

Your  
marketing  
partner in HPC,  
simulation and  
laboratory  
informatics

SCIENTIFIC  
COMPUTING  
WORLD



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# Mission Statement

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Scientific Computing World serves R&D and IT leaders in science and engineering organisations, helping them create and maintain optimum computing environments that support research goals.

**Our audience is drawn from commercial and academic research organisations in the following key market sectors:**

- Healthcare and life sciences
- Pharmaceutical and biotechnology
- Environmental/industrial testing
- Forensic laboratories
- Food and beverage
- Chemical and materials
- Government and defence
- Manufacturing and engineering
- Energy and utilities
- Climate and weather
- Astronomy and space

Scientific Computing World helps computing solution providers grow

**Our target job roles and responsibilities include:**

- Bench scientists and engineers
- Research computing directors
- HPC managers and administrators
- Research facility managers
- Laboratory directors
- Technical project managers
- Research operations managers
- Simulation engineers

From our 20+ year foundation in B2B publishing, we have evolved into a full marketing services partner, driving growth for businesses through our extensive experience in lead generation, thought leadership, strategic insights and brand awareness.

Combining the in-house skills of a full service agency with an established platform on which to deliver campaigns makes Scientific Computing World your essential marketing partner.

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## Demographic Information

# 15.9K

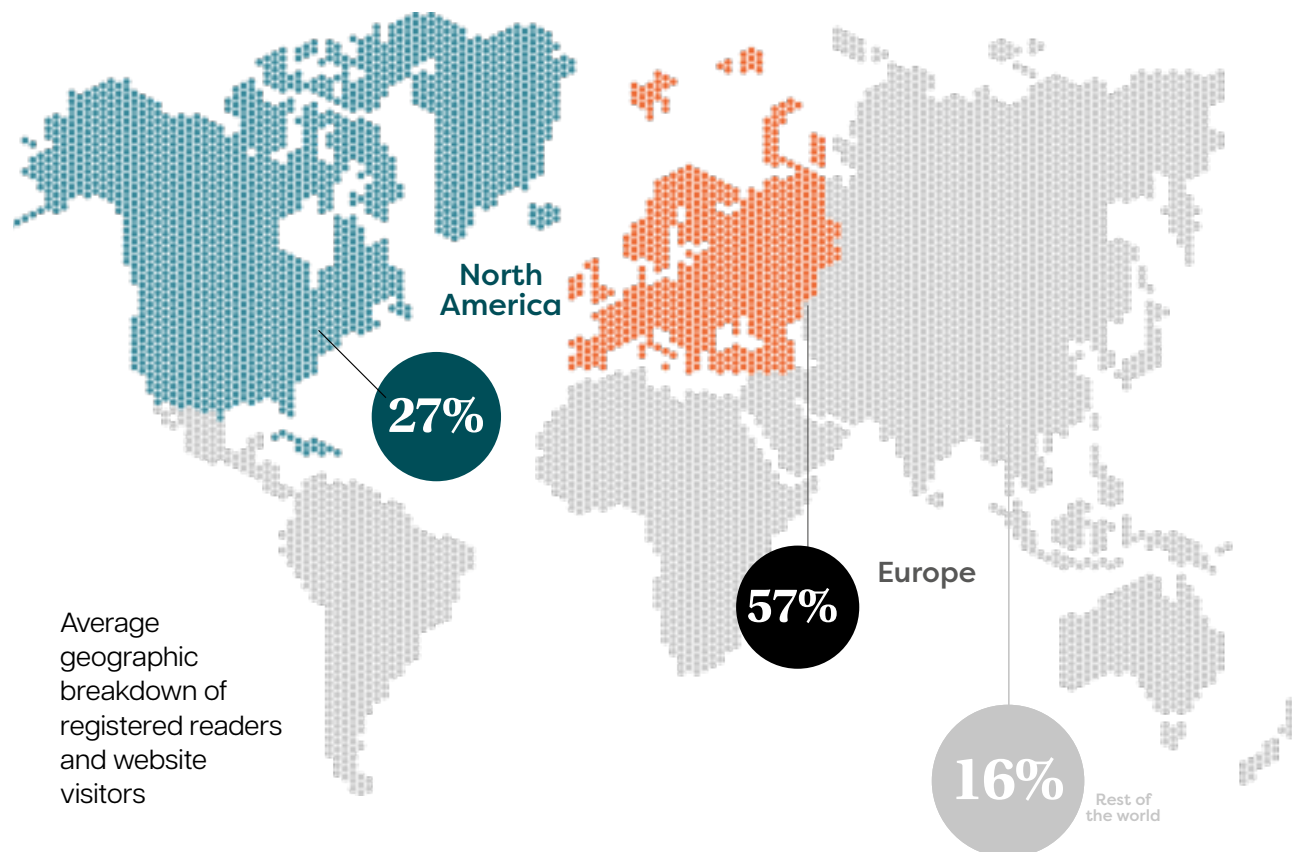
Average monthly audience

# 12.5k+

Email subscribers

