

Command the power of *Science* for enhanced market intelligence from the scientific community.

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 our *Science* audience 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.

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.

ADVERTISEMENT SURVEYS

Conducted by Harvey Research, these surveys are designed to study print advertisements in *Science* and banner ads on Science.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.

Print Ad 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 Ad Study

Conducted during two separate months, the Online Ad Study provides insight from our *Science* website audience on the effectiveness of your online banner(s).

TIMELINE

Allow 6-8 weeks from preparation to final report.