

MARKET INSIGHTS

Command the power of *Science* to get your market intelligence.

At *Science* we believe in providing you with additional value wherever possible. One way we achieve this goal is through our Market Insights program, which offers you the opportunity to survey AAAS members with market, advertising, or product-related questions.



PRODUCT, BRAND, AND MARKET SURVEYS

Science's team works with your company to produce actionable intelligence through our product, brand, and market surveys. Whether your company is looking for a quick gauge of industry sentiment, or a detailed analysis of your newest product line, *Science* surveys can provide the answers with these customizable surveys.

The 5-Question Survey

- Survey takes minutes to complete.
- 1,500 individuals surveyed.
- Survey composed of closed questions about your product or service.

>> Survey value: \$10,000

The 20-Question Survey

- Survey takes between 5 and 6 minutes to complete.
- 3,000 individuals surveyed.
- Open-ended responses allowed.
- 15 questions related to your products or services.
- 5 demographic questions.

>> Survey value: \$20,000

ADVERTISEMENT SURVEYS

Conducted by Harvey Research, these surveys are designed to study print advertisements in *Science* and banner ads on ScienceMag.org. These value-added surveys are available when ads are placed in special issues or online during special months indicated in the *Science* media kit.

Readership Study

Conducted on two issues of *Science* annually, these studies answer open- and closed- ended questions, ranking your ad against others in the issue, while providing valuable feedback about your ad's design and overall impact.

Online Study

Conducted on two separate months, the Online Ad study provides insight from our *Science* site on the overall effectiveness of your online banner ad(s).

TIMELINE

Allow 6-8 weeks from preparation to final report.

Science | AAAS

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