

# SCIENTIFIC COMPUTING WORLD

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MEDIA KIT 2024

Computing  
solutions for  
scientists and  
engineers

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# WHO WE ARE

**Scientific Computing World** is the only global publication dedicated to the computing and information technology needs of scientists and engineers. The platform helps front-line scientists understand the computing tools available to help their research efforts.

With our opt-in, GDPR-compliant registered readers as our core audience, marketers can be sure of reaching an audience hungry for advice on computing environments that will boost research outcomes.

# 14,600\*

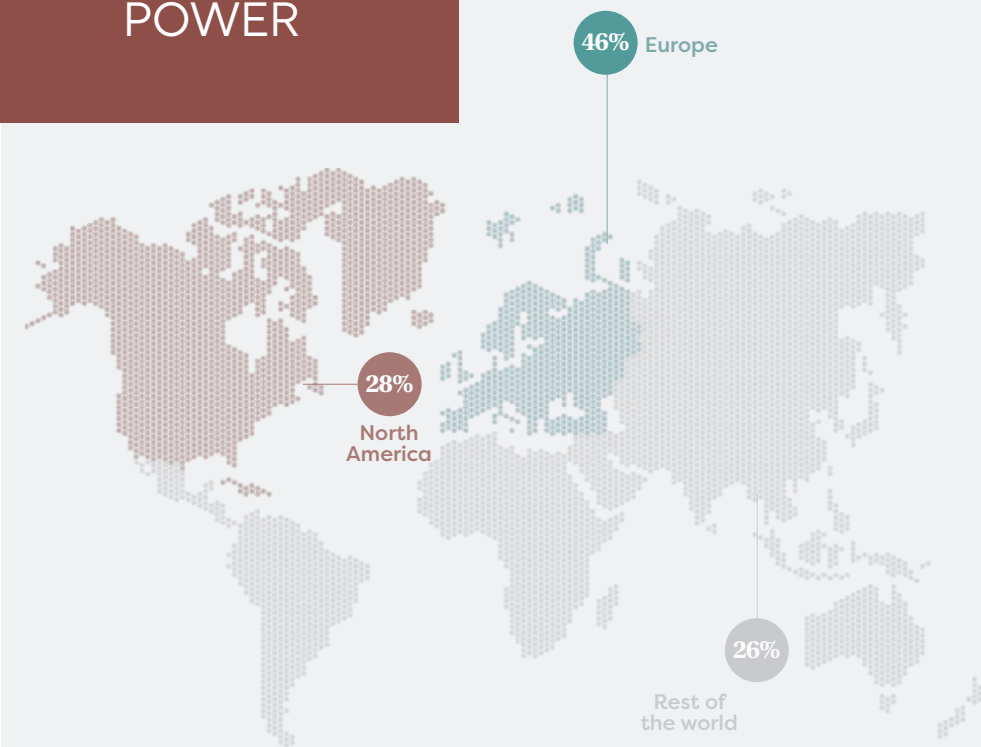
Average monthly audience

\* Calculated by opt-in email audience (delivered)  
+ unique magazine recipients  
+ 85% of web traffic per month.

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EXPANDING  
SCIENTIFIC  
HORIZONS  
THROUGH  
COMPUTATIONAL  
POWER



Average geographic breakdown  
of registered readers and website visitors

**12.1k**  
Average Monthly Page Views

**5.8k**  
Average Monthly Visitors

**57h+**  
Average Monthly  
Engaged Minutes\*

\*monthly engaged minutes calculated from GA4

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DO YOU  
WANT TO  
REACH THESE  
PEOPLE...



HPC Directors



Lab  
Managers/  
Directors



Lead  
Researchers



Heads  
of R&D

Using these  
research tools:

Laboratory  
Informatics

AI

Engineering

HPC

Quantum

**9,000**

Email subscribers

**3,500+**

Social Followers

# CONTENT PILLARS



## HPC

HPC continues to play a vital role in helping scientists and engineers to unravel the complexity of the world around them and to develop new products, components and systems faster than previously possible. With exascale now an obtainable goal, we believe that supercomputers will continue to scale beyond today's largest supercomputers to meet the scientific challenges of the future.

## Artificial intelligence

Artificial intelligence has exploded in popularity over the past few years and is now permeating across different industry segments and user groups. The technology is being harnessed to improve the productivity of drug discovery labs, helping to detect strokes and enabling faster product design cycles in engineering.

