



SCIENTIFIC COMPUTING WORLD

Media Pack
2025

Website display advertising

Leaderboard

Our prime site-wide position for maximum visibility.

Box Ad

Classic MPU size, visible on the right-hand side of every page, rotating with fellow advertisers, guaranteeing a minimum of 50 per cent of available impressions.

In-Content Banner

Only displays in long-form articles; much higher impact and engagement, but fewer impressions.

	DESCRIPTION	SIZE	AVERAGE IMPRESSIONS	COST PER MONTH	PREPAID CREDIT COST
1	Box Ad	300px x 250px 300px x100px	~2,000	£1,500	2
2	Leaderboard	728px x 90px 300px x100px	~3,000	£2,250	3
3	In-Content Banner	728px x 90px 300px x100px	~1,500	£750	1

Use our high-impact web banner positions on scientific-computing.com to support your branding and awareness campaigns.





Email advertising

Deliver your branding and awareness message direct to the inbox of our engaged database of 10,000 scientists, engineers, research leaders and IT managers.

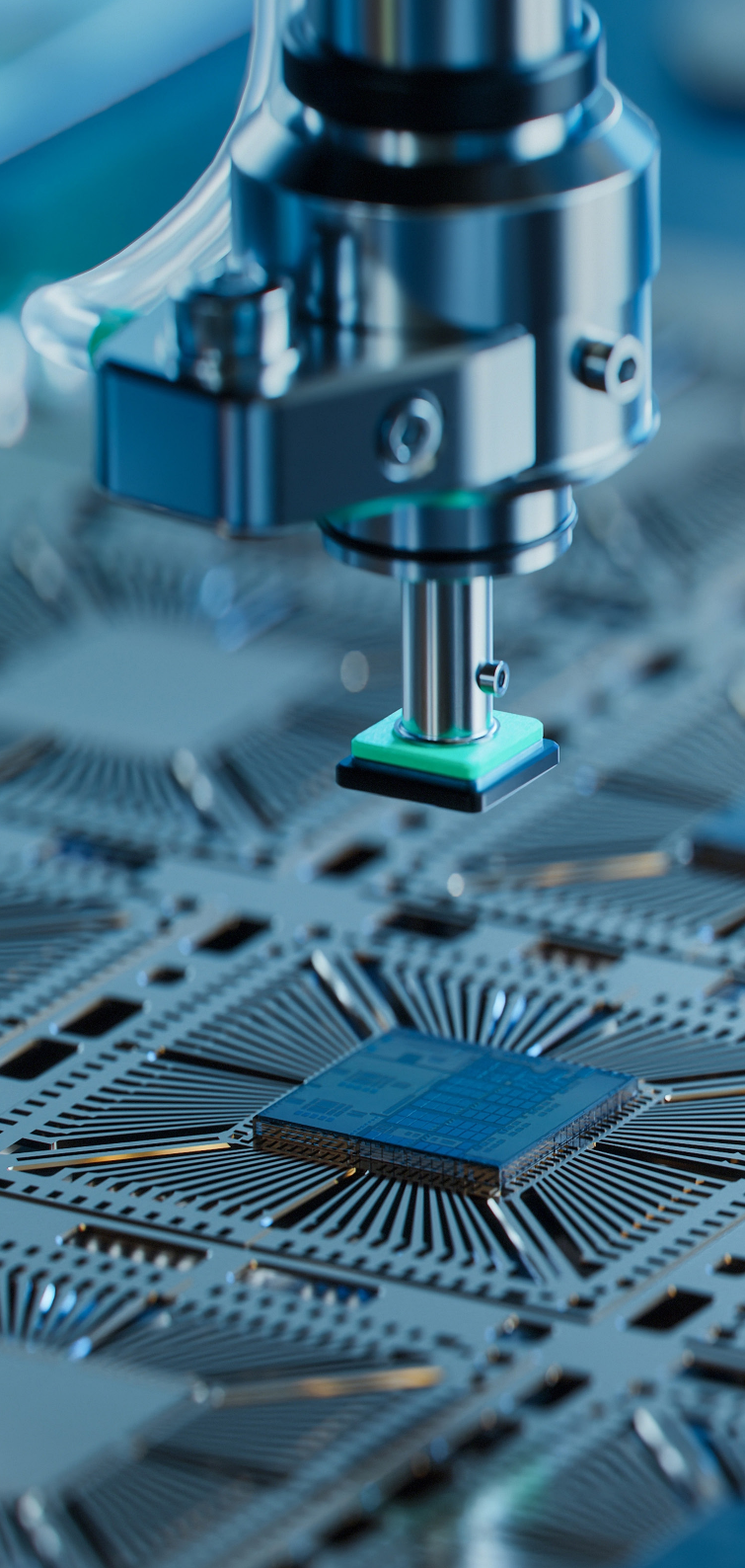
Not every registrant opens every email, so to maximise your impact, every email banner is included in at least two separate emails for just one price.

