

# SCIENTIFIC COMPUTING WORLD

Media information 2020



Computing solutions for scientists and engineers

# Welcome from the editor



**Robert Roe**  
Editor

**SCIENTIFIC  
COMPUTING  
WORLD**

**Scientific Computing World (SCW) is a global publication for the scientific and technical computing industries, and is dedicated to the computing and information technology needs of scientists and engineers.**

For more than two decades, our title has been leading the way in its insightful coverage of informatics, simulation and high-performance computing for scientists and engineers.

The magazine's focus is on how computers and information technology can make science and engineering faster, easier, and cheaper. 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.

Laboratory informatics software is driving the development of the 'smart laboratory', where products ranging from electronic laboratory notebooks through traditional laboratory information management systems (LIMS) and other associated ancillary and domain specific software are not only speeding up the business of analysing samples, but also converting the data into knowledge for the enterprise or organisation.

We report on developments from the discovery and QA/QC laboratory as well as process-analytic quality assurance to next generation sequencing and personalised medicine which are driving new paradigms in the application of science within the laboratory.

High-performance computing (HPC) is one of the core pillars of the publication as it provides insight into the application of science and engineering on the most powerful computing systems available. Because of the nature of today's supercomputers, end user scientists and engineers need to understand computing

architecture if they are to get the best out of their systems, so in our HPC section we report on developments in the hardware and discuss the software challenges facing the HPC industry.

Modelling and simulation coverage focuses on the application of software in engineering, chemistry, the life sciences and other simulation heavy industries. SCW reports on engineering design, research and development, with simulation and optimisation (in both mechanical and chemical engineering) a central pillar to our simulation coverage.

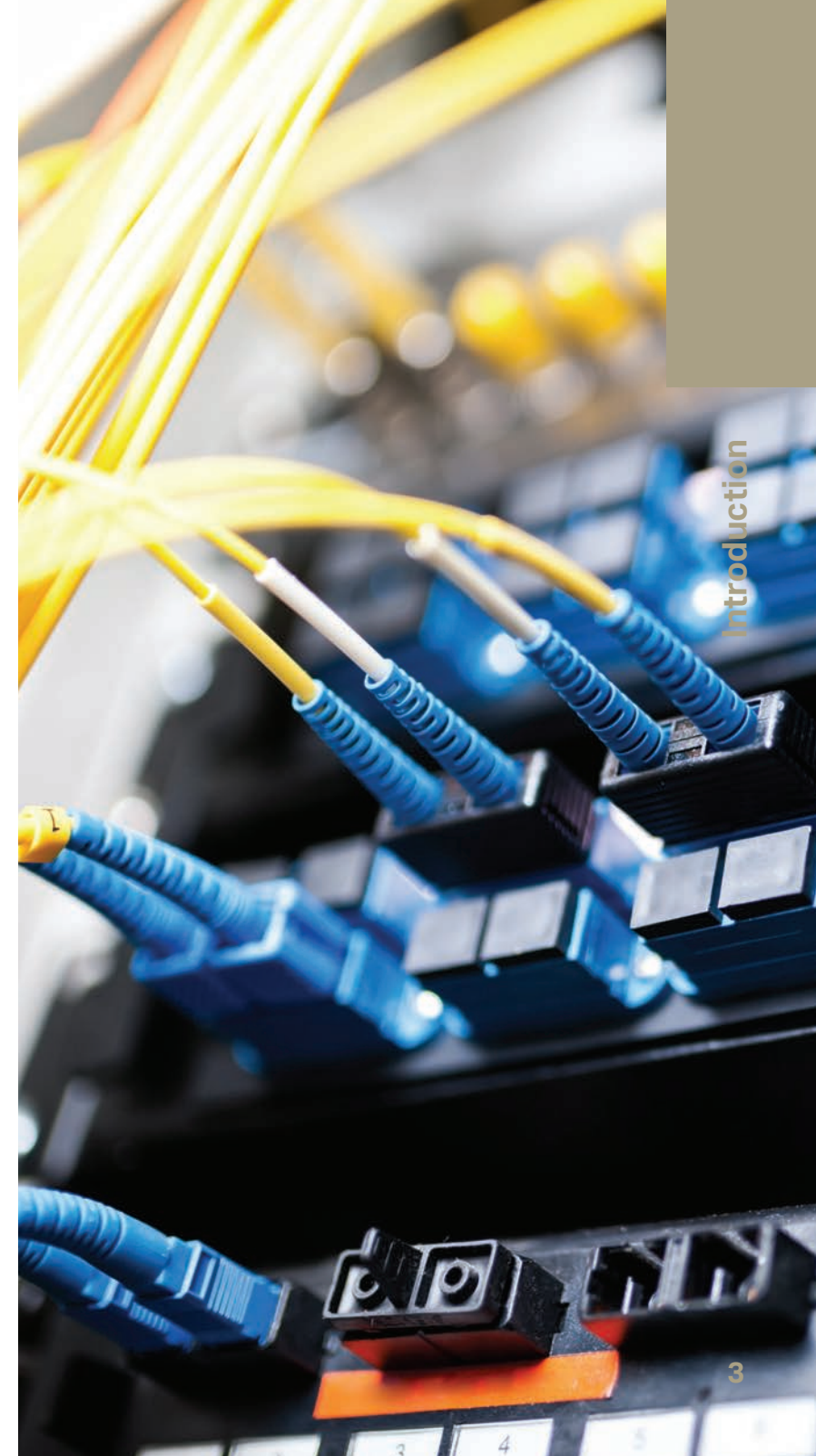
SCW is published six times per year and features three newsletters each month - one for each of the core areas of the magazine. We also publish annual supplements for the laboratory industry – Laboratory Informatics Guide (LIG) and Building a Smart Laboratory (BASL), which focuses on creating and supporting a smart laboratory for new users.

We also publish the annual HPC Yearbook, which highlights the biggest changes and

trends in the HPC industry ahead of the SC conference, the largest US supercomputing conference in the US.

For 2020, we will add a number of additional products, all of which are in keeping with our high-quality editorial content. These include the Tech Focus, Product Focus, and Feature Case Study options.

