MISSION

- Visuals that excite and stimulate curiosity
- A format that communicates briskly, in easily understood terms
- Content that not only educates, but often entertains and delights at the same time
- An approach that inspires visitors to dig deeper, to learn even more
Spring 2012
Elise Andrew creates IFLScience Facebook page. Receives 1,000 “likes” in first 24 hours. 6 months on, it receives 1 million likes.

Summer 2013
The first IFLScience live in Sydney, Australia, sells out 45 minutes.

Fall 2013
IFLScience.com launches. Generates over 10 million unique monthly visitors within the first month. I Love Science Store is launched.

Spring 2014
IFLScience grows from 8 million page views in January to over 148 million by July. Site ranked in US top 500 by Alexa.

Fall 2015
November saw the biggest visitors to IFLScience.com with over 50 million unique visitors.
2016 SIZE AND REACH

212 Million
Monthly Impressions

50 Million
Monthly Unique Visitors

25 Million
Facebook Page Likes

Source: Google Analytics
TRAFFIC

Source: Google Analytics

Mobile 70%
Desktop 25%
Tablet 5%

Canada 7%
UK 11%
US 50%
LATAM 3%
ROE 20%
APAC 4%
Australia 5%
**AUDIENCE**

- **Male**: 49%
- **Female**: 51%
- **Aged 18 – 34**: 67%
- **Commercial Businesses**: 73%
- **Household Income**: $74,100
- **Bachelor’s Degree or Higher**: 55%
- **Opinion Leaders**: 71%

WHY PEOPLE VISIT IFLSCIENCE

- 91% Learn and be entertained at the same time
- 90% To stay current with rapid changes in science
- 85% Learn about both light & serious side of science
I fucking love science

It's pandamonium! These adorable young pandas cause havoc for the keepers at a breeding sanctuary in Sichuan, China.

2:10 · Uploaded on 05/10/2016 · View 51 comments

Observe The Evidence For Evolution On Your Own Body

If you want evidence of evolution by natural selection, look no further than your own body. Whether it's your tailbone, goosebumps, or a weird little tendon on...

IFLSCIENCE.COM
IFLScience’s in-house digital team has been working to create both live action and animated videos. We have been working with brands and agencies to create custom collaborative content especially designed for social sharing.

For both video and written editorial, there are two sponsorship options:

- Collaborative/Cobranded content
- Editorial Calendar Sponsorship
IFLScience will help tell the advertiser’s message through our irreverent tone of voice and in a way that is engaging to our audience. The content will be created by the IFLScience editorial team.

Examples of native content could include:

- Collaborative content
- Impartial Reviews
- Listicles (i.e. Top 10 list)
IFLScience will be creating a series of animated videos, live action experiments, and projects. These will be filmed, edited and distributed by us.

Leverage our high impact and vast reach to showcase your company’s new offerings or thought leadership in fun and approachable ways.
**IFLS LIVE**

*It fucking love science* was live.
Published by Elise Andrew [?] - 17 hrs - 🌿

This is an actual, genuine live feed from the International Space Station. It might not be as pretty as others you've seen today. You might occasionally get a blue screen as the signal from one of the cameras drops. You won't see any astronauts passing the Olympic torch to one another (because that's been over for a while guys ...). The screen might sometimes go black when the sun's on the other side of the Earth, but you'll get to see a genuine sunrise from the ISS every 45 minutes.

It doesn't look as perfect as all the fake streams you've seen today. But it's real. Live, from the ISS.

**STATS**

<p>| | |</p>
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Display Solutions
### Desktop Units
- **Leader board**: 728 x 90
- **MPU**: 300 x 250, 300 x 600
- **Sky Scraper**: 160 x 600
- **Sticky Footer**: 728 x 90

### Mobile Units
- **Leader board**: 320 x 50
- **MPU**: 300 x 250
- **Sticky Footer**: 320 x 50
Mashable

Why Everyone F*cking Loves Science — and Elise Andrew

“Andrew not only reminds us that science is awesome, but also that it’s kind of screwed up — and that’s why we all f*cking love it.”
CONTACT

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