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blog as a how-to resource for the science marketing community, using a monthly newsletter, white papers, and Q&A ' s with industry leaders to engage with this audience.

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Audience Report shows 6.2 percent average performance growth of the magazine sector in 2015 (pg 7). 2. Specifically, the Science & Technology magazine sector saw an almost 12 percent audience increase with a noticeable uptick in mobile access and video viewership (pg. 15).

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