



NAUTILUS

16 **NOTHINGNESS**
Peering into the void

17 **BIG BANGS**
Suddenly, a new world

18 **GENIUS**
Off the pedestal



Bad Apple

NEWTON THE MISANTHROPE p. 18

WINTER 2015 Science Connected NAUTILUS



NAUTILUS

“Science Connected”

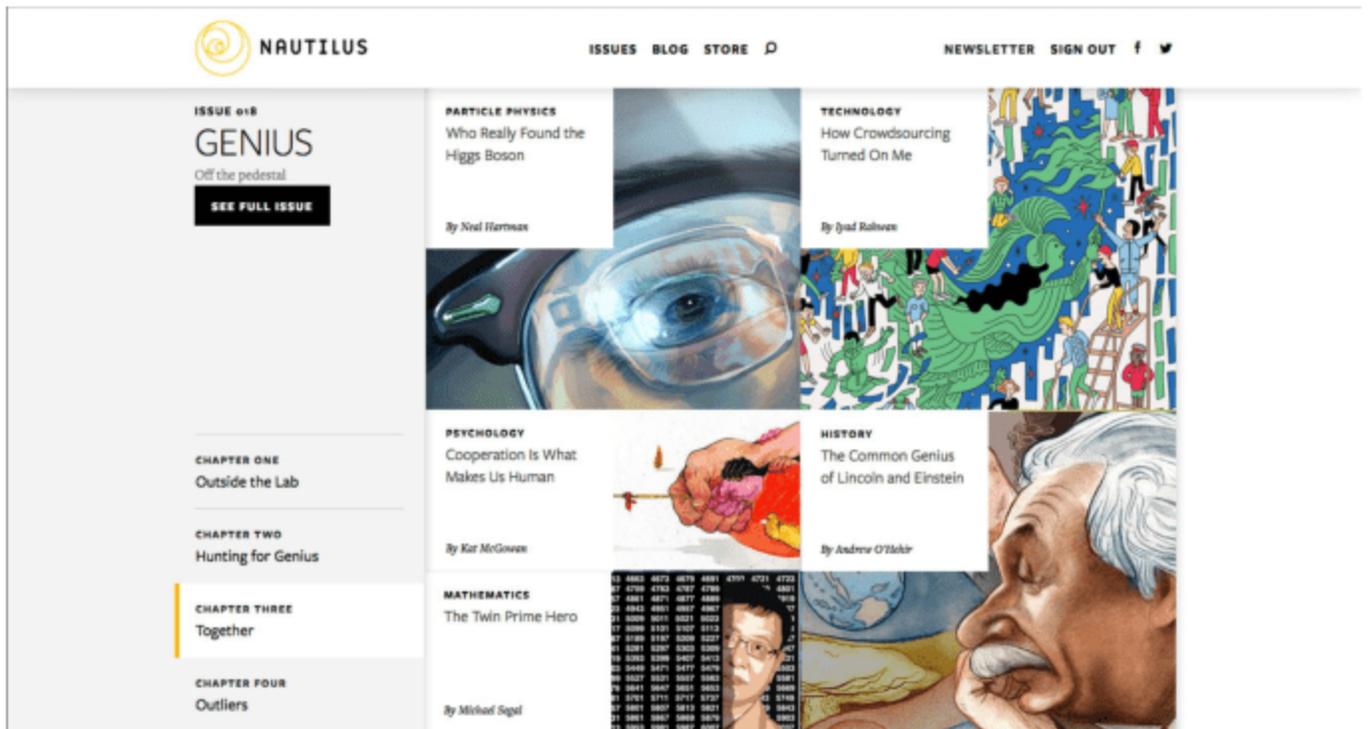
Nautilus is a different kind of science magazine. Online, in print and in the classroom, *Nautilus* leverages deep, undiluted, narrative storytelling to bring science into the largest and most important conversations we are having today. After all, that is where modern science—which is so personal, pervasive and transformative—deserves to be.