“For more than two decades, our title has been leading the way in its insightful coverage of informatics, simulation and high-performance computing for scientists and engineers.”



# Scientific Computing World profile and basic demographic information

**Over more than 20 years of helping scientists and engineers choose the best computing tools for their R&D projects, Scientific Computing World has built up a loyal and ever-growing readership that trusts our independent content to make that decision-making easier and more informed.**

**Reaching more than 19,000 professionals throughout Europe and beyond - and via more ways than ever before - Scientific Computing World remains the first choice to market for our three key areas: laboratory informatics, high-performance computing, and simulation.**

## Key reader profile

- Laboratory managers, HPC centre managers, design team leaders, scientists and engineers
- All subscribers are opted-in via GDPR-compliant methods
- Focus on computing tools to make life easier for scientists and engineers



# Scientific Computing World in numbers

## Our commitment to GDPR (General Data Protection Regulation)

As any business that deals with data will know, new rules came into force in May 2018 governing the use of personal data.

At Scientific Computing World, our subscriber data capture and storage methods were already broadly compliant even before the legislation was announced, so we comfortably meet all the requirements of GDPR.

We have taken the opportunity to strengthen our commitment to our readers, so all of our products are distributed on a 'consent' basis.

That means that every individual that receives content from us – whether that's a magazine in the post or an email to their inbox – has given us their personal consent to do so. They are in

complete control of what they receive from us. We do not buy in lists and we do not send out our content on the basis of 'legitimate interest'.

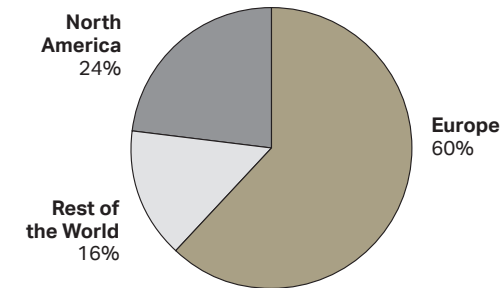
Everyone that receives our content does so because they want to learn about the industry, and trust us to deliver them content that is appropriate to their working lives.

We have also ensured that in circumstances where we pass personal data on to you, such as registrants for a webcast or a white paper, such data is collected in a GDPR-compliant manner. That means that when these personal details come to you, they have already given their consent for you to contact them.

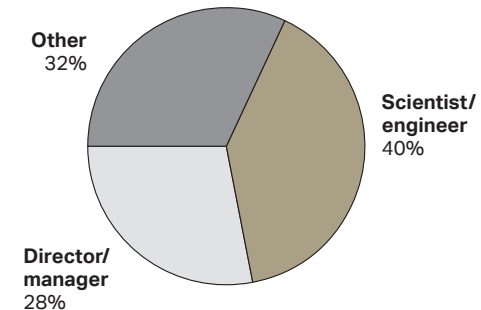
All of this means that when you place advertising in our products, you can be sure that it will be seen by an opt-in, engaged audience.

## Demographics

### Geographical distribution



### Job function



### Readership by area of interest\*

- **Laboratory informatics** 55%
- **High-Performance Computing** 66%
- **Modelling and Simulation** 73%

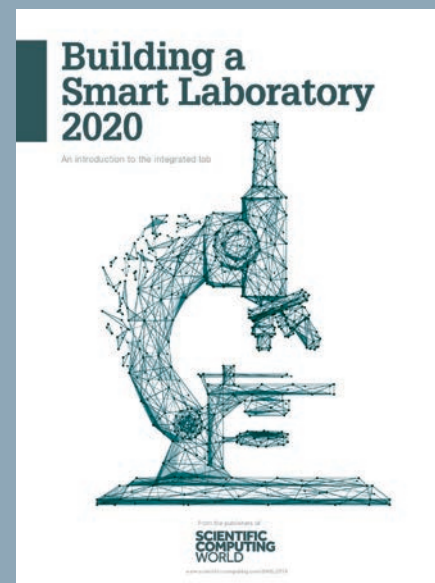
*\*Readers may choose to receive information about more than one area.*

# Our core markets: Laboratory Informatics

**Scientific Computing World's coverage of laboratory informatics has been a long-standing pillar of the magazine. For laboratory managers, researchers, executives and even legal compliance teams, our informed features are essential reading for anyone using informatics in the laboratory.**

**From pharmaceuticals to agriculture, from petrochemicals to brewing, there are countless developments and nuances with which informatics professionals must remain up to date.**

**Our expert contributors and feature writers ensure our readers are always informed via independently-written content.**



## **Building a Smart Laboratory**

*Published March 2020*

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

## Laboratory Informatics Guide 2020

Understanding the needs of the laboratory



From the publishers of  
**SCIENTIFIC  
COMPUTING  
WORLD**  
[www.scscientific.com/publishing.asp?pubid=10](http://www.scscientific.com/publishing.asp?pubid=10)

## Laboratory Informatics Guide 2020

Published December 2020

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.

## Laboratory Informatics Editorial Calendar 2020

| Issue/date               | Features                 | Bonus Distribution  |
|--------------------------|--------------------------|---|
| <b>Feb/Mar 2020</b>      | Cloud and SaaS           | <i>Pittcon<br/>Molecular Medicine Tricon<br/>SmartLab Exchange Europe<br/>APE</i>           |
| <b>Apr/May 2020</b>      | AI in the lab            | <i>Analytica<br/>Paperless Lab Academy<br/>Bio-IT World Conference and Expo</i>             |
| <b>Jun/Jul 2020</b>      | Antibacterial resistance | <i>SLAS Europe</i>  |
| <b>Aug/Sep 2020</b>      | Healthcare               | <i>Future Laboratory Informatics Europe<br/>Annual Pharma IT Conference</i>                 |
| <b>Oct/Nov 2020</b>      | Precision medicine       | <i>Lab Innovations<br/>Data Analytics for Pharma Development<br/>Pharmatec Event Series</i> |
| <b>Dec 2020/Jan 2021</b> | Data security            | <i>SLAS</i>   |

# Our core markets: High-Performance Computing

Over the past decade, high-performance computing (HPC) has moved from being out-of-reach for all but the most highly-funded institutions, to ubiquity. Nowadays, it seems impossible that the majority of scientific research and engineering development could take place without it.

