

# physicsworld

## MEDIA INFORMATION 2025

**More than 99% of readers**

consider *Physics World* to be a reliable source

**More than 90% of users**

would recommend the site to colleagues or friends

More than  
**360,000**  
monthly page views

More than  
**265,000**  
active users monthly

Magazine readership more than  
**60,000**

More than  
**4 million**  
podcast downloads across both titles since launch

More than  
**70,000**  
weekly newsletter subscribers

# About us

## A MESSAGE FROM THE EDITOR-IN-CHIEF



Whether you're a physicist in academia or industry, a student or someone who once did physics but is now in a different field, *Physics World* is here to keep you up to date with the latest breakthroughs across the whole of physics and beyond.

Thanks to an award-winning team of professional science writers and editors, it provides a global audience with a unique mix of daily news, opinion and analysis along with the highly respected Weekly and Stories podcasts.

*Physics World* aims to be the most trusted provider of physics news, with content that seeks to inform, educate, entertain and connect a global scientific readership.

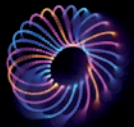
**Matin Durrani**, editor-in-chief, *Physics World*

### ELEKTA

"Our IOP representative and the science writers and management actually speak to us and check it's right for us – it's a win win. You can tell they care and want to help us achieve our goals."

### HUBNER PHOTONICS

"Advertising with *Physics World* for several years has significantly boosted our product visibility within the academic and research communities. *Physics World*'s comprehensive reach and targeted audience have been invaluable in enhancing our marketing strategy and driving engagement with our products."



Topics covered on  
physicsworld.com



Astronomy and space



Biophysics and bioengineering



Culture, history and society



Instrumentation and measurement



Mathematics and computation



Optics and photonics



People



Scientific enterprise



Atomic and molecular



Condensed matter



Environment and energy



Materials



Medical physics



Particle and nuclear



Quantum



# Physics World magazine

PHYSICS WORLD



The most trusted and respected provider of science news, features and commentary for the global physics community.

Published for more than 30 years, with 12 issues a year, advertising in *Physics World* positions your products and services alongside our must-read content.

- Raise awareness of your brand to a large number of purchasing scientific professionals worldwide.
- Our topical and engaging content provides the perfect environment to convey your marketing message, and our selection of special issues provide the ideal platform to target specific sectors within physics.

## Special topic issues in 2025

*Physics World* will publish three special issues in 2025 focused on specific topics



Optics and photonics  
– May



Medical physics  
– July

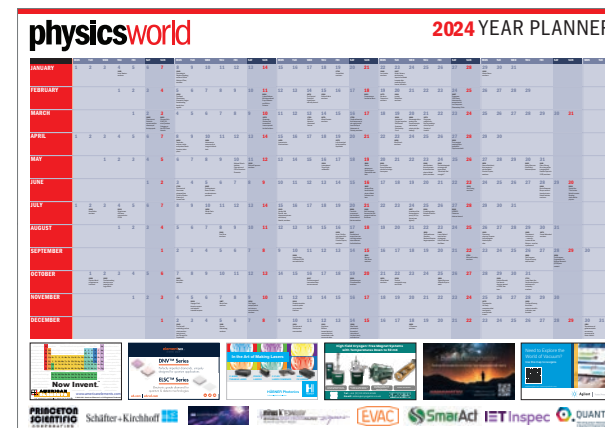


Materials  
– November

*“Physics World provides great insights into how physics is applied to real world problems and can have a hugely positive impact on people’s lives”*

MAGAZINE READER, Audience research

## WALL PLANNER



Showcase your brand alongside our sought-after wall planner, distributed with the December issue of *Physics World*.

- Maximize your marketing budget by gaining 12 months of exposure from one activity.
- Limited advertising positions enable your brand to speak louder.
- Reach a wider audience. Wall planners are often used in communal areas or shared laboratories – this will enable your brand to gain visibility by a wider demographic.

More than  
**14,000**  
LinkedIn  
followers

More than  
**7000**  
LinkedIn newsletter  
subscribers

More than  
**550,000**  
Facebook  
followers

More than  
**80,000**  
YouTube  
subscribers

# Physics World magazine

## SHOW DISTRIBUTION

In addition to distribution to the membership of the Institute of Physics, *Physics World* is sent to key events and relevant institutes or facilities throughout the year. Contact us for the most up-to-date list.

