

# The Mathematical Intelligencer



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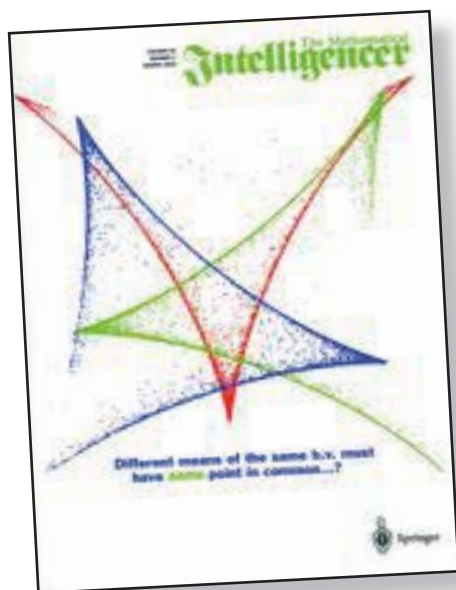
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**The Mathematical Intelligencer** publishes articles about mathematics, mathematicians, and the history and culture of mathematics. It presents expository articles on all kinds of mathematics and interdisciplinary trends, and articles that portray the diversity of mathematical communities and mathematical thought. Not only does The Mathematical Intelligencer inform a broad audience of mathematicians and the wider intellectual community, it also entertains. Throughout, the journal, humor, puzzles, poetry, fiction, and art can be found. The journal also features information on emergent mathematical communities around the world, new interdisciplinary trends, and relations between mathematics and their areas of culture.

**Readership:** The Mathematical Intelligencer publishes well-written, expository articles of broad appeal. The traditional Definition/Theorem/Proof style of research articles is not appropriate here, nor are articles aimed only at specialists

**Journal Established:** 1978

**Frequency:** Quarterly

**2013 Impact factor:** .320

**Circulation:** 1,500

### Editorial Board

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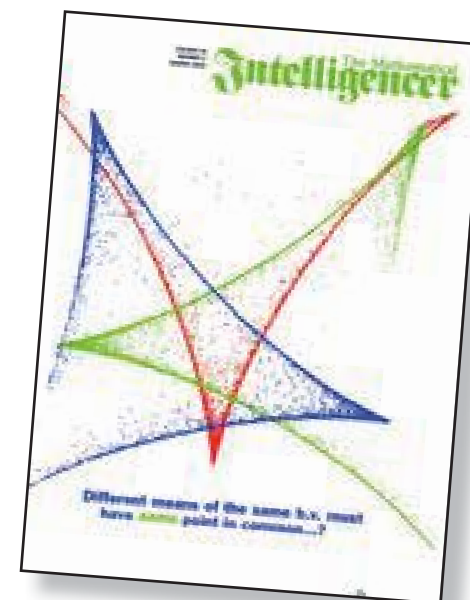
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### EDITORIAL CALENDAR

| Publishing Month | Volume/ Issue | Space Reservation | Material Due Date | Mail Date  | Bonus Distribution |
|------------------|---------------|-------------------|-------------------|------------|--------------------|
| March            | 37:1          | 1/23/2015         | 1/23/2015         | 2/27/2015  |                    |
| June             | 37:2          | 4/23/2015         | 4/23/2015         | 5/28/2015  |                    |
| September        | 37:3          | 7/24/2015         | 7/24/2015         | 8/28/2015  |                    |
| December         | 37:4          | 10/23/2015        | 10/23/2015        | 11/27/2015 |                    |

**Cancellations are not accepted after the closing date for space reservations.**

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

**Acceptance Policy:** The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.



### DISPLAY ADVERTISING RATES

| B&W RATES | 1 TIME | 3 TIMES | 6 TIMES |
|-----------|--------|---------|---------|
| 1 pg      | \$1100 | \$1040  | \$1000  |
| 1/2 pg    | \$870  | \$825   | \$810   |
| 1/4 pg    | \$690  | \$640   | \$620   |

### CLASSIFIED ADVERTISING RATES

| B&W RATES | 1 TIME | 3 TIMES | 6 TIMES |
|-----------|--------|---------|---------|
| 1 pg      | \$940  | \$920   | \$890   |
| 1/2 pg    | \$770  | \$750   | \$725   |
| 1/4 pg    | \$610  | \$250   | \$500   |

### COLOR CHARGES

|          |        |
|----------|--------|
| STANDARD | \$650  |
| MATCHED  | \$850  |
| 4-COLOR  | \$1550 |

Full color charges also apply to fractional pages.

Bleed: no charge.