Here, our target readers are HPC centre managers, research leaders, and academic staff driving the technology required via the projects they need to complete.

From cloud computing to powerful work stations, from specialist data centres to university HPC installations, Scientific Computing World provides an insight into the technology and specifications required to make scientific research and product development possible. Choosing the component parts of an HPC deployment often starts with the question 'What do you want to achieve here?' Our readers - scientists and engineers at the cutting edge of R&D - are the ones that answer that question on behalf of their institutions, and therefore these are the ones you, as suppliers, need to influence.





## HPC 2020-21

Published October 2020

Packed with in-depth features, informed opinion, detailed analysis and comment from industry-leading names, HPC 2020-21 provides a year-round opportunity to reach out to scientists and engineers involved in HPC, with bonus distribution at several major events.

## High-Performance Computing Editorial Calendar 2020

| Issue/date        | Features             | Tech Focus              | Bonus Distribution        |
|-------------------|----------------------|-------------------------|---------------------------|
| Feb/Mar 2020      | Energy efficiency    | Accelerators/Processors | AHPC 2020<br>Cloud Expo   |
| Apr/May 2020      | Future technology    | Cooling                 | PRACEDays                 |
| Jun/Jul 2020      | AI and deep learning | Servers                 | ISC<br>Teratec            |
| Aug/Sep 2020      | Storage              | Storage                 |                           |
| Oct/Nov 2020      | Exascale             | Cloud                   | SC20<br>Computing Insight |
| Dec 2020/Jan 2021 | Processors           | Software Tools          |                           |

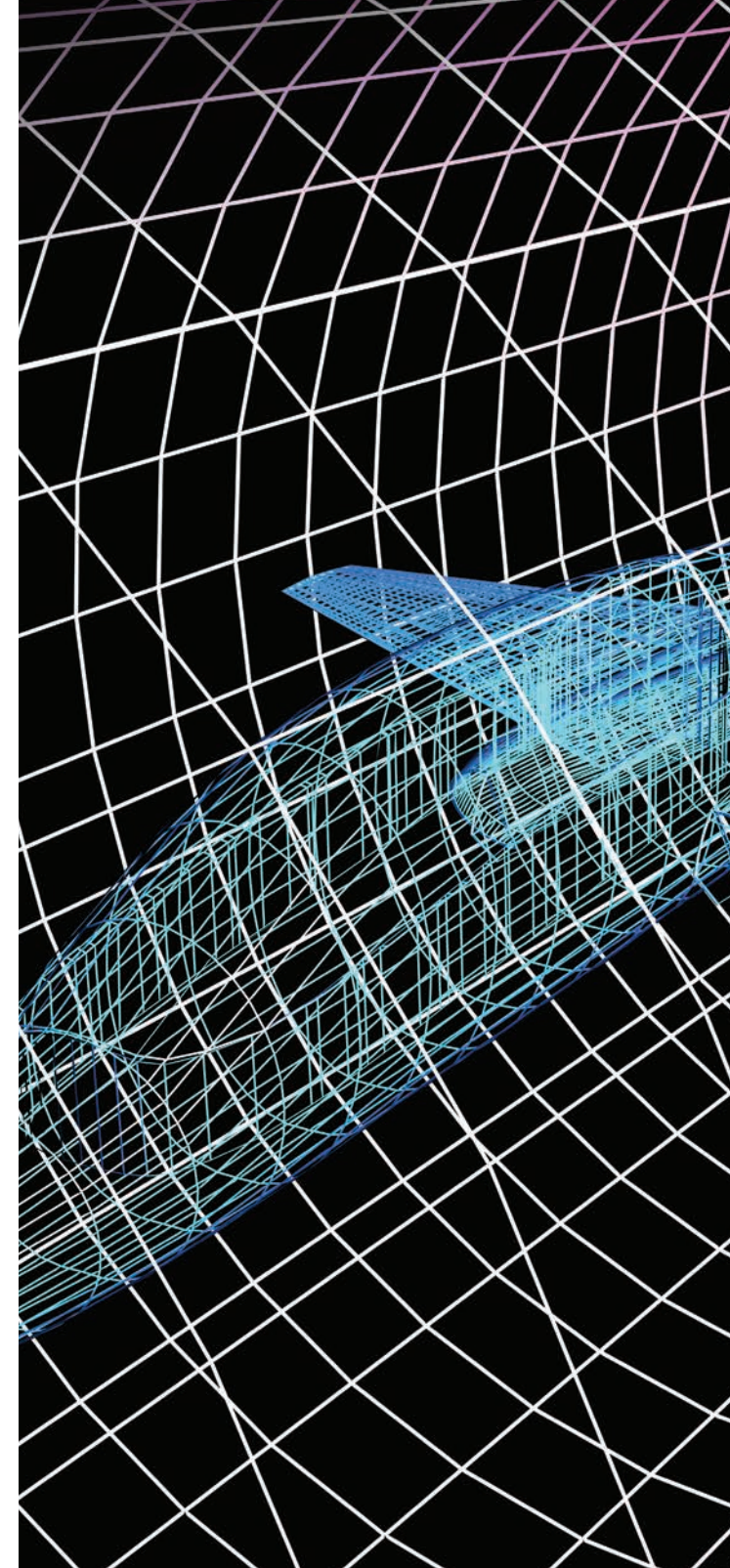
# Our core markets: Modelling and Simulation

