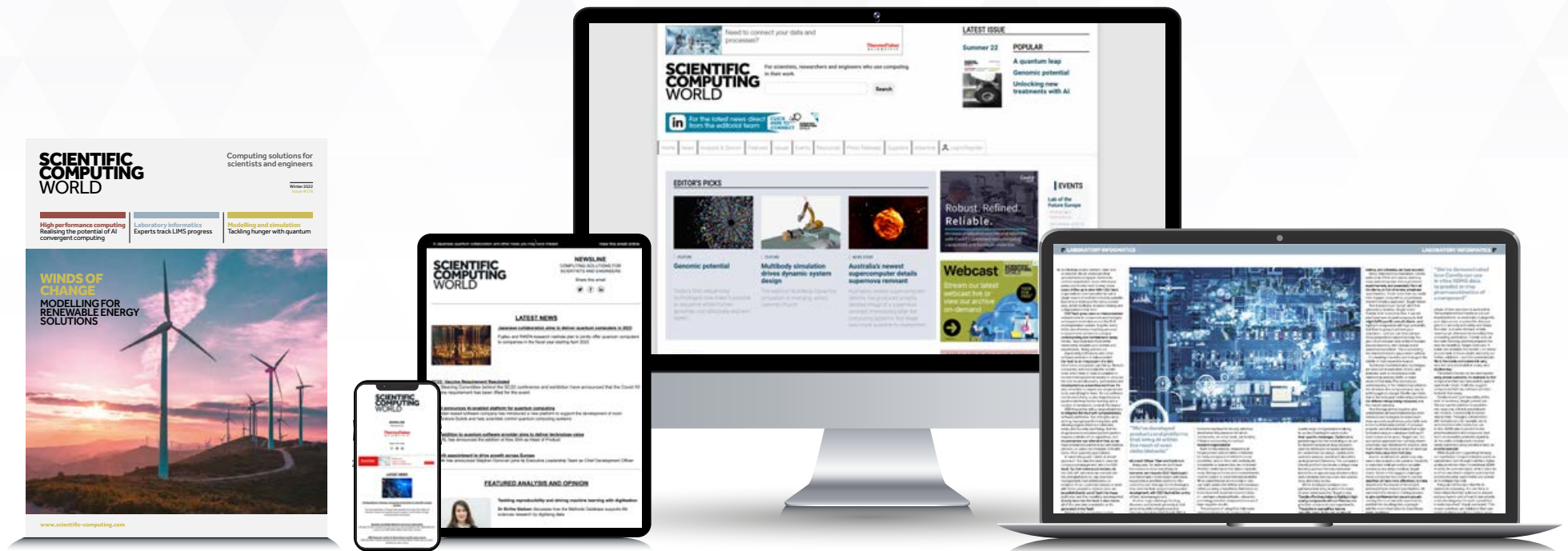


SCIENTIFIC COMPUTING WORLD

The multi-platform resource
helping scientists, researchers
and engineers to unlock value
from computing solutions

Media information 2023



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Why Scientific Computing World?

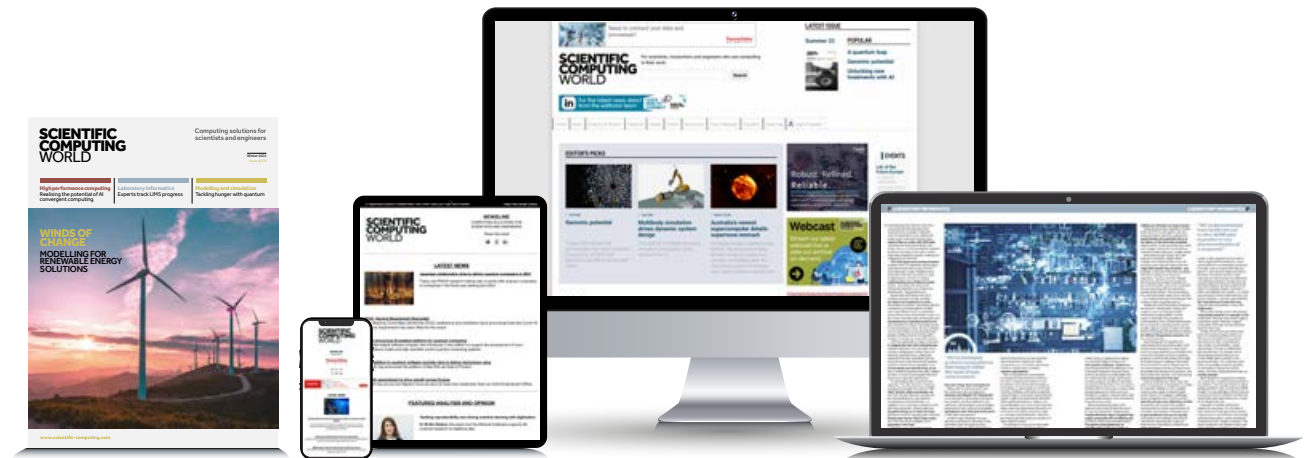
**SCIENTIFIC
COMPUTING
WORLD**

Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering this fast-growing market all the time, **making your brand stand out** and influencing change is a real challenge.

