

Press release archive

"All Access" subscription puts *Scientific American's* archive to 1845 in consumer hands

PRESS RELEASE FROM NATURE PUBLISHING GROUP

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Scientific American, the longest continuously published magazine in the U.S., now offers readers access to its complete archive through a combined e-commerce and consumer site that offers an improved customer experience and new multiplatform subscription packages. The *Scientific American* "All Access" subscription provides access to the magazine's full archive, more than 160 years of historic medical and technological advancements and scientific discoveries, back to the inaugural issue in August 1845.

The *Scientific American* archive contains more than 150,000 articles and reveals a wealth of treasure from the magazine's history. In that history, 151 Nobel Prize-winning scientists have written 245 articles. Gems include original reports of major inventions, such as Alexander Graham Bell's invention of the telephone in 1876 and Thomas Edison's invention of the incandescent lightbulb in 1879. Some other highlights are the 1950 article "On the Generalized Theory of Gravitation," by Albert Einstein, and policy pieces such as the 1990 essay "A New Initiative to Save the Planet," by Al Gore.

New subscription offerings include a digital subscription to *Scientific American Mind*, which comes with one-year access to the magazine's archive as well as single-issue sales. All the digital subscriptions are multiplatform: articles can be viewed via tablets, Web browsers and PDF readers.

"Content is the bedrock of *Scientific American's* commercial success," says *Scientific American's* executive vice president Michael Florek. "We are delighted to offer our loyal customers seamless access to the products they want in the most optimal way for them."

Scientific American worked with Blue River Interactive Group and ten24 Digital Solutions to build a custom tailored site that would best suit the needs of the consumer. Blue River is the lead development team for the open source CMS Mura and ten24 is the lead development team for Slatwall eCommerce, also an open source application.

"We've been impressed with how the technical team has been able to leverage Mura's built-in features and tailor it to their online publication needs," says Blue River Interactive Group Founder Ryan Thompson. "The custom features and functionality that we've worked with them to implement make the publishing platform even stronger. We are very pleased with the outcome and look forward to a strong partnership in further evolving their online publication on our platform."

"The *Scientific American* team did an excellent job at steering through all of the inevitable road blocks of a project of this magnitude and we can't wait to continue our partnership," said David Crouch, president at ten24.

Scientific American's site offers an improved search function. A full service "My Accounts" area allows users to view their transactions and view all of their subscriptions, from products to newsletters.

The full *Scientific American* archive became available to institutional customers on nature.com in 2011.

Links

<http://www.scientificamerican.com/store/subscribe/scientific-american-magazine/>
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Nature Publishing Group (NPG) is a publisher of high impact scientific information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences.

Focusing on the needs of scientists, *Nature* (founded in 1869) is the leading weekly, international scientific journal. NPG publishes a range of Nature research journals and *Nature Reviews* journals, and a range of prestigious academic and partner journals including society-owned publications. Online, nature.com provides over 8 million visitors per month with access to NPG publications and services, including news and comment from *Nature*, and the leading scientific jobs board *Naturejobs*.

Scientific American is at the heart of NPG's consumer media division, meeting the needs of the general public. Founded in

1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches over 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

Throughout all its businesses NPG is dedicated to serving the scientific community and the wider scientifically interested general public. Part of Macmillan Science and Education, NPG is a global company with principal offices in London, New York and Tokyo, and offices in cities worldwide including Boston, San Francisco, Washington DC, Buenos Aires, Mexico City, Sao Paulo, Cairo, Dubai, Delhi, Mumbai, Hong Kong, Shanghai, Melbourne, Osaka, Seoul, Barcelona, Madrid, Basingstoke, Heidelberg, Munich and Paris. For more information, please go to www.nature.com.

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