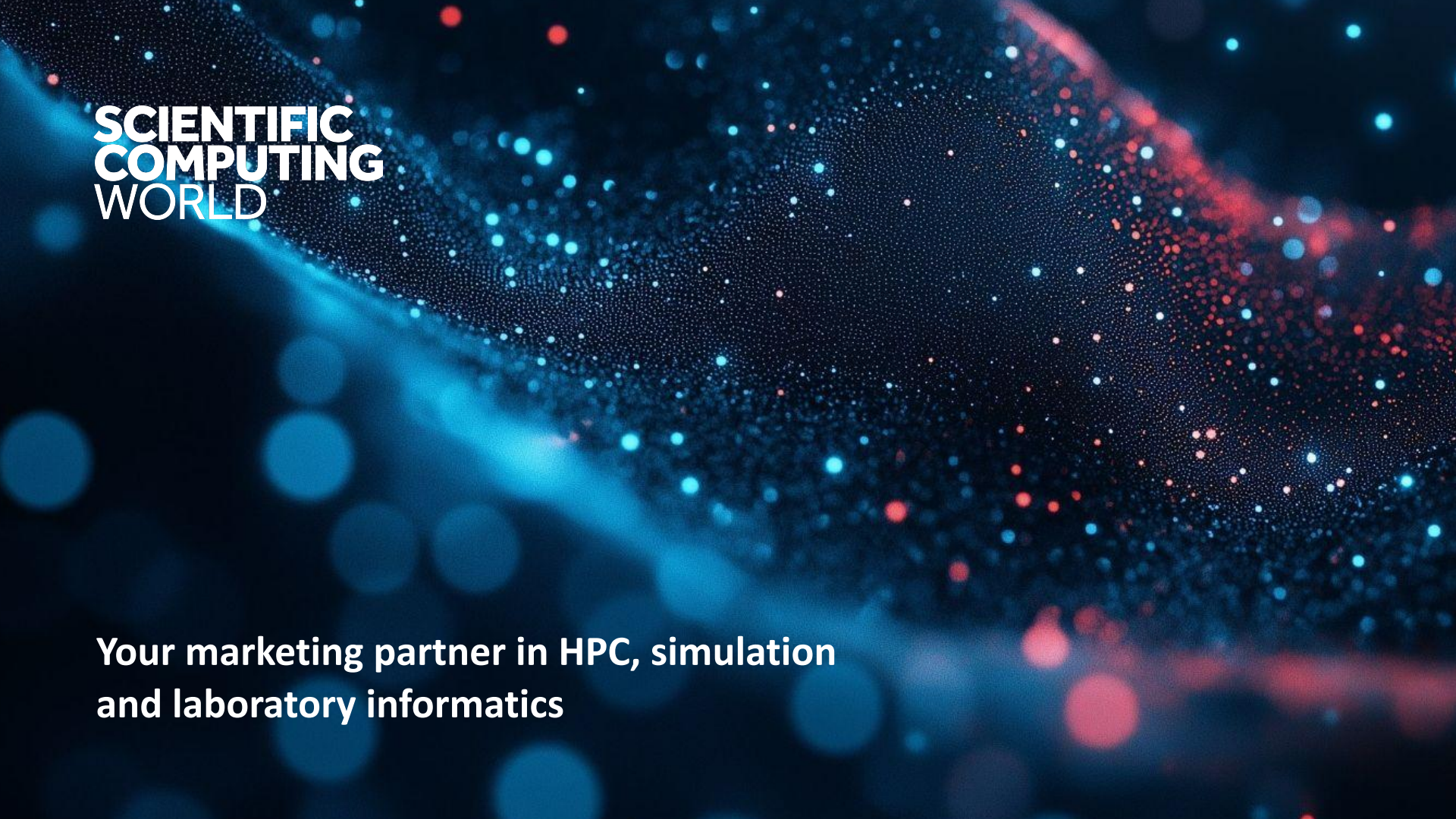

SCIENTIFIC
COMPUTING
WORLD
Your marketing partner in HPC, simulation
and laboratory informatics

