"Can I connect to the people I really want to reach?"

SCIENTIFIC COMPUTING WORLD

Media information 2022

Computing solutions for scientists and engineers

Scientific Computing World
Computing solutions for scientists and engineers

Robert Roe
Editor

Scientific Computing World (SCW) is a global publication for scientists and engineers who want to make informed choices about computing infrastructure that supports their research goals. Over the course of two decades, we have created a community of engaged readers, hungry to learn about improvements they can make to their research processes through the deployment of computational tools.

Our audience (including domain scientists, researchers, engineers, HPC and cloud computing facility managers, and other end users of scientific computing software and systems) tells us that they still place real value on the independent and unbiased editorial content we provide today.

While much of our coverage explores how the use of computing technologies can further scientific research, we also pay close attention to methods that can help to make scientists and engineers more productive. SCW covers a wide variety of computing and engineering disciplines, grouped under the headings: Laboratory Informatics; High-Performance Computing; and Modelling and Simulation.

Of course, as the technology used within scientific computing has evolved, so too has the publication. Today, Scientific Computing World boasts a variety of diverse channels to suit our readers' appetites for great content, consumed in a way that suits them. Our magazine is produced and distributed four times a year – we also create two annual supplements – the popular HPC Yearbook and the Laboratory Informatics Guide – in both print and digital formats.

We regularly update our website (www.scientific-computing.com) with news, features, opinions, product launches and press releases to ensure that readers are kept informed of the latest developments as they happen. The website also hosts a useful library of resources, including viewpoints, white papers and webcasts. Meanwhile, our fortnightly email newsletter – Newsline – contains exclusive content that we curate and deliver directly to our reader's inbox.

While it is impossible to predict what lies ahead for the year, it is safe to say that computing will play a pivotal role, not only in scientific research but also in the way that we connect and communicate with our colleagues and peers. Over the last two years, scientists and researchers have shown an incredible ability to adapt to their changing circumstances whether that be shifting workloads, adopting new technologies, or limited access to lab space and remote communication.
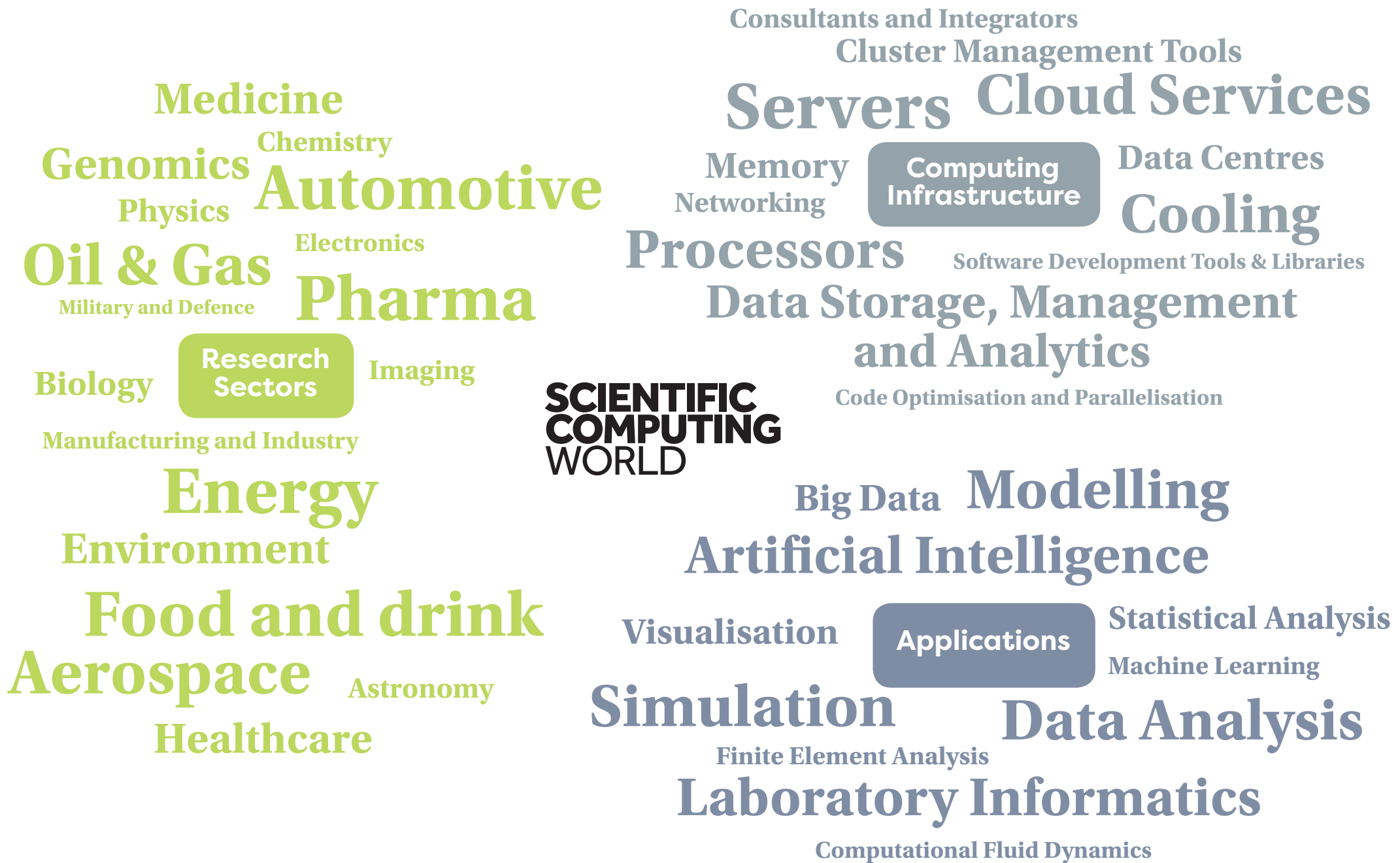
In addition, the non-Covid-related industry drivers have not gone away. The evolution of new computing paradigms such as artificial intelligence and machine learning are driving new ways of analysing data. Quantum computing and edge computing offer new ways to solve problems and as exascale draws ever closer, demand for complex scientific computing platforms continues to grow. The need for high-quality data underpins these new computing advances, with an ever-increasing need for researchers to assess and analyse growing datasets for immediate scientific discovery, secondary research projects and the growing use of artificial intelligence. This, in turn, has a number of associated challenges, including data management, collaboration, access to data, associated technology, and growing skill requirements.