# 1.7K+

Social followers



## Sample registered audience organisation

Johnson & Johnson



Edwards

AstraZeneca

GILEAD



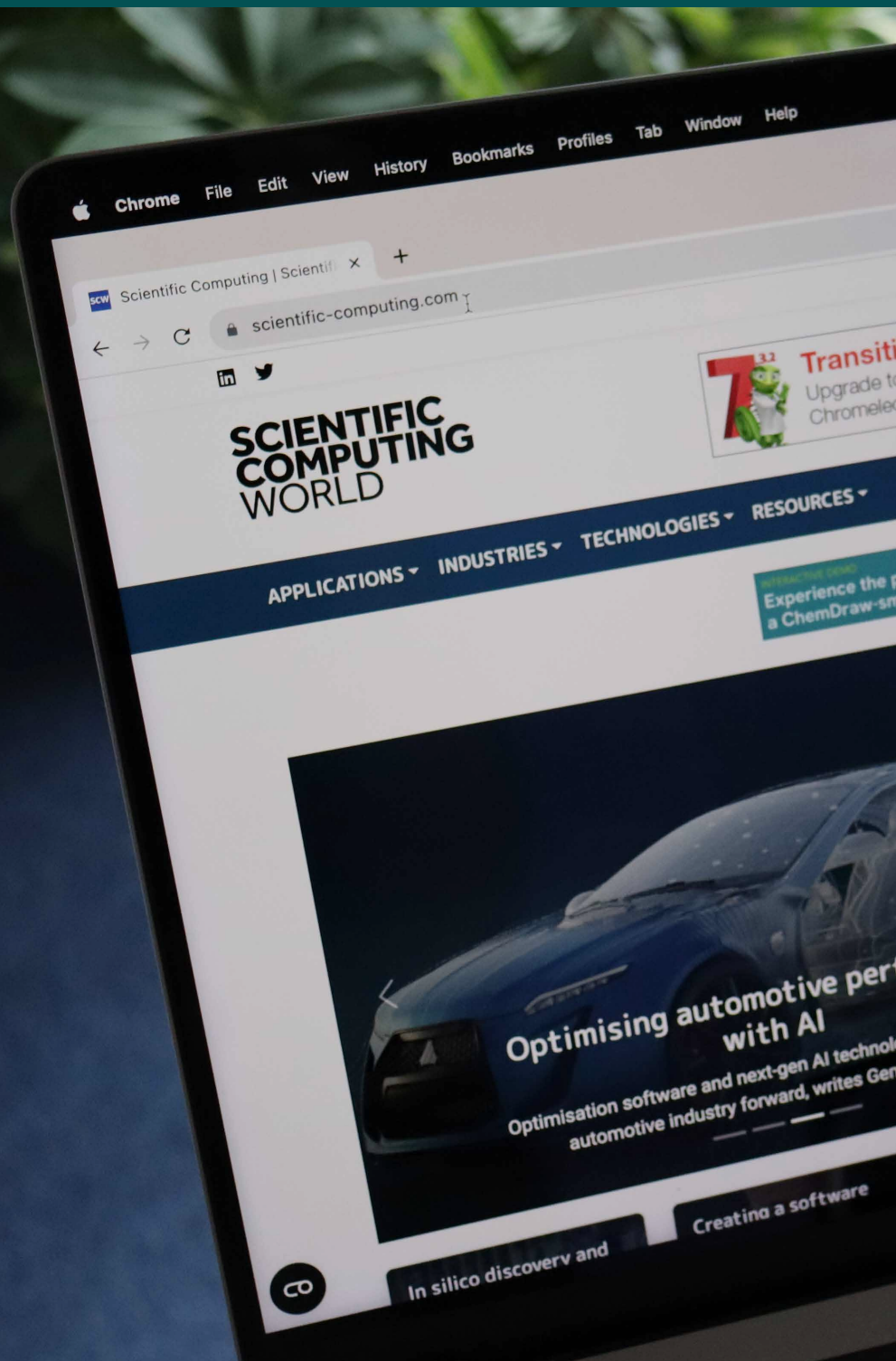
LOCKHEED MARTIN

MERCK

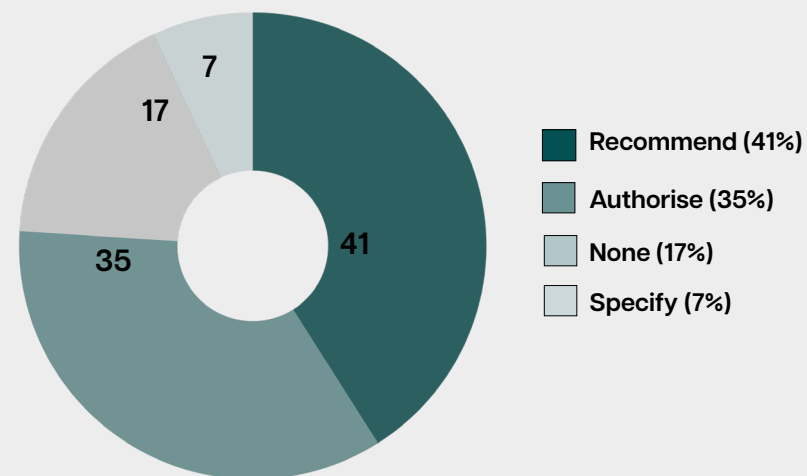
Pfizer



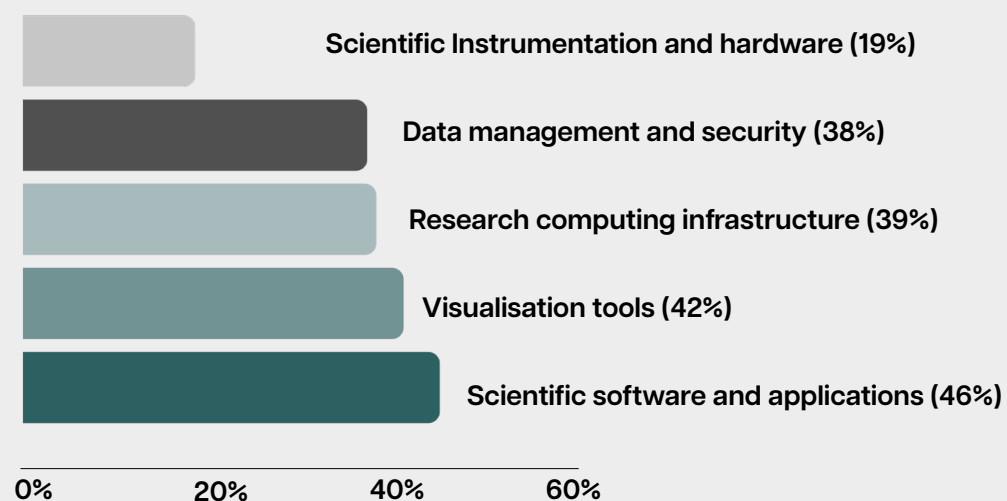
MERCK



## Purchasing Authority

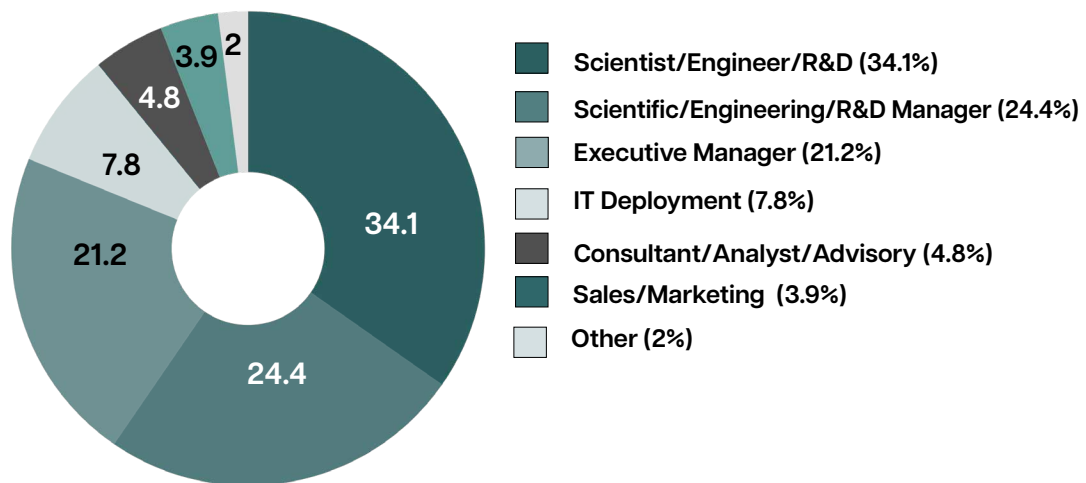


## Product Interests

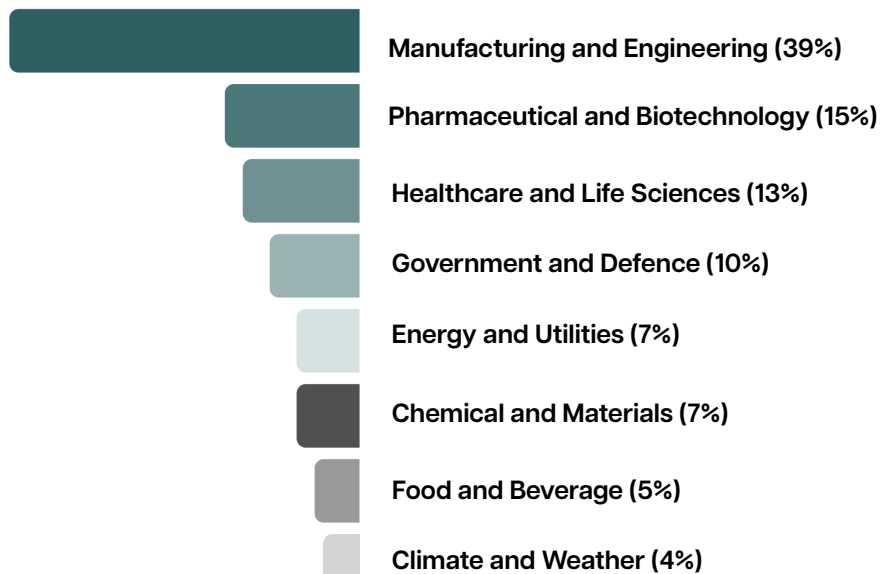




## Job Functions



## Market Sectors



# Publishing Schedule and Content Calendar

Our experienced editorial team curates the very best in content to serve R&D and IT leaders in science and engineering, leveraging the expertise of our community. Through in-depth feature articles, exclusive interviews with innovators, news analysis and product round-ups, Scientific Computing World delivers content on a daily basis through its website and social media channels, supported by a twice-weekly email newsletter and four digital magazine specials

## Magazine Publishing Schedule (subject to revision)

Cover date	Ad booking deadline	Distribution date
Laboratory Informatics Guide	6 Feb	27 Feb
SC75	1 May	22 May
HPC Breakthroughs	14 Aug	4 Sep
Computational Engineering Guide	9 Oct	30 Oct

## Email Publishing Schedule

Email type	Ad booking deadline	Distribution frequency
Scientific Computing World Newslite	2 weeks before	Every Tues and Thurs



# Laboratory Informatics Guide

Throughout 2026, our content team will be interviewing senior R&D and laboratory professionals from leading research organisations across a range of scientific disciplines: life sciences, oil and gas, food and drink, energy and environment and more. We will be creating online articles, running a series of online panel discussions, as well as including highlights in our established Laboratory Informatics Guide.

