In 2018, we decided to focus on our readers. Who are they? Where are they? How did they come across our journal? What do they like and need in it? How can we reach ever more readers across the globe? Answering these questions was an important step in our growth process.

By the end of the year, we are confident that our journal is more useful than ever before to teachers and science enthusiasts all around the world.
A QUICK RECAP OF THE YEAR:

Content

- 41 new science articles published in 2018
- 102 science articles total since our beginning
- All articles are grouped under 8 topics within our two journal titles
  - Environmental science
    - Energy and Climate
    - Water Resources
    - Biodiversity and Conservation
    - Food and Agriculture
    - Pollution
  - Social sciences
  - Biomedical science
    - Biology
    - Health and Medicine
- Translations into 7 languages (including Lao):
- A new animated video trailer for one of our science articles: Your house is cold, so what?
- 5 papers sponsored by the Bill and Melinda Gates Foundation
Audience

Our site receives on average **20,000 visits** per month.

Our science articles are **downloaded more than 10,000 times per month** (up from 2,000 downloads per month in 2017).

We compared the number of site visits during the Fall semester of 2018 and 2017. There was a **significant increase** clearly visible on a weekly basis.

![Graph of site visits during Fall semester of 2018 and 2017](image)

About 80% of our readers come from the US. Their number has doubled since last year (from 17,000 to 35,000 for that period).

The number of return visitors has also **doubled** - these are readers who have used our journal in the past and are coming back to check out the new content.

Most of the readers are teachers who Googled “science article for kids”. The majority of them are in elementary and middle school.

A lot of this increased attention is because we optimized our website for Google searches and increased our activity on [Facebook](#) and other social media.

We produced a [teacher’s testimonial video](#). Check out how (and why) Ms. Dawson - 7th grade science teacher in Houston, TX - uses our journal in class.
Team

Our core team consists of:

- 2 editors
- 2 science writers
- 2 designers...

...with combined time working in the journal nearing a decade.

In 2019, we will continue our mission to make scientific discoveries accessible and fun for students all around the world.

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