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.

Event Production • Custom Video • Podcasts • Standalone Issues • Native Content • Webcasts • Social Media • Email Communications • General Communication Consulting

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.**

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**

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**
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