2021 saw many of our advertising customers benefit from our content based suite of products, allowing them to complement their branding campaigns with thought leadership, white papers, case studies and informative webinars. This allows you to share your valuable knowledge and experience in a way that blends seamlessly with our high-quality editorial content and includes the Tech Focus, Featured Technology and Feature Case Study options, as well as the chance to take part in your own webcasts – something that proved particularly popular in the past 12 months.

As scientists adapt to the changes in life, technology will continue to play a large role in supporting the way that they work and share information. In order to keep pace with innovation, we must all be prepared to adapt working processes and make the best use of the computing tools available. I hope you'll continue to keep in touch to let me know about the issues that matter to you, and what you want to see in your industry magazine in the coming years.

> "While it is impossible to predict what lies ahead for the year, it is safe to say that computing will play a pivotal role"

Medicine

Chemistry

Genomics

Physics

Automotive

Electronics

Oil & Gas

Pharma

Military and Defence

Biology

Research Sectors

Imaging

Manufacturing and Industry

Energy

Environment

Food and drink

Aerospace

Astronomy

Healthcare

Consultants and Integrators

Cluster Management Tools

Servers

Cloud Services

Memory

Computing Infrastructure

Data Centres

Networking

Cooling

Processors

Software Development Tools & Libraries

Data Storage, Management and Analytics

Code Optimisation and Parallelisation

SCIENTIFIC COMPUTING WORLD

Big Data

Modelling

Artificial Intelligence

Visualisation

Applications

Statistical Analysis

Machine Learning

Simulation

Data Analysis

Finite Element Analysis

Laboratory Informatics

Computational Fluid Dynamics

"Can I get to the people I really want to reach?"

Who are we?

Scientific Computing World **is the only global title dedicated to the computing needs of scientists and engineers, reaching more than 19,000 professionals across multiple platforms.**

Our independently-written feature content provides unrivalled insight into the hardware, software and computing tools used in scientific research.

We exist for our audience. Our content is delivered across multiple channels and platforms, with each product designed to invite the reader to engage in the way that suits them.

