

# SCIENTIFIC AMERICAN CUSTOM MEDIA

## CREATIVE SOLUTIONS FOR OUR MEDIA PARTNERS

Scientific American's award-winning Custom Media team offers our partners the opportunity to build compelling and distinct narratives to convey their brand's unique value. Every program is developed in close collaboration with our partners, working together toward a common goal. Depending upon your communication objectives and budget parameters, custom projects can be broad or narrow in scope and can be distributed in multiple formats on multiple platforms. Whether it's a mini-documentary, event, stand-alone magazine, or native content series, we develop dynamic, highly engaging, one-of-a-kind media programs for a thought-leading audience.

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**EVENT PRODUCTION • CUSTOM VIDEO • PODCASTS • STANDALONE ISSUES •  
NATIVE CONTENT • WEBCASTS • SOCIAL MEDIA • EMAIL COMMUNICATIONS •  
GENERAL COMMUNICATION CONSULTING**

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## 2018 AWARDS

SACM is the winner of 5 awards recognizing outstanding content creation

### TELLY AWARD WINNER

*Branded Content*

How To Build an Amazing Alka Rocket  
Partnership with Bayer

### TELLY AWARD WINNER

*Branded Promotional Campaign*

Bayer Alka Rocket Challenge  
Partnership with Bayer

### TELLY AWARD WINNER

*Non-Broadcast/Info*

Skin Allergy Myths  
Partnership with SC Johnson

### COMMUNICATOR AWARD WINNER

*Award of Excellence: Online Video*

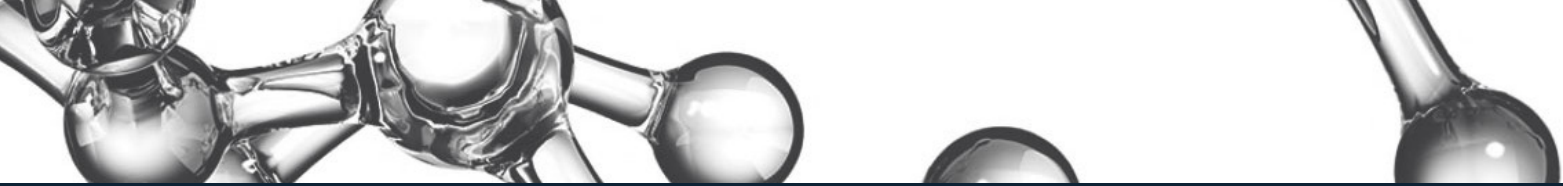
Champions of Science  
Partnership with Johnson & Johnson

### COMMUNICATOR AWARD WINNER

*Award of Distinction*

Social Campaign for Bayer Alka Rocket Challenge  
Partnership with Bayer





## A FEW WORDS FROM OUR PARTNERS

DISCOVER WHY BOTH HIGHLY TARGETED, NICHE BRANDS AND HIGH PROFILE, BLUE-CHIP COMPANIES HAVE FOUND SUCCESS IN PARTNERING WITH *SCIENTIFIC AMERICAN*.

“When we were seeking a media partner for Bayer’s Alka-Rocket Challenge, we immediately thought of *Scientific American*, the longest continuously published magazine in the United States. Since 1845, *Scientific American* has been educating readers about the latest news and information in science and innovation. Its iconic brand reaches the same influencers we are trying to target. **Thanks to this partnership, *Scientific American* has created dynamic, engaging content that has elevated the Bayer Alka-Rocket Challenge to new heights.**”

Chris Loder, Vice President of External Communications,  
**BAYER U.S.**

“Colgate was honored to partner with *Scientific American* in the development and delivery of the groundbreaking special issue on global oral health. *Scientific American* permitted Colgate to put front and center, to a global audience, the key issues facing people today, relative to oral health and the impact it has on oral health.”

Fotinos S. Panagakos, DMD, PhD, Global Director, Scientific Affairs,  
**COLGATE-PALMOLIVE CO.**

“It is a joy to work with a team who can help to tell great stories with high production value, while getting the science right. They are collaborative, agile, smart and talented. The *Scientific American* team is a true partner and produced great work of lasting value. We couldn’t be happier.”

Eric Marshall, Vice President for Prizes and Public Programs,  
**THE KAVLI FOUNDATION**

“I worked with the SACM team on an Inside View advertorial and newsletter campaign for a pharmaceutical company. **The team was extremely easy to work with and quick to respond to our many questions.** They walked us through the process and helped us deliver a great product. I would without question work with them again, and hope to have another project I can collaborate with the SACM team on in the future!”

Hannah Silver, Account Supervisor, Chamberlain Healthcare, Public Relations,  
**SYNEOS HEALTH**

“Cold Spring Harbor Laboratory (CSHL) partnered with *Scientific American* to promote a new CSHL podcast called “Base Pairs” that subsequently won a 2018 Webby Award nomination. The partnership was inspired from the start since CSHL’s legacy as well as contemporary leadership position in the biological sciences found a “brand” worthy colleague in *Scientific American* – a similarly historically respected authority in scientific communication. The working relationship with the *Scientific American* team was easy and productive, allowing CSHL to make the most of the advertising options created for us based on our goals and budget. We look forward to future projects with SciAm.”

Dagnia Zeidlickis, VP Communications,  
**COLD SPRING HARBOR LABORATORY**

“*Scientific American* Custom Media provided us with a solution that not only told a cogent and important story, but also helped our company expand its network and bring our vaccine programs to a relevant audience. *Scientific American* Custom Media offered insights to our purpose and vision, and implemented a series of events that were designed to build both our network and audience.”

Tom Murphy, Strategic Business Development Analyst,  
**IMMUNOMIC THERAPEUTICS**

“*Scientific American* is undoubtedly one of the best, and highly esteemed publications that covers the technological and scientific innovation of interest to ‘Mega’ readers and Pictet Asset Management clients. We are pleased to be associated with them.”

Stephen Gunkel, Head of Communications,  
**PICTET ASSET MANAGEMENT**

# SCIENTIFIC AMERICAN

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