

Cool Science (yes, it's possible!)

LiveScience brings readers into the world of science, health and technology in a new, interesting and accessible way. It most definitely won't make you think of your boring science class. We attract an audience that spans from the science curious to the science buff and everything in between – an audience looking for relevant, thought-provoking content.

Content that keeps them Clicking

From 5 Foods You Can Overdose On to 10 Things You Didn't Know About Dogs to Earth in the Balance: 7 Crucial Tipping Points – there is never a shortage of interesting content to keep our more than 4M monthly readers engaged and coming back for more.

Trusted Experts since 2004

The world of science becomes more accessible and expansive when explored by our team of experienced science reporters, editors and video producers. Each day the team sifts through the latest discoveries, myths and trends to bring forward a unique analysis of the topics that offer real insights for people's lives.

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **LiveScience** allows advertisers to buy contextually across current and in-depth content and to benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within LiveScience, visit:
techmedianetwork.com/our-brands/livescience.html

Targeted Reach Stronger than CNET

LiveScience is one of 16 owned and operated sites in TechMediaNetwork stable of content sites. This powerful Network **allows** you to reach your targeted audience with scale and with trusted, original, and current content.

- **Science Buffs**
- **Adults 18-49; 25-54 and 18-54**
- **In Market Tech Shoppers**

**comScore August 2011 Plan Metrics Report*

Award Winning Site

2008 and 2010 Webby Awards Official Honoree Selection



LiveScience Categories

- **Animals**
- **Environment**
- **Culture**
- **Video**
- **Health**
- **Technology**
- **History**
- **Strange News**



LiveScience is currently syndicated by:



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