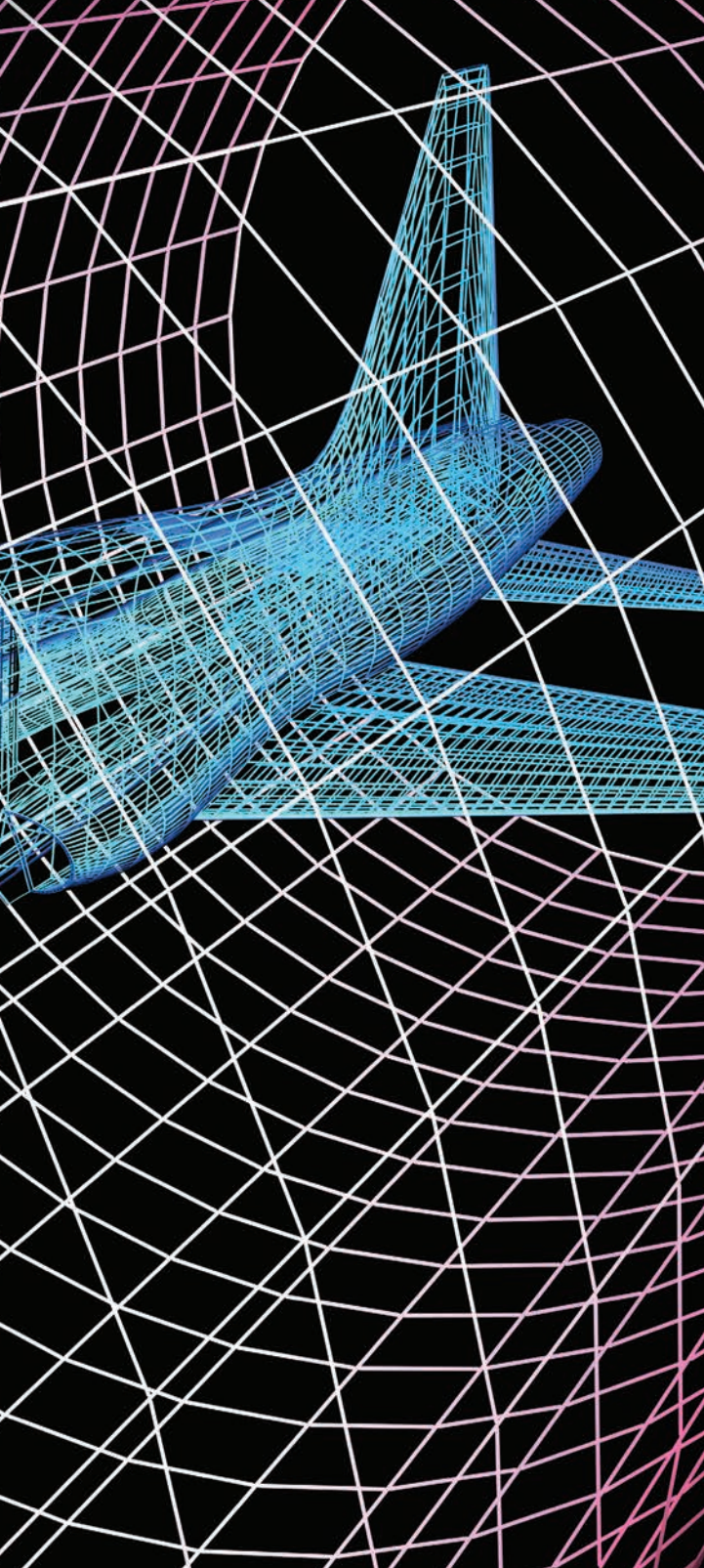
As HPC has become ubiquitous, it has opened up capabilities in modelling and simulation in particular, slashing research times as a result.

But no two simulation projects are the same, and the multitude of software tools available creates a minefield for scientists and engineers looking for advice and input in order to make the right choice for their research.

Our target readers here are the design team leaders and strategists who are leading R&D projects on behalf of their institution - and on the hunt for the very best tools for the job.

Techniques covered include computational fluid dynamics (CFD) and finite element analysis (FEA), with applications areas covering everything from 3D printing to automotive and aerospace design.





## Modelling and Simulation Editorial Calendar 2020

| Issue/date        | Features                     | Bonus Distribution                           |
|-------------------|------------------------------|--|
| Feb/Mar 2020      | Optimisation                 |  |
| Apr/May 2020      | Computational Fluid Dynamics |  |
| Jun/Jul 2020      | Finite Element Analysis      | <i>Teratec</i>                               |
| Aug/Sep 2020      | AI                           | <i>COMSOL Conference<br/>Matlab Expo</i>     |
| Oct/Nov 2020      | Additive manufacturing       | <i>Global Altair Technologies Conference</i> |
| Dec 2020/Jan 2021 | Design tools                 |  |

# Build trust through brand visibility

*“When trust is high, communication is easy”*

**As a marketer, you live in a world of metrics, numbers and quantification. Of course, you have to justify every penny you spend, but by heading straight to the final numbers, is it possible to forget the factors that influence the results?**

Before you earn a click-through, business card or contact from a lead generation campaign, your prospect must first trust your brand. They need to know what you stand for, what you can offer them, and be reassured that by handing over their details, they're going to get something tangible in return.

**But how do you influence that decision? How do you build the trust?**

At Scientific Computing World, we have spent many years building our reputation as a reliable, independent provider of high-quality, current content within the research community. The reason our subscriber database is so extensive is simply that our readers have learned to trust us.

By using the suite of brand visibility options available with Scientific Computing World, you become associated with that level of trust. If they trust the place where they first come across you, they're much more likely to trust you too.

## Bonus distribution

**Exhibiting at an industry trade show does not start on the first day or end as the last attendee leaves – an intelligent marketing strategy maximises the value out of events each and every time.**

Scientific Computing World has long-standing and strong relationships with organisers of key industry events around the world, working as partners with a common aim – to grow the industries in which we work and help the companies that supply that industry to prosper.

As an exhibitor you can harness these relationships and maximise your exposure before, during and after the event. Scientific Computing World exhibits at many of these shows and distributes thousands of bonus copies to delegates and attendees. Make sure your marketing and PR strategy aligns with this calendar and ensure that you gain a competitive advantage where other, slower competitors lose.

