

## High-Performance Computing

### Editorial and Advertising calendar 2018

ISSUE DATE	FEATURES	PLANNED SHOW DISTRIBUTION
Feb/Mar 2018	<b>Processors/Accelerators</b> A review of processing technology at the forefront of HPC  <b>Seeking investment for HPC</b> This feature will investigate the steps taken seek investment for upgrades and new HPC systems	HPC for Wall Street
Apr/May 2018	<b>Cooling</b> A review of cooling technologies used in HPC  <b>Education/training</b> This feature explores the challenges with finding skilled HPC personnel	Nvidia GPU Tech Conference  Cloud Computing Expo
Jun/Jul 2018	<b>Maintenance</b> This feature explores the role of maintenance in ensuring HPC systems can maintain peak efficiency  <b>HPC architecture</b> This feature explores the development of new HPC architectures and their importance in future HPC performance increases	Teratec ISC
Aug/Sep 2018	<b>Storage</b> A review of the latest storage technologies and their impact on HPC  <b>Application performance</b> This feature investigates the methods for increasing software performance	
Oct/Nov 2018	<b>Deep learning</b> This feature looks at the use of deep learning and its impact on HPC  <b>Interconnects</b> A review of the latest interconnect technology	SC18
Dec 2018/ Jan 2019	<b>Cloud</b> This feature explores the benefits of using cloud computing for HPC workloads  <b>Exascale computing</b> As the HPC industry prepares for the first exascale systems we investigate the potential impact of exascale computing	Computing Insight UK

In every issue of 2018, we will be profiling an HPC centre, focusing on its applications to science and engineering, but also with the technical specifications of the system, its components and the suppliers, vendors and/or integrators.

### Recent advertisers



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*Scientific Computing World* is the leading multi-platform resource dedicated to the computing and information technology needs of professionals working in science, technology, engineering, and medicine.

Its dedicated coverage of the high-performance computing (HPC) sector places it at the heart of your marketing strategy, providing a platform for the promotion of your products and services, reaching engaged users and decision makers worldwide.

Comprising a bi-monthly magazine, a regularly updated website, monthly dedicated HPC email newsletters, plus the annual *HPC 2017-18*, *Scientific Computing World* provides a variety of marketing options – to suit all budgets – to reach this targeted sector.

### HPC 2018-19

Published October 2018

Packed with in-depth features, informed opinion, detailed analysis and comment from industry-leading names, *HPC 2018-19* provides a year-round opportunity to reach out to scientists and engineers involved in HPC, with bonus distribution at several major events.



## IN PRINT/DIGITAL ▶ More than 8,000 readers

- Established title with long-standing loyal readership worldwide
- Plus regular bonus distribution at key industry events

	1x	3x	6x
<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
<b>Suppliers directory</b>	<b>£500 per year</b>		

Other sizes available on request  
**Special (cover) positions:** +25 per cent  
**Solus Positions:** +10%

## ONLINE ▶ Average 7,000 monthly impressions

- Increasingly popular website with regularly updated content
- Multiple banner options for all budgets
- Web-exclusive editorial content

<b>Leaderboard</b> (728 x 90)	<b>£1,500 per month</b>
<b>Top banner</b> (468 x 60)	<b>£1,200 per month</b>
<b>Right button banner</b> (120 x 60)	<b>£750 per month</b>
<b>Box Ad</b> (300 x 250)	<b>£1,500 per month</b>
<b>Right Skyscraper</b> (120 x 600)	<b>£1,000 per month</b>
<b>Suppliers directory</b>	<b>£500 per year</b>

For information on sizes and placement visit [www.scientific-computing.com/onlineadvertising](http://www.scientific-computing.com/onlineadvertising)

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<b>Banner ad</b> (468 x 60)	<b>£600-£1,000 per insertion</b>
<b>Skyscraper</b> (120 x 600)	<b>£1000 per insertion</b>
<b>Box ad</b> (120 x 120)	<b>£400 per insertion</b>
<b>Product entry</b> (40 words, headline, company name, URL and 120 x 120 image)	<b>- £400</b>

## CONTENT MARKETING AND LEAD GENERATION ▶

### White Papers

- Promote your technology, in your own words, to our online readership
- Generate named leads
- Cross-promoted in print, online and by email

**White Paper** £1,000

### Webcasts

- Editorially-led, multi-presenter webcasts
- Cross-promoted in print, online and by email
- Generate named leads

**Webcast shared sponsorship** £2,500  
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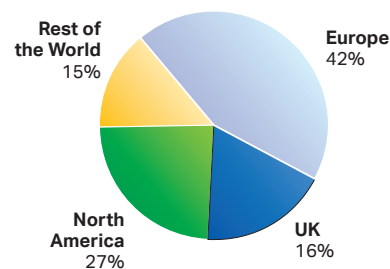
### Content marketing

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

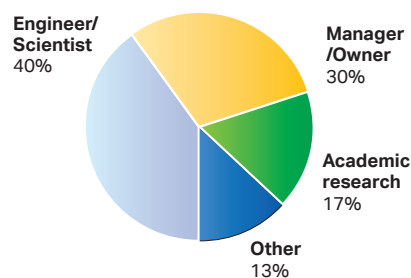


## Circulation and reader demographics HPC sector

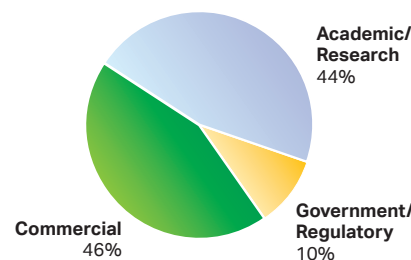
### Geographical distribution



### Job function



### Type of organisation



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

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