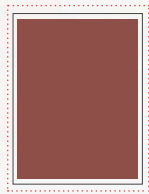


**SCIENTIFIC
COMPUTING
WORLD**

PRINT SPECIFICATIONS



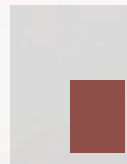


FULL PAGE

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

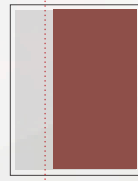


QUARTER PAGE STRIP

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)

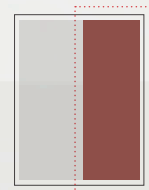
Non bleed ad
59mm (W) x 258mm (H)



1/3 PAGE SQUARE

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

Bleed ad not available

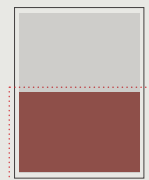


HALF PAGE VERTICAL

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

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

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

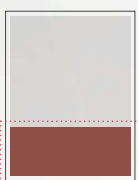


HALF PAGE HORIZONTAL

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.

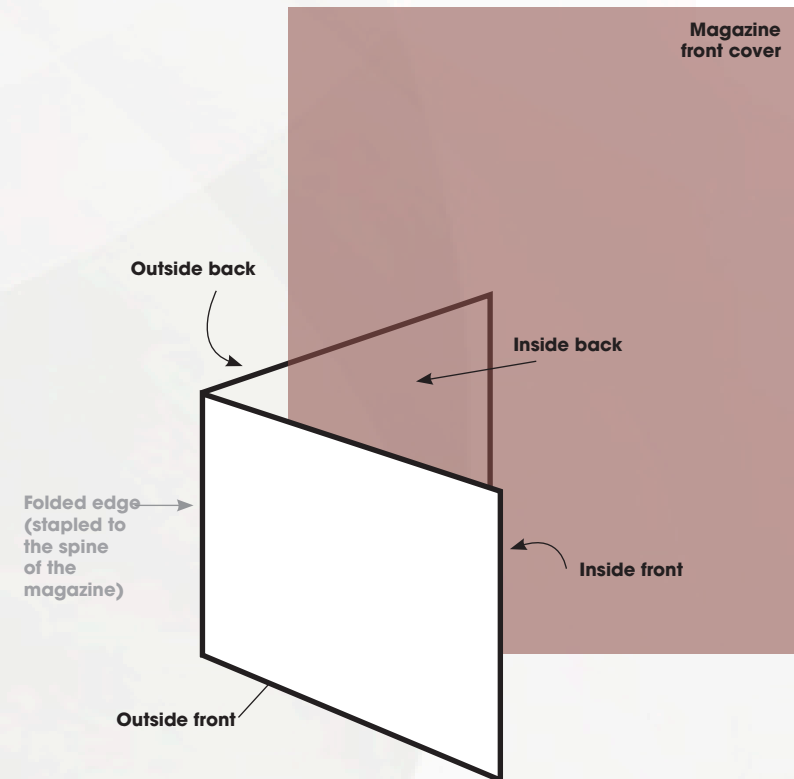
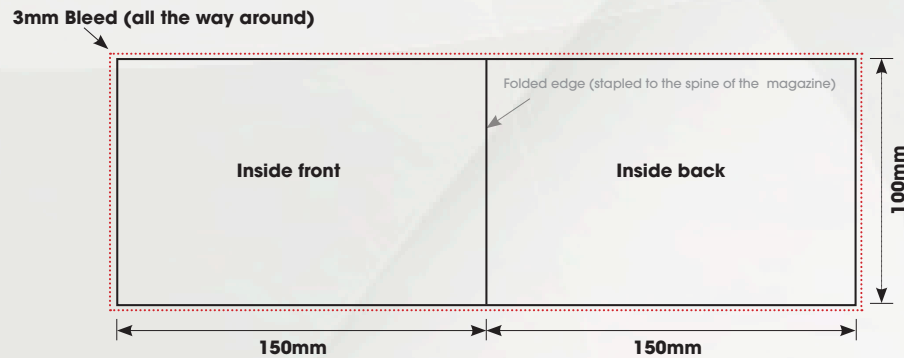
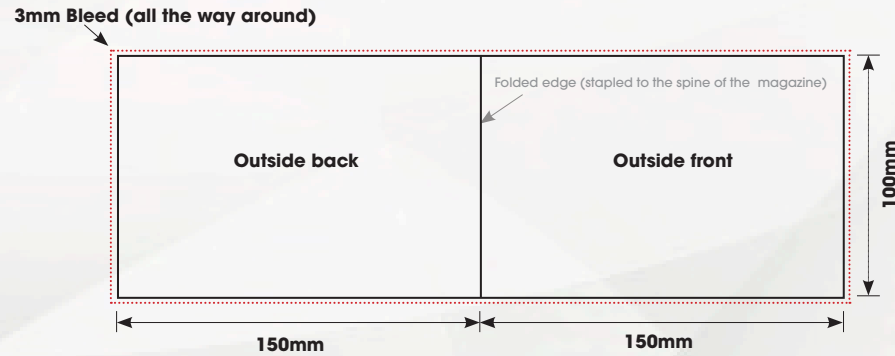
Digital file requirements

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.



