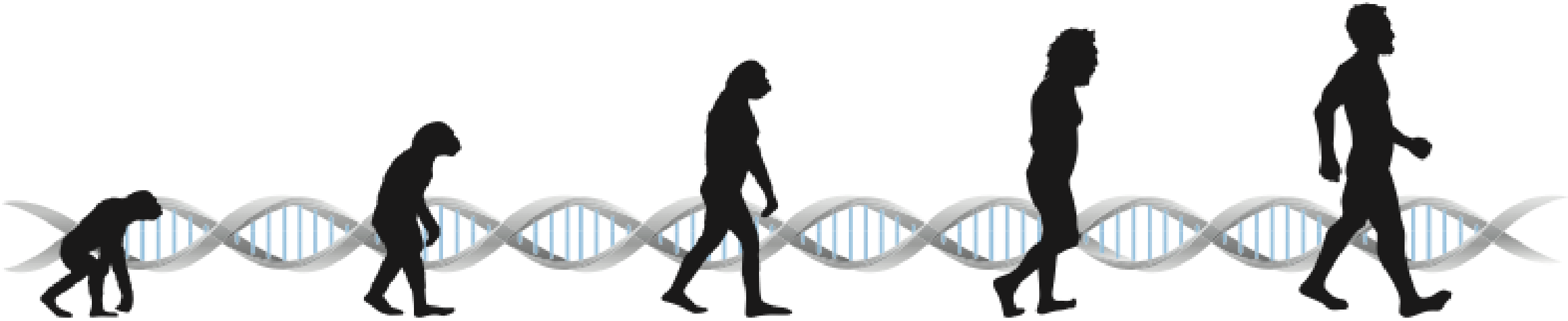
Visuals that excite and stimulate curiosity

A format that communicates briskly, in easily understood terms

Content that not only educates, but often entertains and delights at the same time

An approach that inspires visitors to to dig deeper, to learn even more

HISTORY TIMELINE



Spring 2012

"I F*cking Love Science" Facebook page and first post receives 1,000 "likes."

Fall 2012

IFLScience Facebook page receives 1 million likes.

Summer 2013

IFLScience Live event sells out 45 minutes

Fall 2013

IFLScience.com launches. Generates over 10 million unique monthly views within the first month.

