

The background features a complex pattern of thin, overlapping green lines that create a sense of motion and depth. Several light green circles of varying sizes are scattered across the white space, some overlapping the wavy lines. The overall aesthetic is clean, modern, and scientific.

***IFL*SCIENCE**

**BUSINESS
PORTFOLIO
2024**

EDITOR'S NOTE



Reliable science communication and news media coverage has never been more important. **IFLScience** is a science publication that stands out from our competitors, as we make science accessible and fun, break down barriers, report trustworthy news, and engage with our audience by delivering credible science media content.

Not only do we deliver great coverage across our website, social media platforms, and digital media, we are constantly evolving, and we have recently expanded our voice and reach with new content and social media accounts. Such as our journalist-driven podcast series '**The Big Questions**', a new TikTok channel, and recently-launched monthly digital magazine '**Curious**', which provides exclusive content, including deep-dive feature articles, interviews, science photography, and more.

We are a leading voice in science communication and help guide our readers and viewers to navigate and understand the important things in the world. We are also here to **help our advertisers too**. Working with us, we can create pieces of content with sponsors whilst maintaining the same authenticity and tone as our own branded content.

From debunking myths around the most controversial scientific topics to interviewing the most influential and respected thought leaders in science, you name it, we IFLScience it. We pride ourselves on making serious science fun, while working on initiatives that help better the future of humanity.

Join us and let's make the world a better place.

vanzijljc@iflscience.com

Johannes Van Zijl, Managing Director

WHO WE ARE

WE DELVE INTO THE AWESOME WORLD OF SCIENCE AND CREATE EXCITING ORIGINAL CONTENT WITH OUR EXPERIENCED IN-HOUSE WRITERS, AND WE REACH OVER **70 MILLION** PEOPLE ON OUR SOCIAL CHANNELS AND OVER **18 MILLION** PAGE VIEWS ON OUR WEBSITE PER MONTH.

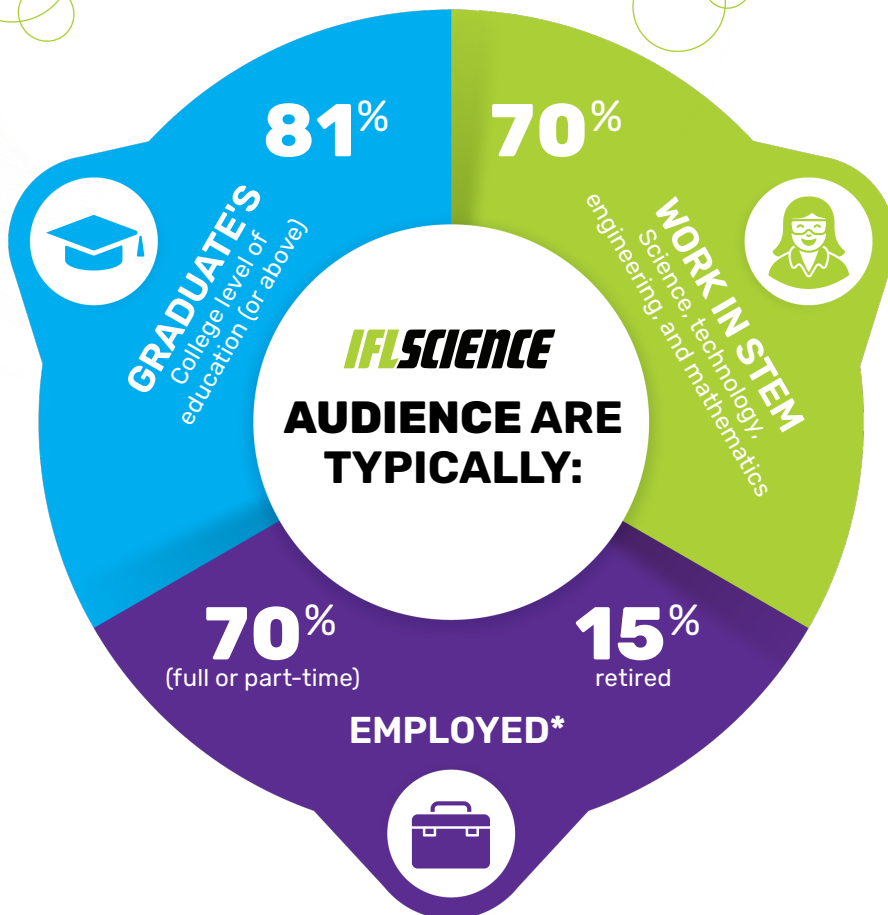
We are, and always will be, here for the science; the awesome, inspiring, important, and the strange. We aim to entertain, educate, and spark curiosity about the world around us and beyond to our highly diverse and educated audience. **IFLS** has evolved into a global go-to site for engaging, amusing, and thought-provoking science content on the internet, and the best is yet to come...



