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**

- Europe: 59%
- North America: 26%
- Rest of the World: 15%

**JOB FUNCTION**

- Engineer/Scientist: 40%
- Director/Senior Manager: 31%
- Academic research: 17%
- Other: 12%
- Academic/Research: 17%
- Commercial: 46%

**TYPE OF ORGANISATION**

- Academic/Research: 44%
- Commercial: 46%
- Government/Regulatory: 10%

**EDITORIAL & ADVERTISING CALENDAR 2016**

**ISSUE DATE**

- February/March: Editorial deadline: 11 January
- April/May: Editorial deadline: 21 March
- June/July: Editorial deadline: 9 May
- August/September: Editorial deadline: 25 July
- October/November: Editorial deadline: 26 September
- Dec 2016/Jan 2017: Editorial deadline: 21 November

**FEATURES**

- Barriers to the cloud in HPC
- HPC Centre Profile
- Interconnects, Infiniband, and Ethernet
- Open source vs proprietary software
- HPC Centre Profile
- Show Preview: ISC High Performance
- Conference report: PraceDays
- Storage: computing and archiving
- HPC Centre Profile
- Conference report: ISC High Performance
- Conference report: Teratec
- Memory: the barrier to exascale?
- HPC Centre Profile
- Show Preview: SC16
- Cooling and energy efficiency
- Data centric computing
- HPC Centre Profile
- 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

**CONTACT**

Tim Gillett Managing editor +44(0)1223 221040 • editor.scw@europascience.com

Robert Roe Deputy editor +44(0)1223 221038 • robert.roe@europascience.com

Warren Clark Managing director +44 (0)1223 221031 • warren.clark@europascience.com

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For editorial enquiries, please contact:
Tim Gillett Managing editor
+44(0)1223 221040 • editor.scw@europascience.com

Robert Roe Deputy editor
+44(0)1223 221038 • robert.roe@europascience.com

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