Our emails also have 'Product Entry' slots – see 'Product Promotion'.



1

DESCRIPTION	SIZE	AVERAGE IMPRESSIONS	COST PER WEEK	PREPAID CREDIT COST
Email Banner	468px x 60px	~2,000	£1,500	2



Magazine advertising

Our premium digital magazine, as two special issues, the **Laboratory Informatics Guide** and **Breakthroughs**, providing the perfect environment for our branding and awareness campaigns, as well as another place to publish your content.

ISSUE	BOOKING DEADLINE	PUBLISHED DATE
Laboratory Informatics Guide	7 Feb	28 Feb
Breakthroughs	5 Sep	26 Sep

Via Nova Therapeutics boosts research with CDD Vault for secure data

How Via Nova Therapeutics uses CDD Vault to streamline global collaboration and securely manage antiviral research data

Via Nova Therapeutics deploys state-of-the-art drug discovery modalities to identify novel, first-in-class antivirals for the individual infectious it studies. These modalities include phenotypic screening in infected cultured cells, biochemical screening in vitro on virus encoded asymmetric targets and structure based drug design, as well as combinations of the above approaches. Where appropriate, the first also targets host factors essential for viral infection.

The problem
The application of these approaches has generated specific antiviral programs targeting influenza, HIV, HCV, and others. Initially, the company uploaded equivalents into a shared repository, but soon realised this solution required a secure and robust central repository to support collaboration across the globe. Via Nova Therapeutics deployed Collaborative Drug Discovery's CDD Vault – the hosted drug discovery information platform that securely manages both internal and external biological and chemical data. "Prior to CDD Vault, I sometimes wanted to dive into the data, we would waste time trying to find the exact data sets we needed," says Benjamin R Tait, PhD, Executive Director, Chemistry, at Via Nova Therapeutics. "CDD Vault really helps us get organised and have all of our data in one place where we consider it published and final, searchable and accessible."

The benefits
Via Nova Therapeutics has found a number of benefits since adopting CDD Vault:
• Gaining 'one true source data repository'
• Supporting a globally dispersed workforce
• Facilitating collaboration
• Creating the flexibility to upload rich data
• An integrated visualisation tool
• Finding that appropriate 'big data'
• A working environment that 'feels like a partnership' because CDD Vault is a great company to work with!

After trying to store and track data within its previous shared repository, Via Nova Therapeutics has a deep appreciation for the ease of use and powerful capabilities of CDD Vault. "We've gained something mission



Via Nova Therapeutics uses CDD Vault to streamline global collaboration and securely manage antiviral research data.

critical from a business standpoint - having one true source data repository," says Tait. "All the new data we generate as a company gets uploaded into our CDD Vault. From there, we can sort & query the most important data really effectively and efficiently to find and then visualise - with plots and graphs, if needed. And we can do this from wherever we have connectivity."

Supporting a global workforce
With its globally dispersed workforce, Via Nova Therapeutics values the unifying force of its CDD Vault. "We're really in the same building, but we're all working together using CDD Vault as our one true source of data," says Tait. "Our people can access data from anywhere in the world, which is critical for our work." The company also appreciates that it can provide remote access to data via CRAs and contractors. "We have contractors and part-time employees that are supporting some of our projects," says Tait. "We can give them access to the Vault, with layers of security so that they can only access the data required for their work, allowing them to regular structures, upload data, as well as download their approved data into other tools as needed."

Facilitating collaboration
Via Nova Therapeutics values the ways in which CDD Vault facilitates collaboration between its teams. "We have some of our most important data from our contract labs in the Vault," says Tait. "I can review the data from my home, send over a note to a colleague in a different time zone and the data and upload it into the Vault. I can

then pull the data into a query, or create slides and share visualised data to our executive team - it's seamless. The collaboration that enables is awesome."