www.iflscience.com



AUDIENCE DEMOGRAPHIC



*15% undisclosed or other circumstances

Our audience** rated IFLScience highly on:

STIMULATING, REFRESHING, AND QUIRKY CONTENT

FORMAT

GRAPHICS/PHOTOS

WRITING STYLE

AUTHORITY

**A 2022 IFLScience audience survey (n=3,731)

THE TOP AREAS OF STEM OUR AUDIENCE WORK IN



68%

of our audience thought that a company that communicates regularly about their products through advertising on a media service is likely to either:

- Have significantly more resources
- Be one of the leading, successful companies
- Offer innovative state-of-the-art products
- Be more credible in what they claim about their products
- Be more reliable
- Have higher quality products

Our Social Channels

A universe of great science content

Facebook Main Page



Delivering daily, engaging, thought-provoking, and fun science content. Reaching 50M+ people a month.

22M+ FOLLOWERS

MAIN LOCATIONS



United States
8.5M+



Canada
1M+



United Kingdom
1.6M+



Australia
1M+

AGES

<24 | **6%**

24-54 | **84%**

55+ | **10%**

Side Pages & Groups



For people fascinated by all things science in a friendly setting.

689K+
LIKES



For people fascinated by all things biology.

571K+
LIKES



For people fascinated by all things planet Earth.

615K+
LIKES



For people fascinated by all things space and physics.

666K+
LIKES

THE LIGHTER SIDE OF SCIENCE

735K+
MEMBERS

From bizarre science discoveries and experiments to weird and unusual creatures, scientific studies, theories, and much more.

