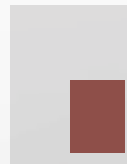


FULL PAGE

Trim (Page size)
213mm (W) x 282mm (H)

Bleed (+3mm all around)
219mm (W) x 288mm (H)

Non bleed ad
189 (W) x 258mm (H)



QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)

Bleed ad not available



1/2 PAGE ISLAND

Non bleed ad
140mm (W) x 195mm (H)

Bleed ad not available

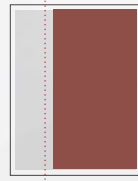


QUARTER PAGE STRIP

Trim
55mm (W) x 282mm (H)

Bleed (+3mm all around)
61mm (W) x 288mm (H)

Non bleed ad
42mm (W) x 258mm (H)

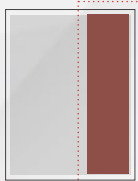


2/3 PAGE VERTICAL

Trim
136mm (W) x 282mm (H)

Bleed (+3mm all around)
142mm (W) x 288mm (H)

Non bleed ad
124mm (W) x 258mm (H)



1/3 PAGE VERTICAL

Trim
71mm (W) x 282mm (H)

Bleed (+3mm all around)
74mm (W) x 288mm (H)

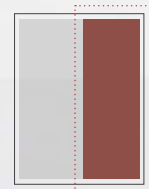
Non bleed ad
59mm (W) x 258mm (H)



1/3 PAGE SQUARE

Non bleed ad
125mm (W) x 125mm (H)

Bleed ad not available

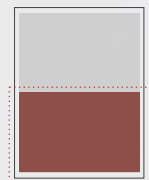


HALF PAGE VERTICAL

Trim
104mm (W) x 282mm (H)

Bleed (+3mm all around)
110mm (W) x 288mm (H)

Non bleed ad
92 (W) x 258mm (H)

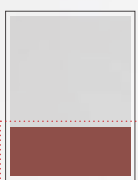


HALF PAGE HORIZONTAL

Trim
213mm (W) x 141mm (H)

Bleed (+3mm all around)
219mm (W) x 147mm (H)

Non bleed ad
189 (W) x 129mm (H)



1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed (+3mm all around)
219mm (W) x 100mm (H)

Non bleed ad
189mm (W) x 85mm

Trim

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

Bleed

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

Non bleed ad

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

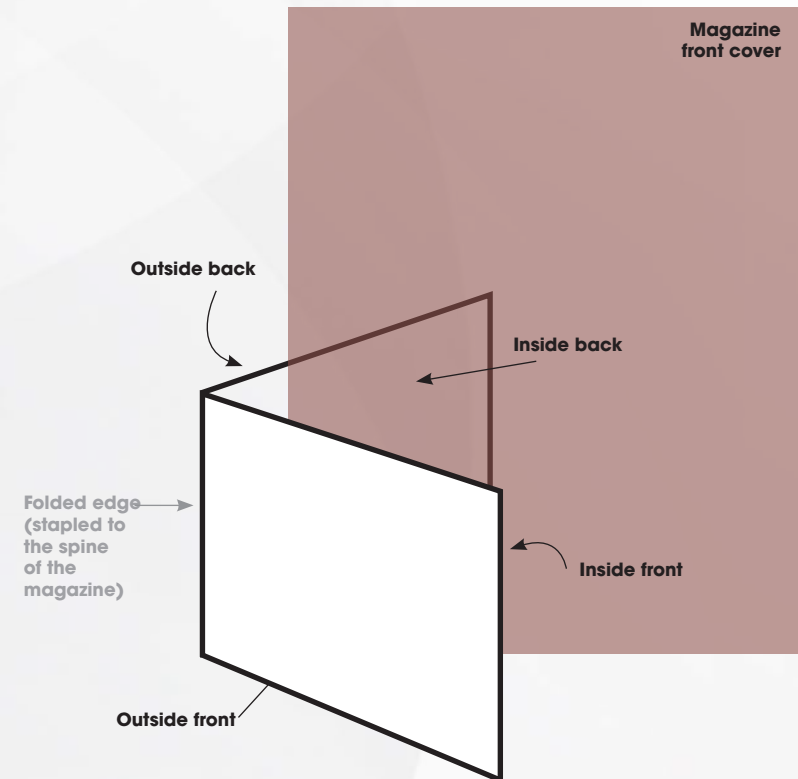
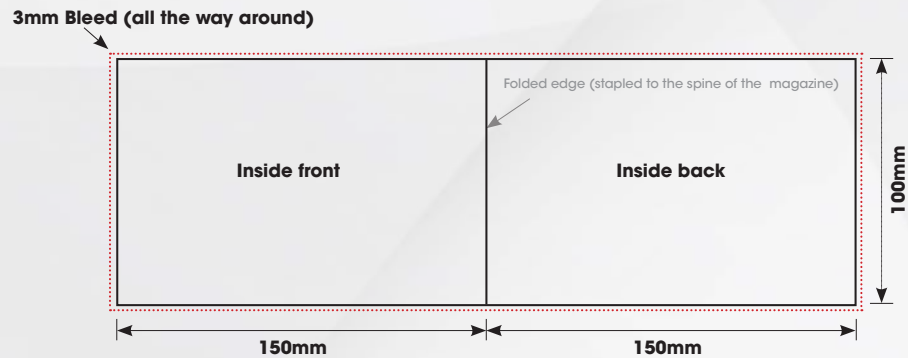
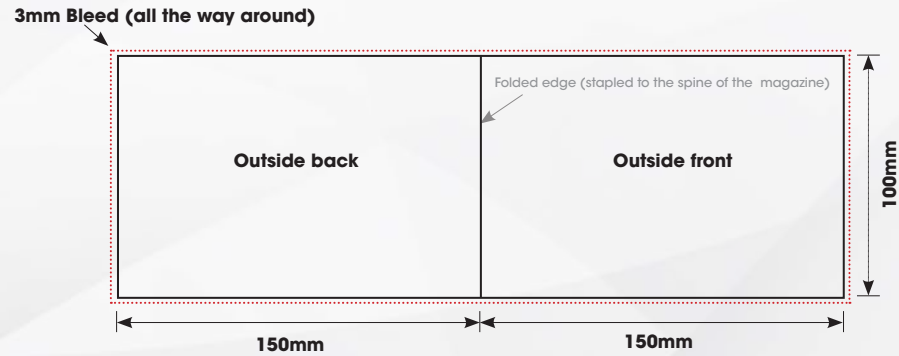
Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