To do this, we explore a single monthly theme from multiple perspectives drawn from the sciences, culture and philosophy. Individual pieces of content make clear the context and implications of new science, and monthly issues reveal surprising connections among different sciences and between science and culture. Add in sumptuous, bespoke illustrations from some of the world’s best artists, video interviews and documentaries, graphic stories, photo essays, and interactive quizzes and games, and the result is clear: The best narrative science magazine on the planet.

We stand apart in a popular science media market that is largely short, fast and newsy. The value proposition for the average media consumer is that they should care about science because it is gee-whiz, or has some near-term practical implication. Which it is, and does. But there is a deeper reason to care about science: It is advancing age-old questions and stories, and changing how we understand ourselves. This richer involvement of the science reader requires a literary and nuanced presentation, and giving the audience the credit they deserve. The time to do this is now. There has never been a greater need for the public to understand science: It is changing our world faster and more profoundly than any other single force today, and is increasingly mixed into questions of global policy and competitiveness.

Into this gap between supply and demand steps *Nautilus*. We deliver the full depth and complexity of modern science to our reader with style and imagination. We challenge our readers, not just with deep and broad stories, but with imagining how those stories relate to each other. We provide compelling and unapologetically undiluted science narratives. We are a global brand for a new kind of literary science experience.

Nautilus is published by NautilusThink, a 501(c)(3) foundation, and has received generous support from the John Templeton Foundation, the Simons Foundation, the Howard Hughes Medical Institute and the Glenn Foundation for Medical Research.



Concept to Completion

Founded in June 2012 with a grant from the John Templeton Foundation, *Nautilus* took nine months to defined its editorial approach, assemble a talented staff of science PhDs, journalists and philosophers, design and build a unique award-winning website, commission its first issue (on “Human Uniqueness”), and launch on April 29, 2013.

Four months after our website launch, we published our first print *Quarterly*. Unlike most other media properties, we designed our print and web products simultaneously, so that they support each other. We have a robust and quickly growing print subscriber base that leverages our online content and award-winning illustration. Its innovative design, layout and high-quality printing have helped it become a collectible. Sales are driven by converting some of the millions of visitors to our website to our store, and by our presence in over 1,000 retail outlets including Barnes & Noble and Whole Foods in the United States and Chapters in Canada.

Today *Nautilus* has established a global brand. Over 19 million people have visited the *Nautilus* website viewing, over 40 million pages. We have over 123,000 followers on Facebook and over 50,000 on Twitter. Another 30,000 have signed up for the *Nautilus* newsletter.

Critical Reception

Within a week of our launch, Dennis Overbye of *The New York Times* ran an article about the magazine, describing *Nautilus* as 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.”

A few months later, Canada’s *Globe and Mail* described *Nautilus* a “multicourse meal for the mind”, with an “approach and a design aesthetic that is more literary salon than lab bench.” *RealClearScience.com* named *Nautilus* to its list of best science websites. All within our first 90 days.



LIBRARYJOURNAL



In its first three years of publication, Nautilus has won over a dozen national awards including two National Magazine Awards in our first year of eligibility: one for General Excellence in Literature, Science & Politics, and a second for Website. The National Magazine Awards are the highest honor a magazine in the United States can win, and Nautilus is the only magazine in history to win two in its first year. The only other multiple-award winners in 2015 were New York Magazine, The New Yorker, and National Geographic. The average age of these three magazines is 90 years. In 2016 we won our third National Magazine Award for Cover Design & Style.

In 2014, Nautilus won the Webby Award for best science on the Internet. The Webby is considered the “Oscar” of the internet, and Nautilus was just one year old when it won. Nautilus was also a Webby honoree for Best Home Page. In the same year, two Nautilus stories were included in The Best American Science and Nature Writing compendium, and twenty-two original Nautilus illustrations were nominated for Society of Illustrators awards.