## Quantum computing

Quantum computing is a rapidly-emerging technology that harnesses the laws of quantum mechanics to solve problems too complex for classical computers. While still in its infancy, there is growing interest in this new technology as it offers huge increases for specific applications once the technology has matured.

## Digital Laboratory

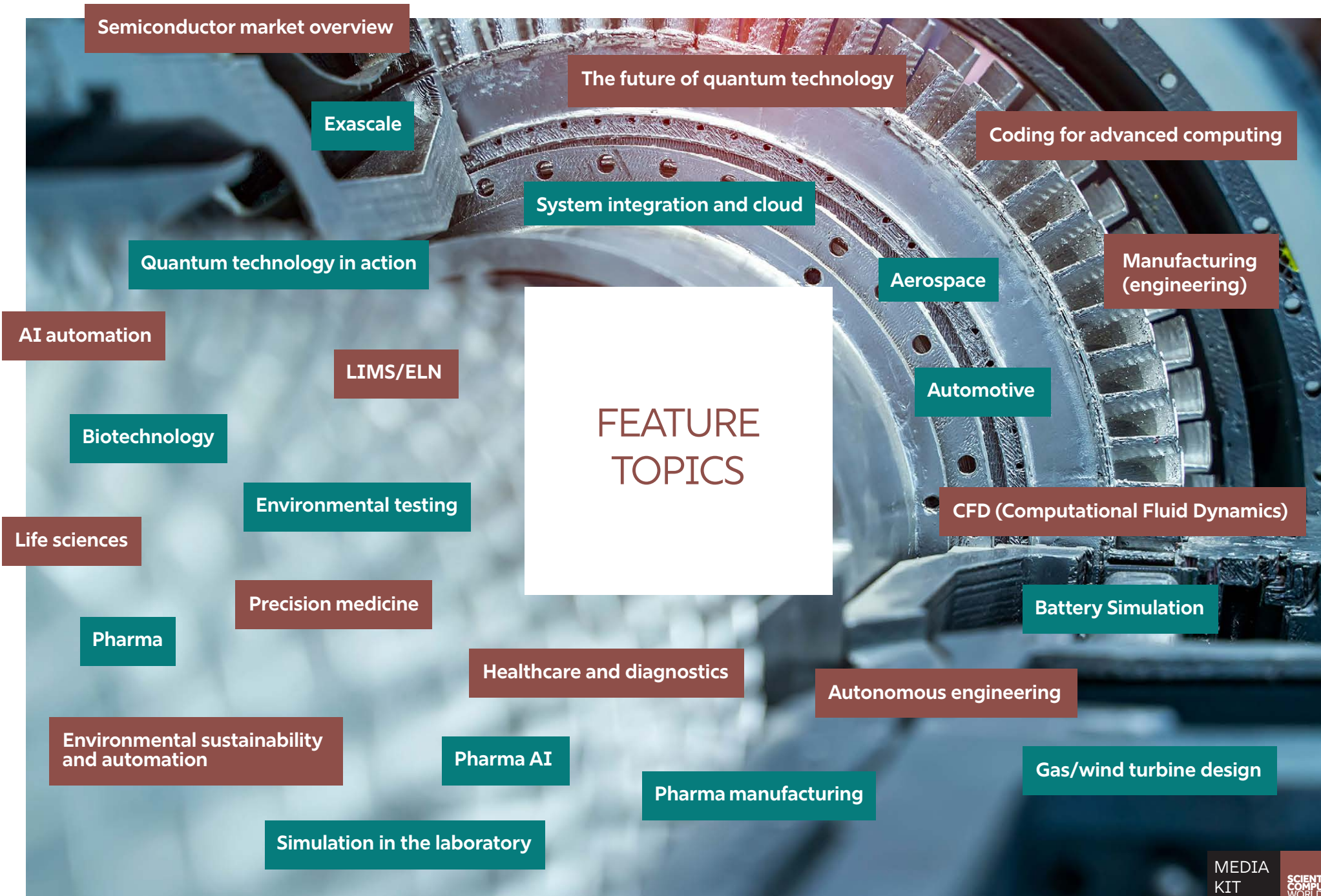
The laboratory is going through a period of rapid change. Remote working, cloud services and the process of digital transformation is creating a new paradigm of connected, computing enhanced laboratories that harness advanced computing technologies, such as AI and cloud computing, to increase productivity and open up new avenues for research that were previously too complex.