Spring 2014

IFLScience.com is ranked in Alexa's top 500 most trafficked sites in the US

2015 SIZE AND REACH

200 Million

Monthly Impressions

50 Million

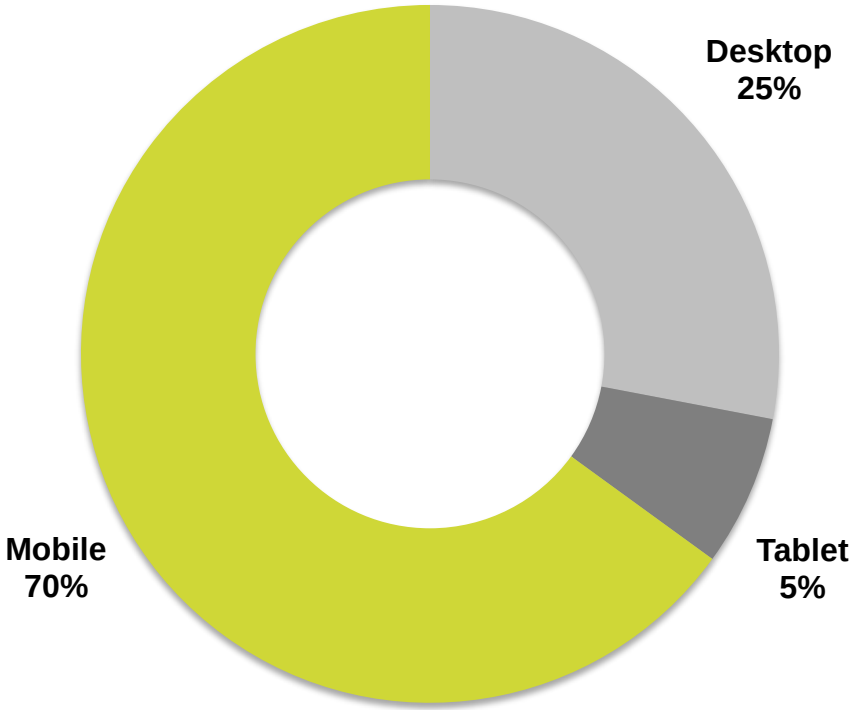
Monthly Unique Visitors

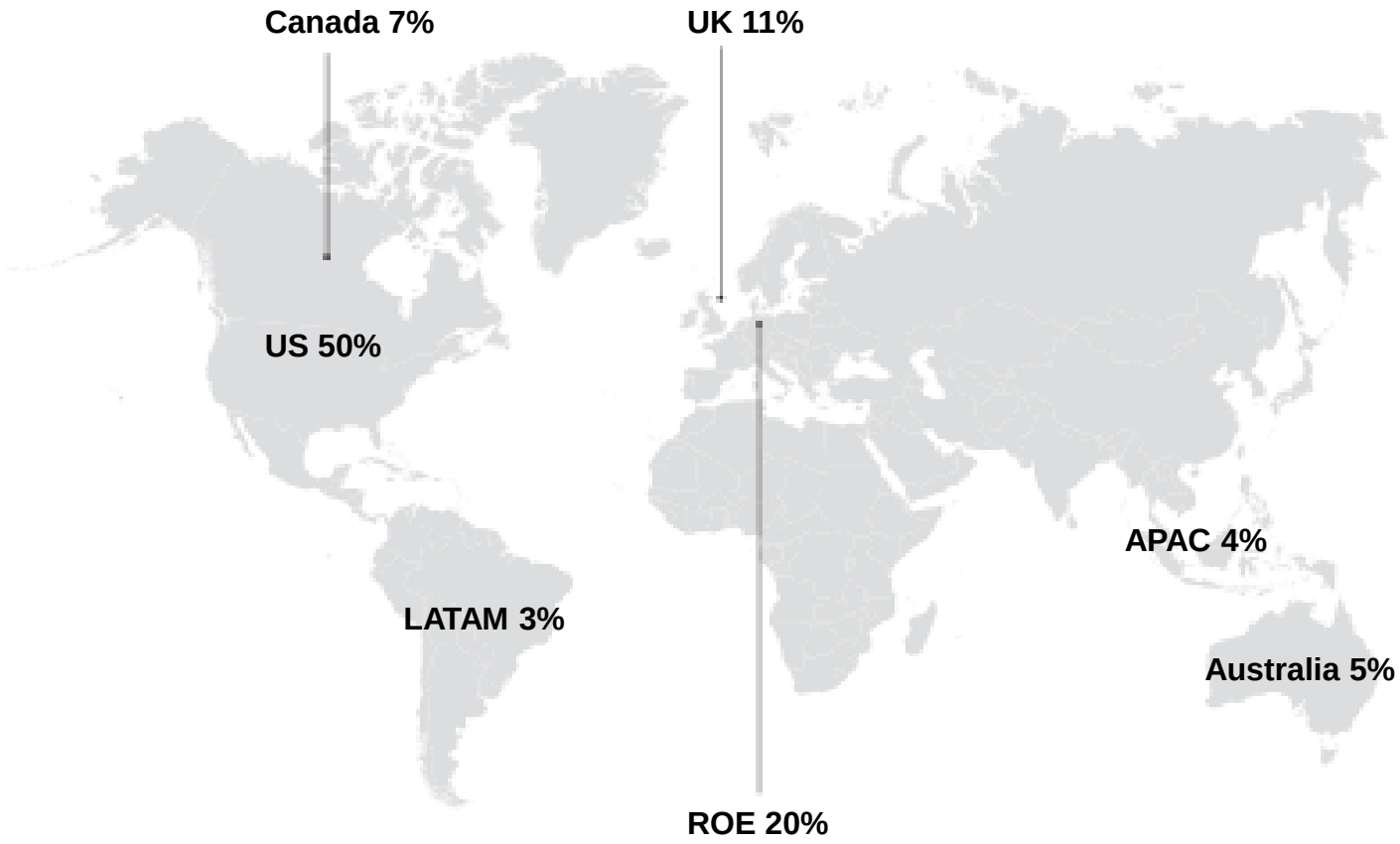
23 Million

Facebook Page Likes

Source: *Google Analytics*

TRAFFIC

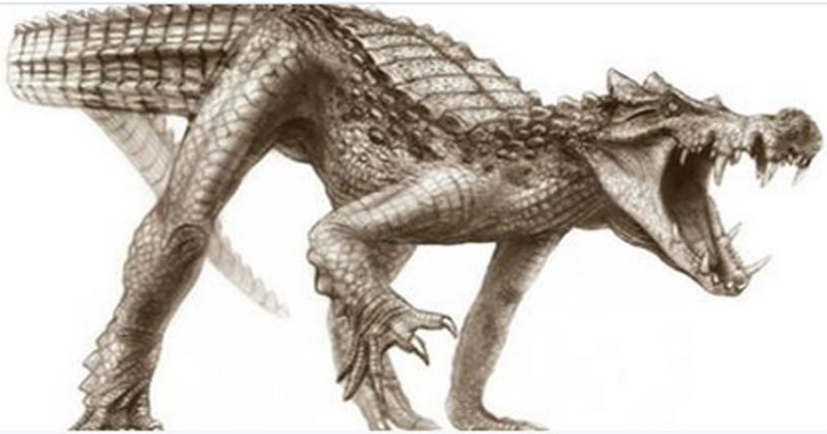




Source: *Google Analytics*

STORY REACH: VIA FACEBOOK

The Cretaceous era was a truly terrifying time.

