

AMERICAN MENSA WEEKLY BRAINWAVE

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AMERICAN MENSA MEMBERS

WEEKLY

MEDIA KIT



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**C** **EUROPE SALE \$224**

**D** **Computer gamers' brains 'differ'**  
The brains of people who regularly play computer games differ from those of infrequent gamers, research suggests. A study in teenagers showed the "reward hub," which is involved in addiction, was larger in regular players. [MORE](#)

**D** **The future of the notebook.**  
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**D** **Brain scans of happy people help explain their 'rose-tinted' outlook**  
*The Guardian* The brains of happy people are tuned to notice and enjoy the positives in life that may pass others by, according to research that may explain why some folk seem to go about wearing rose-tinted spectacles. Brain scans of volunteers who scored high on a standard test for happiness showed activity in regions that reinforced their happy dispositions and set them up for a "cycle of positivity," scientists said. [MORE](#)

**D** **Can algae feed the world and fuel the planet?**  
*Scientific American* Genetically engineered *Cryptomonas* algae is used to transform microscopic algae into cells that eat up carbon dioxide, spit out oil and provide meals. [MORE](#)

**D** **Mimicking the brain - In silicon: new computer chip models how neurons communicate with each other at synapses**  
*ScienceDaily* For decades, scientists have dreamed of building computer systems that could replicate the human brain's talent for learning new tasks. MIT researchers have now taken a major step toward that goal by designing a computer chip that mimics how the brain's neurons adapt in response to new information. This phenomenon, known as plasticity, is believed to underlie many brain functions, including learning and memory. [MORE](#)

**E** **Product Showcase**  
**Marbles: The Brain Store**

**E** **Children with high IQ more likely to subsequently use illegal drugs**  
*Medical News Today* According to a study published online in the *Journal of Epidemiology and Community Health*, a high IQ in childhood could be associated with illegal drug use later in life, especially among women. The researchers' findings were based on data from just under 8,000 individuals in the 1970 British Cohort Study, a large ongoing population based investigation, which examines educational attainment, lifetime drug use as well as socioeconomic factors. [MORE](#)

**E** **Fossil moths show their true colors**  
*The Smithsonian* The long-faded hues in nature are produced by tiny patterns in, say, feathers or scales rather than pigments. These so-called "structural colors" are widespread, giving opals their fire, people their blue eyes, and peacocks their brilliant feathers. In a recent issue of *PLoS Biology*, paleontologist Maria McNamara and colleagues bring us closer to the origins of structural colors by reconstructing them in fossil moths that are 47 million years old. [MORE](#)

**F** **14 creative and clever soaps**  
*Mental Floss* If you need to get a gift for someone who seems to have everything they need or want, here's a bit of advice. You should get them something they can use up! Or else get them something that's so different and creative that they'll treasure it anyway. The soaps on the list could fill both suggestions. [MORE](#)

**F** **Featured Companies**  
 Texas Instruments develops analog, digital signal processing, RF and DSP semiconductor technologies that help customers deliver consumer and industrial electronics products with greater performance. [MORE](#) The Great Courses brings engaging professors into your home or car through courses on DVD, audio CD, and other formats. [MORE](#)

**F** **Where fear lives**  
*The Smithsonian* Forget about zombies, paranormal possession or the Greek economy. If you want to know terror, you must travel deep inside the brain to the almost-shaped region known as the amygdala. That is where fear lives. [MORE](#)

**F** **Geeky marriage proposal filmed with light pens**  
*MSNBC* Marriage proposals are getting to be a tricky business — now that we've got social media, everyone's trying to top everyone else's creative approach to popping the question. So what do you do when ideas like using *StumbleUpon* or *Take Android* apps to propose are old news? You reach for the light-up pens and cameras. [MORE](#)

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Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
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Leverage the power of words with a 15-word text ad to drive traffic to your website.

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Max File Size  
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Image Dimensions  
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File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
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Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
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Image Dimensions  
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File Format  
**JPEG, GIF**

Max File Size  
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Product Showcase  
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 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
 Lorem ipsum dolor sit amet, consectetur  
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 Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad  
**\$2500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
 Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit,  
 sed do eiusmod tempor  
 incididunt ut labore et. [More](#)

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Text **five word headline, fifteen word description**  
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# THE AMERICAN MENSA WEEKLY BRAINWAVE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO AMERICAN MENSA MEMBERS

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of American Mensa members, who have all scored in the top 2 percent on an accepted, standardized intelligence test, American Mensa Weekly Brainwave keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

AMERICAN MENSA WEEKLY BRAINWAVE  
IS A PROFESSIONAL RESOURCE FOR

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IDEAS+

# TOP TEN REASONS TO ADVERTISE IN THE AMERICAN MENSA WEEKLY BRAINWAVE:



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