# Brand visibility options

*Scientific Computing World – the foundation on which it is all built.*

**At the core of the Scientific Computing World suite of products is our bi-monthly magazine, which is produced in both print and digital formats. It has the highest penetration of our platforms - more of our database chooses to receive the magazine than our emails or visit our website.**

It's in the magazine you'll find our renowned and respected independently-written feature articles, our carefully selected expert analysis and opinion columnists, and our mix of the most important news and product announcements.

Each issue remains a reference tool for months after publication, and as such, is the first place you should start when looking to build and promote your brand in the scientific computing community.

Your choice of issue(s) may come down to favoured editorial features (see our planned features opposite), bonus event distribution, or your own product launch roadmap. Whatever your drivers for the year ahead, talk to our advertising manager who will help you make the best choice for the budget you have.



## Magazine print advertising prices

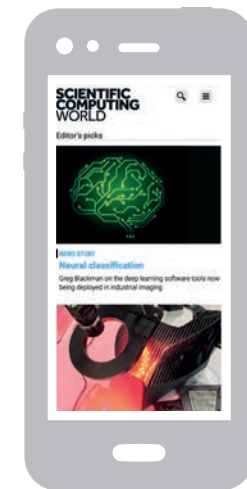
|                     | x1     | x6     | x6     |
|---------------------|--------|--------|--------|
| <b>Full page</b>    | £3,750 | £3,300 | £3,000 |
| <b>Half page</b>    | £2,350 | £2,100 | £1,880 |
| <b>Third page</b>   | £1,990 | £1,720 | £1,595 |
| <b>Quarter page</b> | £1,325 | £1,190 | £1,060 |

Premium positions +20%

# scientific-computing.com

Brand visibility

The Scientific Computing World website is much more than a replica of the magazine's content online. It is a hub of analysis, feature content, technical resource and news – all dedicated to scientists and engineers using computing in their everyday work.



We have also introduced a responsive, mobile version of the site, improving our visibility via Google. Most of our banner positions will now automatically resize for the mobile version, increasing the chances of potential customers seeing your brand alongside our content.

With multiple sizes and positions available, there is something to suit every budget and every type of campaign, no matter what your marketing goals. If you want online visibility in an environment where scientists and engineers gather, scientific-computing.com is for you.

### Key facts:

- Average dwell time: 1m 34s
- Monthly page views: approx 11,200
- Desktop and mobile presence

### Online advertising prices

(Includes desktop and mobile sites)

**Dropdown banner**            **£2,500 per month**  
*(opens for four seconds as a large advert, then drops back to a smaller version)*

**Leaderboard (728 x 90)**    **£1,500 per month**

**Top banner (468 x 60)**     **£1,200 per month**

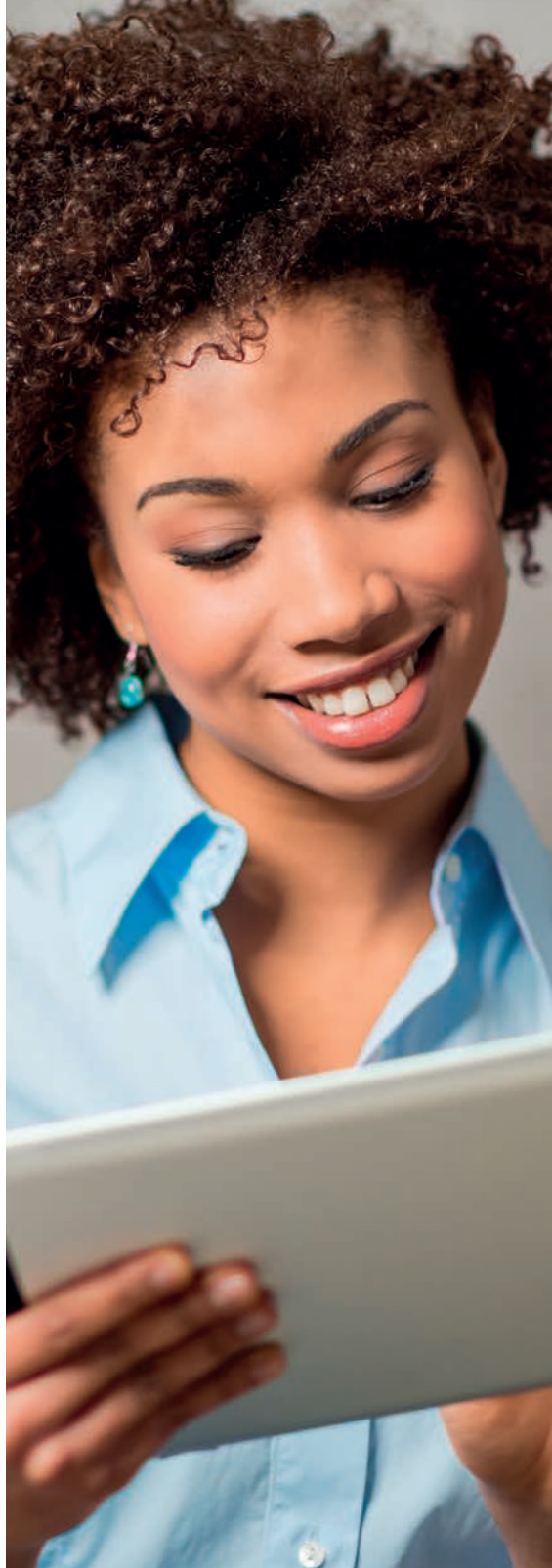
**Right-button banner**        **£750 per month**  
(120 x 120)

**Box ad (300 x 250)**         **£1500 per month**

**Right skyscraper**            **£1,000 per month**  
(120 x 600)

**Suppliers directory**         **£500 per year**

*All banners should also be supplied as 300 x 100 for mobile site.*



### Newsline

We have three monthly emails covering laboratory informatics, HPC, and modelling and simulation respectively. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Our new responsive design ensures your branding advert is seen on both desktop and mobile devices.