Institutional rate: \$1132

### INSERTS

|               |                              |
|---------------|------------------------------|
| 2-Page Insert | 2x Earned B&W Rate           |
| 4-Page Insert | 4x Earned B&E Rate           |
| Larger Units  | # of pages x earned B&W rate |

### COVER AND PREFERRED POSITIONS

|                 |                          |
|-----------------|--------------------------|
| Second Cover    | 35% over earned B&W rate |
| Third Cover     | 15% over earned B&W rate |
| Fourth Cover    | 50% over earned B&W rate |
| Other specified | 10% over earned B&W rate |

- Premium over earned b/w page rate. Non-cancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

### PAYMENT TERMS

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

### SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

**CONTACT:** Tel: (212) 460-1642 • E-mail: [advertising@springer.com](mailto:advertising@springer.com)

**PRINT ADVERTISEMENTS** deliver your brand and product message to a targeted audience of influential professionals. The credibility of our journal content is the vehicle that will deliver your value proposition. Maximize our flexible print ad options to capture the attention your brand deserves.

### MECHANICAL REQUIREMENTS

| SIZING              |       |       |
|---------------------|-------|-------|
| AD SIZE IN INCHES   | WIDTH | DEPTH |
| Full page           | 7     | 10    |
| 1/2 page Vertical   | 3 1/4 | 10    |
| 1/2 page Horizontal | 7     | 5     |
| 1/4 Page            | 3 1/4 | 5     |
| 2-Page Spread       | 15    | 10    |

**Bleed:** Plate size: 8 1/2" X 11 1/4".

**Trim size:** 8 1/4" X 11".

- Keep live matter at least 1/4" from all sides.
- On 2-Page spread 1/8" on the outside and 1/4" in the gutter will trim off.

**Printing Process:** web

**Paper stock within journal:**

- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

**Type of Binding:** Perfect

**Halftone:** 133

**CONTACT:** Tel: (212) 460-1642 • E-mail: [advertising@springer.com](mailto:advertising@springer.com)

### INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

**Two-page insert:** 8 1/2" X 11 1/4".

**Four-page insert:** 17" X 11 1/4" (before folding). Keep live matter 1/4" from trim.

**Stock weight:** Maximum 80 # gloss.

**Quantity:** Amount from "total circulation" plus 10% "additional". It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.

**Closing date:** Same as ad closing date.

### PRODUCTION REQUIREMENTS

**Electronic file format:** PDF, JIFF, or TIFF format.

### INSERTS SHOULD BE SENT TO:

The Mathematical Intelligencer • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331



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**Our Advertising team focuses on two online advertising options:**

**Banner Ads** - An embedded ad placed on our research site SpringerLink.com. **NEW\* Positioning for 2015:** sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

**e-TOC Alert** - An **EXCLUSIVE** right to advertise in our reader-subscribed email blast, on a per issue purchase basis. This alert details a summary of future content in the upcoming journal issue. Sized at 468x60, it is placed directly above the content listing in the email. These alerts have the **highest click-through rates** of all Springer e-products.

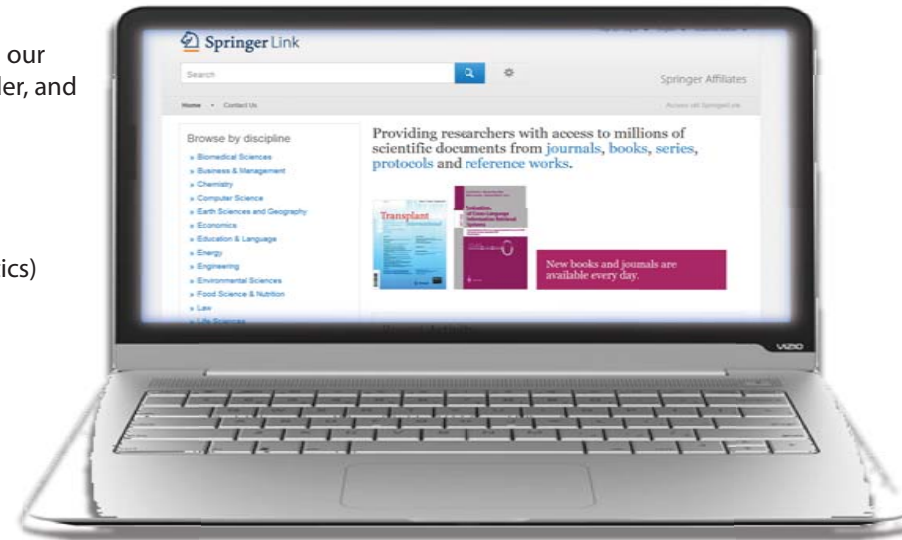
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### SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2014 SpringerLink.com had 122 million unique visitors and 228 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 2,700 scientific journals
- On average each journal reaches about 280 E-Toc Subscribers  
(Numbers may vary due to fluctuation and popularity of journal)





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With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

*Please contact your sales representative, for more information about online advertising opportunities.*

### CONTACT INFORMATION

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**E-mail: [advertising@springer.com](mailto:advertising@springer.com)**

#### Inserts should be sent to:

**The Mathematical Intelligencer**  
**The Sheridan Press**  
450 Fame Avenue  
Hanover, PA 17331

#### Contracts and Patch Orders should be sent to:

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**Fax: 856-768-0064**  
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