We have many, exciting opportunities for your organisation to harness the power of Scientific Computing World and reach our on-target readership.

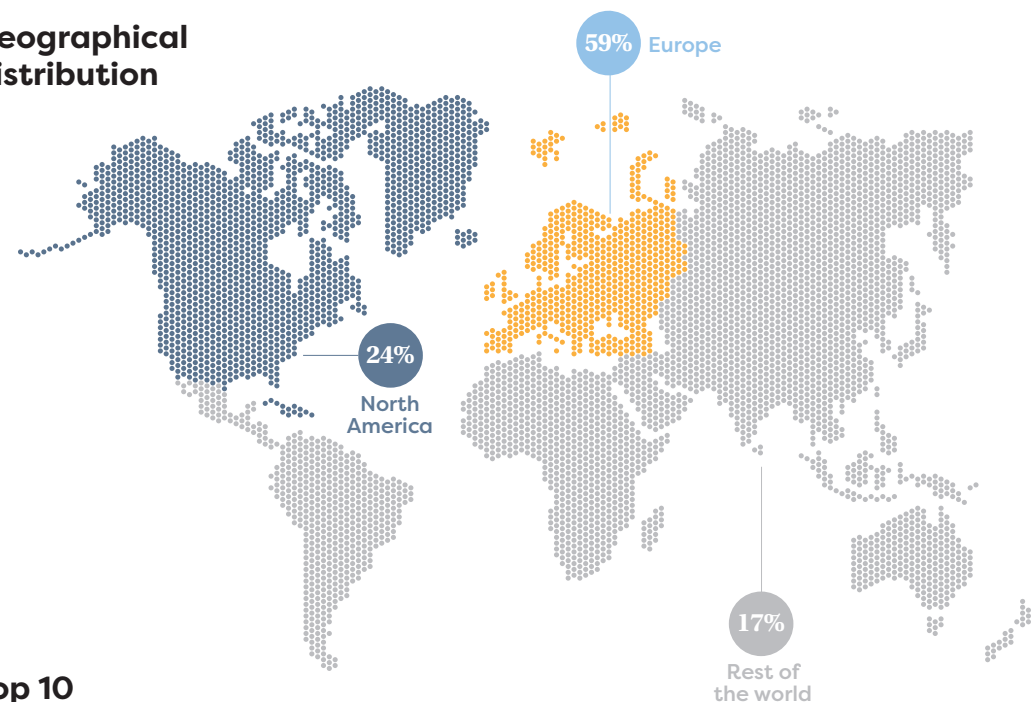# Demographic and numbers

Who could you reach?

- **Scientists**
- **Engineers**
- **Researchers**
- **Laboratory managers**
- **HPC centre managers**
- **Design team leaders**

Audience by institution type

Government
8%

Research/
academia
40%

Industry
52%
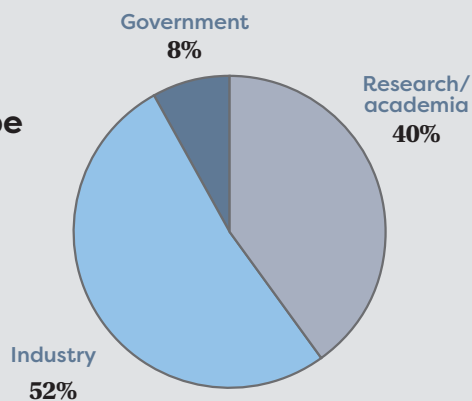
Where are they and what do they do?

Geographical distribution

59% Europe

24% North America

17% Rest of the world

Top 10 countries

United States
United Kingdom
Germany
France
Italy
India
Spain
Netherlands
Belgium
Switzerland

Job function

Scientist/
engineers
40%

Director/
manager
28%

Other
32%
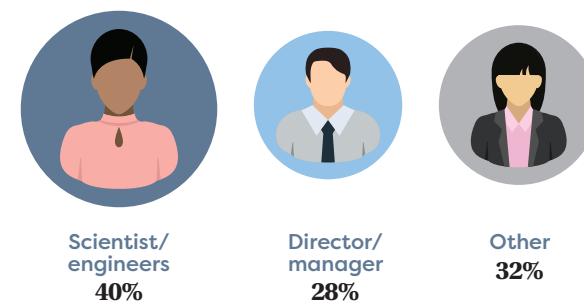
Build your brand

We all know that ensuring positive brand presence is the non-negotiable foundation for any serious business. It supports the direction of your organisation and facilitates the success of everything you do throughout the year.

