

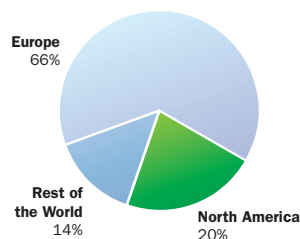
Laboratory Informatics

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 laboratory informatics 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.

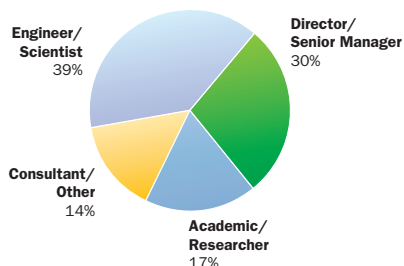
Comprising a bi-monthly magazine, a regularly updated website, monthly dedicated laboratory informatics email newsletters, plus the annual Laboratory Informatics Guide, *Scientific Computing World* provides a variety of marketing options – to suit all budgets – to reach this targeted sector.

CIRCULATION AND READER DEMOGRAPHICS LABORATORY INFORMATICS SECTOR

GEOGRAPHICAL DISTRIBUTION



JOB FUNCTION



MAJOR INDUSTRY EVENT DISTRIBUTION

- SLAS
- Pittcon
- SmartLab Exchange
- Bio-IT World
- Paperless Lab Academy

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EDITORIAL & ADVERTISING CALENDAR 2016

ISSUE DATE	FEATURES
February March Editorial deadline: 11th January	<ul style="list-style-type: none"> • Show Preview: Pittcon • Show Preview: Smart Lab Exchange • Keeping control of your data: Commercial confidentiality and informatics in an age of outsourcing
April May Editorial deadline: 21 March	<ul style="list-style-type: none"> • Show Preview: Paperless Lab Academy • Show Preview: Analytica • Show Report: Smart Lab Exchange • Keeping control of your data: Patient privacy and informatics in the life sciences
June July Editorial deadline: 9 May	<ul style="list-style-type: none"> • Show Report: Paperless Lab Academy • Keeping control of your data: Public access and informatics in environment and food safety regulation
August September Editorial deadline: 25 July	<ul style="list-style-type: none"> • The impact of the cloud in informatics
October November Editorial deadline: 26 September	<ul style="list-style-type: none"> • Standard data formats in the laboratory
December 2015 January 2016 Editorial deadline: 21 November	<ul style="list-style-type: none"> • Upgrading legacy systems

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

LABORATORY INFORMATICS GUIDE 2017

Published December 2016

The definitive annual publication for all those involved in laboratory informatics, comprising high value editorial features, analysis and opinion, together with a comprehensive listing of products and suppliers.



BUILDING A SMART LABORATORY 2016

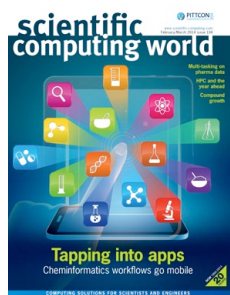
Published April 2016

This publication, revised and updated annually, provides the perfect introduction to the concept of the smart laboratory for anyone new or unfamiliar with the issues surrounding integrated lab technology and informatics.



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 £1,000

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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