The flexibility to upload rich data
Via Nova Therapeutics is impressed by the wealth of supplementary information that can store within CDD Vault. "We exclusively small molecules but, of our more advanced preparations have lots of additional data associated with each molecule. One of our favours is how flexible the CDD Vault is in how much the extra data we upload. We recently got some NMR data, which is analysing these time series across different time points. It's a huge wall of data. My colleague was able to pull it all in. The included plot, time course curves, dose-response in vitro, in vivo, and DMPK - the CDD Vault allowed us to put everything in there very easily."

Integrated visualisation tool
The visualisation tool built into CDD Vault has proven popular with internal Nova Therapeutics. "We like the visualisation is built in," says Tait. "I'm querying data, visualisation one click away. Something as simple as get one sometimes really look at the data. The visualisation is convenient, but it also allows you a lot of the visualisation that you can do in a day-to-day basis in a very easy way." The company also likes that the CDD Vault integrates seamlessly with third-party visualisation tools. "We need to do everything more easily export the data into our 3D software - it's pretty seamless. It has that function to interface with software because you can't expect of software to do everything."

CDD pricing represents a 'huge' value
Via Nova Therapeutics wants to see its resources toward research - infrastructure. "We want to stay more towards our next value from a large pharmaceutical backdrop. We have a great idea of the kind of infrastructure those companies have for data storage. We want our own data repository in CDD Vault - without having to build infrastructure. And we are getting great price point. We see CDD Vault as a great value."

breakthroughs 2025

Unleashing scientific discovery with the power of computing



Case studies, exclusive interviews, valuable insight

Including
Digital laboratories: Accelerating ALS research with AI
Engineering: Pioneering automotive simulation for students
AI: Advancing material science using AI
Quantum: Solving real-world challenges
HPC: Powering the future with ARM

Brought to you by

SCIENTIFIC COMPUTING WORLD

some of these tasks very easily. Dr Ben-Shlimi stressed that NP-hard problems are

COMPUTING

AI computing unlocks NP-hard optimisation

Leap in performance for scientific computing? Uses the potential of this new technology



Dr Ruti Ben-Shlimi

much more ubiquitous than it may seem. Many common challenges in HPC and AI could be translated into optimisation problems. This means that the list of use cases for this technology continues to grow as organisations begin to really understand the capabilities of the CPU and translate their computational challenges into optimisation problems.

"I'd say you can find NP-hard problems everywhere in the industry today. I can give

you specific problems that we're working on and that we know very good at, such as image processing, credit scoring in finance, and all kinds of problems in machine learning and AI such as feature selection. These problems include everything from optimisation and job scheduling to optimally routing vehicles or even hiding a portfolio." Dr Ben-Shlimi told Scientific Computing World. "Every Fortune 500 company I've spoken with has multiple ->

DESCRIPTION	SPECS	OUTCOMES	COST PER INSERTION	PREPAID CREDIT COST
Cover Position (Inside Front, Inside Back, Outside Back)	213mm x 283mm	~ 10,000 copies distributed (in online downloads and email)	£4,950	6
Full Page	213mm x 283mm	~10,000 copies distributed (in online downloads and email)	£4,125	4
Half Page	Horizontal 213mm (w) x 141mm (h) Vertical 104mm (w) mx 282mm (h)	~ 10,000 copies distributed (in online downloads and email)	£2,500	3
Quarter Page	92mm (w) x 129mm (h)	~ 10,000 copies distributed (in online downloads and email)	£1,500	2
Outsert	Enquire for details	~ 10,000 copies distributed (in online downloads and email)	£4,950	6
Other sizes are also available, please talk to our sales team!				