- Our essential content surrounds your brand
- GDPR-compliant opt-in readership
- Limited availability each issue

### Newsline prices

**Main Newsline sponsor**        **£500 per issue**  
(logo top right)

**Newsline banner**                **£1,000 per issue**  
(468 x 60, plus 300 x 100 for mobile version)

**Box Ad (120 x 120)**               **£400 per issue**

# Using content

**As the world of publishing evolves from traditional print magazines to a more multi-platform model, the type of content and methods of delivery that we are able to offer our readership has expanded considerably.**

**The same applies to our advertising clients – we can offer a fantastic range of options to maximise the potential of your existing content, and we can place that content in front of our audience in a number of ways.**

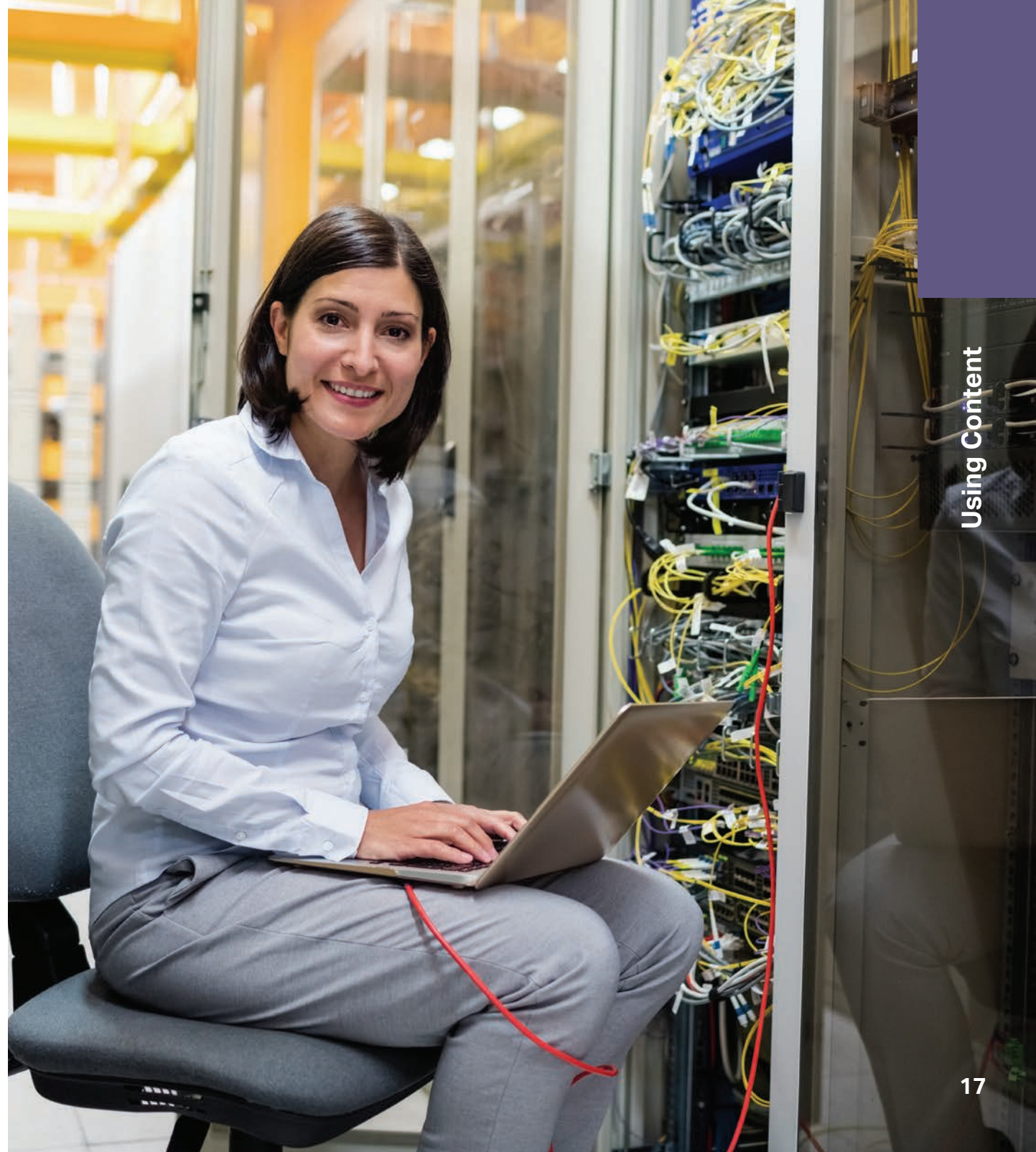


## Scientific Computing World has three broad areas for you to use content:

- **Content sponsorship;**
- **Hosted content;**
- **Native advertising.**

Intelligent use of content puts you at a competitive advantage across a multitude of arenas and provides the next, logical step to ensure your brand campaign reaps even more rewards. You can use content to provide:

- **Technical explanations;**
- **Visual demonstrations;**
- **Application case studies;**
- **Thought-leadership/opinion;**
- **Event reviews.**



# Content sponsorship

**This is an option if you want to associate your name with our existing editorial.**

**Because Scientific Computing World has a reputation for commissioning and creating high-quality editorial across its three main core markets, there is great prestige in associating your brand with this independent writing. We have introduced a number of ways for you to do this in 2019.**

**Your branding will appear alongside our existing content, and best of all, you barely need to lift a finger, but you do get to bask in the reflected glory of being associated with our industry-respected content!**

## Sponsorship options

### 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 worlds of laboratory informatics, HPC, and modelling and simulation.

While the industry has a plethora of ways (including Scientific Computing World) to access basic product information, there is more to the industry than just products – ultimately the industry is the people within it.

The Analysis & Opinion section delves into the expertise and thoughts of key industry figures, bringing you thought leadership, market research and insight not found elsewhere.

A&O articles appear online, and most also feature in the magazine; all will be included in a new monthly email dedicated to A&O articles.

As the sole sponsor of this section, you will receive:

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

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**Price: £995 per issue**

## Webcast Sponsorship

**Our webcasts are editorially-driven online audio-visual presentations, providing a platform for in-depth technology explanations, case studies and interactive industry discussion.**

**We produce these webcasts in two ways:**

### Co-sponsor

With this option, there can be up to four sponsors associated with our webcast, generally focused on a broad subject. You don't need to be able to put forward a speaker to be a sponsor!

