

High-Performance Computing

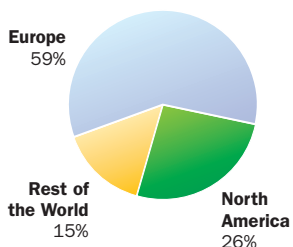
Scientific Computing World is the leading multi-platform resource dedicated to the computing and information technology needs of professionals working in science, technology, engineering, and medicine.

Its dedicated coverage of the high-performance computing (HPC) 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.

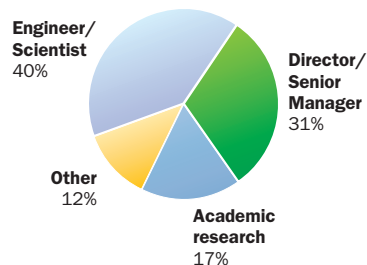
Comprising a bi-monthly magazine, a regularly updated website, monthly dedicated HPC email newsletters, plus the annual *HPC 2016-17*, *Scientific Computing World* provides a variety of marketing options – to suit all budgets – to reach this targeted sector.

CIRCULATION AND READER DEMOGRAPHICS HPC SECTOR

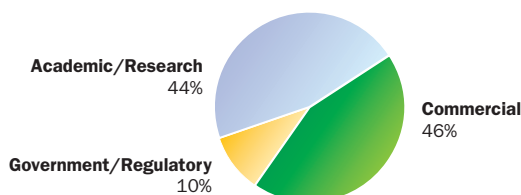
GEOGRAPHICAL DISTRIBUTION



JOB FUNCTION



TYPE OF ORGANISATION



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EDITORIAL & ADVERTISING CALENDAR 2016

ISSUE DATE	FEATURES
February/March Editorial deadline: 11 January	<ul style="list-style-type: none"> Barriers to the cloud in HPC HPC Centre Profile
April/May Editorial deadline: 21 March	<ul style="list-style-type: none"> Interconnects, Infiniband, and Ethernet Open source vs proprietary software HPC Centre Profile
June/July Editorial deadline: 9 May	<ul style="list-style-type: none"> Show Preview: ISC High Performance Conference report: PraceDays Storage: computing and archiving HPC Centre Profile
August/September Editorial deadline: 25 July	<ul style="list-style-type: none"> Conference report: ISC High Performance Conference report: Teratec Memory: the barrier to exascale? HPC Centre Profile
October/November Editorial deadline: 26 September	<ul style="list-style-type: none"> Show Preview: SC16 Cooling and energy efficiency Data centric computing HPC Centre Profile
Dec 2016/Jan 2017 Editorial deadline: 21 November	<ul style="list-style-type: none"> Conference report: SC16 Programming for exascale HPC Centre Profile

In every issue of 2016, we will be profiling an HPC centre, focusing on its applications to science and engineering, but also with the technical specifications of the system, its components and the suppliers, vendors and/or integrators.

HPC 2016-17

Published October 2016

Packed with in-depth features, informed opinion, detailed analysis and comment from industry-leading names, HPC 2016-17 provides a year-round opportunity to reach out to scientists and engineers involved in HPC, with bonus distribution at several major events.



MAJOR INDUSTRY EVENT DISTRIBUTION

- ISC '16
- SC16
- Computing Insight UK
- HPC on Wall Street
- Teratec
- Cloud Computing Expo
- Cloud World Forum
- Nvidia GPU Tech Conference
- Adaptive Computing MOAB Conference

IN PRINT

MORE THAN 13,000 INDIVIDUALLY-NAMED READERS



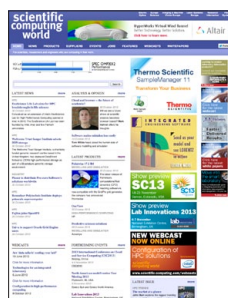
- Established title with long-standing loyal readership worldwide
- Plus regular bonus distribution at key industry events

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

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

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

For information on sizes and placement visit www.scientific-computing.com/onlineadvertising

EMAIL

MORE THAN 15,000 OPT-IN RECIPIENTS



- Redesigned with more options available

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

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 \$1,500

Webcasts

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

Webcast shared sponsorship \$3,750
Sole sponsorship \$15,000

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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