In theory, brand visibility is simple. Make sure you put your message in front of the right people, as often as possible.

In reality, there are pitfalls at every turn. Everything is 'the next big thing', and it becomes very easy to be positioned in the wrong place and end up throwing good money after bad.

Scientific Computing World has brand-supporting options available across all platforms, so let us be your partner as you build your presence. Our suite of 'brand visibility' products place you alongside relevant, consistent and trusted third-party content.

The goal is often to generate new engagements and attain high quality leads, but it all starts with a base of trust in your brand.

Build your brand
Magazine

Scientific Computing World **started as a print magazine. Over the years we have introduced a digital version for those who prefer a digital format, and increased the places where it is distributed – at heart though, it is the foundation of everything.**

Work with our advertising team to start your campaign here. You could focus on relevant features and events that you are attending, or perhaps you feel that you would like to be visible all year around.

Editorial calendar 2022

ISSUE	HPC FEATURES	HPC TECH FOCUS	MODELLING & SIMULATION FEATURES	LABORATORY INFORMATICS FEATURES
Winter Q1	AI & Deep learning Processor development	Cooling Systems and servers	Renewable Energy	LIMS/ELN Digitisation
Spring Q2	Exascale Edge computing	Storage and file systems Networking and interconnect	Additive manufacturing (new approaches to manufacturing)	Chemistry Biotechnology
Summer Q3	HPC System integration Quantum computing	Cloud services Software tools & libraries	Multibody dynamics	Drug discovery Precision medicine
Autumn Q4	Scaling apps for HPC HPC training & skills	Cluster management Memory and processor	Genomics Cloud	Automotive and aerospace

Print

Key facts

Available in print and digital formats

1000s of bonus copies distributed at industry events

Global reach

Trusted, independent content

Magazine print advertising prices

	x1	x4
Full page	£3,750	£3,000
Half page	£2,350	£1,997
Third page	£1,990	£1,690
Quarter page	£1,325	£1,126

Premium positions +20%

Bonus distribution

Make your exhibition work harder for you! By focusing on the events you attend, you can stop worrying about whether you get value from three days' hard work and instead make sure your message is driven home before, during and after the show.

Of course the uncertainty around the impact of Covid-19 has made physical events less reliable. Our events team work with each organiser to make sure we distribute to those audiences whether the event is virtual or in-person.

Media partner events

SLAS

SmartLabExchange USA

SmartLabExchange Europe

Pittcon 2022

EHPCSW / PRACEdays

GTC GPU Technology Conference

Bioinformatics Infrastructure

International Workshop on OpenCL

Altair Technology Conference

Paperless Lab Academy

AHPC

NAFEMS World Congress

SLAS Europe

Teratec Forum

ISC High Performance

Drug Discovery Chemistry

Future Laboratory Informatics Conference

Bio-IT World Conference and Expo

Lab of the Future Europe

Analytica

Global Altair Technologies Conference

Lab Innovations

SC22

BioData World Congress

Computing Insight

UK OpenMP User Conference

MatLab Expo

"I know digital platforms are important, but how do I know I am being seen by the right people?"

Build your brand
online and via email

Reaching the digital *Scientific Computing World* audience has never been easier. The website is a hub of analysis, feature content, interviews and news, while our regular email newsletter, Newsline, is an opt-in news and feature service delivered to inboxes every month.

Both the website and Newsline are presented in a traditional desktop format and via a responsive mobile version.

Why use the *Scientific Computing World* digital brand-building suite?