FEATURED TECHNOLOGY – WHITE PAPER+

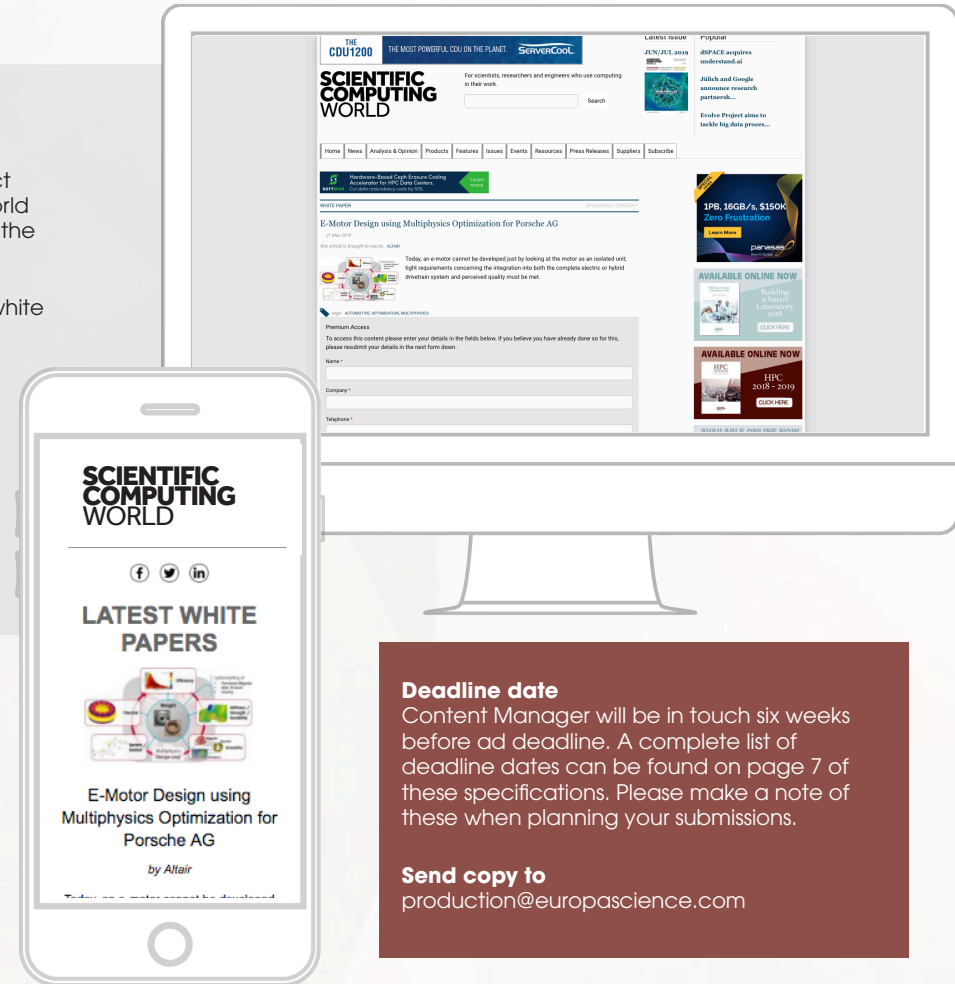
This option gives you all the benefit of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The Scientific Computing World team will be writing the feature, so we need as much information from you 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, 300dpi, RGB



Deadline date
Content Manager will be in touch six weeks before ad deadline. 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
production@europascience.com

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, 300dpi, 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 certified your technologies. | LEADING-EDGE TECHNOLOGY Boston's R&D Lab facility offers the latest technology first. |
|---|--|---|

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

© 2018 Scientific Computing World, June/July 2018

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, low and automatically updated and it's backed and secure to deeply, and IT maintenance light.

With all the benefits of SaaS, why do so many companies keep their on-premise installations and try to hard to get them to work?

A portion of IBDS customers still utilize on-premise versions of our software (E-WorkBook, but are now making that they need to split their IT management and one that is cloud-based.

Despite the perceived benefits, this can be particularly daunting task for customers that have an established on-premise architecture, fully-resourced IT support team, or a great deal of tailored data configuration and stored in their on-premise 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 have a recent IBDS customer made their move to SaaS and the impact in considering the future of the

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

Moving users to a more simplified layout with a modern look as well as easy integrations to other IBDS modules and external systems, was highly desirable. Their plan for converting their existing data for application to a web-based platform and deployment on the E-WorkBook 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 client installation, software updates and maintenance, performance and user experience.