### Sole sponsor

The sole sponsor option puts you in complete control. The subject and content is all yours, as are the leads generated.

All webcast sponsors benefit from promotion via our various distribution platforms, a gated sign-up system that generates leads and the association with the Scientific Computing World editorial prestige.

Whichever option you choose, we do the hard work; as a co-sponsor, we will create the webcast, distribute to our network and provide you with a list of leads; as a sole sponsor you get all of the benefits of a co-sponsor, but you control the content. This means that we can work together to create a professional and polished finished product (without the input of those pesky competitors).

Webcasts are hosted live to allow attendee input, but will be made available on demand after broadcast via our webcast section on the website.

**Co-sponsor** an existing webcast. Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- **Topics announced regularly (or suggest one!)**
- **Promoted in magazine, online and via email.**

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**Price: £2,500**

**Sole sponsor:** Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

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**Price: £10,000**

# Hosted content marketing options

With hosted content marketing, you're in complete control of the content – all we do is market it for you through our various channels. It's likely you will already have created the content for your own website, blog, email campaign or event marketing materials, and simply want to spread that message as wide as you can. Of course, if you're struggling to create something, we can lend our expertise there too.

## HPC Tech Focus

Every issue, HPC Tech Focus will concentrate on a particular technology, deliver an editorial overview of 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.

In order to stand out in one of our HPC Tech Focus topics, we offer two options:

### HPC Tech Focus Calendar

|                |                         |
|----------------|-------------------------|
| <b>FEB/MAR</b> | Accelerators/processors |
| <b>APR/MAY</b> | Cooling                 |
| <b>JUN/JUL</b> | Servers                 |
| <b>AUG/SEP</b> | Storage                 |
| <b>OCT/NOV</b> | Cloud                   |
| <b>DEC/JAN</b> | Software Tools          |

## Lead sponsor

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

- **Exclusive branding on magazine article;**
- **Exclusive branding on website;**
- **Sole sponsor branding on email version;**
- **An enhanced product entry in magazine (see below);**
- **Top-line enhanced product on email version;**
- **Links to your own relevant content, within the email version – think relevant white papers, YouTube videos etc.**

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**Lead Sponsor: £1,950**

## Enhanced product entry

Your product in its own box within the feature, giving you greater prominence than the free entries, plus a spot in the subsequent email and online.

- **150 words plus image in magazine**
- **Inclusion in email (summary) and online (full text)**

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**Price: £850**

## Productline

Productline is our popular entry-level email marketing option 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 via email to opt-in database**

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**Price: £400**

## Featured product

A premium Productline option, appears in an expanded middle section of an email and is highlighted on our website.

- **Comprises headline, 300 x 300 image, 100-120 words plus web link**
- **Sent via email to opt-in database**

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**Price: £750**

## White Papers

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'.

The Scientific Computing World reader is typically a highly-qualified scientist or engineer, and as such they crave high-quality information. You should use this to your advantage. White papers have occasionally been used to repackage simple marketing information or product brochures – **DO NOT DO THIS!**

Our White Paper section is also a fantastic way to generate leads, because we can place the content behind a sign-in page. A reader will fill in some contact details in order to view the white paper. This lead data is then passed on to you (with the reader's permission).

If you already have a White Paper that you'd like to reach a wider audience, we can host and promote it for you, plus there's an option to collect leads from anyone that downloads it. We can also help you write it if you don't have the resource in-house.

- **Featured on our White Paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

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**Price: £1,000**

(plus editing/writing costs if required – see Content Services)



# Native advertising

**Native advertising refers to the areas within our editorial where the content has value to the reader, and a price tag for the author.**

**With native advertising, we work with you to create content that is equal in quality and style to our own high editorial standards. The content appears in the normal flow of our own independent content (but marked as 'sponsored'), and should have the same value to the reader as anything our own editorial teams would write themselves. Importantly, our editors have the final say about whether the content makes the grade, guaranteeing that the reader will equate your content with the trust they have developed in our own brand.**

**A piece of native advertising could be written entirely by you – as long as it meets our editorial standards and fits in with our brand. More often, you'll be working with our editorial teams, who'll either help you convert your existing content into something that fits our platform, or can work with you from scratch to create fresh content. Either way, you'll have the rights to that content at the end of the process to distribute yourselves.**

### **The difference between 'content marketing' and 'native advertising'?**

These terms are often confused with each other. This is often due to the different places a single piece of content could be seen.

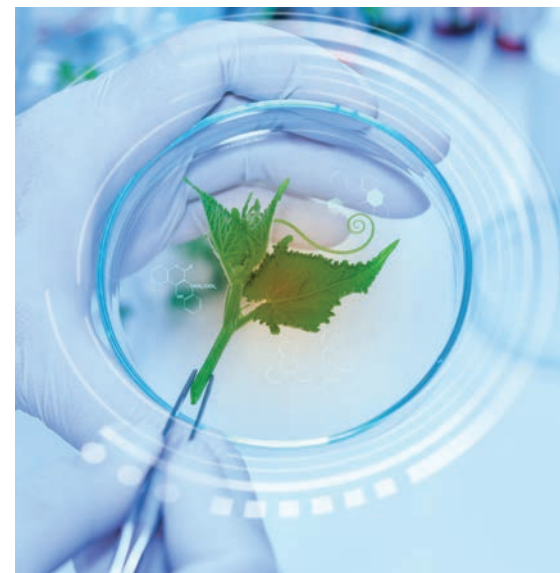
Let's take an application case study as an example. You commission a piece of content that highlights an end user project that uses, as part of the installation, your technology/software. This piece of content may be about the installation as a whole, but also talks about your involvement. You then take that finished article and distribute it via your own platforms (website, email newsletters, social media etc). This is not just a PR piece, a press release or an extract from your product brochure – it is content that you market; content marketing!

However, you might come to us and present the finished article as something that could be interesting to our readers. We then look at it, assess its relevance and quality, and

agree that it would be a perfect fit for one of our native advertising products - that is, your content placed in and among our own independent content. What started as your own content marketing then becomes a piece of native advertising.