Relevance

You will be seen by an audience of scientists and engineers

Credibility

Our content is independent. Being alongside this content, means you are associated with this third-party credibility

Platform

Being seen in a digital environment is increasingly important. Being seen by an opt-in audience on these platforms is perfect

www.scientific-computing.com

Key facts

Average dwell time: 1m 53s per page

Monthly page views: approx 10,000

Desktop and mobile presence

Online advertising prices
(Includes desktop and mobile sites)

Dropdown banner £1495 per month
(opens for four seconds as a large advert, then drops back to a smaller version)

Leaderboard £1295 per month

Top banner £1195 per month

Right button banner £495 per month

Skyscraper £1150 per month

Box ad £1150 per month

Supplier directory £600 per year

Newsline

Key facts

Database of 12,000+ opt-in recipients

Available via desktop and mobile

Packed with news, analysis and opinion

Newsline prices

Newsline banner £850
(supply 468 x 60 and 300x100)

Solo sponsorship £2000

Using content

'Using content' is a broad term. We hear about it all of the time, and there is no doubt that the production and delivery of content is a complex area. You produce lots of marketing content and here at *Scientific Computing World* the delivery of quality content is our lifeblood.

How do we join forces to harness the value of what we collectively produce and deliver a better all-round experience for our audience?

With *Scientific Computing World*, 'using content' means:

- Delivering your content to our audience

- Associating your organisation directly with our content

- Combining your expertise and our platforms to do a bit of both!

Our 'Using content' suite provides intelligent hosting and distribution of your:

- Technical explanations

- Visual demonstrations

- Application case studies

- Thought-leadership/opinion influence

That's not all, though!

Scientific Computing World is always looking for ways to improve our audience experience. We have some super-cool, exclusive opportunities for native advertising. This puts you directly into the main stream of *Scientific Computing World*'s editorial. Prime real estate!

"Sure, I have some solid branding in place, but how can I use the content I have worked so hard to produce?"

Content Sponsorship

The first way we can use content is for you to associate yourself with the regular *Scientific Computing World* offerings. We have two great ways for you to do this.

A&O section sponsor

The Analysis and Opinion (A&O) section of our magazine and website is a collection of exclusive editorial columns written just for us by leading experts from throughout the world of scientific computing and distributed across a multitude of platforms.

Sponsoring this section is about being part of the conversation. Featuring interviews with high-profile research leaders from around the world, the topics may vary, but the value for you remains – make being part of the conversation one of your core brand-values.

A&O is delivered in-print, hosted online and via a stand-alone email. You will receive:

- Logo on (A&O) page of website;
- Logo on monthly A&O emails;
- Logo on A&O pages in magazine

A&O section sponsor price
£995 per quarter

Webcasts

Following the Covid-19 pandemic, webcasts have become increasingly important as people look to become positioned as an industry thought-leader.

Scientific Computing World **has two ways that you can work with us on webcast delivery**

Sponsor a *Scientific Computing World* Webcast

As the year goes on, our editorial team will produce webcasts that are completely editorially-led. This means that rather than a calendar of topics set out at the start of the year, the webcast will be focussed on timely industry discussion. You can sponsor these events!

What do you get as a sponsor?

- Branding on all pre-event, post-event and in-event activity and promotion (across all platforms)
- Leads – Since these webcasts are free-to-attend, delegates will have the opportunity to opt-in to your marketing lists at the point of registration.

Webcast sponsor
£1495

Sole sponsor

Here, you are in control of everything. The content is driven by you, and as sole-sponsor, you will receive all leads.

As sole sponsor of your webcast you get:

- *Scientific Computing World* team as host, moderator and coach (we offer pre-event run-throughs, format coaching, and helping with suggestions for topics/case studies)
- 3 x pre-event promotions to the *Scientific Computing World* database
- 1 x post-event promotion to the full database
- House ad in the magazine
- Hosting online
- Promotion via *Scientific Computing World* social media
- MP4 of the event for your own use
- List of questions asked during event
- All lead data – 'lead data' refers to a one-time follow up from you, with permission required as part of registration. Delegates will also have the opportunity to opt-in to your marketing lists at the point of registration.

Webcast sole sponsor
£10,000

Using Content
Hosting your content

These products have your offerings at heart.

You work hard on creating your own innovative content – so why not partner with us to present it to a wider audience than simply your own database?

Scientific Computing World has designed these products to focus on relevance, interactivity and ultimately the combination of your expertise and our platforms to provide our audience with a better experience.

Tech Focus

Tech focus brings the Focus onto a particular technology and delivers an editorial overview of this industry area, as well as the products available across that market.

