



2024 MEDIA KIT

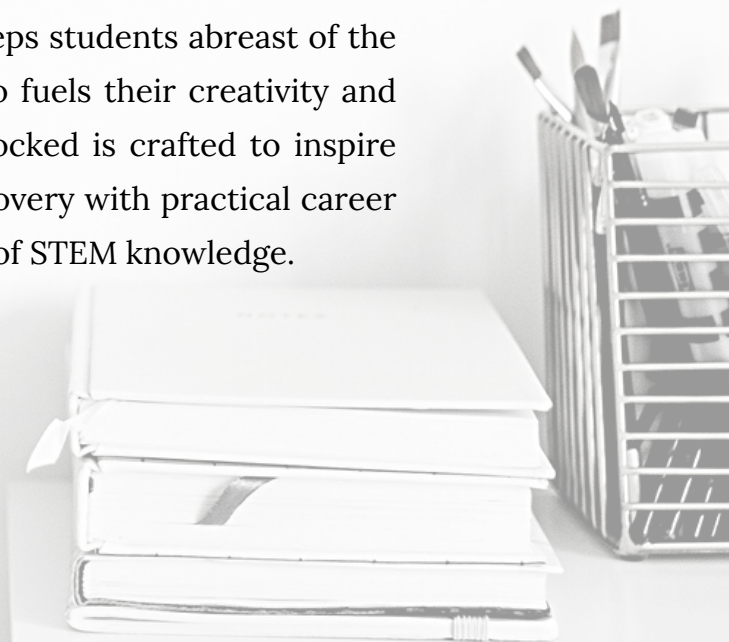


Empowering the Next Wave of

STEM INNOVATORS

STEM Careers Unlocked.com is not just a magazine; it's a beacon for the future of science, technology, engineering, and mathematics. Our mission is to ignite the passion and curiosity of the brightest minds in the STEM fields. As a cutting-edge publication, we are dedicated to bridging the gap between academic pursuit and professional success for college students deeply engaged in these disciplines.

Our vision is clear and focused: to create a vibrant and informative platform that not only keeps students abreast of the latest developments in STEM but also fuels their creativity and collaborative spirit. STEMCareersUnlocked is crafted to inspire and inform, blending the thrill of discovery with practical career guidance and real-world applications of STEM knowledge.





At the heart of STEM Careers Unlocked lies our commitment to connection. We understand that the journey from academia to industry is filled with challenges and opportunities. Therefore, we have tailored our content to serve as a dynamic link between talented students and the vast array of career possibilities in the biotech industry and beyond. Our pages are more than just a collection of articles; they are windows into the future of STEM, offering glimpses of emerging fields, insightful career advice, and inspiring success stories.

In every issue of STEMCareersUnlocked, students will find a unique mix of resources – from in-depth analyses of current scientific breakthroughs to interviews with leading professionals and explorations of cutting-edge research facilities. This rich content not only informs but also empowers our readers to make informed decisions about their career paths and positions them at the forefront of innovation.

Join us in nurturing the next generation of STEM leaders. STEMCareersUnlocked is more than a magazine – it's a journey towards a future where science and technology lead the way in shaping a better world.

A SYNERGY OF VISION AND PURPOSE

STEMCareersUnlocked is a proud extension of the Advice Tank ethos, seamlessly aligning with its core mission of empowering emerging professionals to navigate the complexities of their chosen careers. While Advice Tank casts a wider net, offering insights and tools across various professional landscapes, STEMCareersUnlocked zeroes in on the specific needs, aspirations, and challenges faced by students and young professionals in the STEM fields.

The partnership between STEMCareersUnlocked and Advice Tank represents a harmonious blend of general career wisdom and targeted STEM guidance. Both platforms share a foundational goal: to equip the next generation of professionals with the knowledge, skills, and insights they need to succeed in an increasingly competitive and evolving job market.

ENHANCING THE STEM JOURNEY

Advice Tank has established itself as a beacon for young professionals stepping into the vast world of Corporate America, offering resources that span from leadership development to effective communication strategies. STEMCareersUnlocked takes this a step further by focusing on the unique pathways within STEM careers. It provides specialized content that addresses everything from the latest technological advancements and research breakthroughs to practical advice on securing positions in top-tier scientific institutions and companies.