Vendors can help us assemble this cast of luminaries by recommending their own customers or highlighting projects where they feel the deployment of data management tools has been particularly innovative.

**Packages from £3,000**

**Digital magazine publication: February 2026**





## Engage with our laboratory informatics community by:



### **Sponsoring an Online Panel Discussion**

Allowing you to share the stage with laboratory informatics experts, while also benefiting from leads (around 80-100).



### **Running an exclusive strategic roundtable**

Bringing together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content.



### **Becoming a Laboratory Informatics Guide partner**

Giving you visibility through advertising in our high-profile digital magazine and website section.

# HPC Breakthroughs

HPC Breakthroughs, hosted by Scientific Computing World, is a year-round content stream that focuses on HPC, cloud and AI adoption for scientific research.

Throughout 2025, our content team has been interviewing senior HPC, cloud and AI professionals from leading research organisations across a range of scientific disciplines: life sciences, engineering, oil and gas, food and drink, energy and environment and more. We are creating online articles, and will be running a series of online panel discussions, as well as including highlights in our established Breakthroughs digital magazine.

Packages from £3,000

Digital magazine publication: August 2026



## Engage with our HPC community by:



### **Sponsoring an Online Panel Discussion**

Allowing you to share the platform with HPC experts, while also benefiting from leads (around 80-100).



### **Running an exclusive strategic roundtable**

Bringing together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content.



### **Becoming a Breakthroughs partner**

Giving you visibility through advertising in our high-profile digital magazine and website section.



# Computational Engineering Guide

Recognising the unique demands of engineering and simulation, the Computational Engineering Guide is a new content stream for 2026, devoted entirely to the use of simulation in fields such as automotive, aerospace, energy, electronics or meteorology.

Throughout 2025, our content team has been interviewing senior engineering and simulation professionals from leading research organisations in these fields. We are creating online articles, and will be running a series of online panel discussions, as well as including highlights in our new Computational Engineering Guide digital magazine.

Vendors can help us assemble this cast of luminaries by recommending their own customers or highlighting projects where they feel the deployment of simulation tools has been particularly innovative.

Packages from £3,000

**Digital magazine publication:** October 2026



## Engage with our computational engineering community by:



### **Sponsoring an Online Panel Discussion**

Allowing you to share the stage with simulation experts, while also benefiting from leads (around 80-100).



### **Running an exclusive strategic roundtable**

Bringing together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content.



### **Becoming a Computational Engineering Guide partner**

Giving you visibility through advertising in our high-profile digital magazine and website section.



# SC75

## 75 leaders in the adoption of scientific computing

For the first time, Scientific Computing World will be compiling a list of 75 R&D and IT leaders that are pushing the boundaries of scientific computing at their organisation.

Fed by a nomination process, we'll be looking for 25 leading lights from each of our three core areas of focus:

**Laboratory Informatics** - who is leading the way in creating a laboratory informatics deployment that is revolutionising the research capabilities of their institution.

**HPC** - which HPC leaders have demonstrated an approach that balances budget and environmental concerns with cutting-edge technology adoption to deliver a research computing facility of tomorrow?

**Simulation** - which engineering leaders have pushed the boundaries in simulation to help develop the next generation of products in record time?

The final list will represent the very best of 2026 project leaders in scientific computing, creating an unrivalled community of expertise.

**Packages from £3,000**

**Nomination window:** Early 2026

**List revealed:** Late Spring 2026





## Engage with our SC75 community by:



### **Sponsoring an Online Panel Discussion**

Allowing you to share the platform with SC75 honorees, while also benefiting from leads (around 80-100).



