

Modelling and simulation

Editorial and Advertising calendar 2017

ISSUE DATE	FEATURES	SHOW DISTRIBUTION
Feb/Mar 2017	Designing industrial vehicles: We explore the use of simulation software in the design and optimisation of large industrial vehicles.	
Apr/May 2017	Aerospace: We investigate how the aerospace industry is applying modelling and simulation to optimise the design of aircraft in the face of constraints such as noise and fuel consumption.	Engineering Simulation Show
Jun/Jul 2017	Weather and Climate: We investigate the use of simulation to advance weather and climate modelling.	Altair Technology Conference
Aug/Sep 2017	Wind Energy: We explore the role of simulation to improve the generation of wind energy. Report on Altair Technology Conference	solidThinking Converge 2017 Ansys Technology Conference
Oct/Nov 2017	Automotive: We explore the use of simulation and modelling in the automotive industry	International CAE Conference
Dec 2017/ Jan 2018	Oil and Gas: We look at how computing has become indispensable to the oil and gas industry	

In every issue of 2017, 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

Recent advertisers



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www.scientific-computing.com



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.

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

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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

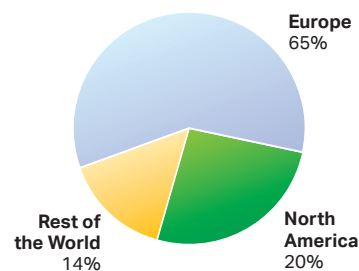
Content marketing

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

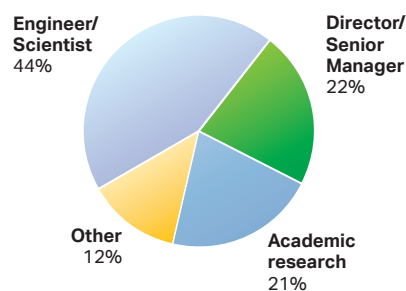


Circulation and reader demographics HPC sector

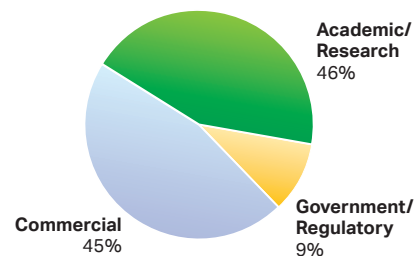
Geographical distribution



Job function



Type of organisation



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