

## Applications

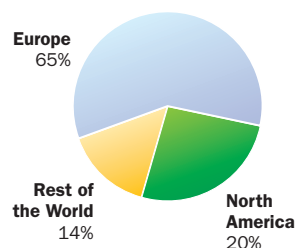
*Scientific Computing World* is the leading multi-platform resource dedicated to the computing and information technology needs of professionals working in science, technology, engineering and medicine.

Its dedicated coverage of the engineering sector places it at the heart of your marketing strategy, providing a platform for the promotion of your products and services, reaching engaged users and decision makers worldwide.

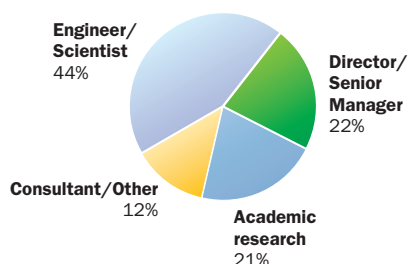
Comprising a bi-monthly magazine, a regularly updated website, monthly dedicated engineering email newsletters, Scientific Computing World provides a variety of marketing options – to suit all budgets – to reach this targeted sector.

## CIRCULATION AND READER DEMOGRAPHICS ENGINEERING SECTOR

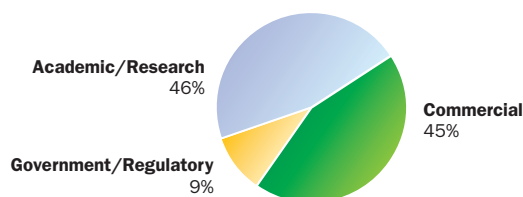
### GEOGRAPHICAL DISTRIBUTION



### JOB FUNCTION



### TYPE OF ORGANISATION



## CONTACT

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## EDITORIAL & ADVERTISING CALENDAR 2016

ISSUE DATE	FEATURES
February March Editorial deadline: 11 January	<ul style="list-style-type: none"> <li>• <b>New series Computing for energy:</b> Wind power</li> <li>• <b>Show Preview:</b> PI Congress Munich</li> <li>• <b>Automotive engineering:</b> Simulation and modelling of motorbikes</li> </ul>
April May Editorial deadline: 21 March	<ul style="list-style-type: none"> <li>• <b>New series Computing for energy:</b> Solar power</li> <li>• <b>Conference report:</b> PI Congress Munich</li> <li>• <b>Aerospace engineering:</b> Inside an aircraft</li> </ul>
June July Editorial deadline: 9 May	<ul style="list-style-type: none"> <li>• <b>New series Computing for energy:</b> Fuel cells</li> <li>• <b>Marine engineering:</b> Simulating ships</li> </ul>
August September Editorial deadline: 25 July	<ul style="list-style-type: none"> <li>• <b>New series Computing for energy:</b> Nuclear power</li> <li>• <b>Engineering the built environment:</b> Smart cities and the internet of things</li> <li>• <b>Show Preview:</b> Altair European Technology Conference</li> </ul>
October November Editorial deadline: 26 September	<ul style="list-style-type: none"> <li>• <b>New series Computing for energy:</b> Combustion and fossil fuels</li> <li>• <b>Conference report:</b> Altair European Technology Conference</li> <li>• <b>Automotive engineering:</b> Modelling electric and hybrid vehicles</li> </ul>
December 2015 January 2016 Editorial deadline: 21 November	<ul style="list-style-type: none"> <li>• <b>New series Computing for energy:</b> Geothermal power</li> <li>• <b>Engineering the built environment:</b> Seismic design</li> </ul>

*In every issue of 2016, we will be publishing two short profiles of engineering software vendors, exploring the markets each company works in and looking ahead to areas for the future*

## MAJOR INDUSTRY EVENT DISTRIBUTION

Altair Technology Conference  
Ansys Conference  
MATLAB Expo UK  
International CAE Conference

## IN PRINT

MORE THAN 13,000 INDIVIDUALLY-NAMED READERS



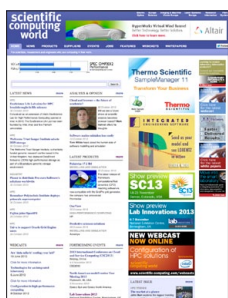
- Established title with long-standing loyal readership worldwide
- Plus regular bonus distribution at key industry events

	1x	3x	6x
<b>Full Page</b>	£3,750	£3,300	£3,000
<b>Half Page</b>	£2,350	£2,100	£1,880
<b>Third Page</b>	£1,990	£1,720	£1,595
<b>Quarter Page</b>	£1,325	£1,190	£1,060
<b>Suppliers directory £500 per year</b>			

Other sizes available on request  
**Special (cover) positions:** +25 per cent  
**Solus Positions:** +10%

## ONLINE

AVERAGE 12,000 MONTHLY IMPRESSIONS



- Increasingly popular website with regularly updated content
- Multiple banner options for all budgets
- Web-exclusive editorial content

<b>Leaderboard (728 x 90)</b>	<b>£1,500 per month</b>
<b>Top banner (468 x 60)</b>	<b>£1,200 per month</b>
<b>Right button banner (120 x 60)</b>	<b>£750 per month</b>
<b>Box Ad (300 x 250)</b>	<b>£1,500 per month</b>
<b>Right Skyscraper (120 x 600)</b>	<b>£1,000 per month</b>
<b>Suppliers directory £500 per year</b>	

For information on sizes and placement visit [www.scientific-computing.com/onlineadvertising](http://www.scientific-computing.com/onlineadvertising)

## EMAIL

MORE THAN 15,000 OPT-IN RECIPIENTS



- Redesigned with more options available

<b>Banner ad (468 x 60)</b>	<b>£600-£1,000 per insertion</b>
<b>Skyscraper (120 x 600)</b>	<b>£1000 per insertion</b>
<b>Box ad (120 x 120)</b>	<b>£400 per insertion</b>
<b>Product entry (40 words, headline, company name, URL and 120 x 120 image)</b>	<b>- £400</b>

## CONTENT MARKETING AND LEAD GENERATION

### White Papers

- Promote your technology, in your own words, to our online readership
- Generate named leads
- Cross-promoted in print, online and by email

**White Paper £1,000**

### Webcasts

- Editorially-led, multi-presenter webcasts
- Cross-promoted in print, online and by email
- Generate named leads

**Webcast shared sponsorship £2,500**  
**Sole sponsorship £10,000**

### Content marketing

- Use our editorial services to create bespoke content
- Interviews, case studies, company profiles and more
- Place it with us, and/or use it elsewhere

To discuss your fully integrated multimedia campaign – and for advice on how to get the best from your budget, contact:

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