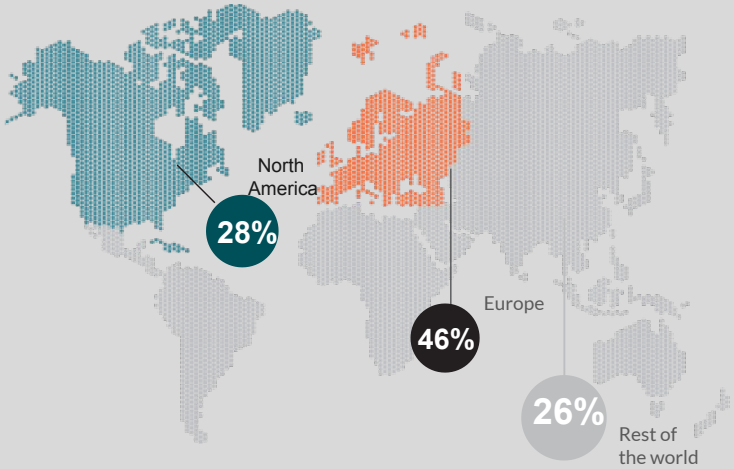
Our purpose

We inform, connect and celebrate excellence in computing solutions for scientists and engineers

Scientific Computing World is the only global brand dedicated to the computing and information technology needs of scientists and engineers. Our platforms help front-line scientists and their IT teams understand the computing tools available to aid their research efforts.

Across 20 years, we have developed trusting and productive partnerships with global brands We continue to put that trust to work for you, combining in-house agency expertise with an established platform to deliver your campaigns.

Demographic Information



15.9K
Average monthly audience

13.5K
Email subscribers

3.8K
LinkedIn followers

Job roles we reach:

- Heads of R&D
- HPC directors
- Lab managers and directors
- Lead researchers
- IT managers

… who are using these research tools

- AI
- Engineering
- HPC
- Laboratory informatics
- Quantum

Sample registered audience organisations

AstraZeneca, GILEAD, MERCK, Roche, Edwards, LOCKHEED MARTIN, MERCK, Pfizer, P&G, SAP

365 days of engagement

The imaging community doesn't meet us once a year.
They're with us every day – and your brand can be too

DAILY

Website & Social

Always-on visibility, with a strong – and fast-growing – social media profile.

15.9K Monthly website audience

3.8k LinkedIn followers

WEEKLY

Newsletters

Land in the inboxes of our engaged, technical audience every week.

13.5K Email Recipients

25% Average email open rate

MONTHLY

Tech Spotlights & Webcasts

Generate leads and position your team as the go-to experts on the topics that matter.

80–100 Leads per webcast

50+ Leads per Technology Spotlight

THROUGHOUT THE YEAR

Digital Magazines

Trusted exposure across premium digital editions, including The SCW75.

13.5K Digital and print readers

THROUGHOUT THE YEAR

Special Events

This brand reaches attendees at a number of major shows, and our partnerships can amplify your presence at the events.

8+ Events a year

YEARLY

The SCW75

Now in its second year, the community is made up of the sector's innovators actively transforming their organisations through the strategic deployment of scientific computing.

Laboratory Informatics Guide

Throughout 2027, our content team will be interviewing senior R&D and laboratory professionals from leading research organisations across a range of scientific disciplines: life sciences, food and drink, energy and environment and more. We will be creating online articles, running a series of Online Panel Discussions (webcasts) and Technology Spotlights, as well as including highlights in our established Laboratory Informatics Guide.

Vendors can get involved by recommending their own customers or highlighting projects where they feel the deployment of data management tools has been particularly innovative.

Digital magazine publication: March 2027



Engage with our laboratory informatics community by:



Sponsoring an Online Panel Discussion

Allowing you to share the stage with other 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 creation and lead generation.



Becoming a Partner

Giving you visibility through advertising in our high-profile projects and the SCW website.

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 2027, 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 and Technology Spotlights.



Engage with our HPC community by:



Sponsoring an Online Panel Discussion

Allowing you to share the stage with other 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 creation and lead generation.



Becoming a Partner

Giving you visibility through advertising in our high-profile projects and the SCW website.

The SCW75

75 new leaders in the adoption of scientific computing.

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

Fed by a nomination process, we'll be looking for leaders from our 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?

The final list will represent the very best of 2027 project leaders in scientific computing, creating an unrivalled community of expertise.

Nomination window: Early 2027
2027 list revealed and digital magazine launched: May 2027



Engage with our SCW75 community by:



Sponsoring an Online Panel Discussion
Allowing you to share the platform with other 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 SCW75 partner
Giving you visibility through advertising in our high-profile digital magazine and website section.

Your vision,
Our expertise
A powerful partnership

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”

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

Your Lead Generation partner

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.



Online Panel Discussions

Combine thought leadership with lead generation (around 80-100 leads) by sponsoring a webcast, leveraging expertise within the scientific computing community. 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.



Strategic roundtables

Bring together a representative sample of your existing potential customers to derive insights that can help with go-to-market strategies and product development, coupled with exclusive long-form content creation and the guaranteed targeted leads service.



Guaranteed targeted lead generation

We can deliver you a guaranteed number of specified leads, based on the demographics your sales team needs, such as job title, 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.