Their 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 E-WorkBook Cloud.

The business justification for them was the opportunity and support and guidance provided by the team at IBDS to achieve their specific goals, make the most of the benefits.

The challenges to this move included ensuring minimal disruption to their continued operations, deployment 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."



of The E-WorkBook Cloud across the organisation, seamless and effective conversion of existing hardware, and data, into the cloud version of our software, and ensuring 100% cost uptake of the SaaS platform.

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.

The end result of this journey? Well, exactly where they had predicted they would be at the beginning of their business case analysis.

The organisation, and its users, now have a simple-to-use interface, that they can access 24/7/365, from any location.

• their internal IT teams have to test to, and will not have to, bear the responsibility for installing, supporting or updating a software deployment.

• they reduced time spent supporting their former on-premise system to other areas of the business.

• they have enabled increased efficiency, productivity and collaboration across their organisation and

• simplified and automated data entry and acquisition.

"We have created a long-term trusted partnership with IBDS that has helped us accelerate our R&D and has enabled confidence in The E-WorkBook Cloud as a strategic tool for our future growth."

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.

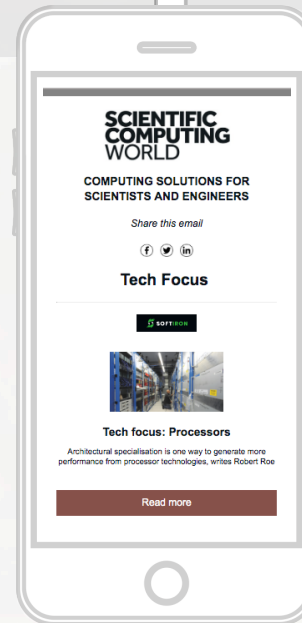
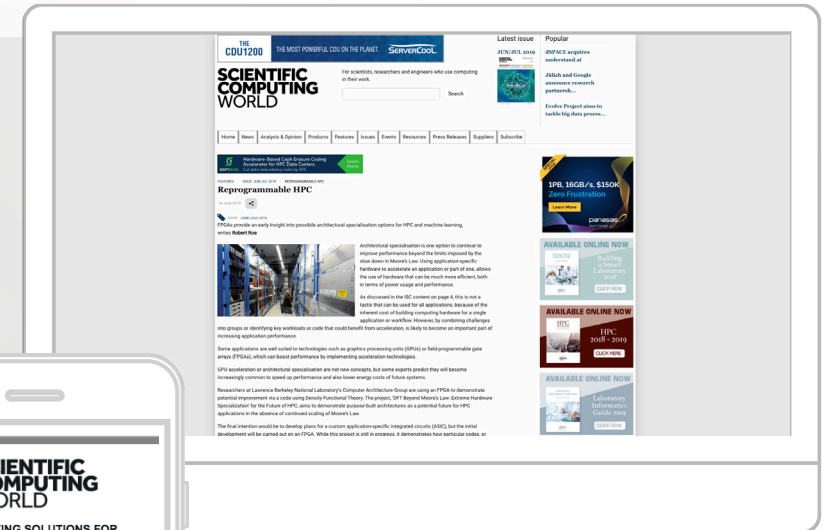
SPECIFICATIONS

LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- Banners - 468px w x 60px h & 300px w x 100px h at 300dpi
- Link to three pieces of content; (e.g. white papers, video, case study) with 190px x 190px image and url with each at 300dpi

ENHANCED PRODUCT

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



Deadline date
Please send all tech focus entries two weeks before ad deadline. You can find our advert deadline on the page 7 of these specs

Send copy to
production@europascience.com

SCIENTIFIC COMPUTING WORLD

PRINT SPECIFICATIONS PRINT DEADLINES

www.scientific-computing.com

| Month | Advert copy deadline |
|--------------|----------------------|
| Winter | 04 February 2022 |
| Spring | 22 April 2022 |
| Summer | 15 July 2022 |
| HPC Yearbook | 02 September 2022 |
| Autumn | 14 October 2022 |
| LIG Yearbook | 18 November 2022 |

Head of Production and Design
David Houghton
production@europascience.com

Senior Account Manager
Lexi Taylor
lexi.taylor@europascience.com

Sales Director
Jon Hunt
jon.hunt@europascience.com

Editor
Robert Roe
robert.roe@europascience.com

Head of Content
Mark Elliott
mark.elliott@europascience.com

**EUROPA
SCIENCE**

Europa Science Ltd,
4 Signet Court, Cambridge CB5 8LA, UK.