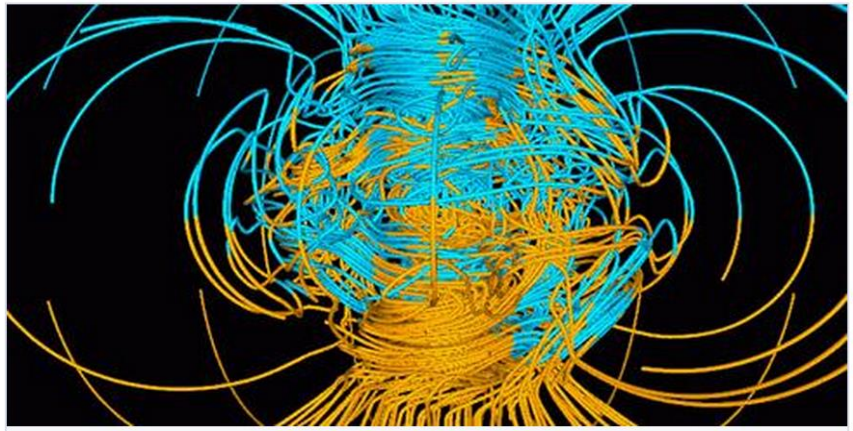


Galloping Crocodiles Ate Dinosaurs In North Africa
www.iflscience.com

The Cretaceous era was a truly terrifying place, with galloping crocodiles capable of giving the better-known dinosaurs a run for their money. A documentary on the giant crocodiles of the era will screen on December 20th.

SHARES	LIKES	REACH
32,250	146,000	13,500,000

Is Earth's magnetic field about to flip?



New Analysis Suggests Earth's Magnetic Field Is Destabilizing
www.iflscience.com

Earth's magnetic field is generated by an interaction between rotation in the planet's core and electrical currents. The field then creates the magnetosphere, which acts sort of like a force field, protecting the planet from the brunt of the sun's solar wind. This...

SHARES	LIKES	REACH
22,600	65,500	12,000,000

AUDIENCE

Male
49%

Female
51%

Aged 18 – 34
67%

Commercial Businesses
73%

Household Income
$74,100

Bachelor's Degree or Higher
55%

Opinion Leaders
71%

Source: *Comscore, "A Psychographic & Buying Power Profile Of The IFLScience Audience",* Martin Akel & Associates, Sept. 2014