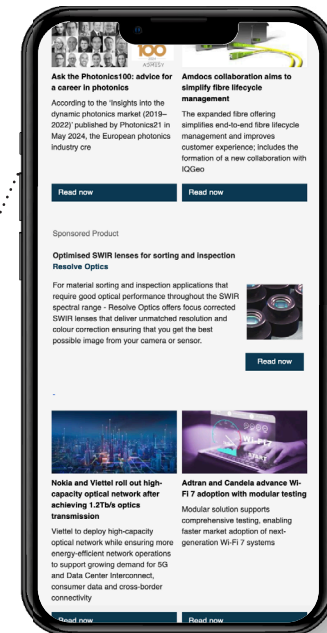


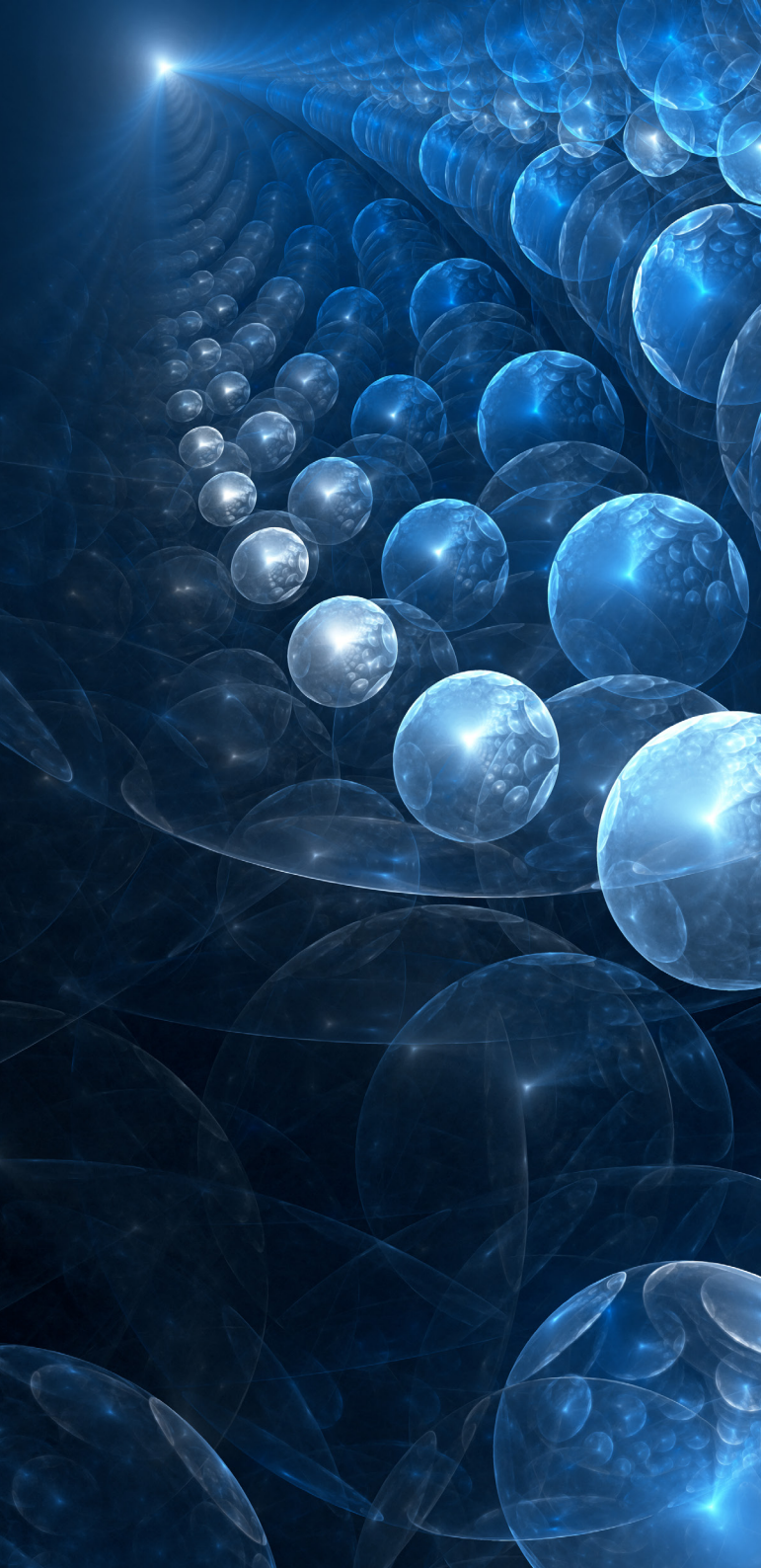
Product promotion

Help your product marketing teams by driving awareness of new products and technologies through our Product Promotion options, delivered through a combination of email and online channels.