### January issue

- ASTRO – AAS
- SPIE.Photonics West
- BIOS
- Quantum West
- Quantum Tech Qatar

### February issue

- Biophysical Society Annual Meeting
- Pittcon

### March issue

- Interdisciplinary Surface Science 25
- Physics of Life 2025
- APS Global Physics Summit
- DPG Spring Meetings
- JSAP Meeting

### April issue

- PVSAT 25
- Quantum.Tech USA
- Magnetism 2025
- Joint APP HEPP conference
- 51st Plasma Physics Conference
- Nuclear Physics Conference

### May issue

- 68th Annual SVC Technical Conference
- 247th ECS Meeting
- LASER 2025
- 63rd Annual PTCOG Conference

### June issue

- Condensed Matter and Quantum Materials
- Optica Quantum
- IPAC25

### July issue

- International Conference on General Relativity and Gravitation
- AAPM

### August issue

- SPIE Optics and Photonics

### September issue

- IVC

### October issue

- Battery Show USA
- ECS Fall meeting

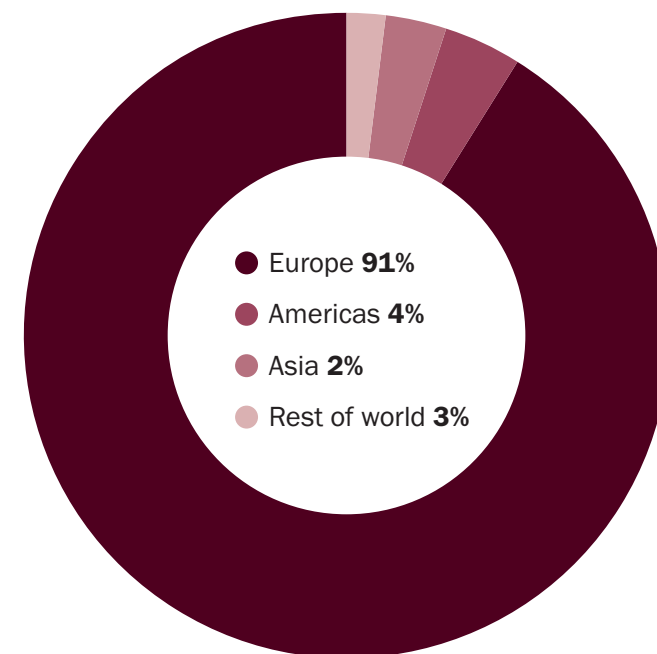
### November issue

- 2025 MRS Fall Meeting
- Semicon Europa

### December issue

- AGU

## GEOGRAPHICAL DISTRIBUTION OF MAGAZINE READERS





# Physics World Digital

physicsworld

Magazine

Latest

People

Impact

Collections

Audio and video

TOPICS

magazine

Welcome to the new way to enjoy *Physics World* magazine

Easy-to-use digital editions that include all the content you know and trust but available whenever and wherever you want it

What's new?

The new way to enjoy *Physics World* allows you easy access to all the available editions of the monthly magazine at the touch of a button.

- Get issues of *Physics World* the moment they are published
- Choose to read as a PDF-based e-magazine or as individual online articles
- Access on desktop, mobile or tablet
- Search within issues to find content
- Bookmark your favourite articles to read later
- Download issues to enjoy offline
- Explore the story behind the story with audio and video

Browse the available editions of *Physics World* now

Physics *World* monthly issues are exclusively available to members of the Institute of Physics. Not a member? See the [full archive](#) for our free-to-read content or visit the [IOP site](#) to learn more about how to join.

Are you an IOP member and want to get started?

To access the new digital editions of *Physics World*, create an account on the *Physics World* website. This is separate to any IOP accounts you may have. Follow the instructions during registration to confirm your IOP membership – you'll only need to do this once. When you've finished creating your *Physics World* account make sure you're signed in to the *Physics World* website and you'll be able to access all the monthly issues of the magazine.

Want to go straight to the latest issue?

Physics *World* September 2023 is now available as a PDF-based e-magazine or as individual online articles.

Read the issue here

Want to find back issues?

Quick links to all the previous editions of *Physics World* are available in the [magazine archive](#), including our free-to-read subject-focused Briefings series and the *Physics World* Careers guide.

Got a problem or want to know more?

Check out our [FAQs area](#). You can find out information about accessing the content, using the e-magazine and offline options, plus details of who to contact if you need more support.

physicsworld

VIDEOS

Filmed at Photonics West 2023, *Avantes* exhibit their new *Pacto spectrometer* – a compact device that's designed to be embedded in other systems.

watch now

Want even more content?

Get more from *Physics World* without waiting for the next issue. The same great journalism and science writing you trust but delivered to you daily.

- Read updates on the latest research as soon as they happen
- Get notifications of new articles direct to your browser
- Access more than 20 years of online content
- Discover news and innovation across 13 dedicated scientific areas
- Explore special content collections on trending topics and key issues
- Tune in to online presentations and live events

Visit the homepage to see what's happening in physics right now

Explore more great content here

Increase your chances of being seen with the new, improved *Physics World* digital magazine.

*Physics World* is now available in an easy-to-use, digital format. A wide variety of advertising opportunities are available, with augmented advertising opportunities available in the digital edition.

- Reach a wide audience as *Physics World* monthly issues are exclusively available to members of the Institute of Physics the moment the issue is published.
- All print adverts are automatically included, with all links to your websites and emails active.
- Upgrade your print advert in the digital to include audio or video.