### **Running an exclusive strategic roundtable**

Bringing together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content.



### **Becoming a SC75 partner**

Giving you visibility through advertising in our high-profile digital magazine and website section.

Your vision,  
Our expertise  
**A powerful  
partnership**

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Work with us on  
these partnership  
opportunities





## SIEMENS

**“Thank you, Europa Science, for your outstanding work. The report created from the strategic roundtable you ran for us has become one the most popular pieces of content among our pharmaceutical prospects”**

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Olga Korosteleva, Global Marketing Lead -  
Pharmaceuticals, Siemens Digital Industries Software



## Your Lead Generation Partner

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Every marketer, sales leader or business development team has lead generation at the top of their list – and in the field of scientific computing, there is no one better placed than Scientific Computing World to be your partner.

We offer a variety of ways in which to deliver targeted, GDPR-compliant leads that you can add directly to your ongoing marketing communications or hand over to your sales team for qualification.

Packages from **£4,500**





### **Online panel discussions**

Combine thought leadership with lead generation (around 80-100 leads) by sponsoring a discussion, leveraging expertise within the sectors we address. Consult with us on topics and panel recruitment, co-market the event, and derive instant benefits in the form of direct engagement with the live audience and lead generation from the registrations.



### **Guaranteed targeted lead generation**

We can deliver you a guaranteed number of specified leads, based on the critical demographics your sales team needs, such as job title, seniority, market sector and geography. Using an asset you hold (or one we co-create with you), we'll go beyond our first-party data to get the leads you need – all of whom will have engaged with your content and given their GDPR-compliant consent by the time they reach you.



### **Strategic roundtables**

Bring together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content creation and lead generation. The resulting white paper is the perfect vehicle for lead generation, particularly when coupled with the guaranteed targeted lead service.



### **Hosted gated content**

We can host and promote your existing white papers to deliver you organic, untargeted leads.

## Your Thought Leadership Partner

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It's easy to think that everyone knows everything about your company and what you do, but the truth is often very different.

The Scientific Computing World team has spent decades in communication – and unlike an outsourced PR company, team members are specialists in our field. We know how to talk to our unique audience.

Partner with us to create articles, interviews and videos that can help you change how potential customers perceive your company and its capabilities.

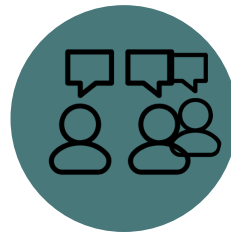
Packages from **£2,000**







**Interviews** with C-suite executives on your overall company strategy.



**Interviews** with CTOs, R&D leaders and product managers on why your technology stands out from the rest.



**Case studies** with key customers, illustrating your partnership capabilities in specific markets.



**Booth tours** at events, allowing you to communicate the breadth of your product offering beyond the show floor.



Participate in **Online Panel Discussions**, leveraging your in-house expertise alongside members of our thought leadership community.



Create **strategic roundtables** to share and derive insights about market niches.

## Your Strategic Insights Partner

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As well as providing you with a highly-targeted marketing platform, Scientific Computing World can offer you strategic insights gathered independently from a strategic, not-for-broadcast virtual roundtable.

Strategic roundtables are curated, closed-door virtual sessions designed to uncover deep customer insights while simultaneously generating high-impact marketing assets and qualified leads. These 90-minute discussions bring together a mix of current customers, consultants, users, prospects, and ideal customer profiles to explore real-world challenges and perceptions in a specific market segment.

Packages from **£15,000**





### Market Validation

Test and refine existing go-to-market strategies with real customer feedback.



### Product Development Input

Identify unmet needs and new opportunities for innovation.



### Marketing Optimisation

Inform and improve messaging, positioning, and content.



### Content Creation

Generate a long-form white paper and optional supporting articles based on authentic expert dialogue.



### Targeted Lead Generation

Receive guaranteed leads that match a predefined ideal customer profile.