## Engineering

Access to advanced computing infrastructure, both software and hardware, opens up new possibilities for engineers to design and manufacture the next generation of components and subsystems. From autonomous vehicles to electric cars, the development of these advanced engineering systems would be impossible without modern simulation software and access to computing infrastructure that can handle large-scale simulations.

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# TECHNOLOGIES COVERED

Visualisation tools

Biologics and biotechnology

LIMS for life sciences

Quantum software tools

LIMS for environment

LIMS for healthcare

Simulation for manufacturing

Fluid and thermal analysis

LIMS for chemistry

Edge computing tools

Cooling for HPC

Networks and interconnects for HPC

Cloud tools HPC

Electromagnetic and acoustic simulation

Lab automation and AI

LIMS for food and beverage

Quantum hardware

Memory and processors for HPC

Diagnostics and point of care software

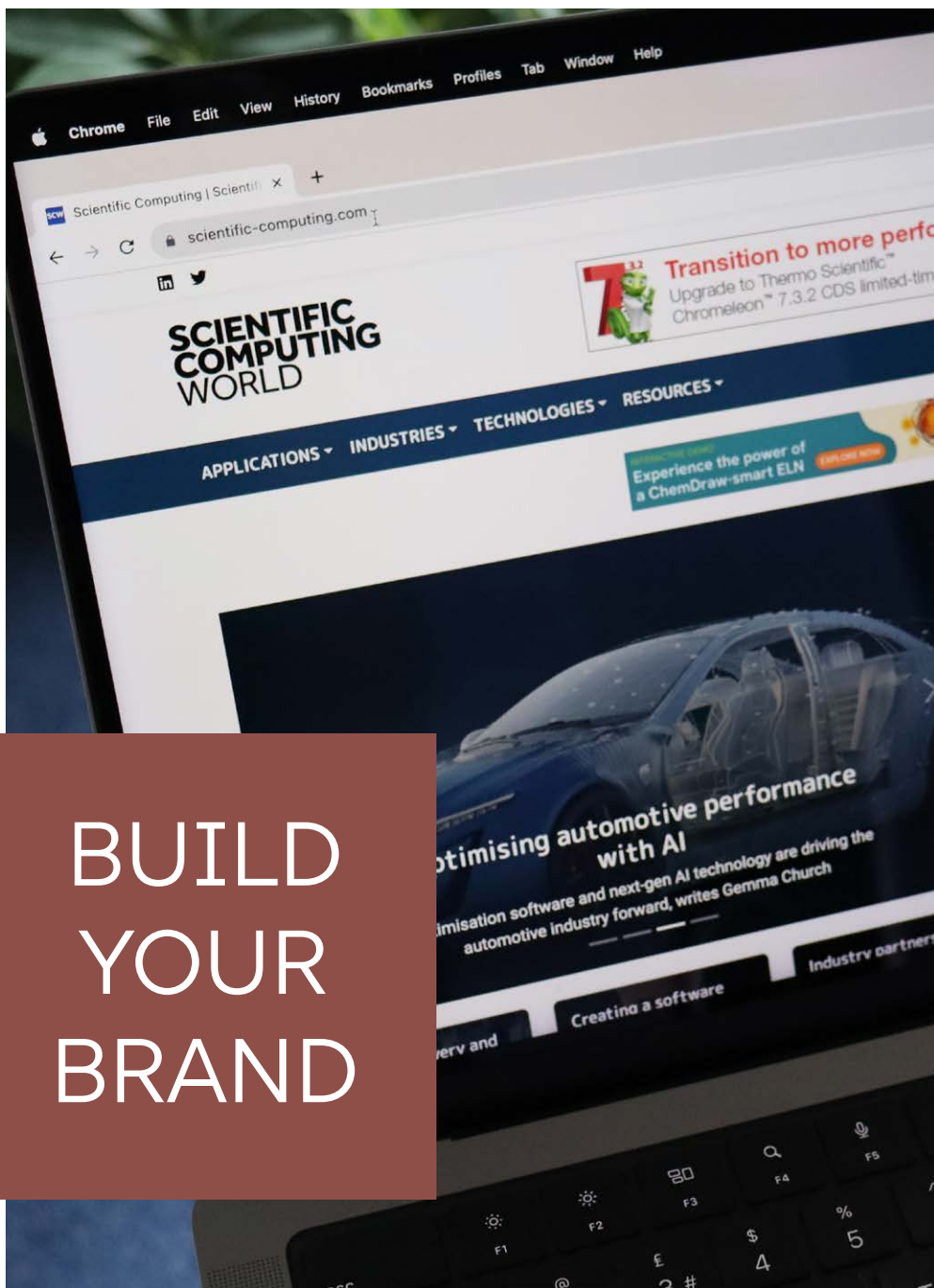
Structural analysis

Chemical manufacturing

LIMS for forensics


Drug discovery

Storage for HPC



[www.scientific-computing.com](http://www.scientific-computing.com)


**Scientific Computing World** unlocks a spectrum of possibilities if you are seeking to amplify your presence in the market, elevate your brand's prominence and deliver essential messages seamlessly to our engaged and expert audience.