Digital issue  
**Free to read**  
for all IOP  
members

physicsworld

Contents: September 2023

0:00 / 11:48

Muography

Cosmic muons (long means to peer into volcanoes and cyclones. To learn more, read our feature on pages 23-24)

Cold start

The early history of laser cooling, part one of a series of three features 28

Cosmic and Neutrino Spectroscopy

Investigating transformation materials 28

Quanta

Research Updates

Puzzle over two-faced star • Head of short fast micro bursts • Squid-like material controls light • JWST's first ex-early universe • Fungi used to build structures • Laughlin statue seen in ultracold atoms • Monitor detects coronavirus in real time

News & Analysis

New AI tool superconducts creates a stir – but many find it hard to replicate claims • Theorist reviews prefer significance over rigor • Space Prize targets a welcoming space industry • Warning over computational scientist's carbon footprint • New head for Oak Ridge National Laboratory

Comment

Openheimer: the movie • Denis Milne: 1967-2023

Transactions

Where could it be? James McKeown

Critical Point

Writing memories Robert P Oresake

Forum

How to think like a scientist James Kakkas

Features

Using cosmic muons to predict natural disasters

Michael Allen talks to the researchers who are using cosmic muons to plan the deaths of volcanoes, tropical cyclones and even restaurants waves 23

Cold: the early days of laser cooling

In the first of a three-part series, Chad Over talks the story of the pioneering first years of laser cooling and how the technique transformed atomic physics 28

Reviews

A manifesto for women in science Isabel Rabey • All the fun of the ferns Jon Standish 35

Careers

Engineering materials that could change the world Laura Nicolosi • Ask me anything: Sara Wood 38

Recruitment

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Multiphysics simulation software feeds the innovation of electric components, batteries, sound systems and other automotive parts. By building models that accurately represent the real world, engineers are able to develop, test and verify their designs faster.

comsol.com/feature/automotive-innovation

On the cover

Using means to peer into volcanoes and cyclones 23 (Shutterstock, Denis\_Begayev)

physics WEEKLY

Want even more great content from the world's leading physics magazine? Subscribe to the *Physics World Weekly* podcast to hear unique insights into the latest news, breakthroughs and innovations from the global scientific community.

# Physics World Briefings

*Physics World Briefings are the subject-focused supplements to Physics World.*

Our supplements offer a deeper dive into a key subject in physics, enabling readers to fully immerse themselves into the subject area. The digital version of each supplement offers all the enhanced features of our main issue but is free to access, ensuring high visibility. With a 12-month distribution schedule, they are sent to key conferences, events, facilities and society partnerships throughout the year. Contact us for the most up-to-date distribution list.



## PARTICLE & NUCLEAR BRIEFING

Published in April

Bringing you the best of our recent coverage in these two areas, advertising in this supplement presents your company alongside the latest developments across the field.

### Show distribution

- IPAC
- PTCOG
- IBF 2025



## QUANTUM SCIENCE BRIEFING

Published in June

Published to coincide with Helgoland 2025, this special briefing will celebrate the International Year of Quantum Science and Technology. Included will be an exclusive section dedicated to native content, enabling you to share your story with the quantum community.

### Show distribution

- Quantum World of Photonics
- Condensed Matter and Quantum Materials
- Optica Quantum



## INSTRUMENTATION & VACUUM BRIEFING

Published in August

This briefing provides an annual review of how various equipment and vacuum technology is helping to fuel the latest scientific breakthroughs. It will be distributed at many of the world's leading vacuum conferences throughout the year.

### Show distribution

- Society of Vacuum Coaters
- AVS

physicsworld.com is the world’s leading physics news website covering all fields of physics, from astronomy to quantum science.

Helping scientists working in academic and industrial research stay up to date with the latest breakthroughs in physics and interdisciplinary science, we provide a global audience with a unique mix of daily news, opinion and analysis from our award-winning team of science writers and editors.

More than  
**360,000**  
monthly page  
views

Target  
**70,000**  
weekly newsletter  
subscribers

More than  
**265,000**  
active users  
monthly

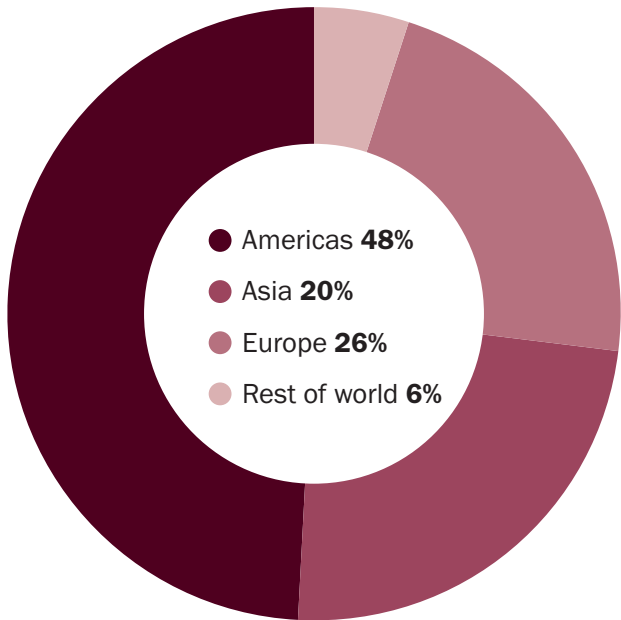
Online editorial specials

- Nobel prize (October)
- Breakthrough of the Year (December)
- Physics World Live (throughout the year)