# Branding and Visibility

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Scientific Computing  
World has several routes  
to placing your brand  
front and centre in front  
of our qualified audience  
of R&D & IT professionals



# Email

Our most successful vehicle for advertising, offering you banner positions and text plus image options in the form of Featured Products and Event Previews.

**Our email newsletter is sent twice weekly.**

**12.5K**  
subscribers

**25%**  
open rate



# Website

Leverage the daily traffic on our website by placing display advertising in and around our high-quality content.

1

Leaderboard banner

## 2.5K

Impressions

2

Box banner

## 1.8K

Impressions

3

In-Content Banner

## Tbc

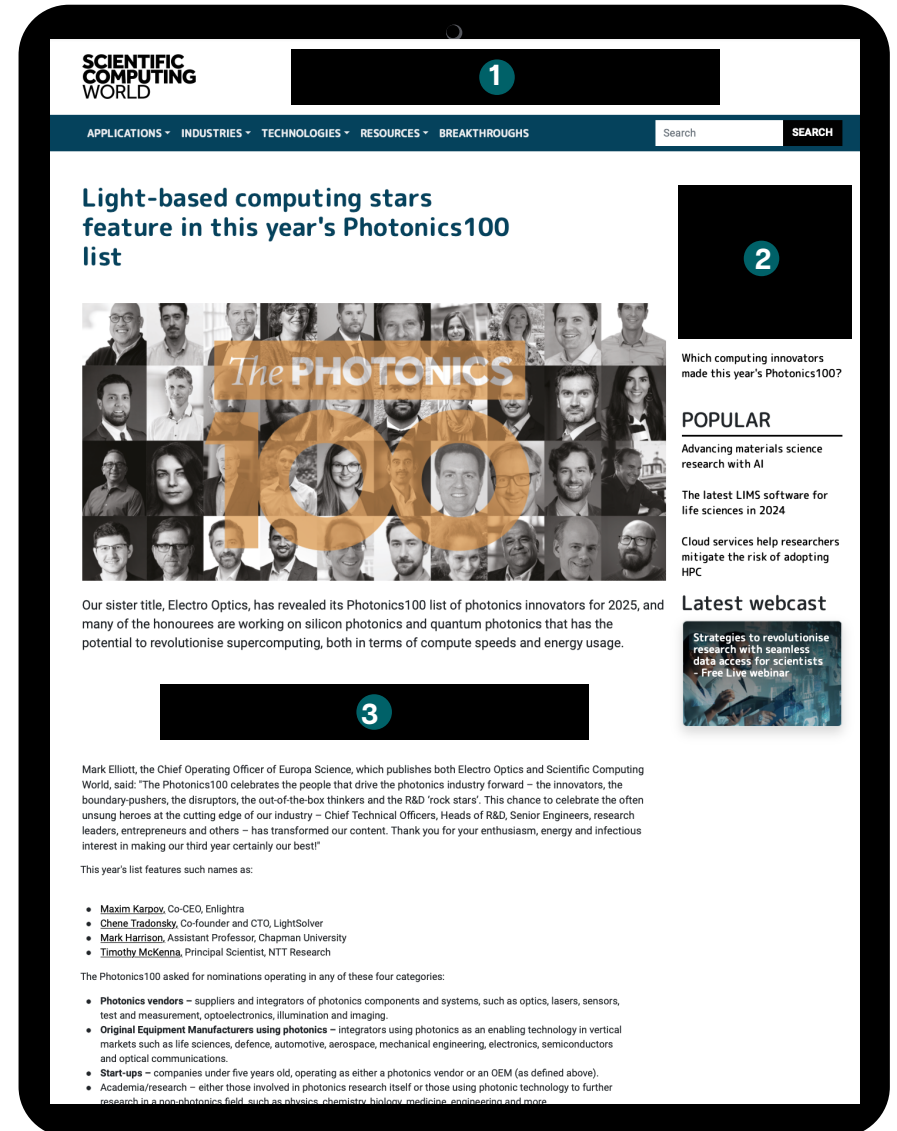
Impressions



**Content views  
for Branded article**



**Content views  
for Hosted article**  
*Includes Tech Focus*





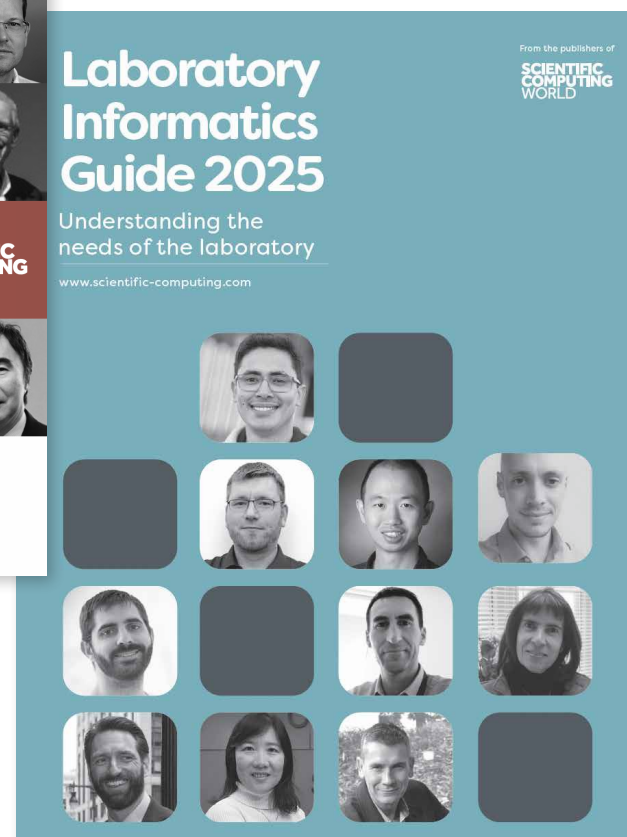
# Magazine

Our magazine, distributed in digital formats, remains the premium place for your display advertising, as not only do you reach our regular audience, but also get seen at major scientific computing events throughout the year via our media partnerships.

Maximise impact with our cover positions for high visibility, or exclusively sponsor the digital edition email. If you want your brand to be visible, we've got you covered.

## Bonus distribution *(selected)*

Pittcon  
Lab of the Future  
ISC  
SC



# 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 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
Cover Position (Inside Front, Inside Back, Outside Back)	213mm x 283mm	~ 12,500 copies distributed (in online downloads and email)	£4,950	6
