

The Mathematical Intelligencer



2015 Media Information

As the world's second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 2,700 scientific journals every year. Through advertising, article reprints, bulk sales, and custom projects, we can help you to make an impact on your audience.

Advertising Sales

233 Spring St., 7th Floor

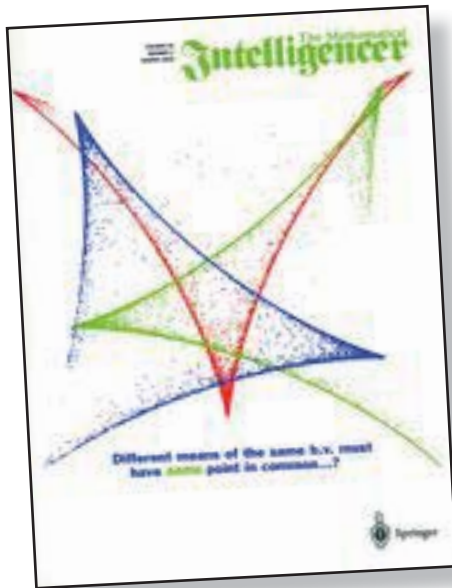
New York, NY 10013

Tel: (212) 460-1642

Fax: (212) 620-8442

E-mail: advertising@springer.com





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

MARJORIE SENECHAL
Department of Mathematics, Smith College

Associate Editor

GIZEM KARAALI
Department of Mathematics, Pomona College

Assistant Editor

ROBERT BURCKEL
Department of Mathematics, Kansas State University

Mathematical Tourist Editor

DIRK HUYLEBROUCK
Aartshertogstraat 42,
8400 Oostende, Belgium
e-mail: huylebrouck@gmail.com

Reviews Editor

OSMO PEKONEN
Agora Centre, P.O. Box 35,
FI-40014 University of Jyväskylä, Finland
e-mail: pekonen@mit.jyu.fi

Mathematical Communities Editor

MARJORIE SENECHAL
Department of Mathematics, Smith College,
Northampton, MA 01063 USA
e-mail: senechal@smith.edu

Mathematical Gems and Curiosities

SERGEI TABACHNIKOV
Department of Mathematics, Pennsylvania State Uni-
versity

Mathematically Bent Editor

COLIN ADAMS
Department of Mathematics, Williams College
Williamstown, MA 01267, USA
e-mail: Colin.C.Adams@williams.edu

Years Ago Editor

DAVID E. ROWE
Fachbereich 08, Institut fuer Mathematik
Johannes Gutenberg University
D-55099 Mainz, Germany
e-mail: ROWE@mathematik.uni-mainz.de

Stamp Corner Editor

ROBIN WILSON
Faculty of Mathematics, Computing, and Technology
The Open University
Milton Keynes, MK7 6AA, England
e-mail r.j.wilson@open.ac.uk



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

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

Full color charges also apply to fractional pages.

Bleed: no charge.

Institutional rate: \$1132

- 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

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

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



ONLINE ADVERTISEMENTS target the most active members of your target audience as they source information. Springer is a worldwide leader for providing dependable, essential e- information. Connect with your target audience with our online advertising options, or create a more robust impact with both print and online ads.

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.

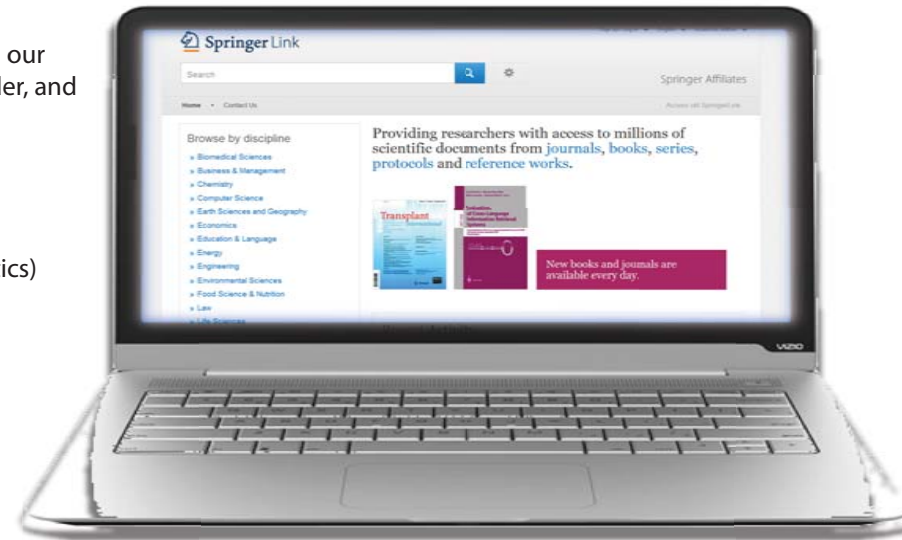
BROWSE OUR JOURNALS AT SPRINGERLINK.COM

SpringerLink is an integrated full-text database for journals, books, protocols, eReferences, and book series published by Springer, and offers free access to search, tables of content, abstracts, and alerting services. SpringerLink currently offers 2,777 fully peer-reviewed journals and 55,459 books online.

General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

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)





Advertise with Springer Healthcare

Springer Healthcare is a leading global medical communications provider. With 550 employees and 28 offices worldwide, we boast the largest global footprint in our industry. We are a part of Springer Science+Business Media, one of the world's leading global scientific and medical publishers.

With more than 40 years' experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

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

Advertising Material with color prints should be sent to:

Springer Corporate Sales
Attn: Advertising Sales Coordinator
233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: 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:

M.J. Mrvica Associates
Attn: Gennifer Davis
2 West Taunton Avenue
Berlin, NJ 08009
Tel: 856-768-9360
Fax: 856-768-0064
Email: gdavis@mrvica.com



<http://www.springer.com/journal/283>

The Mathematical Intelligencer

Editor-in-Chief: Senechal, M.

ISSN: 0343-6993 (print version)

ISSN: 1866-7414 (electronic version)

Journal no. 283