Tech Focus is multi-platform (print, online, email and socials), allowing you to place your content alongside our own in the full knowledge that the topic is on-point and the audience is engaged and relevant. There are two options here – look at the calendar for your area of expertise and choose either:

Tech Focus Calendar

Winter:
Memory & Processors
Networks and Interconnects

Spring:
Storage & File Systems
Cooling

Summer:
Cloud Services
Systems & Servers

Autumn:
Cluster Management
Software Tools & Libraries

Lead sponsor
(One sponsor per topic)

- Exclusive branding on magazine and online version;
- Sole sponsor branding on the email version, including 468x60 banner;
- Top-spot 'enhanced product' in both magazine, email and online version
- 3x positions linking to your content on the Tech Focus email – use your videos, app notes, stories etc here

**Tech focus
lead sponsor
£2950**

Enhanced product entry

- 150 words plus hi-res image, highlighted and boxed-out within the magazine version
- Inclusion in email version (summary) and online (full text)

**Tech focus
product entry
£850**

Productline

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use productline as a targeted tool to back-up your high-visibility activity.

- Comprises headline, 190 x 190 image, 40 words plus web link

- Sent as part of Newsline to opt-in database of 9,000 industry professionals.

Productline price
£500 per issue

Featured productline price
£850 per issue

White Papers

The *Scientific Computing World* reader is typically a high-level industry professional and as such they crave high-quality information. You should use this to your advantage.

By hosting your white paper with *Scientific Computing World*, you place yourself as a thought-leader, reach the right audience with very specific content and of course, generate leads.

Our white paper package includes:

- Hosting online for a year (including home page promotion for minimum one month)

- Promoted via 'Resources' email

- Highlighted via house advert in magazine

- Option to gate content and collect lead information

White paper price
£1250
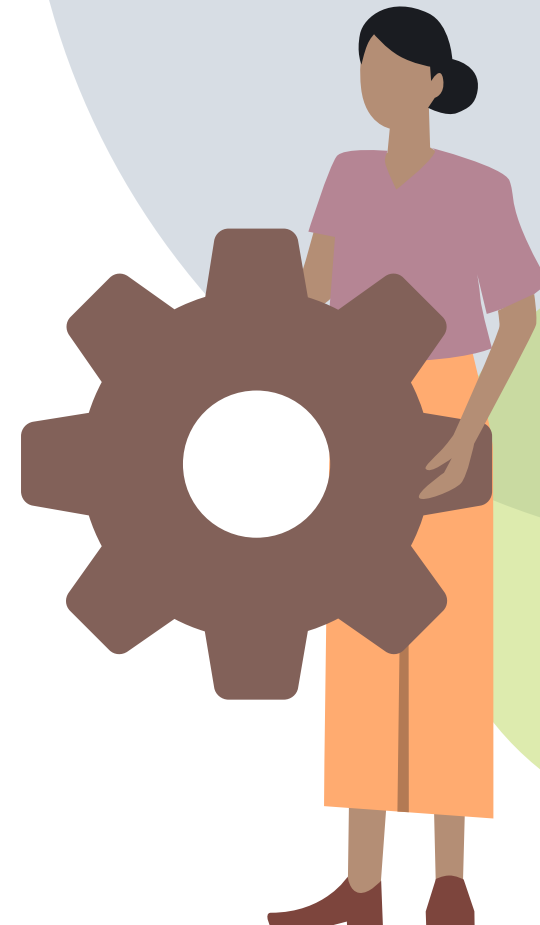
Using Content
Native Advertising

The third way of using content in partnership with *Scientific Computing World* is through Native Advertising.

Here we look for ways that your expertise and experience can enhance and complement what our audience already receives, then place it directly into the main stream of editorial content. Our editorial integrity is paramount here so the focus is squarely on quality – when we work together on projects we consider it a partnership and will guide you as we go.

Featured Case Study

A Feature Case Study appears alongside a related featured (see our editorial calendar for our planned features for the year), both in the magazine and online.

Comprising approximately 750 words, plus an image, a feature case study is a full page of content, designed to appear a part of the feature. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.

An excellent featured Case Study frames our existing topic in a way that the reader can personally relate to.

- One Featured Case Study available per calendared feature

- PDF and copyright provided post-publication (for your ongoing marketing activity)

Featured case study price
£2950

Viewpoint

Viewpoint represents an opportunity for your company to demonstrate thought leadership or leading opinion. From your CEO to your technical director and beyond, you will have a broad range of experience in your company, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- Comprising approximately 750 words, plus an image, a Viewpoint appears online only, but is promoted via the magazine (as part of our own house adverts), and via email.