Show preview articles

- ASTRO – AAS
- SPIE.Photonics West
- Biophysical Society Annual Meeting
- APS Global Physics Summit
- AAPM
- 2025 MRS Fall Meeting
- BiOS
- LASER 2025

GEOGRAPHICAL DISTRIBUTION OF USERS



AVERAGE MONTHLY CHANNEL PAGE VIEWS

Topic	Average monthly channel page views
Astronomy & space	57,000
Quantum	48,500
Materials	31,500
Medical physics	28,000
Optics & photonics	20,500
Particle & nuclear	18,200
Biophysics & bioengineering	15,500
Instrumentation & measurement	14,000

\*Figures are from Google Analytics, October 2024



## BANNER ADVERTISING

Put your message in front of more than 210,000 active users a month by displaying your advert in one of our digital banner spots.

Advertising packages can be tailored to your target audience by specific page, subject area or side wide.

Choose from banner advertising in premium online space above the page fold, within editorial content and popular topics.

## BANNER SIZES

### Leaderboard banner

970 x 90 pixels (responsive) + 300 x 250 (mobile)

The screenshot shows the physicsworld.com website with several banner advertisements. At the top, there's a navigation bar with the physicsworld logo and a search bar. Below the navigation bar, there's a section titled "optics and photonics" with a large article about "All-optical processors could compute any linear transformation, machine learning reveals". To the right of this article, there's a yellow banner for "ICE" (Probes with up to 52 Cu Ni Coax Lines). Below the article, there's a section titled "Researchers in the US have shown how all-optical processors could be used to carry out a range of linear mathematical transformations, including Fourier transforms." To the right of this section, there's a banner for "PRX ENERGY" (APCs waived until 2023). Below the article, there's a section titled "Metamaterials and metasurfaces" with a sub-header "Recent advances in photonics have led to the design of new metamaterials and metasurfaces, which are engineered to diffract light in very specific ways." To the right of this section, there's a banner for "quantum approved." (Laser Rack Systems). At the bottom, there's a banner for "quantum approved." (Laser Rack Systems) with a sub-header "Quantum Technology meets Primary Standards".

Top level

MPU

Sticky

300 x 250 pixels

The screenshot shows the physicsworld.com website with several banner advertisements. At the top, there's a navigation bar with the physicsworld logo and a search bar. Below the navigation bar, there's a section titled "Editor's choice" with a large article about "Quantum anomalous Hall insulator carries current in its interior, not just its edges". To the right of this article, there's a banner for "Quantum Design" (fusion scope). Below the article, there's a section titled "Research updates" with a sub-header "Neutrino fluids in supernovae could point to new physics". To the right of this section, there's a banner for "quantum approved." (Laser Rack Systems). At the bottom, there's a banner for "quantum approved." (Laser Rack Systems) with a sub-header "Quantum Technology meets Primary Standards".



# Digital advertising options

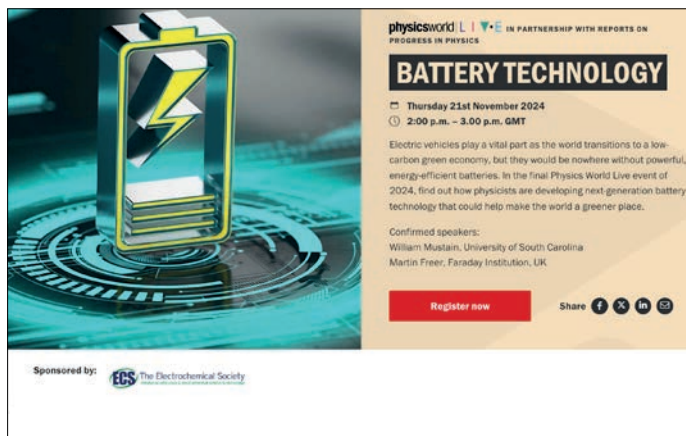
PW LIVE

## Welcome to physicsworld | L I ▼ • E

Physics World has partnered with prestigious IOP Publishing journal *Reports on Progress in Physics* to bring you a series of online panel discussions in which *Physics World* editors talk to leading scientists about a hot topic in physics. In each of these hour-long events, you will be able to put questions to panellists in a live Q&A.

### 2024 series

Three panel discussion were held, which proved to attract a high number of registrations. Each one can be sponsored – contact us for details.



physicsworld | L I ▼ • E IN PARTNERSHIP WITH REPORTS ON PROGRESS IN PHYSICS


### BATTERY TECHNOLOGY

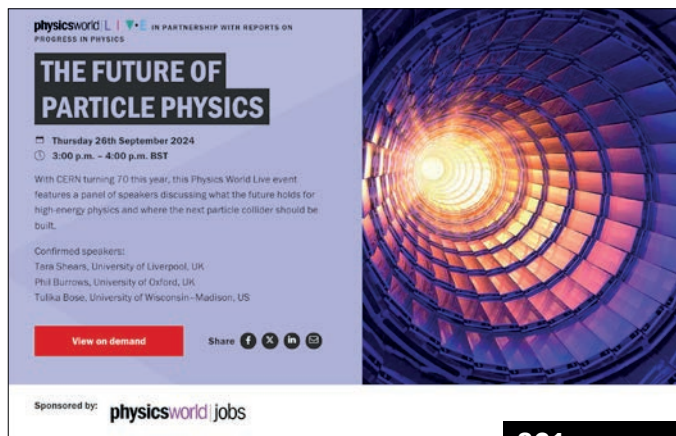
Thursday 21st November 2024  
2:00 p.m. – 3:00 p.m. GMT