Email product listing

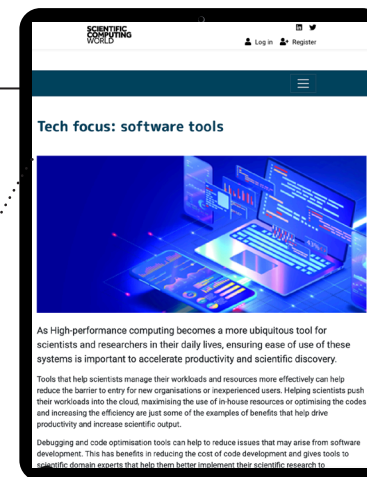
Included in our regular email newsletter, this popular, low-cost option enables you to deliver simple product information to raise awareness of your latest products.





Tech Focus

As well as an email entry, upgrade to include a 12-month product entry in a dedicated online page for the appropriate technology. Our Tech Focus pages, comprising an introduction to a product type and a summary of appropriate vendors and their products, are designed to be SEO-friendly, offering year-round traffic and high visibility to contextual visitors – visitors to this page are only looking for products of this type, so are highly qualified.



Tech Focus lead sponsor

Upgrade further to be the Lead Sponsor to get the guaranteed top spot on the web page, plus a dedicated email with exclusive promotional opportunities, including an email banner, your featured product, plus up to three links to your own hosted content, such as case studies, webcasts, product specs, and videos.

Tech Focus topics

Biologics and Biotechnology

Chemical Manufacturing

Chromatography Software

Cloud Tools for HPC

Cooling for HPC

Diagnostics and Point of Care Software

Drug Discovery

Edge Computing Tools

Electromagnetic and Acoustic Simulation

Fluid and Thermal Analysis

LIMS for Chemistry

LIMS for Environment

LIMS for Food and Beverage

LIMS for Forensics

LIMS for Healthcare

LIMS for Life Sciences

LIMS for QA/QC

Laboratory Automation and AI

Laboratory Visualisation Tools

Memory and Processors for HPC

Networks and Interconnects for HPC

Quantum Hardware

Quantum Software Tools

Simulation for Manufacturing

Storage for HPC

Structural Analysis

DESCRIPTION	SPECS	OUTCOMES	COST PER INSERTION	PREPAID CREDIT COST
Email Product Entry	Company Name, Product Name, Product Image, Max 1,000 character description, Destination URL	~ 21% open rate	£750	1
Tech Focus Email and Online Bundle	Company Name Product Name, Product Image, Max 1,000 character description (edited for email version), Destination URL, Logo	~ 21% open rate of email ~ 300 year-round web views	£1,500	3
Tech Focus Lead Sponsor	As above, plus: Dedicated email, inc 3 links to your own content, plus banner ad, plus your product entry	Guaranteed top spot on web version ~ 21 % open rate on dedicated email	£2,500	4



Content marketing

We can place your content in front of our qualified audience. We recommend content of around 750 words in length – long enough to hold attention and be SEO-friendly, but not too long that it puts people off.

Need help?

Talk to us about Branded Content, where we can work with you to create articles and White Papers that will resonate with our audience.

Here are some suggestions of types of article you could submit:

- Case study
- Interview with product manager/R&D team
- CEO interview
- Opinion piece on an industry trend

DESCRIPTION	SPECS	OUTCOMES	COST PER INSERTION	PREPAID CREDIT COST
Hosted Article (online)	750-word article Up to 8-word headline Lead image Summary - 50 words	-1,500 content views across email, social media and online	£1,500	2
Hosted Article (magazine upgrade)	750-word article Up to 8-word headline Lead image Summary - 50 words	As above, plus exposure in 10,000 copies distributed (online downloads and email)	£1,500	2
Branded article	Co-created 750-word article	Guaranteed 2,500 content views across email, social media and online Plus, new marketing collateral	£POA	n/a

Branded content

Branded content refers to an article, White Paper or other form of written content that is created by our editorial team to engage our audience on your behalf. We will work with you on topics, interviewees and other sources, generating a bespoke Scope of Works document that outlines what we'll do for you and what you can expect from the partnership.

As we're writing this for you, we are confident we can get higher engagement rates, so we guarantee a minimum number of content views across email, social media and online – something we can't do when we host your supplied content.

