scientific computing world
Computing solutions for scientists and engineers

Laboratory Informatics

Editorial and Advertising calendar 2017

ISSUE DATE	FEATURES	PLANNED SHOW DISTRIBUTION
Feb/Mar 2017	**Informatics in discovery labs:** we explore the use of informatics software for research particularly in un-regulated environments **Show Preview:** Paperless Lab Academy	Smart Lab Exchange Paperless Lab Academy
Apr/May 2017	**Highly regulated informatics:** How does the use of informatics tools vary in highly-regulated industries such as food and beverage or pharmaceutical labs. **Report on paperless Lab Academy**	
Jun/Jul 2017	**Informatics and alcohol:** This feature takes a look at some of the lesser known application areas such as the beverage and brewing industries.	Laboratory Informatics
Aug/Sep 2017	**Healthcare:** We explore how technology is changing the face of healthcare.	
Oct/Nov 2017	**Predictive medicine:** We investigate the progress being made in predictive medicine	
Dec 2017/ Jan 2018	**Cloud and SaaS:** We look at the role of new technologies in streamlining laboratory practices.	SLAS 2018

In every issue of 2017, we will be publishing two short profiles of informatics vendors, exploring the markets each company works in and looking ahead to areas for future.

Recent advertisers

LABORATORY INFORMATICS GUIDE 2018

Published December 2017

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 2017

Published April 2017

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.

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
Mike Nelson Advertising manager +44 (0)1223 221039 • mike.nelson@europascience.com
Warren Clark Managing director +44 (0)1223 221031 • warren.clark@europascience.com

www.scientific-computing.com

Quality control
Using informatics software to increase data integrity

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.

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

Mike Nelson, Advertising Sales Manager
mike.nelson@europascience.com
+44 1223 221039

scientific computing world

Computing solutions for scientists and engineers

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
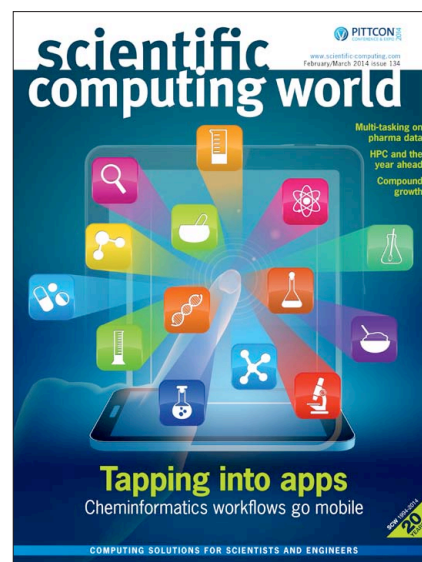
White Paper £1,000

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

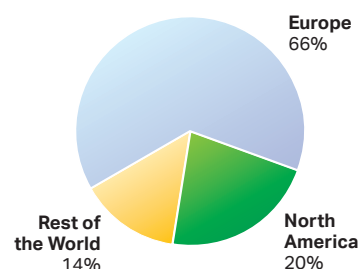**Webcast shared sponsorship £2,500**
Sole sponsorship £10,000

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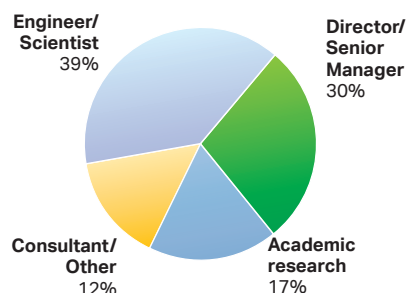- Place it with us, and/ or use it elsewhere

Rates effective September 2016. All advertising carried subject to Europa Science Ltd Terms and Conditions

www.scientific-computing.com

Circulation and reader demographics
Laboratory informatics sector

Geographical distribution

- Europe 66%
- North America 20%
- Rest of the World 14%

Job function

- Engineer/ Scientist 39%
- Director/ Senior Manager 30%
- Academic research 17%
- Consultant/ Other 12%

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

Mike Nelson, Advertising Sales Manager
mike.nelson@europascience.com
+44 1223 221039