**Sponsorship**  
(Webinars, Premium Channels)



**Display Advertising**  
(In Print/Online/  
Via Email)



**Video Content**



# THOUGHT LEADERSHIP

## Let us help you lead the conversation

**Scientific Computing World** provides a platform from which you can answer the biggest questions on the minds of your target audience. Be recognised as a thought leader by covering trends and topics that influence your industry. When written in collaboration with our expert team of journalists, our thought leadership products will not only communicate your message, but ensure that it resonates with our informed and engaged audience.



White Papers



Opinion Articles



Industry Analysis



Expert Interviews

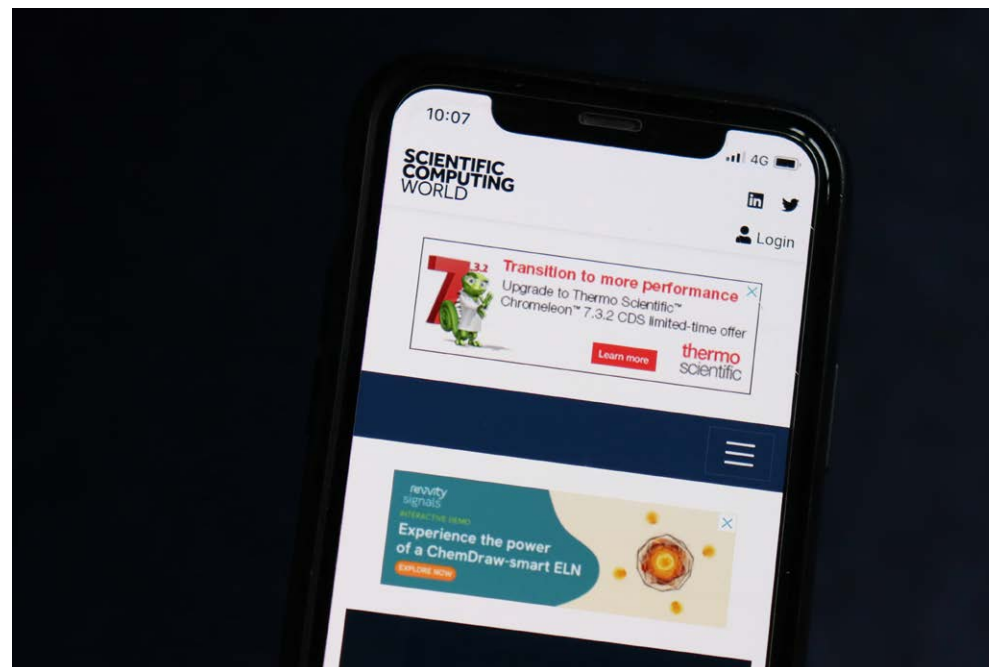


# LEAD GENERATION

## Reach top decision makers

With **Scientific Computing World** by your side, you're not just generating leads; you're crafting success stories. Our unparalleled market insight gives us the power to ignite genuine interest in your products and services. Imagine a team that knows your industry's pulse, that anticipates trends before they even emerge – that's us! Using proven methods, we transform that interest into a goldmine of qualified leads – the kind that can't wait to become your customers.

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A close-up photograph of a microscope's objective lens and stage, positioned over a complex printed circuit board (PCB) with various components and traces. The lighting is cool and blue-toned, highlighting the metallic and plastic parts of the microscope and the intricate patterns of the PCB.

READY  
TO  
BEGIN?

Let's embark on this exciting journey together! For a deeper understanding of our marketing channels and product-specific opportunities, contact our experienced sales team to arrange a consultation. We look forward to understanding your unique marketing requirements and crafting a campaign that not only meets, but exceeds your expectations. Let's start your success story today.



[sales@europascience.com](mailto:sales@europascience.com)



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