Electric vehicles play a vital part as the world transitions to a low-carbon green economy, but they would be nowhere without powerful, energy-efficient batteries. In the final Physics World Live event of 2024, find out how physicists are developing next generation battery technology that could help make the world a greener place.

Confirmed speakers:  
William Mustain, University of South Carolina  
Martin Freer, Faraday Institution, UK

[Register now](#) [Share](#) [f](#) [x](#) [in](#) [e](#)

Sponsored by:  ECS The Electrochemical Society



physicsworld | L I ▼ • E IN PARTNERSHIP WITH REPORTS ON PROGRESS IN PHYSICS


### THE FUTURE OF PARTICLE PHYSICS

Thursday 26th September 2024  
3:00 p.m. – 4:00 p.m. BST

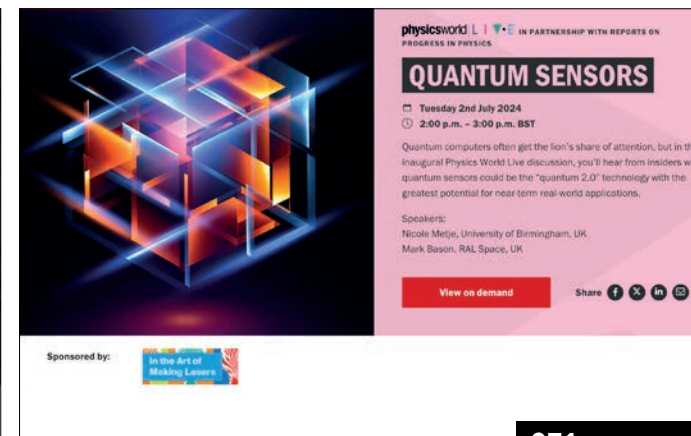
With CERN turning 70 this year, this Physics World Live event features a panel of speakers discussing what the future holds for high-energy physics and where the next particle collider should be built.

Confirmed speakers:  
Tara Shears, University of Liverpool, UK  
Phil Burrows, University of Oxford, UK  
Tulika Bose, University of Wisconsin–Madison, US

[View on demand](#) [Share](#) [f](#) [x](#) [in](#) [e](#)

Sponsored by:  physicsworld jobs

831 registrations



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### QUANTUM SENSORS

Tuesday 2nd July 2024  
2:00 p.m. – 3:00 p.m. BST

Quantum computers often get the lion's share of attention, but in the inaugural Physics World Live discussion, you'll hear from insiders why quantum sensors could be the "quantum 2.0" technology with the greatest potential for near-term real-world applications.

Speakers:  
Nicole Meije, University of Birmingham, UK  
Mark Bason, RAL Space, UK

[View on demand](#) [Share](#) [f](#) [x](#) [in](#) [e](#)

Sponsored by:  In the Art of Making Lasers

671 registrations

### 2025 series

The topics for 2025 will be Careers (March); Quantum (May); Medical (September); Space (November).

Get in touch to secure your slot early.

# Digital advertising options

## WEBINAR SHOWCASE NEW FOR 2025

Webinar technology is now widely available and many companies carry out their own webinar programme. In order to better promote the wide range of presentations available, at a more accessible and affordable price, we have introduced a new digital option: webinar showcases.

Launching soon, our new webinar showcase page will be heavily promoted to our known, global audience by our marketing team, including within our newsletters, on our social-media platforms and across *physicsworld.com*.

Our new calendar format means that your prospective audience can see at a glance when upcoming presentations are planned, yet the search function allows them to narrow down by subject area to quickly target the presentations that are relevant for them.

IOP Publishing

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[Magazine](#)
[Physics World Live](#)
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## webinars

### June webinars ×

**PEOPLE | WEBINAR**

**Semiconductor pioneer Richard Friend bags 2024 Isaac Newton Medal and prize**

📅 01.06.2025 ⌚ 14:00 - 16:00

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tincidunt neque lacus. Donec nec tellus in elit posuere consequat et id massa.

[Find out more](#)

### PEOPLE | WEBINAR

**Pioneers of AI-based protein-structure prediction share 2024 chemistry Nobel prize**

📅 01.06.2025 ⌚ 14:00 - 16:00

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tincidunt neque lacus. Donec nec tellus in elit posuere consequat et id massa.