Most importantly, these platforms have been created with the reader at the forefront of our minds. Once you become a native advertising partner with us, think of yourself as a content ambassador. Regardless of where the content is placed, you need to be thinking: 'Can I enhance what the subscriber already receives from Scientific Computing World with my own expertise, experience or opinion?'

The decision on quality and relevance will be ours. We may host content as it is received from you, or we may suggest working with us to make improvements. This will be a consultative process, but because this type of content relates to surrounding editorial, our judgement is final.



# Native advertising options

## Feature Case Study

A Feature Case Study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online. This is a unique opportunity to align your content seamlessly with ours.

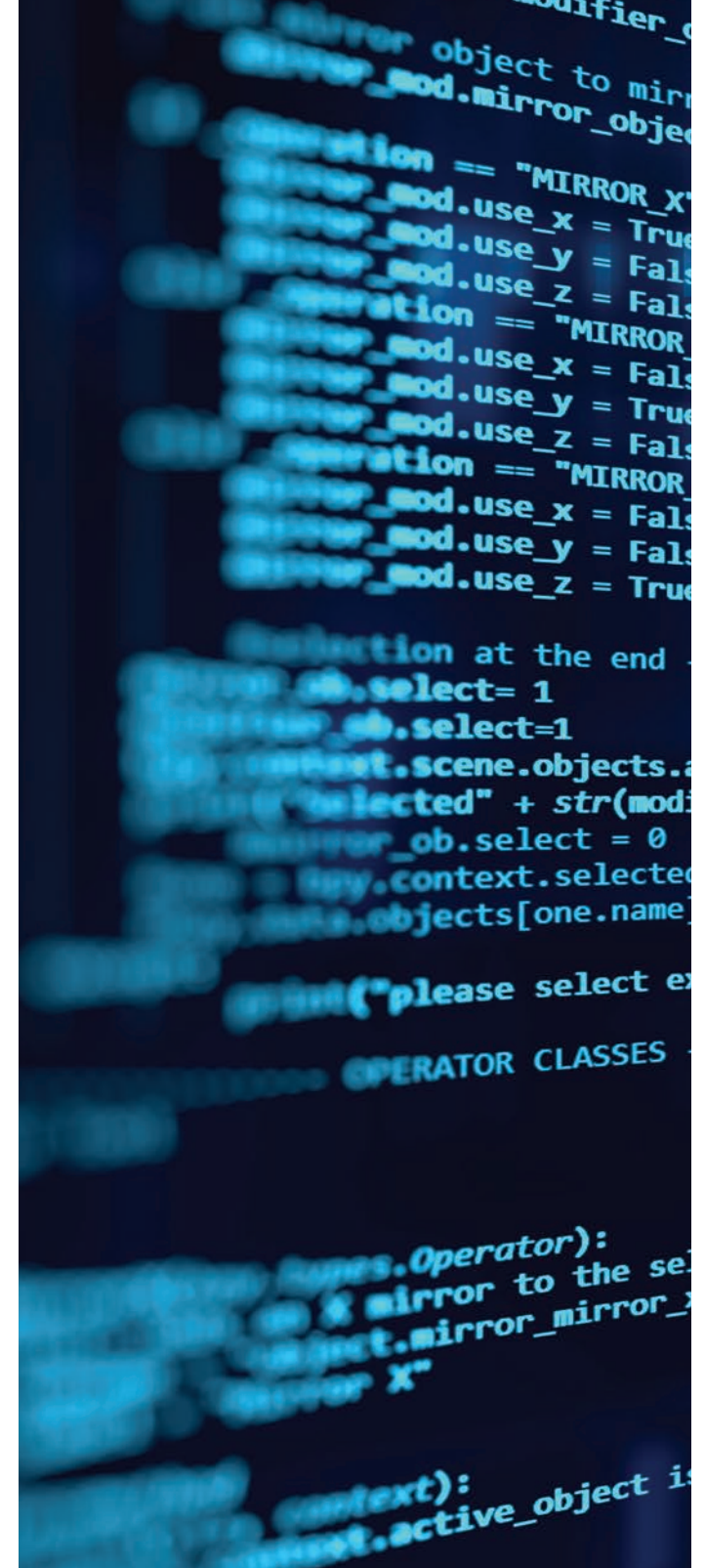
An excellent Feature Case Study will add context and expertise to an existing feature. It will draw on your experiences and relate them to the interests of our audience, as well as framing the technology discussed in the feature in a real-world environment.

- **Comprising approximately 750 words, plus an image, a Feature Case Study is a full page of content, designed and laid out by our expert production team. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.**
- **There is only one opportunity for a Feature Case Study for each planned editorial feature, so it's a highly-desirable and exclusive opportunity.**
- **Appears in the magazine as a full page, and online linked from the original editorial feature and as a standalone page. In all cases, the term 'sponsored content' will appear on the page.**
- **You will also receive a PDF of the feature for your own marketing.**

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**Price: £3,500**

(additional charges may apply if using our editing and writing services – see Content Services)





## 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 more expertise in your company than you realise, 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.**

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### Price: £1,250

(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 can work with you to create a complementary editorial feature that will sit alongside (and point towards) your own White Paper. We agree the topic of the feature together, our editorial team writes the feature independently, and when it appears, we highlight the existence of your White Paper that will delve into the topic of that feature in more depth – and from your point of view. Again, our editorial teams have the final say on whether they feel the topic will be of interest to the readers – and whether they are able to write a suitable feature on it. For the White Paper, you can either write this yourselves, or we can help.

- **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 feature, with a footer advert pointing towards your White Paper.**
- **Featured on our White Paper page.**
- **Promoted via email campaign.**
- **Highlighted via house advert in magazine.**
- **Option to include data capture form to collect leads.**

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### Price: £2,000

(plus white paper editing and writing charges if required)

# 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 an agency 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 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.



*"It's not what you say,  
it's the way that you say it"*

**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.

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**£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.

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**£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.

# Meet the team



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