Nautilus was nominated for three Folio Eddie & Ozzie awards in 2013, then won all three: Best Full Issue, Best Web Site and Best Site Design, beating such illustrious publications as Scientific American, MIT Technology Review, Sports Illustrated and Travel & Leisure. Nautilus was named one of Library Journal’s “Ten Best New Magazines” of 2013. We also won the 2013 Society of New Design award for best website, along with The New York Times and Al Jazeera.

By the numbers, by popular response, and by critical reception, the message is the same: Nautilus is the most successful science magazine launch in a decade.

Audience Statistics

Since Launch 4/29/13

- 19 million unique visitors
- 30 million visits
- 40 million page views
- 3:00 average time on page

Monthly (February 2017)

- 1,047,000 sessions
- 717,000 visitors
- 1,506,000 pageviews
- >100K video streams

Demographics

- 58% United States - 42% International
- Education
 - 88% *graduated college*
 - 51% *master's degree*
 - 16% *doctorate degree*
- Age
 - 37% 25-34
 - 18% 35-44
 - 15% 18-24
 - 12% 45-54
 - 9% 55-64
 - 9% 65+
- Gender
 - 73% *male*
 - 27% *female*
- Acquisition
 - 59% *desktop*
 - 31% *mobile*
 - 10% *tablet*
- Social Media
 - >123,000+ on Facebook
 - >50,000 on Twitter
 - >30,000 *Nautilus* Newsletter Subscribers
- The *Nautilus* print edition has a circulation of 12,000.
 - Subscription 5,500
 - 72% U.S.
 - 28% international
 - Newsstand & Bookstore 5,000
 - US & Canada - 800 bookstores, newsstands & Whole Foods
 - U.S. sell-through 56%
 - Canada sell-through 42%
 - Institutional average 26%

Nautilus Digital/Print/Channels

Nautilus is published in three versions:

- Digital (desktop, tablet, mobile & ebook),
- Print *Quarterly* (subscription & newsstand)
- Nautilus Education (in beta)

Nautilus Online Edition

Divided into three broad sections:

- “The Grid” – The lead, feature section for *Nautilus*. Each Thursday a new “chapter” is published on the monthly theme containing original articles, essays, videos, quizzes, and interactive content.
- “Facts So Romantic” – The *Nautilus* blog, driving 25% of total traffic, delivers more news-focused, “webby” content from some of the nation’s top bloggers. New blogs are posted three-four times per week.
- Nautilus Channels – Vertical channels portals focusing on specific scientific fields as well as the work of some of the world’s most important scientific institutions.

The *Nautilus* Print Edition

Combines our best online content with original essays, infographics, and art:

- The print edition is 128 pages, published in a 7x10 inch journal format.
- Published in six times per year
- The print edition is distributed through direct-to-consumer subscription and single- issue sales. It is also sold in over 800 bookstores, newsstands and Whole Foods in the U.S. and Canada.

Nautilus Prime

Our premium digital subscription

- Unlimited access to Nautilus online (paywall allows seven free reads per month)
- Downloadable tablet versions of our print editions
- Downloadable ebook versions on our online issues

Nautilus Education

In beta development and testing:

- The new Common Core and Next Gen standards being adopted in the U.S. have placed an unprecedented emphasis on science literacy. But most existing science texts do not emphasize literacy, and most literary texts don't have science. The *Nautilus Education* text set intends to fill this gap. It contains articles from *Nautilus*, each accompanied by lesson plans and guides for teachers, bundled together into packages immediately usable in the classroom. Key science concepts like genetics and astronomy are explored through narrative storytelling and tailor-made artwork, letting science spill over its usual borders, and waking the imagination and interest of the student. The content is classified by the standards it satisfies, allowing teachers to easily demonstrate that they are satisfying the new Common Core.



How readers feel about *Nautilus*

Among our most gratifying reader responses was an email from Kevin Kromarek:

“Tonight, I was graced with the discovery of your website. At a time when I’m searching for inspiration, I feel so lucky to have stumbled upon it. As a 19 year old who is really trying to figure out how to positively impact the world around me as much as I can, it’s very helpful to have some insightful direction. Now I commence the long process of reading all of the articles. (I’m a frustratingly slow reader.) Everyone behind this project has my gratitude, as I’m sure what I read will inspire, as well as enlighten me, and will cause me to pursue far more in my life than I would have otherwise.”