Recommendation

If you are supplying a bleed ad we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed at the printers.



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4 Signet Court, Cambridge CB5 8LA, UK.

FEATURED TECHNOLOGY – WHITE PAPER+

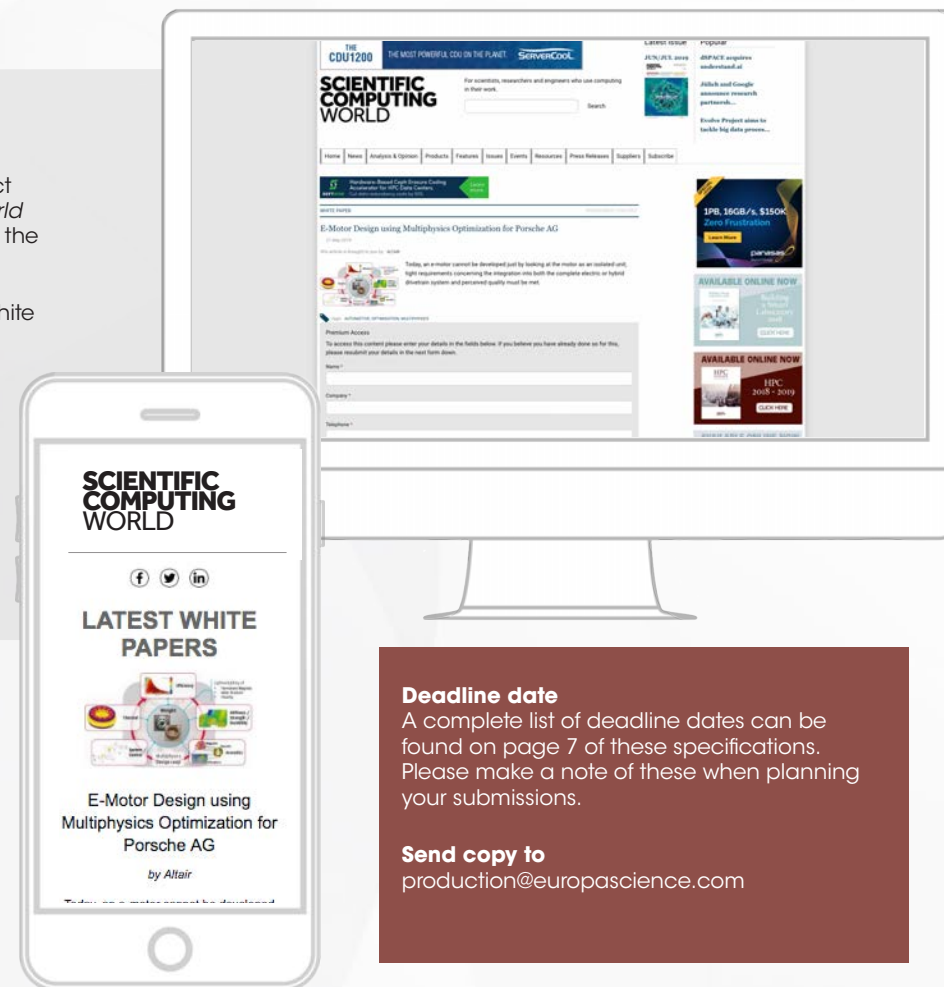
This option gives you all the benefit of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The *Scientific Computing World* team will be writing the feature, so we need as much information from you as possible, as early as possible. Sell the story to us – we want to highlight genuine impact, so let us know!

White papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

- **Appears as two pages in the magazine, comprising a 1,200-word feature (written by us)**
- **Featured on our white papers page**
- **Also appears online as a feature, with a footer advert pointing towards your white paper.**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine, pointing towards your white paper**
- **Option to include data capture form to collect leads**

SPECIFICATIONS

- .pdf of a white paper to base the written white paper on (max 10mb)
- Hi-res images where applicable
- Available for a phone interview with the editorial team for them to write up the article
- A lead image in 3:2 ratio, 72dpi, RGB



Deadline date

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

Send copy to

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FEATURED CASE STUDY

A featured case study is designed to place your real-world story alongside our existing editorial – this means that you should think hard about your submission.

Considerations to make your case study a success:

- **Is my case study in context with the associated article? Ask the editor – we can help.**
- **Is 750 words enough? If you've got a great story then make sure you let us know if you're struggling to fit it in. We could help edit, or we could increase the space. The point of this product is that between you and Scientific Computing World, we give the reader a better experience – if the story is great, let's tell it!**
- **Talk to us throughout. If you have more than one idea as to potential, relevant case studies, then let us know – we could advise on which to pick.**

SPECIFICATIONS

- Comprising approximately 750 words and hi-res images where applicable
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary

LABORATORY INFORMATICS SPONSORED CONTENT

HELP YOUR BUSINESS GROW WITH BOSTON LABS

VISIT STAND G-733 AT ISC 2019
FOR A SNEAK PEEK OF THE MOST HOTLY ANTICIPATED
PRODUCT RELEASES IN OUR NDA ROOM

WHY CHOOSE US?

TAILOR-MADE HPC SOLUTIONS Boston has the knowledge and expertise to tailor your ideal solution.	BOSTON HPC LABS Remotely tested and benchmark your technologies.	LEADING-EDGE TECHNOLOGY Boston's HPC Lab facility offers the latest technology first.
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TEST DRIVE THE LATEST SOLUTIONS TODAY AT BOSTON LABS

BOSTON
Servers | Storage | Solutions

SUPERMICRO

WEB: WWW.BOSTON.CO.UK
EMAIL: SALES@BOSTON.CO.UK
PHONE: +44 (0) 1727 876 100

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Case study: R&D in the cloud

IBDS HIGHLIGHT THE BENEFITS OF MOVING TO THE CLOUD WITH ITS SAAS SOLUTION

For decades, all kinds of organisations purchased software to install locally on hardware that they purchased and then had to manage themselves. Today, we live in a world where software is purchased as a service (SaaS) and hosted on secure servers in the cloud. The benefits of moving to SaaS software are clear:

- It's always on, accessible anywhere, mobile-enabled software.
- It's easily backed-up and version controlled.
- It's hosted by well-maintained, updated and IT-backed and capable to deploy, and IT maintenance light.
- With all the benefits of SaaS, why do so many companies keep their on-premise installations and try to get them to work?

A portion of IBDS customers still utilize on-premise versions of our software (BioWorkBook), but are now realising that they need to split their IT management and care over that to cloud.

Despite the perceived benefits, this can be particularly daunting task for customers that have an established on-premise architecture, a fully-resourced IT support team, or a great deal of templated data configured and stored in their desktop application format.

What is easy for a software company like IBDS, to describe the benefits of moving R&D operations to the cloud, rather than sticking with on-premise installation of scientific data with their own IT support, and their share with you how a recent IBDS customer made their move to SaaS and the impact it has on their business.

conventional R&D scientific software suite, one on-premise customer, like many others, put together the business case for how they were going to achieve digital transformation.

Moving users to a more simplified based with a migration tool, as well as easy integrations to other IBDS modules and external systems, was highly desirable. They also had to ensure that their data for their data for their application to a web-based solution included their data.

platform and deployment on the BioWorkBook Cloud (IBDS SaaS) platform. During a recent user group meeting, the customer explained both the why and the how of this decision.

Not only did their analysis of on-premise vs SaaS show that the latter would be the most cost-effective option, but they also saw benefits including their installation, software updates, user training, performance and user experience.

The understanding that a fully hosted, cloud-based system would enable their users in any location to access the software, and it would remove the need for their internal IT teams to have to distribute, install and then support that software.