Every project is different, so contact us to discuss outcomes, timescales and pricing.





Lead generation

Marketeers clearly want to create demand for their marketing funnel. While all of our options will help achieve that, we do have some exciting options that will help generate named leads.

Hosted White Paper

Our entry-level option is for us to host your White Paper on our site, behind a data capture form. We'll promote the existence of the White Paper to our engaged audience and pass on the data to you for a one-time follow-up.

As every White Paper is different, we can't guarantee outcomes here, but we can give a historical average of 20-30 leads per White Paper.

Guaranteed Targeted Lead Generation

We now have the capability – through our own data and our extended network – to discuss guaranteed targeted lead generation. That is a pre-agreed number of leads (minimum 50) that meet your specified criteria on geography, industry, job function and seniority.

Our Lead Generation service works best when paired with a White Paper or a webcast, since we'll need some collateral to attract the leads in the first place.

Need help in creating the White Paper?
Engage us to create Branded Content for you.

Want more? Upgrade to Guaranteed Targeted Lead Generation.

Interested? Talk to your account manager and we can set up a scoping meeting with our team.

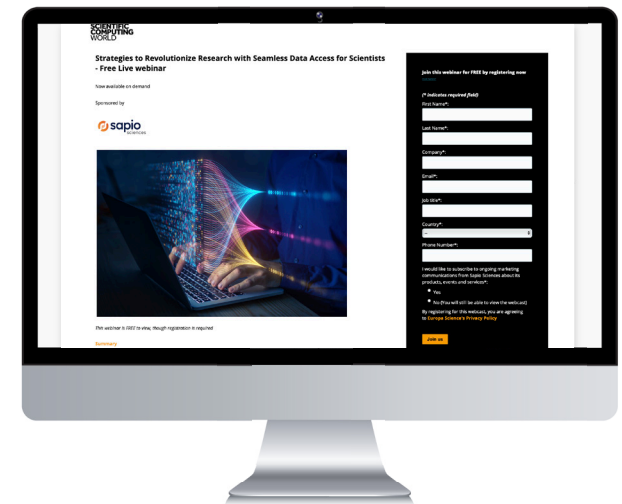


Webcasts and roundtables

For true thought leadership, engagement and an avenue to lead generation, webcasts remain a popular choice, while – for real strategic opportunities – we can also offer a bespoke virtual or in-person roundtable.

Hosted Webcast Exclusive Lead Sponsor

You choose the topic and speakers, we provide a host and the platform, and we work together to get the audience. Our most successful hosted webcasts are those where we work together to market to our respective audiences – after all, your dormant leads may become active as a result of such a webcast, and they're as valuable as any fresh leads we'll generate for you. Upgrade to add Guaranteed Targeted Lead Generation over and above any organic sign-ups we create for you.



Contact us for pricing and availability.

Panel Discussion Lead Sponsor

Our most engaging offering is for you as a sponsor to nominate a team member to join a discussion alongside an editorially-selected panel of experts, focused on a particular industry topic. This is about thought-leadership and being seen as an expert in and amongst customers and leading voices, rather than presenting a technology via a slide deck. With this editorially-led focus, these types of webcasts command a much higher level of engagement than hosted webcasts.

Webcast Lead Sponsor outcomes

- Contact details of all registrants for a one-time follow-up (organic average 100-120 leads)
- GDPR-compliant, marketing list-ready contacts from all those that opt-in as part of the webcast registration process (organic average, 30-40 leads)
- New collateral in the form of an MP4 of the webcast for you to host and distribute after the event
- Upgrade to include Guaranteed Targeted Leads

Panel Discussion Webcast Associate Sponsor

We recognise that not everyone has the resources to present or participate in a webcast, but you can still bask in the reflected glory by taking an Associate Sponsor option. You receive all the brand recognition that comes with being associated with the pre- and post-event promotion, as well as GDPR-compliant, marketing list-ready contacts from all those that opt-in as part of the webcast registration process.