WHY PEOPLE VISIT IFLSCIENCE

91%

Learn and be entertained at the same time

90%

To stay current with rapid changes in science

85%

Learn about both light & serious side of science

DISPLAY AD UNITS

Leaderboard
728 x 90

Premium Header
320 x 50

Mobile

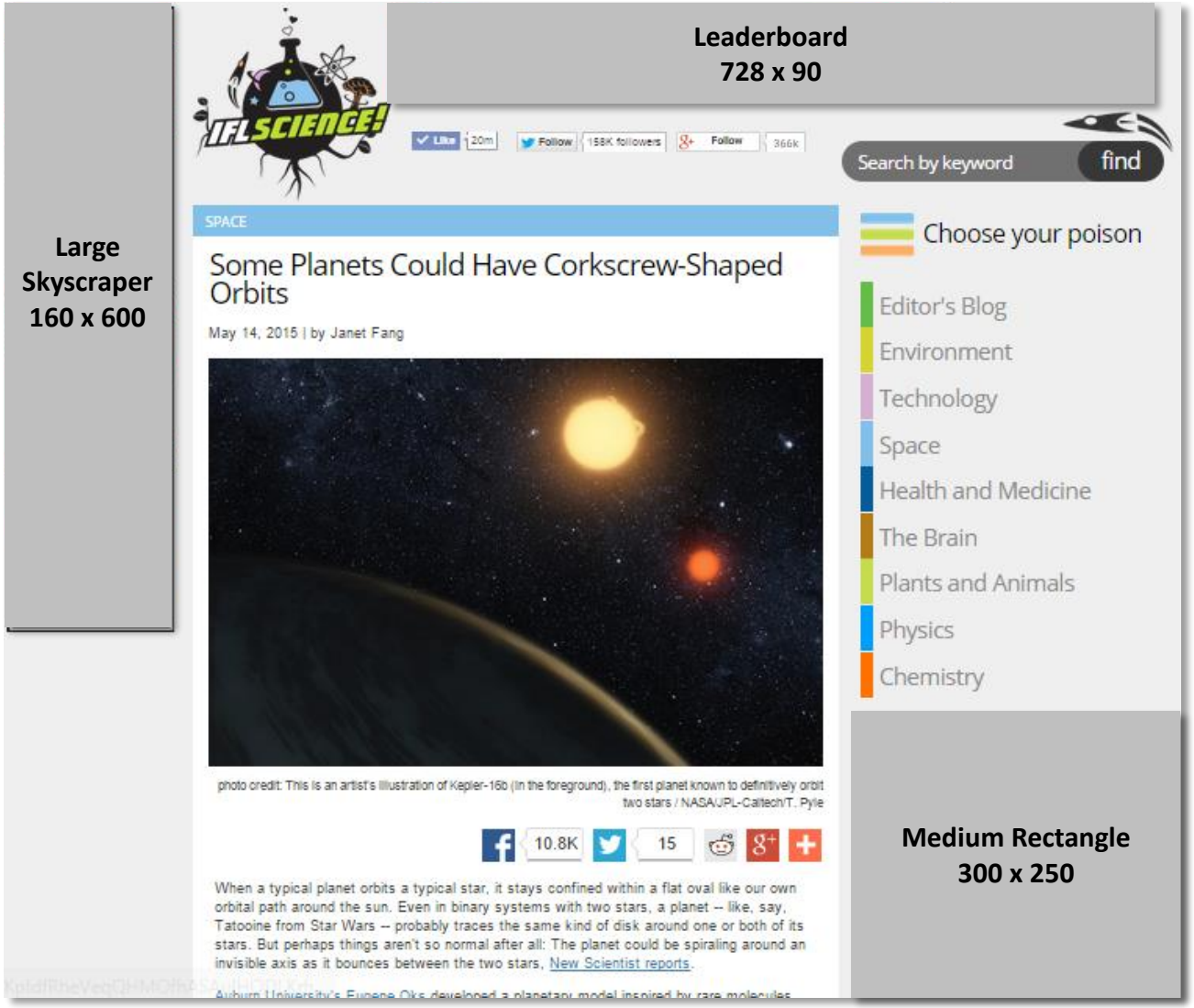
Desktop

Medium Rectangle
300 x 250

Medium Rectangle
300 x 250

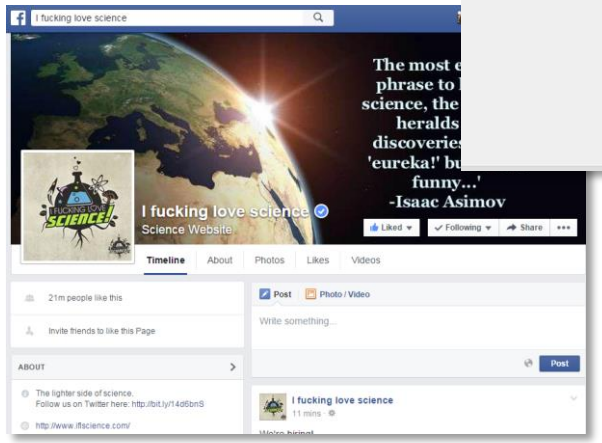
Large Skyscraper
160 x 600

CHANNEL TAKEOVERS



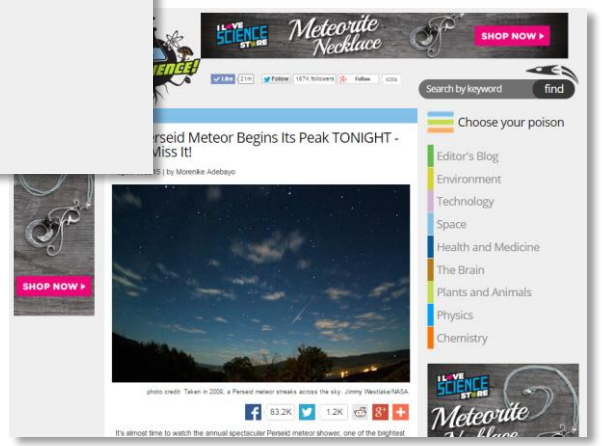
Channels

FIRST IMPRESSION INTERSTITIAL



User clicks link to IFLScience.com

Interstitial Dwell Time 10secs



User lands on IFLScience Article

IFLS LABS

IFLScience will be creating a series of animated videos and live action experiments.

TWO BRANDED VIDEO OPTIONS

- Collaborative / Cobranded Video content
- ‘Sponsored by’ videos

PRESS: CELEBRITY ENDORSMENT

Bill Nye

Neil DeGrasse Tyson

Richard Dawkins

PRESS: IN THE NEWS

Mashable

Why Everyone F*cking Loves Science —and Elise Andrew

“Andrew not only reminds us that science is awesome, but also that it’s kind of screwed up — and that’s why we all f*cking love it.”

COLUMBIA JOURNALISM REVIEW

WIRED

theguardian

MACLEAN'S

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