Technology Spotlight

These content packages consist of 3-4 articles written by technology experts on one specific topic. Sponsorship is limited to a maximum of four sponsors. You receive detailed contact information (name, job function, company, email & country) for users who download the report after 45 and 90 days. Benchmark performance: 50+ leads by 90 days

Your Thought Leadership partner

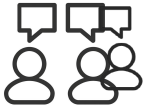
It's easy to think that everyone knows everything about your company and what you do, but the truth is often very different.

The Scientific Computing World team has spent decades in communication – and unlike an outsourced PR company, we 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.



Interviews with C-suite executives about your overall company strategy.



Interviews with CTOs, R&D leaders and product managers on why your solution 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 other experts.



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

Your Strategic Insights partner

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.



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. Scientific Computing World has several routes to placing your brand front and centre in front of our qualified professional audience.

Branding and Visibility

Scientific Computing World has several routes to placing your brand front and center 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.

13.5K
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
2K
Impressions

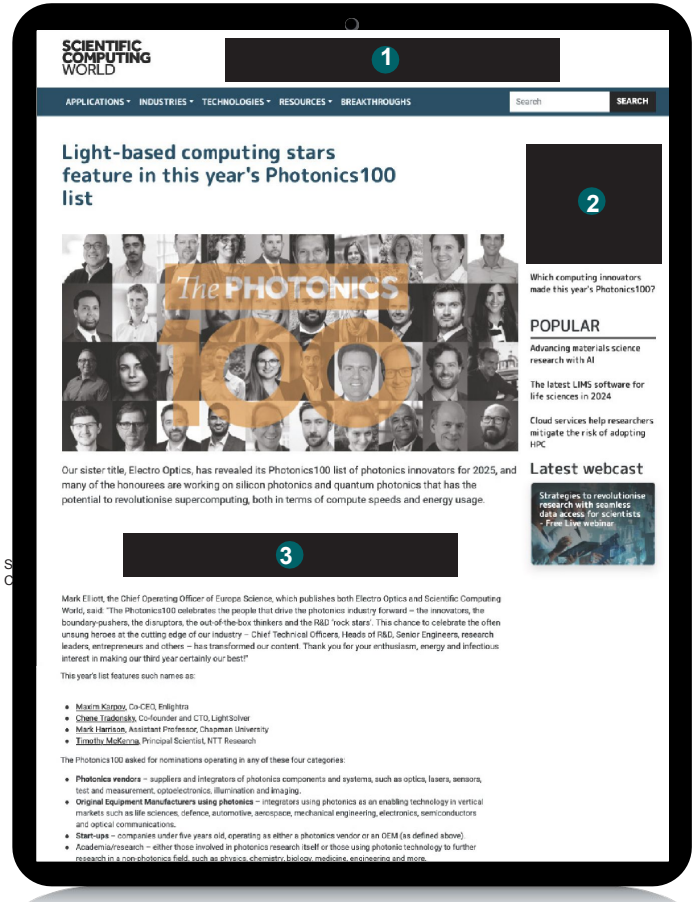
3 In-Content Banner
550
Impressions



Content views for a Branded article



Content views for a Hosted article



Digital magazine

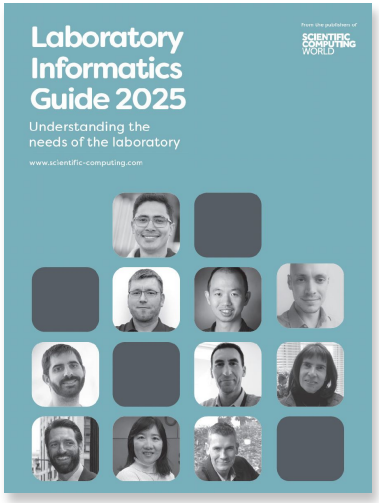
Our magazine, distributed in digital formats, remains the premium place for your display advertising, as not only do you reach our regular audience, but also get seen at major scientific computing events throughout the year via our media partnerships.

