



# NAUTILUS

## About Nautilus

Nautilus is a new kind of science experience, weaving together the endeavors of human knowledge, belief and ideas into broad conversations that challenge, illuminate and educate. Sumptuously illustrated, unique, literary, and engaging, Nautilus attacks one monthly topic at a time with multidisciplinary and multimedia content; including essays, articles, video, graphic stories, photo essays and interactive tools. In each issue you hear from the world's leading scientists – but also from fiction writers, philosophers, journalists and artists. Across the broad expanse of theory, history, research, experimentation and experience, Nautilus is the journal for the scientist and the seeker.

## Press

**THE NEW YORK TIMES:** Dennis Overbye characterized Nautilus as the heir to “a wave of glossy monthly science magazines that were started in the late 1970s and early ‘80s, fueled by the belief that curiosity about the universe was not only part of the good life but a necessity in a democratic society facing decisions about nuclear energy, medicine, the space program and the arms race.”

**REAL CLEAR SCIENCE:** Named Nautilus to its list of Top Science News Sites. “As far as science journalism goes, Nautilus Magazine is the new kid on the block. But though it was just launched in May, the online magazine has differentiated itself with an innovative and classy look, as well as with informative, long-form stories.”

**GLOBE & MAIL:** Nautilus has an “approach and a design aesthetic that is more literary salon than lab bench. Instead of packaging science in bite-sized chunks like media fast food, Nautilus aims at something like a multicourse meal for the mind by exploring a single theme every month.”

## Awards

- 2014 Webby Award – Science
- 2113 Folio Eddie & Ozzie magazine awards, in all three nominated categories, Best Full Issue, Best Web Site and Best Site Design.
- Library Journal's “Ten Best New Magazines” of 2013.
- Society for News Design, “2013 World's Best Designed” news site, shared with the New York Times.

## Statistic (since launch, April 29, 2013)

- Over 4M unique visitors
- Over 6M visits
- Over 8M page views
- Monthly - 600K+ visits, 500K+ uniques, 800K+ pageviews, 125K video streams
- 58% United States
- 42% International
- Education – 88% graduated college, 51% master's degree, 16% doctorate degree
- Age - 41% 25-34, 17% 35-44, 15% 18-24, 9% 55-64, 9% 45-54, 9% 65+
- Gender - 73% male, 27% female
- Acquisition – 65% desktop, 24% mobile, 11% tablet
- 58,000+ on Facebook
- 11,000+ on Twitter
- 9,000+ Nautilus Newsletter Subscribers
- The Nautilus print Quarterly has a circulation of 6,000. Subscription: 72% US and 28% international. Distributed in over 500 bookstores and newsstands in the US and Canada.
- Reaching influencers: 30% of our global online traffic is from the New York, San Francisco, Washington DC, London, Los Angeles and Boston metropolitan areas.

The most successful science magazine launch in a decade.