His response joins countless others, some of which we compile below.

Why do you read *Nautilus*?

Nautilus 2014 audience survey

- Frankly, it's smarter than most published pieces (Discover, Popsci, etc) and it's much more detailed.
- More original, thought provoking articles, clustered around themes.
- Most distinct feature of *Nautilus* is its aesthetic appearance (both on web and of print). *Nautilus* is the best mixture of science and storytelling.
- In depth, well written, leading voices, diversity in opinions.
- Up through the Renaissance and the Enlightenment, all areas of study existed under the moniker of philosophy, including natural science. Nowadays, science writing has lost its sense of story because the straight facts have no room for wonder and awe, supposedly. *Nautilus* successfully blends story back into science, and it's wonderful to be a witness to that.
- Its content- always fresh and insightful.
- It's beautiful and elegant in every way!

- Much more thought-provoking, better storytelling, outstanding design. Visually stunning and surprising.
- It's edgy and digs deeper than other media.
- Nautilus* is probably the most intelligent publication I read. Large scope, matches my personal interests almost perfectly. *Nautilus* covers science intelligently, with a very large scope.
- Philosophy, systems, history.
- Insightful and complex explanations. It's very in depth and brings together disparate ideas.

How is *Nautilus* different from other media you regularly read?

Nautilus 2014 audience survey

- I read *Nautilus* because I like being amazed.
- To keep informed and inspired.
- Wonder and curiosity... A touch of wit.
- No other content producer, be it news or otherwise, exists in that precarious balance between science, philosophy, and art/aesthetics. *Nautilus* doesn't sacrifice any of the three for the sake of that balance - all facets are fantastic. Furthermore, every article I read makes me more curious about the world and humanity's role within it. I'd say any publication that can do that is worth its salt.
- Extremely interesting, thought provoking, cutting edge information otherwise unavailable in other magazines/media outlets.
- It stimulates my brain.
- To learn, to explore, and to feed a growing curiosity about the world we inhabit/create. I am drawn in by the art then stay for the science.
- Informative, innovative, topical, beautifully designed non-fiction. Like Radiolab (pre-2013, I guess). Plus the authors all seem to be wildly curious about the subjects of their

NAUTILUS SENIOR STAFF

John Steele – Publisher & Editorial Director

Previous – SVP Forstmann Little/IMG, HarperCollins, Envision Entertainment,
NBC News, CBS News
Education – BA Philosophy University of Utah

Michael Segal – Editor-in-Chief

Previous – Senior Editor Nature Nanotechnology
Education – PhD Electrical Engineering MIT, BS Physics University of Alberta

Kevin Berger – Features Editor

Previous – Senior Editor Discover Magazine, Features Editor Salon, Executive
Editor San Francisco Magazine
Education – MA English San Francisco State University

Peter DuCharme - IT & Operations Director

Previous – Principle Web Developer MIT Press
Education – BA Music Composition Berklee College of Music

Len Small – Art Director

Previous – Art Director Tablet Magazine, Web Designer R/GA, design work for
Martha Stewart Omnimedia, MTV, Razorfish
Education – MFA Design School of Visual Arts