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
- Future Lab Live
- Lab Innovations
- ISC
- SC
- CIUK





Magazine Publishing Schedule (subject to revision)		
Cover date	**Ad booking deadline**	**Distribution date**
Laboratory Informatics Guide	26 Feb	25 March
SCW75	23 April	27 May

DESCRIPTION	SPECS	OUTCOMES	COST PER INSERTION	PREPAID CREDIT COST
Cover Position (Inside Front, Inside Back, Outside Back)	Full spec available here and at https://www.scientific-computing.com/advertising-specifications	13,500 copies distributed (in print, online downloads and email)	£5,195	6
Full Page	Full spec available here and at https://www.scientific-computing.com/advertising-specifications	13,500 copies distributed (in print, online downloads and email)	£4,335	4
Half Page	Horizontal and vertical options available. Please see https://www.scientific-computing.com/advertising-specifications	13,500 copies distributed (in print, online downloads and email)	£2,625	3
Quarter Page	Full spec available here and at https://www.scientific-computing.com/advertising-specifications	13,500 copies distributed (in print, online downloads and email)	£1,575	2
Outsert	Enquire for details	13,500 copies distributed (in print, online downloads and email)	£5,195	6
Web Box Ad	300px x 250px & 300px x100px and URL	2,000 impressions	£1,575	2
Web Leaderboard Banner	728px x 90px & 300px x100px and URL	2,500 impressions	£2,400	3
Web In-Content Banner	728px x 90px & 300px x100px and URL	550 impressions	£790	1
Email Banner	468px x 60px and URL	25% open rate for emails	£1,575	2
Hosted Article (online)	750-word article, up to 8-word headline, lead image	3,000 content views across email, social media and online	£1,575	2
Hosted Article (print upgrade)	750-word article, up to 8-word headline, lead image	As above, plus exposure in 13,500 copies distributed (in print and digitally)	£1,575	2
Branded Article	Co-created 750-word article	Guaranteed 5,000 content views across email, social media and online. Plus, new marketing collateral for you to use	£POA	n/a
Email Product Entry	Company name, product name, product image, maximum 1,000-character description, destination URL	25% open rate	£790	1
Tech Spotlight	One full-page advert supplied by sponsor, company description (name, short overview and URL) + article	~50 leads after 90 days and access to all of the leads generated	£3,500	n/a
Event Preview Entry	Company name, Event booth or stand number, High-resolution logo, Max 1,000-character description, Company URL	Inclusion in 2 x event special emails (one pre-, one post-event) and online	£1,575	2
Event Preview Premium Bundle	As above, plus Booth Tour (see Branded Content) 750-word article from a journalist visit to your booth (or via a remote interview)	5,000 content views across email, social media and online. New, journalist-written content for you to add to your marketing collateral	£3,150	5
Solus Webcast/Online Panel Discussion	A webcast we run with you, using your speaker and presentation material. To last about 45 minutes and broadcast live, with the registration gateway maintained for an on-demand product for up to 12 months (and thereafter put on our YouTube channel)	80-100 leads matched against your required criteria. Leads supplied on the day after broadcast, with further on-demand leads supplied after 90 days	£POA	n/a
Co-sponsored Webcast/Online Panel Discussion	A webcast we run with you and other sponsors, using your speaker and presentation material. To last about 45 minutes and broadcast live, with the registration gateway maintained for an on-demand product for up to 12 months (and thereafter put on our YouTube channel)	80-100 leads that are shared with the other sponsors, supplied on the day after broadcast, with further on-demand leads supplied after 90 days	£5,000	n/a

Book your Online Panel Discussion

Sponsor slots are allocated first-come, first-served.
Get in touch with our team to secure your place across the 2027 series

1. Storage for large-scale research
Book by 9 December 2026

2. Upgrading legacy ELN and LIMS without stalling research
Book by 16 December 2026

3. Cutting the carbon footprint of scientific compute without losing throughput
Book by 10 February 2027

4. Scaling AI and HPC in genomics
Book by 7 April 2027

5. How to break down R&D data silos across instruments, legacy software and cloud
Book by 12 May 2027

6. On-premises, cloud or hybrid HPC?
Book by 11 August 2027

7. Making scientific data FAIR and compliant
Book by 8 September 2027

8. Quantum in the lab
Book by 6 October 2027

Book your Tech Spotlight

Up to four sponsors allowed per topic.
Get in touch with our team to secure your place across the 2027 series

1. Modernising your LIMS
Book by 18 November 2026

2. Right-sizing scientific clusters
Book by 11 December 2026

3. Operationalising AI in scientific discovery
Book by 12 January 2027

4. Tackling the data crunch
Book by 15 February 2027

5. Beyond digital paper
Book by 12 March 2027

6. Hybrid cloud for computational science
Book by 12 April 2027

7. Unifying fragmented instrument data
Book by 14 May 2027

8. Securing open science
Book by 14 June 2027

9. De-risking long-term data preservation
Book by 13 August 2027

10. Removing the distributed data bottleneck
Book by 24 October 2027

Contact us today to discuss how we can help

For a deeper understanding of our marketing channels and product-specific opportunities, please contact Tim Richters. He looks forward to hearing from you.



Tim Richters

tim.richters@europascience.com