Our customer, supported by an expert and cross-functional team at IBDS, decided to make the move to the BioWorkBook Cloud.

The business justification for them was the business case analysis and the support provided by the team at IBDS to achieve their specific goals, make the move to the cloud.

The challenges to this move included ensuring minimal disruption to their continued operations, deployment of their new system to other areas of the business.

Through the migration process, IBDS has helped to deliver these benefits, and more, with their expertise and professional services throughout the planning and deployment phases.

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of the BioWorkBook Cloud across the organisation, seamless and effective cover over of desktop hardware, and data, with the cloud version of our software, and ensuring end-user uptake of the SaaS version.

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Deadline date
Discussions with the editor must start at least six weeks prior to the targeted issue – for example, the middle of September for the November issue. There is an advert deadline which you can find on the page 7 of these specs

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TECH FOCUS

Every issue, HPC Tech Focus will concentrate on a particular technology, deliver an editorial overview of the area and then outline, in more depth, the available and relevant products.

HPC Tech Focus will be distributed across all platforms, including the magazine, online and via email.

Free editorial submissions continue to be welcome, but will be heavily edited to form part of the round-up.

OPTIONS

LEAD SPONSOR

As a lead sponsor of 'Tech Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

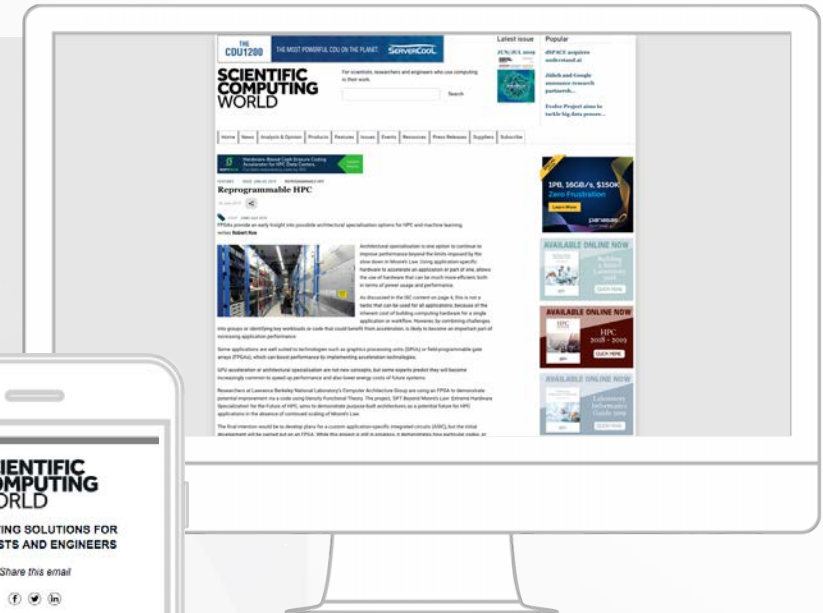
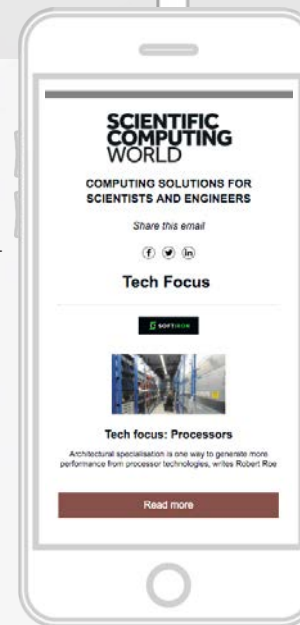
SPECIFICATIONS

LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo



HPC Tech Focus Calendar

FEB/MAR	Cooling
APR/MAY	Storage
JUN/JUL	Accelerators/processors
AUG/SEP	Cloud
OCT/NOV	Servers
DEC/JAN	Software tools

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Issue/date	Feature Content	Tech Focus
Feb/Mar Advert copy deadline: 18 Jan	Memory Aerospace ELN/LIMS	Cooling
BASL Advert copy deadline: 22 Feb		
Apr/May Advert copy deadline: 15 Mar	Exascale Weather Cloud and SaaS	Storage
Jun/Jul Advert copy deadline: 16 May	Managing HPC resources Automotive Controlling your data	Accelerators/ processors
Aug/Sep Advert copy deadline: 02 Aug	Future technology Oil and gas Healthcare	Cloud
HPC Advert copy deadline: 20 Sept		
Oct/Nov Advert copy deadline: 04 Oct	AI and deep learning Healthcare Laboratory data formats	Servers
LIG Advert copy deadline: 21 Nov		
Dec/Jan Advert copy deadline: 29 Nov	Energy efficiency Energy Predictive medicine	Software tools

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