- Can be written entirely by you, subject to our editorial standards, or with our help.

Viewpoint price
£1250
(additional charges may apply if using our editing and writing services – see Content services)

Featured Technology + White Paper

If you have a genuinely disruptive technology, we will create an article that uses the information detailed in your white paper as the catalyst.

Considering whether your technology is 'disruptive' means asking 'does my technology affect the industry in a new and exciting way?'

It could influence efficiency, cost, speed, environment etc.

Also, talk to us! We consider this a partnership and will work with you.

It is important to remember that the article is *Scientific Computing World* content so will be written by us and will have our audience in mind. You will not be asked to write the content, but may be invited to contribute in a similar way to our usual features. Your white paper will be advertised at the end of the article.

- Appears as two pages in the magazine, comprising a 1,200 word feature (written by us), plus a half-page house advert pointing towards your white paper.

- Also appears online as a Viewpoint, pointing towards your white paper.

- Appears on the Resources tab under white paper.

- Promoted via email campaign.

- Highlighted via house advert in magazine.

- Option to gate the white paper online and collect lead data.

**Featured technology + white paper price
£2950**

Content services

High quality writing is in short supply, and many marketing teams simply don't have the in-house resource to be able to turn out the right content frequently.

Outsourcing to a freelancer or a PR company is always an option of course, but few will have the specialist expertise to rival our own editorial team, each of whom has many years' experience in writing about the scientific computing industry.

We can also help improve your existing content so that it appeals to a wider audience.

Every project will be different so we will work with you to create a finished piece that enhances your brand image and places you at the forefront of your industry.

Case Study/Viewpoint/ White Paper writing service:

Well-written content can be a hugely effective way of framing your technology, so let's work together to tell the story within the story. A member of our team will work with you to create your content, providing you with a finished product written in our style, and fitting perfectly with the 'feel' of *Scientific Computing World*.

£500 per 1,000 words

Editing and copy improvement service:

Where your content doesn't quite meet our own high editorial standards, we can help with copy improvement and editing. We will only charge you for the time it takes to satisfy our editors.

**£50 per hour standard rate**

Creative artwork services

We have our own in-house design team, who have decades of experience in creating beautiful artwork and page layouts. Not only do they have the skills, but they are also used to working with clients like you and the sort of products and services you offer.

Print advertising design service

- Adverts designed for use only with Europa Science publications £595 per advert;
- Adverts design, including copyrights £1995 per advert;
- Advert amendments (as part of same campaign), £100 per amend.

Digital advertising design service

- Adverts designed for use only with Europa Science publications £595 per advert;
- Animated digital (multiple pane) advert £895;
- Advert design, including copyrights £1995 per advert (single or multiple pane).
- Amends £100 each.

Europa Market Intelligence Ltd
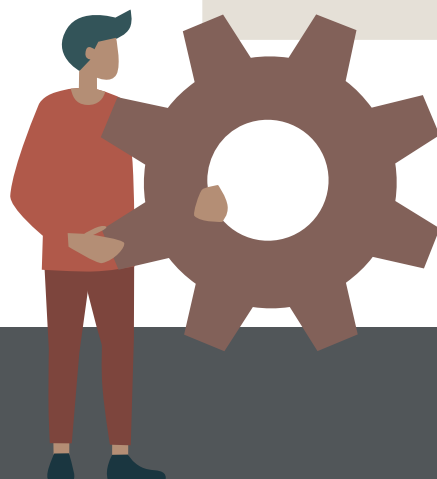
emil
Europa Market
Intelligence Limited

Europa Market Intelligence (EMIL) is the sister company of Europa Science.

Launched in 2018, EMIL was created to help companies gain insight, competitive intelligence and leads within the industries that Europa Science currently operates.

EMIL provides the next logical step for those companies for whom detailed, depth of knowlege is paramount.

We focus on the identification and delivery of niche audiences, the application of data science to existing data sets and the uncovering of quality insight by taking a bespoke and qualitative approach.

Competitive Intelligence

Use EMIL to scope fresh markets, and research areas that you could be working in; or to help you understand why you should stay well away!

- "How can we find out if there is a market for our product?"