A BRIDGE BETWEEN ACADEMIA AND INDUSTRY

One of the most significant challenges in the STEM fields is translating academic achievements and theoretical knowledge into real-world success.


STEMCareersUnlocked and Advice Tank work in tandem to bridge this gap. While Advice Tank provides the tools for broad professional development, STEMCareersUnlocked offers a focused lens on how these tools can be applied specifically in science and technology sectors.

EMPOWERING THROUGH COLLABORATION

The collaboration between STEMCareersUnlocked and Advice Tank marks a significant step towards creating a comprehensive support system for aspiring STEM professionals. By combining Advice Tank's expertise in career development with STEMCareersUnlocked's specialized focus on science and technology, we offer an unparalleled platform that caters to every aspect of a STEM professional's career journey – from the lecture hall to the laboratory, and beyond.

Together, STEMCareersUnlocked and Advice Tank are not just guiding students and young professionals; they are shaping the innovators and leaders who will drive the future of science and technology.

WHO WE REACH: THE FUTURE OF STEM



STEMCareersUnlocked is tailored for a highly specific and dynamic audience: college students pursuing degrees in science, technology, engineering, and mathematics. These are individuals at the cusp of their professional lives, actively seeking guidance and inspiration as they transition from academic settings to the workforce.

DEMOGRAPHICS AND PSYCHOGRAPHICS

- **Age Group:** Predominantly aged between 18 and 25, these readers are tech-savvy, digital natives, accustomed to accessing information online and through social media platforms.
- **Educational Focus:** Enrolled in undergraduate or postgraduate STEM programs, they are engaged in fields that range from biotechnology and environmental science to mechanical engineering and computer science.
- **Career Aspirations:** Many are aspiring to break into competitive, cutting-edge industries, with ambitions to work in innovative fields like renewable energy, artificial intelligence, or space exploration.
- **Challenges and Needs:** These students often grapple with understanding the practical applications of their studies, seeking insights on how to transform theoretical knowledge into real-world skills. They are looking for mentorship, networking opportunities, and advice on navigating the early stages of their careers.



Media Consumption Habits

- **Digital First:** Our audience predominantly consumes content digitally, favoring platforms that offer quick, accessible, and engaging information.
- **Social Media Savvy:** Highly active on social media, they rely on platforms like LinkedIn for professional growth, YouTube for educational content, and Twitter or Instagram for news and trends in their fields.
- **Visual and Interactive Content:** There is a preference for content that is not only informative but also visually engaging and interactive. They appreciate multimedia formats such as videos, infographics, and interactive articles.

THE COMMUNITY ASPECT


A significant aspect of STEM Careers Unlocked's appeal lies in its community-oriented approach. Our readers are not just passive consumers of content; they seek interactive opportunities for learning and networking. They value platforms where they can discuss ideas, share experiences, and connect with like-minded peers and professionals.

In summary, the readership of STEM Careers Unlocked is a diverse, ambitious, and tech-forward group, eager to make their mark in the world of STEM. They seek not just information, but also inspiration, connection, and practical guidance to navigate the transition from academia to industry.



Check out our community at
<https://advice-tank-community.mn.co/>

DIVERSE THEMES FOR A DYNAMIC AUDIENCE



STEMCareersUnlocked prides itself on offering a wide range of content themes, each designed to cater to the multifaceted interests and needs of STEM students. From breakthrough scientific developments to practical career advice, our magazine serves as a comprehensive resource for the next generation of STEM leaders.

1. **Latest STEM Developments:** At the Forefront of Innovation

- Focus: Covering cutting-edge research, technological advancements, and emerging trends in the STEM fields.
- Example Feature: "Tech Tomorrow" – a monthly spotlight on groundbreaking technologies and their potential impacts on society.

2. **Career Advice:** Navigating the Professional Landscape

- Focus: Providing guidance on career development, from crafting the perfect resume to succeeding in job interviews.
- Example Feature: "Career Pathways" – real-life success stories and advice from professionals in various STEM careers.

3. **Inspirational Stories:** The People Behind the Science

- Focus: Featuring the journeys and achievements of notable figures in the STEM community, both established and emerging.
- Example Feature: "Innovators' Insights" – interviews with leading scientists and engineers, sharing their experiences and motivations.