Webcast Associate Sponsor outcomes

- GDPR-compliant, marketing list-ready contacts from all those that opt-in as part of the webcast registration process (organic average, 30-40 leads)
- Branding and awareness from associated pre- and post-event promotion



Webcast topics

LABORATORY INFORMATICS WEBCAST TOPICS

AI and machine learning in labs

The Internet of Things (IoT) and 'Smart Labs'

Enhancing lab data security and privacy

Enhanced lab user experience (UX) and user interface (UI) design

Collaboration and data sharing

Sustainability and 'Green Labs'

Advanced genomics and Bioinformatics

Training and education in lab informatics

Cloud-Based informatics: benefits and security challenges

Data management and big data in laboratory environments

Overcoming data integration challenges in multi-omics research

Digital Labs - Aligning strategic and business value

Mobile robots and surveillance technologies: enhancing security and efficiency

BREAKTHROUGHS WEBCAST TOPICS

HPC optimisation techniques for scientific applications

Hybrid cloud strategies for scientific computing

Quantum machine learning: a new frontier in AI

Edge computing for scientific data analysis: opportunities and challenges

Edge AI for scientific data collection and analysis

Explainable AI for scientific research: understanding complex models

Big data analytics for scientific research: a practical guide

Digital twins for scientific research: a revolution in modelling and simulation

Multi-physics modelling and simulation: a comprehensive overview

Open-source software: a guide for scientific computing

Reproducibility in scientific research: the role of open-source software

Software engineering for bio-scientists: best practices and tips

Software development for scientific workflows: a practical guide

Computational biology and the personalised medicine revolution

Decoding the human genome: what's in the computational toolbox?

How to streamline drug discovery with computational chemistry

Simulating complex systems: a computational approach

Computational physics for climate modelling

Geophysics and geology: a computational approach

Climate modelling: a computational challenge

Cybersecurity for scientific computing



Bespoke roundtables

For deep insights into customer needs, behaviours and buying patterns, a roundtable discussion is unbeatable. We can assemble a small panel of customer types (including your own existing or lapsed customers, if appropriate) and work with you to gather highly valuable strategic information that will help everything from product development to sales strategy.

The roundtables themselves will be the catalyst for content and lead generation, as we can use the material generated to create White Papers and case studies for you.

Roundtables are complex projects and therefore may take a few months to put together, so talk to us today about adding this to your strategic planning for the year ahead.

SAMPLE BREAKTHROUGHS ROUNDTABLE TOPICS

Exascale computing: a new frontier in scientific research

AI-driven scientific discovery: a revolution in research?

Cloud-native HPC: leveraging the Cloud for scientific computing

Quantum computing for scientific research applications

LABORATORY INFORMATICS SAMPLE ROUNDTABLE TOPICS

Evolving the digital lab – the future of ELNs and LIMS

Laboratory cloud computing and data management

Data integrity and compliance in regulated laboratories

Challenges and best practices for implementing digital labs

Prepaid credit bundle

Simplify your marketing spend by buying a bundle of prepaid credits, which you can spend any way you want on our standard advertising products over a 12-month period. You will get the best value for your advertising spend, without needing to commit to specifics too far ahead of time.

The more credits you buy, the lower the cost. Credits are valid for 12 months and must be used within that time frame. Unused credits do not roll over. Credit bundles will be invoiced in full in advance.

Credit bundle prices

Talk to your account manager about customised credit bundles to suit your level of marketing activity.



ISSUE	BUNDLE PRICE	BUY BEFORE 31 DEC 2024 OFFER	PER CREDIT PRICE	PER CREDIT OFFER PRICE
10	£7,000	£5,000	£700	£500
15	£10,000	£7,000	£666	£466
35	£20,000	£15,000	£571	£428

Credit Pricing Grid

INVENTORY TYPE	INVENTORY DETAIL	CREDIT COST	USUAL PRICE
Magazine Display	Cover Position	6	£4,950
Magazine Display	Full Page	4	£4,125
Magazine Display	Half Page	3	£2,525
Magazine Display	Quarter Page	2	£1,428
Online Advertising	Leaderboard (per month)	3	£2,250
Online Advertising	Box Ad (per month)	2	£1,500
Online Advertising	In-content Banner (per month)	1	£750
Content Marketing	Hosted Article (online)	2	£1,500
Lead Generation	Gated White Paper (online)	2	£1,500
Sponsorship	Webcast Associate Sponsorship	2	£1,500
Email Marketing	Banner	2	£1,500
Product Marketing	Product Entry (email only)	1	£750
Product Marketing	Tech Focus (email Product Entry + Categoricalised 12-month online listing)	2	£1,500