[Show more +](#)

Tune into online presentations that allow expert speakers to explain novel tools and applications

*Physics World works with its corporate partners to showcase information that we feel may be relevant to you/ The content highlighted here has been created with and by individual partners. It is free to access but in some cases you may be asked to share your contact details with the relevant partner first before being granted access to the content immediately afterwards.*

**Want to host your webinar with us?**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In luctus turpis ex, at auctor



# Digital advertising options

## VIDEO



Bring your products, case studies or career opportunities to life and quickly engage with prospects and customers.

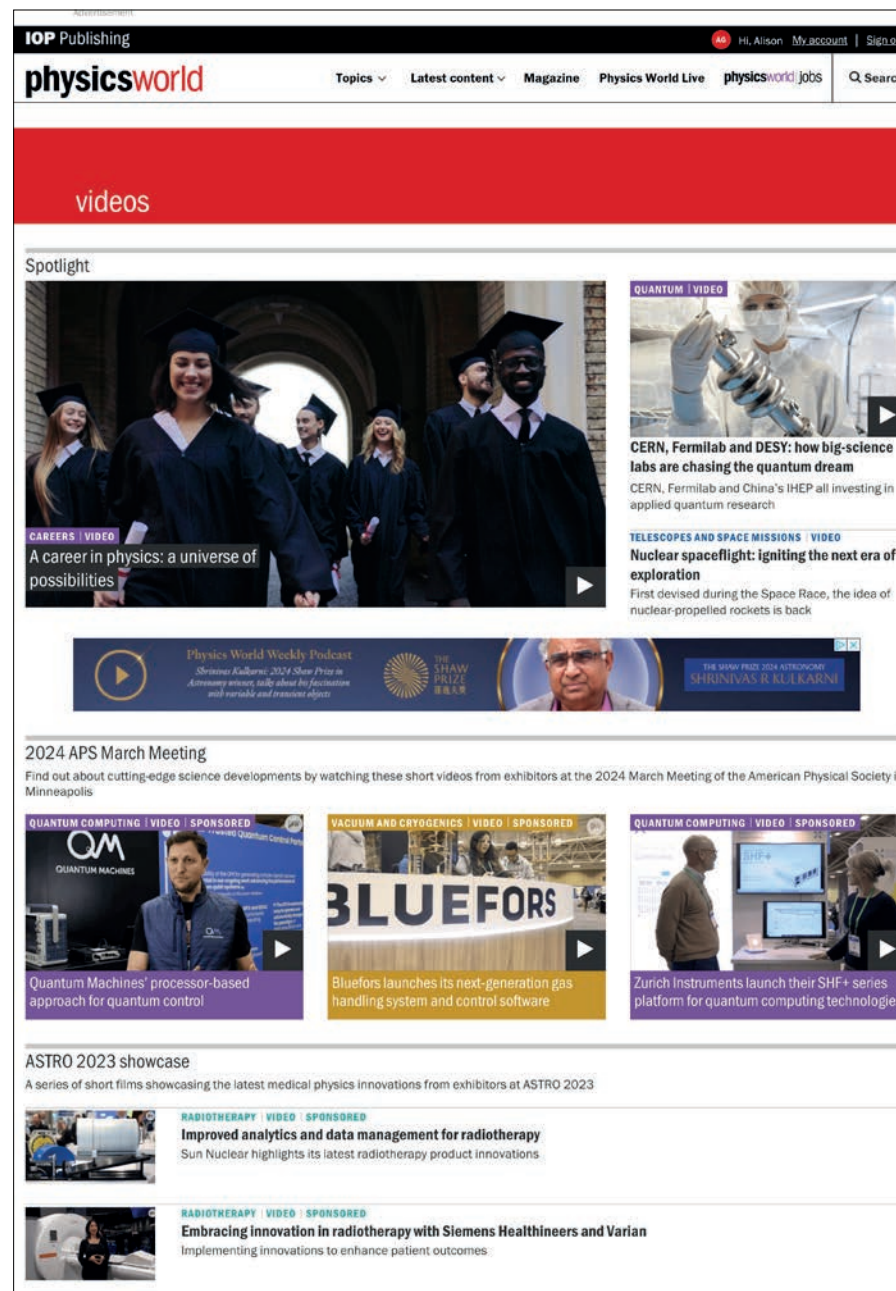
We offer the following services:

- Concept development
- Script writing
- Storyboarding of ideas
- Interviews
- Filming
- Production
- Voice-over artists

We can also film videos at key scientific conferences throughout the year, enabling you to easily interview customers or create a product showcase. After production, all videos will be promoted by our dedicated marketing team across our digital channels, including relevant social-media platforms and e-mail campaigns.

*Physics World* will be sending a video crew to the following conferences to film exhibitor booth videos:

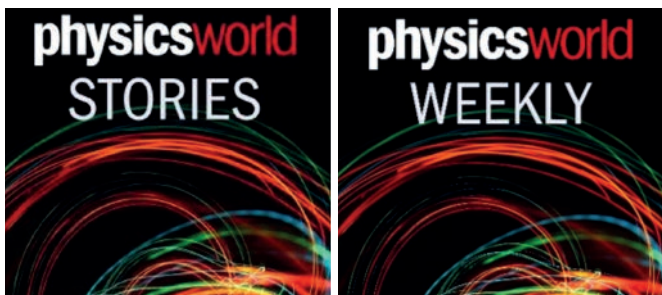
- Joint March Meeting and April Meeting: Global Physics Summit 2025
- ASTRO





# Digital advertising options

## PODCASTS



More people are consuming media through audio than ever before. Position yourself in the heart of the *Physics World* podcast to benefit from this trend.