Liz Peterson – Managing Editor

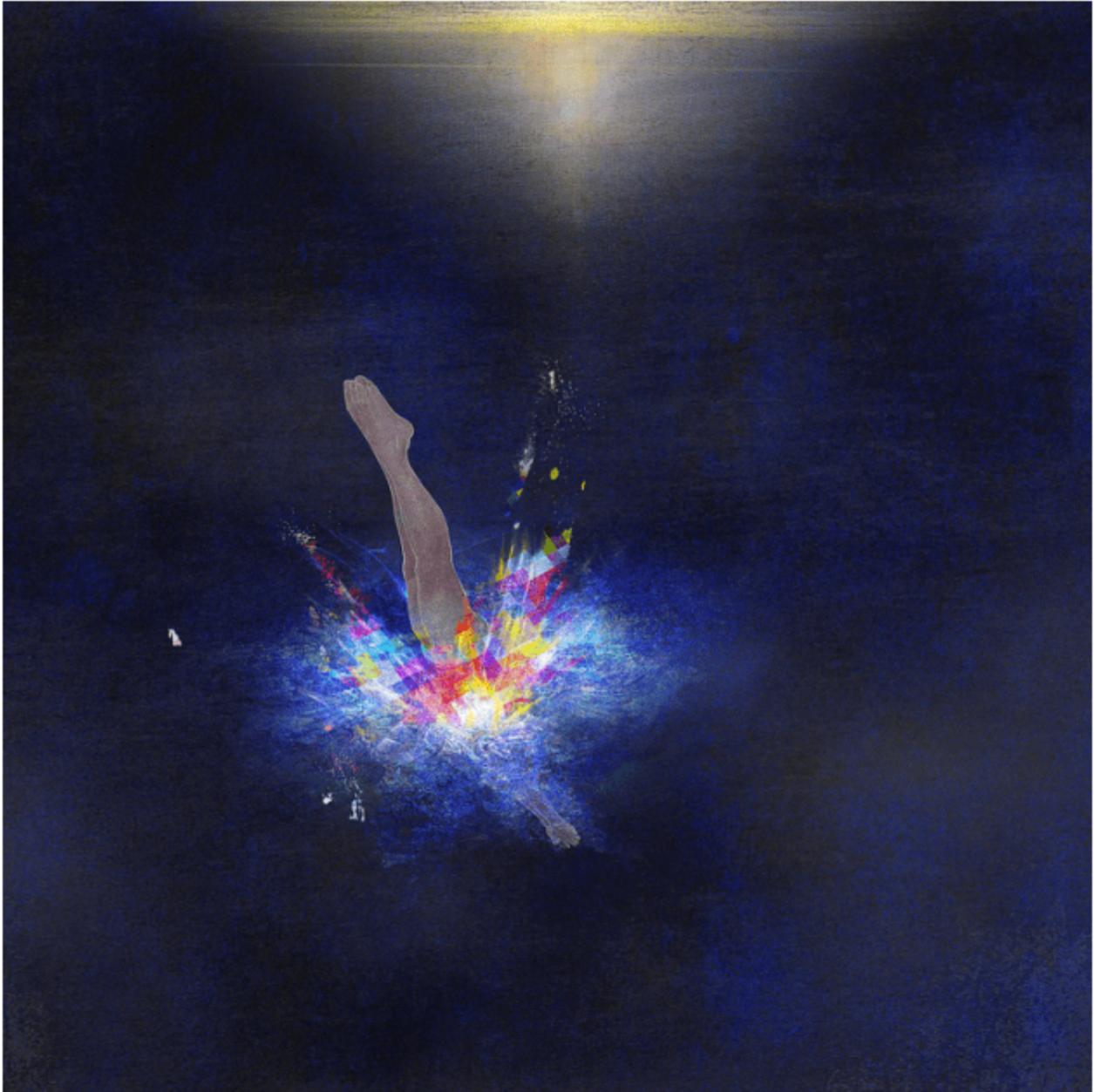
Previous – Production Editor, Forum Newsgroup
Education – MS publishing, NYU

Renata Guyfner – Finance Director

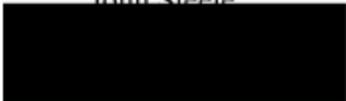
Previous – Finance & Operations Manager iNDELIBLE agency, Accountant
Floating Pointe Corp.
Education – Accounting NYU, BA Communications Rutgers University

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- **Ian Tattersall** Curator Emeritus, American Museum of Natural History
- **Geoffrey West** Distinguished Professor, Santa Fe Institute



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