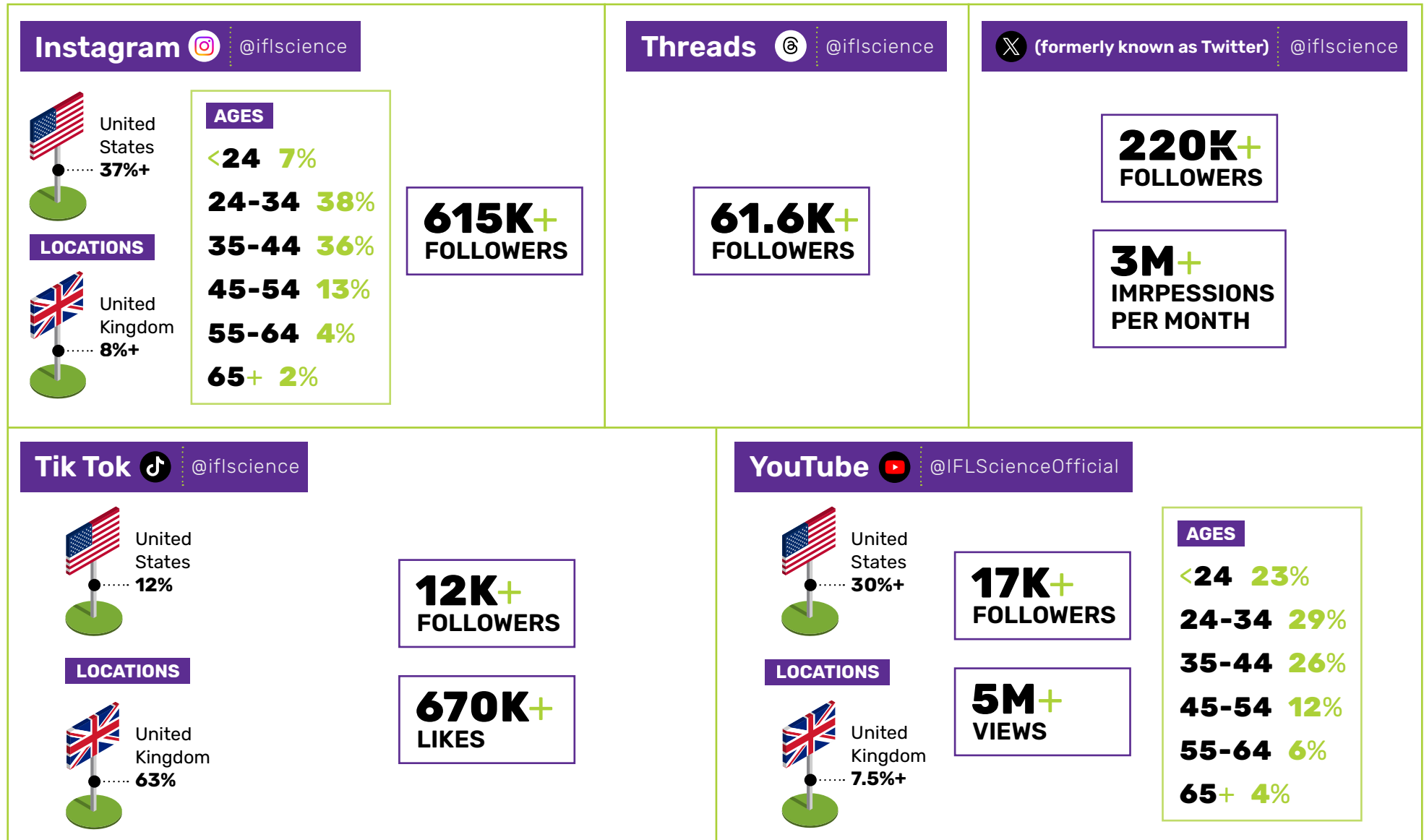
The Darker Side Of Science

766K+
MEMBERS

Bad experiments, the worst scientists, studies you wish you could unsee, and much, much more.

Our Social Channels

A universe of great science content



Website Users

MAIN USER BASE:



