



Rachel Feltman to Host Scientific American Podcast, *Science Quickly*, in Relaunch

Scientific American is relaunching its popular podcast, Science Quickly, with Rachel Feltman, former Executive Editor of Popular Science and Host of PopSci's The Weirdest Thing I Learned This Week.

New York, 13 May 2024 – Scientific American is revamping and relaunching its groundbreaking podcast, [Science Quickly](#) as part of a continuing digital transformation overseen by Kimberly Lau, President of Scientific American and supported by Laura Helmuth, Editor-in-Chief of Scientific American. Scientific American's podcast, *Science Quickly*, neared one million downloads last year – a growth of 25 percent over the preceding year. Science Quickly has attracted audiences younger than existing Scientific American digital and print products with a median age of 37. Science Quickly's new host, Rachel Feltman, will present a more structured approach to weekly episodes for a science-packed ride with the goal of expanding audience reach and diversity.

With more than a decade of experience in digital media, science journalist Rachel Feltman brings her knack for immersive storytelling to Science Quickly with a new weekly format. The three-day format will see Feltman guiding listeners through science news they need to know on Mondays, with deeper research analysis and discoveries on Wednesdays; and finally, more relaxed Fridays with longer episodes that will allow audiences to lean back as they listen to a culminating segment called "Friday Fascination". The new format is sure to entrance loyal Scientific American fans who data show to be a diverse array of intellectually-curious, life-long learners.

Kimberly Lau, President of Scientific American and Vice President, Consumer Media at Springer Nature, said: "One of our top priorities as a brand is to grow our audience and engagement. We see podcasting as a platform that is both intimate and sticky. This is an

ideal format with which to engage and cultivate brand fans that are interested in understanding the most exciting developments in science.”

Rachel Feltman, Podcast Host of Science Quickly, said: “I’m thrilled by the opportunity to connect with longtime fans and new listeners alike. Thanks to our new episode format, the audience and I will get to explore everything from breaking science news to immersive narratives together. There are so many different kinds of science stories out there, and I think it’s so cool that we’ll have the chance to tell them all in one cohesive feed.”

Science Quickly was originally launched as a podcast focusing on the most interesting developments in science. In response to the podcast’s surge in popularity, Scientific American is deepening its investment. Listeners who enjoy podcasts on technology, history, education, music, arts and culture, business and finance, politics, news and current events, health and lifestyle content, pop culture, comedy, and investigative reporting, are likely to enjoy the wide-ranging Science Quickly podcast. Listen or subscribe on [Apple](#), [Spotify](#) or the podcast platform of your choice. Visit [ScienceQuickly.com](https://www.sciencequickly.com) for more.

About Scientific American

Founded in 1845, Scientific American is the oldest continuously published magazine in the US and the leading authoritative publication for science and technology in the general media. Together with [scientificamerican.com](https://www.scientificamerican.com) and 8 local language editions around the world it reaches more than nine million readers. Scientific American is published by Springer Nature, a leading global research, educational and professional publisher, home to an array of respected and trusted brands providing quality content through a range of innovative products and services. Springer Nature was formed in 2015 through the merger of Nature Publishing Group, Palgrave Macmillan, Macmillan Education and Springer Science+Business Media.

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