Full Page	213mm x 283mm	~12,500 copies distributed (in online downloads and email)	£4,125	4
Half Page	Horizontal 213mm (w) x 141mm (h) Vertical 104mm (w) mx 282mm (h)	~ 12,500 copies distributed (in online downloads and email)	£2,500	3
Quarter Page	92mm (w) x 129mm (h)	~ 12,500 copies distributed (in online downloads and email)	£1,500	2
Outsert	Enquire for details	~ 12,500 copies distributed (in online downloads and email)	£4,950	6
Box Ad	300px x 250px & 300px x100px	~ 1,800 impressions	£1,500	2
Leaderboard	728px x 90px & 300px x100px	~ 2,500 impressions	£2,250	3
In-Content Banner	728px x 90px & 300px x100px	~ Tbc	£750	1
Email Banner	468px x 60px	~2,000 impressions	£1,500	2
Email Product Entry	Company Name, Product Name, Product Image, Max 1,000 character description, Destination URL	~ 2,000 opens	£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	~ 2,000 opens ~ 3,000 content views	£1,500	3
Tech Focus Lead Sponsor	As above, plus: Dedicated email, inc 3 links to your own content, plus your product entry	Guaranteed top spot on web version ~ 2,000 opens on dedicated email	£2,500	4
Hosted Article (online)	750-word article, Up to 8-word headline Lead image, Summary - 50 words	- 3,000 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 12,500 copies distributed (online downloads and email)	£1,500	2
Branded article	Co-created 750-word article	Guaranteed 5,000 content views across email, social media and online Plus, new marketing collateral	£POA	n/a



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Contact us today to book a meeting with  
our sales team and request a full detailed  
list of options and pricing.

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