- Benefit from editorial oversight from our experienced team of podcast editors.
- Your sponsorship message will be placed throughout the podcast to increase your brand visibility.
- Gain from the trust readers place in the *Physics World* editors by having your message read out by our podcast host.

Title	Frequency	Downloads
<i>Physics World</i> stories	Monthly	11,500 per episode
<i>Physics World</i> weekly	Weekly	6700 per episode

\*Figures are from Blubrry, November 2024

More than  
**4 million**  
downloads across  
both titles since  
launch



## NEWSLETTERS



Directly reach our audience of key decision makers by advertising within the *Physics World* newsletters.

- Tiered pricing models enable advertising to be available to suit your budget.
- Increase the impact of your other *Physics World* online advertising campaigns by taking out newsletter advertising at the same time.

Topic	Frequency	Subscribers
Highlights	Weekly	70,000
Materials	Quarterly	23,500
Medical physics	Monthly	19,500
Environment	Bi-annual	22,100
Careers	Bi-monthly	8000
Optics	Bi-annual	5600
Quantum	Bi-annual	950
Particle & nuclear	Quarterly	New in 2024

# Digital advertising options

## NATIVE ADVERTISING



A unique opportunity for your business to commission high-value content, showcasing your products, your people and your capabilities:

- Work with a dedicated editor who will talk with you to clearly understand your goals and will feedback on how they think this is best achieved as an article.
- Your article will be written by an experienced *Physics World* editor and published at time that best suits your objectives.
- Promotion of your articles through a number of marketing activities including e-mail and social-media activity.

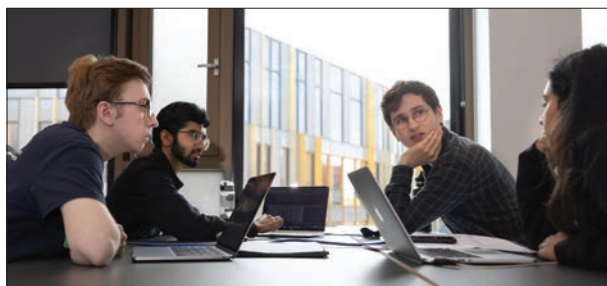
*“Creating our native articles was a very straightforward process – the majority of the legwork is done by the Physics World journalist. Working to a short set of our requirements, he was able to create a Physics World article that supports our marketing strategy, whilst reporting on the scientific research that our products are used for.”*

**RUSSELL HARDY, UHV**

## Print example in Physics World

Sponsored content: NQCC

### Skills development provides pathways into quantum workforce



**Opportunities for all:** The NQCC aims to provide accessible routes into quantum computing for people with different knowledge and experience, whether they are an established professional or just starting out on their career.

The UK's National Quantum Computing Centre offers a range of learning opportunities for people from diverse backgrounds to gain the skills needed to develop and program quantum computers

Whenever the quantum community comes together, there is always one thing that everyone can agree on: the need for more scientists and engineers with the specialist skills to build and operate quantum computers. Increased investment into the sector is certainly helping to swell the ranks of PhD students and early-career researchers with experience of both quantum hardware and software. However, their numbers are still likely to fall short of rising demand across academia, the burgeoning start-up sector, and larger organizations that are looking to develop their own capability in this transformative technology.

Skills development and training has therefore become a priority for the UK's National Quantum Computing Centre (NQCC) as it works to build a quantum-ready economy. "Our aim is to build a talent pipeline that offers accessible routes into quantum computing for people at all stages of their career," says Abby Casey, Quantum Readiness Delivery Lead at the NQCC. "We want to lower the barrier to entry, ensure that quantum computing is perceived as a desirable and attainable career option, and make it easier for people to imagine themselves as part of the future quantum workforce."

Some of the NQCC's activities are aimed at inspiring and supporting the next generation of quantum scientists and engineers. A summer school organized in collaboration with the University of Oxford offers sixth-form students an insight into quantum computing, and includes visits to local quantum companies to show how the technology has become a commercial reality. The NQCC also offers a growing number of summer placements across its technical and innovation teams, giving undergraduate

students direct experience of working in the quantum sector. "We want to provide opportunities for young people to participate, and to help them figure out whether this is a career they might be interested in," explains Casey.

At the post-graduate level, meanwhile, Casey and her team are now scoping wide-ranging support packages for a new clutch of Centres for Doctoral Training (CDTs) that will be focused on quantum technologies. In fact, the UK's National Quantum Strategy aims to train 1000 new PhD students across all areas of quantum science and engineering by 2033. Dedicated tutorials and training workshops will be run at the NQCC to help the students develop specific technical skills, and to provide them with a wider understanding of the quantum ecosystem and the impact of the technology on society. More tailored support to meet the needs of each CDT could include collaborative project work, access to quantum computing resources, community events, or placements at the national lab.