4. **Industry Insights:** Bridging Academia and the Market

- Focus: Exploring the relationship between academic research and industry needs, including analysis of job markets and employer expectations.
- Example Feature: "Industry Watch" – an analysis of current and future industry trends, and what they mean for STEM graduates.

5. **Interactive Content:** Engaging the Reader

- Focus: Incorporating interactive elements like quizzes, polls, and problem-solving challenges to engage readers actively.
- Example Feature: "Challenge Corner" – monthly challenges related to different STEM topics, encouraging practical application of knowledge.

6. Campus News: What's Happening in the Academic World

- Focus: Reporting on significant events, developments, and initiatives in universities and colleges globally.
- Example Feature: "Campus Roundup" – highlights of notable activities, research, and events from STEM institutions around the world.

Each issue of STEMCareersUnlocked is carefully crafted to ensure that it is not only informative but also inspiring and engaging. Our content is designed to resonate with our readers' aspirations, challenges, and curiosity, making STEMCareersUnlocked an indispensable resource for anyone passionate about the fields of science, technology, engineering, and mathematics.

Connect with Tomorrow's STEM Leaders Today

1. Traditional Advertising:

- **Print Ads:** Available in various sizes and placements within the magazine, these ads offer a classic way to showcase your brand or product.
- **Digital Ads:** Featured on the STEMCareersUnlocked website and e-magazine, digital ads provide an interactive way to engage with our audience online.

2. Sponsored Content:

- **Custom Articles:** Collaborate with our editorial team to create content that aligns with both your brand message and our editorial standards.
- **Special Features:** Sponsor a specific column or feature in the magazine, aligning your brand with a particular area of STEM.

3. Featured Listings:

- **Lab & Office Spotlights:** Ideal for companies in the biotech industry, these listings highlight your facilities, innovations, and work environment.
- **Job Listings:** Directly reach students and recent graduates by featuring your company's open positions in a dedicated section of the magazine.

4. Custom Advertising Solutions:

- **Bespoke Campaigns:** Our team is equipped to develop tailored campaigns that align with your specific marketing goals, targeting our audience with precision.
- **Interactive Campaigns:** Utilize our digital platform for interactive campaigns, including webinars, virtual tours, or online contests.

5. Event Sponsorships and Collaborations:

- **Event Partnerships:** Sponsor or partner with events and webinars hosted by STEMCareersUnlocked, connecting directly with our audience in a dynamic setting.
- **Workshops and Seminars:** Collaborate to host workshops or seminars that provide educational value to our readers while promoting your brand.

STEMCareersUnlocked offers a unique platform for organizations to reach an engaged, dynamic audience of STEM students and early-career professionals. With a variety of advertising options, we can help you meet your marketing objectives, whether it's increasing brand awareness, launching a new product, or recruiting top talent.



6. Advertorials:

- Expert Interviews: Feature your company's experts in interviews or roundtable discussions on relevant STEM topics.
- Product Reviews: Have your products or services reviewed by our team, offering an authentic perspective to our readers.

7. Social Media Collaborations:

Social Media Features: Leverage STEMCareersUnlocked's social media presence for promotional posts, stories, or features that highlight your brand.

Why Advertise with Us?

STEMCareersUnlocked is more than a magazine – it's a gateway to the future of STEM. Our readers are not only the bright minds of today; they are the leaders, innovators, and influencers of tomorrow.

By advertising with us, you gain access to this vibrant community, ensuring your brand resonates with the next generation of STEM professionals.



Your Gateway

TO THE FUTURE OF STEM

OUR RATES

At STEM Careers Unlocked, we offer a variety of advertising options tailored to meet different goals and budgets. Our comprehensive packages are designed to maximize your reach and impact within the STEM community. Below is an overview of our advertising rates and special packages.

Standard Advertising Rates:

1. Print Ads:

- Full Page: \$3,500
- Half Page: \$2,000
- Quarter Page: \$1000

2. Digital Ads:

- Banner Ad on Website (per month): \$1,500
- Sidebar Ad in E-magazine (per issue): \$1,000



Get in touch now for a spot in 2024 issues!