61%

UNITED STATES



19%

UNITED KINGDOM
& EUROPE



4%

AUSTRALIA

AVERAGE MONTHLY DATA*

*From 01-31 August 2023



10.2M+

USERS



15.4M+

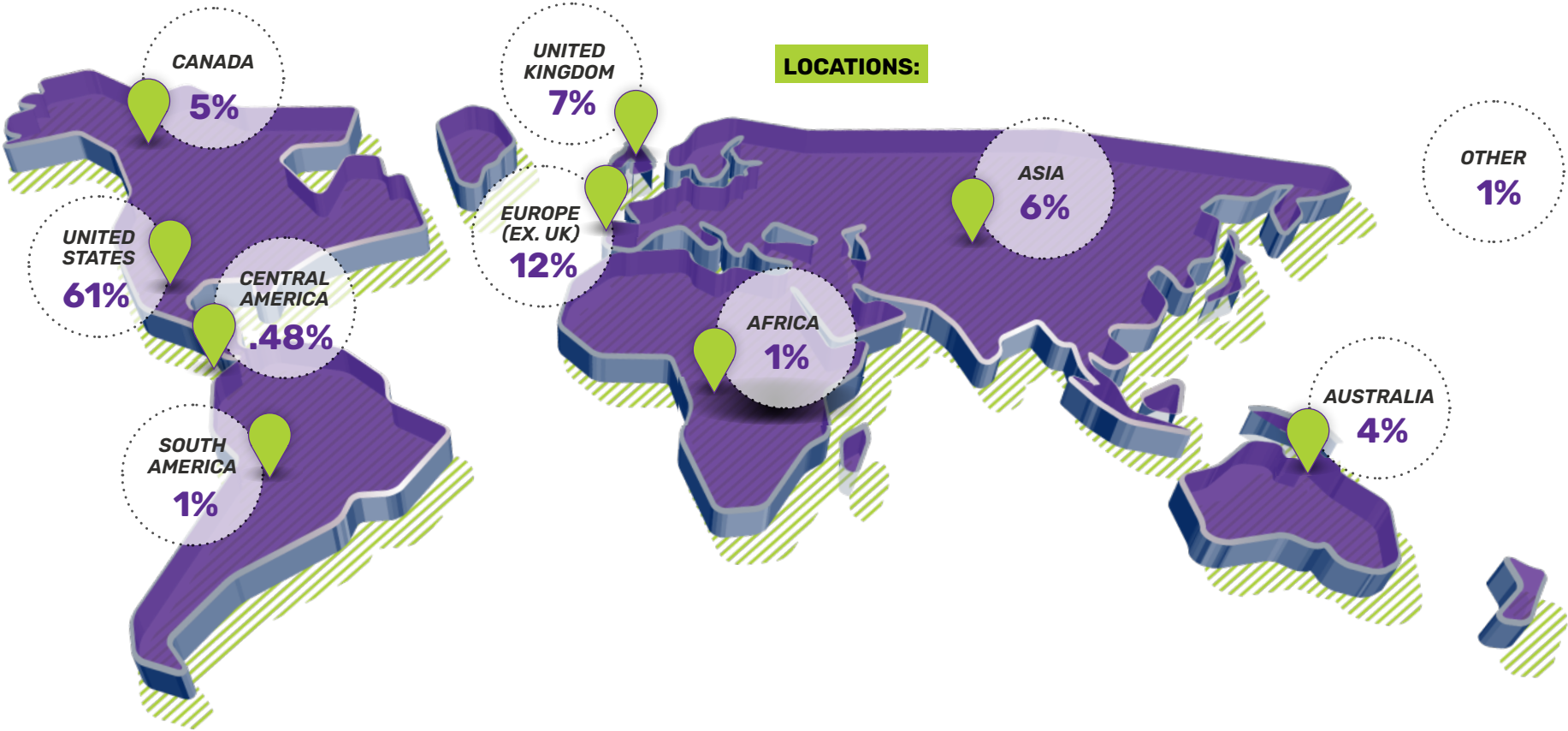
SESSIONS



18.1M+

PAGE VIEWS

LOCATIONS:



Why partner with us?

Connect With Innovative Engaging Storytelling.

We can create thought-provoking, engaging, and intriguing content for your brand. We understand that audience reach is important, and our audience is the heart of IFLScience – we know how to connect for meaningful engagement. When you work with us, we can tailor-make your campaigns to reach the people you seek and help you stand out from your competition.

Our highly experienced and **passionate team** consists of journalists and authors, PhD scientists, innovative video producers, and social media experts. We bring life to scientific discoveries and offer a one-stop-service from constructing a narrative to promoting your content across our highly engaged channels.

We understand you and love your science. Contact us and we'll work in harmony with your brand to broadcast your message to our highly engaged and science loving audience.



Where to Promote?

Magazine Advertising

Our **Curious** magazine is full of exhilarating editorial pieces that reaches our wide audience. Increase your brand visibility by having an advert in our magazine.

Social Media Promotion

IFLScience's social reach is over 70M+ people per month across all platforms. With this enormous and engaged audience, our social channels are the perfect place to promote your story, raise social awareness of issues important to you, and expand the discussion with the public.

Branded Content

Working with IFLScience, you can bring your own **thought leadership** and **build brand awareness** with our influential audience. This content focuses on audience engagement with the goal of enhancing the quality of views driven by social and email audiences.

Custom Content

We specialize in weaving life into a complex scientific topic and making it clear to a substantial audience. With us, your brand will **stand out** from the crowd, as we will create **exhilarating stories** and **breath-taking graphics**. Our custom creative team can delve into intricate subjects, introduce your products, or highlight your company values.

Email Newsletters

Our readers get the biggest science news, breakthroughs, discoveries, and highlights delivered directly to their inbox with IFLScience weekly newsletters, such as **In Case You Missed It (ICYMI)** and **This Week In Science**.

OVER
314K
SUBSCRIBERS!

30%
OPEN RATE

3%
CLICK THROUGH



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We have a highly experienced and passionate team that consists of journalists and authors, PhD scientists, innovative video producers, and social media experts.

To meet the rest of the team, visit: www.iflscience.com/team