Equally important will be to enable specialists in adjacent fields – such as com-

20

Physics World June 2024

## Online example on physicsworld.com

**IOP Publishing** physicsworld Topics Latest content Magazine Physics World Live physicsworld jobs Search

### quantum computing

QUANTUM COMPUTING | ANALYSIS | SPONSORED

#### Skills development provides pathways into quantum workforce

22 May 2024 Sponsored by National Quantum Computing Centre

The UK's National Quantum Computing Centre offers a range of learning opportunities for people from diverse backgrounds to gain the skills needed to develop and program quantum computers

**Opportunities for all:** The NQCC aims to provide accessible routes into quantum computing for people with different knowledge and experience, whether they are an established professional or just starting out on their career. (Courtesy: NQCC)

Whenever the quantum community comes together, there is always one thing that everyone can agree on: the need for more scientists and engineers with the specialist skills needed to build and operate quantum computers. While increased investment into the sector is certainly helping to swell the ranks of PhD students and early-career researchers with experience of both quantum hardware and software, their numbers are still likely to fall short of rising demand across academia, the burgeoning start-up sector, and larger organizations that are now looking to develop their own capability in this transformative technology.

Skills development and training has therefore become a crucial priority for the UK's National Quantum Computing Centre (NQCC) as it works to build a quantum-ready economy. "Our aim is to build a talent pipeline that offers accessible routes into quantum computing for people at all stages of their career," says Abby Casey, Quantum Readiness Delivery Lead at the NQCC. "We want to lower the barrier to entry, ensure that quantum computing is perceived as a desirable and attainable career option, and make it easier for people to imagine themselves as part of the future quantum workforce."

**Inspiring and upskilling**

Some of the NQCC's activities are clearly aimed at inspiring and supporting the next generation of quantum scientists and engineers. A summer school organized in collaboration with the University of Oxford offers sixth-form students an early insight into quantum computing, and includes visits to local quantum companies to show how such a futuristic technology has become a commercial reality. The NQCC also offers a growing number of summer placements across its technical and Innovation teams, providing undergraduate students with direct experience of working in the quantum sector. "We want to provide opportunities for young people to participate, and to help them figure out whether this is a career they might be interested in," explains Casey.

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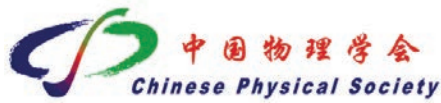
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# Wuli magazine

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Founded in 1932, the Chinese Physical Society (CPS) is an academic organization under the leadership of the China Association for Science and Technology. There are approximately 40,000 individual members.

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*Wuli* is a monthly magazine showcasing the latest developments in physics and related disciplines from all over the world, as well as reporting on the physics landscape within China. With 12 issues a year and published in Chinese language, advertising in *Wuli* is a great way to reach a targeted audience of researchers in China.

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### More about Wuli

- Wuli has a printed circulation of 9000.
- Wuli's website has a readership of approximately 500,000.
- The target audience are graduate students and above.
- The distribution plan for 2025 includes CPS Fall Meeting in October, 20th National Conference on Low Temperature Physics, 2th Conference on Applied Physics, 2025 Conference of Condensed Matter Physics.
- Special articles in 2024 include Special Topics in Applied Physics; Growth, characterization, and measurement of topological quantum materials; Commemorating the 110th anniversary of the discovery of relativity; Nobel prize special topics.

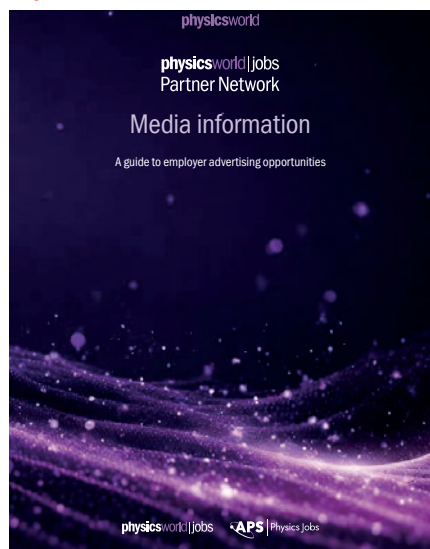


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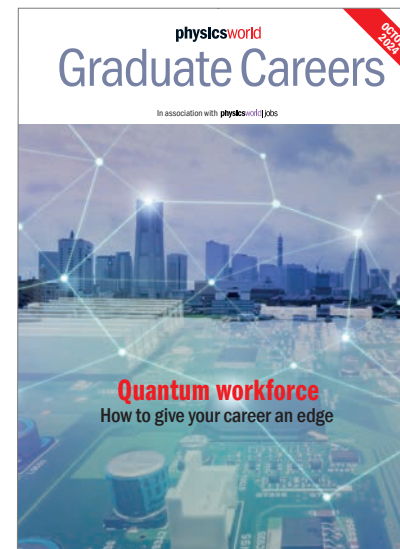
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