OUR RATES: *Cont.*

SPONSORED CONTENT & FEATURES:

- Custom Article (up to 1000 words): \$2,500
- Special Feature or Interview: \$3,000

FEATURED LISTINGS:

- Lab & Office Spotlight (per issue): \$2,500
- Job Listings Section (per listing): \$500

CUSTOM ADVERTISING SOLUTIONS:

- Bespoke campaigns and interactive content: Pricing available upon request.

SPECIAL PACKAGES:

1. Starter Package: Ideal for small businesses or startups

- Includes half-page print ad and sidebar digital ad.
- Package Rate: \$1,500

2. Premium Package: Perfect for established companies seeking maximum exposure

- Includes full-page print ad, banner ad on website, and custom article.
- Package Rate: \$5,000

3. Event Sponsorship Package: Gain exclusive visibility at our webinars and virtual events

- Includes event sponsorship, feature in event promotions, and post-event digital ads.
- Package Rate: Pricing varies based on the event.

Special Offers:

- 10% discount on any package for new advertisers.
- 15% off for annual contracts.

Contact for Advertising Inquiries:
To learn more about these opportunities or to tailor a package that suits your specific needs, please contact our advertising team:

- Email:

partners@STEMCareersUnlocked.com

- Phone: 213-915-6017

- Website:

www.STEMCareersUnlocked.com

2024 EDITORIAL CALENDAR

ISSUE	THEME	MATERIALS DUE	PUBLISH MONTH
1Q2024	The Innovation Issue Transformation “Reset Your Career Goals”	3/1/2024	MARCH
2Q2024	The Self-Awareness Issue Pause, Reflect, Pivot	4/19/24	MAY
3Q2024	The Vision Issue: Trailblazers and Future Leaders in STEM	08/16/24	SEPTEMBER
4Q2024	Recap – A Year in Review “A Time To Give... “	11/01/24	DECEMBER

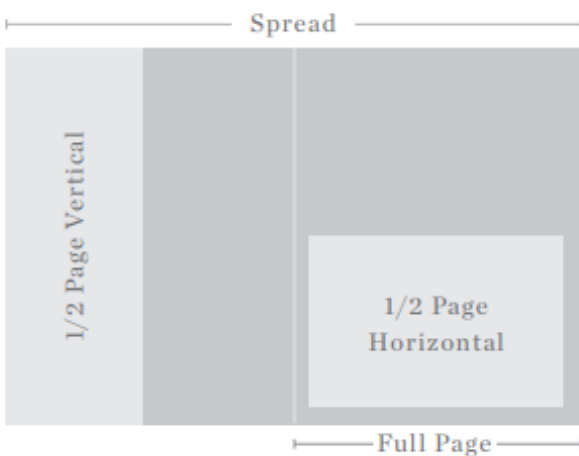
In Every Issue:

- Profiles in leadership
- Editor’s note
- Professional development tips
- Best Practices in DEI

Print File Specs

4-COLOR SPACE	LIVE (W"xH")	TRIM (W"xH")	BLEED (W"xH")
Spread, bleed	15.375 x 10.5	15.75 x 10.875	16 x 11.125
Full-page, bleed	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125
1/2-page vertical, bleed	3.625 x 10.5	4 x 10.875	4.125 x 11.125
1/2-page horizontal, no bleed	7 x 4.9375	7 x 4.9375	-
Inside Back Cover	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125
Inside Front Cover	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125
Back Cover	7.5 x 10.5	7.875 x 10.875	8.125 x 11.125

- All dimensions are in inches.
- 4-color process only. No spot color.
- Non-bleed elements must be a minimum of 3/16" from trim margin.
- Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks within bleed area).
- A contract color composite proof should accompany all ad file submissions.
- All rates and advertising transactions are subject to SUCCESS's terms and conditions.



Thank You!

At STEMCareersUnlocked, we are always eager to explore new partnerships, collaborations, and advertising opportunities. Whether you're interested in connecting with the brightest minds in STEM, showcasing your organization, or sharing your innovations, our team is here to help you make the most of these opportunities.

Our team at STEMCareersUnlocked is dedicated to building meaningful connections and fostering a vibrant STEM community. We look forward to collaborating with you and exploring the many ways we can work together to inspire and educate the next generation of STEM professionals. Don't hesitate to reach out to us with any inquiries, ideas, or proposals you may have!



WWW.ADVICETANK.COM