- "Is our database covering the whole market – or are we missing out on market share?"

- "We want to expand, but we don't really know the size of the market in countries outside our territories"

- "Technology change means that our products are relevant to new sectors – but which ones?"

Data Building

Everybody worries about lead generation, and rightly so – today's leads are tomorrow's business. EMIL can start a lead generation project from scratch, and build you a bespoke data package.

- "We need leads! A lot more than we're getting now."

- "How do we target a specific demographic?"

- "Bought-in lists are just not working. The data are too broad, they don't have the specific information we need."

- "How can we get leads for a brand new technology – there are no lists, no events and no publications covering this development"

Data Science

A database of names and addresses is not data – it's a mailing list. As well as assessing the quality and accuracy of your lists, EMIL will use data science methods to analyse your current set and identify where you can detect weakness, logically build in improvements and make your data work harder for you.

- "We've used the same database for years – how can we make it relevant for the technology changes that affect our markets?"

- "What can my existing customer base tell me about how to approach new markets?"

- "I worry that 80 per cent of our list seems to be focused on 20 per cent of our products. What can I do about this?"
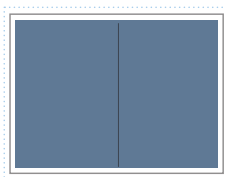
Print specifications

FULL PAGE
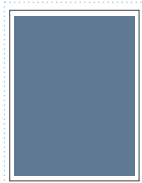
Trim *(Page size)*
213mm (W) x 282mm (H)

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

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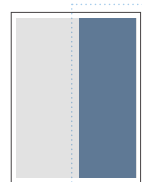189 (W) x 258mm (H)

DOUBLE PAGE SPREAD

Trim *(Page size)*
426mm (W) x 282mm (H)

Bleed *(+3mm all around)*
432mm (W) x 288mm (H)

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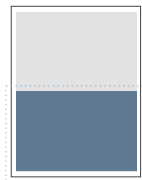402 (W) x 258mm (H)

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
189mm (W) x 129mm (H)

QUARTER PAGE

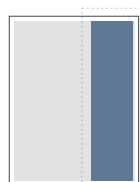**Non bleed ad**
92mm (W) x 129mm (H)

Bleed ad not available

QUARTER PAGE STRIP
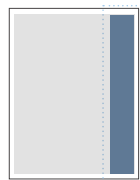
Trim
55mm (W) x 282mm (H)

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

Non bleed ad
42mm (W) x 258mm (H)
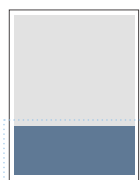
1/3 PAGE VERTICAL

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 HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed *(+3mm all around)*
219mm (W) x100mm (H)

Non bleed ad
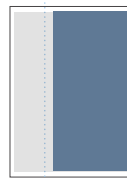189mm (W) x 85mm

1/2 PAGE ISLAND

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

Bleed ad not available

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 SQUARE

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

Bleed ad not available

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.

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.

Digital specifications

LEADERBOARD

Desktop
728px wide x 90px high

Mobile
300px wide x 100px high
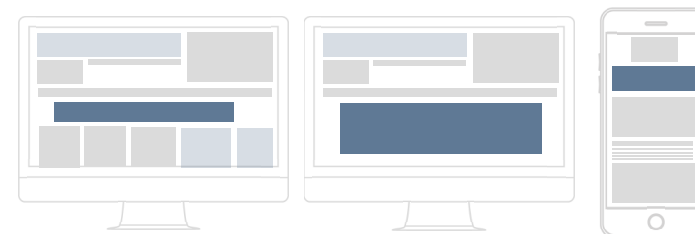
Plus
URL click-through link

DROPDOWN

Desktop – expanded
960px wide x 400px high

Desktop – contracted
960px wide x 60 px high

Mobile
300px wide x 100px high

Plus
URL click-through link

SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link

BOX

Desktop
300px wide x 250px high

Mobile
300px wide x 100px high

Plus
URL click-through link

TOP

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link

MEDIA & BUTTON

Desktop
120px wide x 120px high

Mobile
120px wide x 120px high

Plus
URL click-through link

Mobile banners are on rotation

Please supply both desktop and mobile version

File type
- .jpeg
- .png
- .gif
- Googe DFP tag
- html 5

Flash files are not accepted.

Deadline date
A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

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