Scientific Computing World is a hub of analysis, feature content, lively debate, technical updates and industry news, making it an **essential platform to support your marketing campaigns**. Our profile in the industry – paired with our understanding of your challenges and our expert knowledge – provides a strong foundation for success. Industry

professionals rely on our exclusive content to **share insights, identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach **heads of R&D, IT directors, lead researchers, HPC directors** and **faculty heads**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every stage of the marketing funnel.



Understanding the year ahead

The methods by which scientists and engineers access computing infrastructure are changing fast. Lessons learned from the past three years have shown scientific and engineering organisations that they must consider new ways of working and collaborating, both with internal teams and external partners. **The demand for remote access to data-intensive infrastructure, automation and reporting systems and collaboration tools** continues to rise to meet this shift in working practices.

Cloud services will continue to play an increasingly important role in facilitating access to computing infrastructure. These implementation methods support shifts in the way we work and enable access to computing infrastructure. This is relevant not just to high performance computing (HPC) but to the entire scientific computing ecosystem, as scientists and engineers need to conduct larger simulations,

create more design iterations and leverage new and emerging technologies.

This shift in working practices can also be seen in the ways that laboratory-based organisations are choosing to implement software systems. There is an **ongoing rise in software as a service (SaaS), cloud and web-based systems** that support critical access to data and aid dynamic collaboration.

Another hugely important milestone that cannot be overlooked is that **HPC systems have finally reached the exascale era**, with one system demonstrating an exaflop of computing performance. These exascale systems are creating a path for scientific experiments that would have been impossible just a few years ago. While there will only be a very small number of users that will access exascale class HPC systems in the foreseeable future, the exciting research and development will shape the hardware and software

that scientists use for decades. There's much to be discovered from this work.

In addition to this breakthrough moment for HPC, several emerging technologies are impacting scientific computing in exciting ways. **The sharp rise of artificial intelligence (AI) and machine learning (ML)** impacts almost every scientific discipline, but this new computing paradigm is also shaping computing hardware and even supercomputing systems, which are now increasingly packed with GPUs. The latest generation of GPU technology includes tensor cores explicitly designed to accelerate AI applications.

Quantum computing remains in the developmental stage, but there is a growing buzz around technology and its potential impact on scientific discovery. There is an ongoing technological arms race to see which platforms will succeed. From accelerator cards to standalone systems and cloud access to testbed

‘Cloud services will continue to play an increasingly important role in facilitating access to computing infrastructure’

architectures, there is a growing demand for access to quantum computing. Alongside this hardware development, is an ecosystem of software and algorithm design to try and understand where quantum computing applications can be most successful. In the coming years, scientists need to understand how to develop quantum computing algorithms that can outperform classical applications and where to spend resources in developing them.

Edge computing is tied into both laboratory data collection and also engineering practices such as the development of smart cities, wearable healthcare devices and autonomous vehicles. There’s a **growing trend to move computing systems closer to the critical systems to process data** where

it is needed, and to enable capabilities that underpin future technological advances. Edge technology can provide data on environmental pollution and traffic flow; help monitor health and support autonomous vehicles’ decision-making with real-time data.

Automation is also playing a pivotal role in accelerating research.

This impacts several industries, including engineering, where software is being used to automate the design of new components. However, this is also true in the laboratory where robotics is being combined with software that can automate scientific workflows. In all cases, this drive for automation is creating data and allowing researchers to experiment with new workflows and accelerate their existing processes.

The common theme among these trends is **a demand to support data-intensive research** – and the computing systems that support these research areas. HPC

users, laboratory sciences and engineers have access to unprecedented quantities of data, but deriving value from it is a growing challenge.

Laboratories make use of data management systems and promote FAIR data practices; this not only supports scientific discovery and reproducibility of experiments but also provides the platform – along with other data standards – that enables collaboration with large-scale data sets or federated learning practices. **Open data and data sharing are also incredibly important for research** into rare diseases where they may only be a finite amount of patient data. The COVID-19 pandemic is a timely example of where data sharing and collaboration proved vital. Building the worldwide understanding of the virus, its genetic variants and potential impact on people was driven by a huge global effort from researchers worldwide and underpinned by computing tools and access to data. We played our part.

A global audience

Are you ready for GA4?

Our client success reports will be driven by the new instance of Google Analytics soon. Speak to us about the implications for your business.

Scientific Computing World delivers quality content to a diverse audience across print, digital and social media. As a central hub of knowledge and information, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.

Sectors we serve:

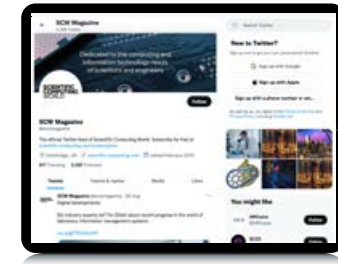
- Aerospace
- Automotive
- Quantum Computing
- AI
- Energy
- Medical
- Pharma
- Biotechnology

Job titles represented include:

- Lead Researcher
- Head of Research & Development
- HPC Director
- Head of Faculty
- IT Manager
- IT Director
- Scientist



Monthly reach of more than 15,500



8,500 monthly page views

20% increase in web traffic in 2021

A truly engaged subscriber base boasting an average session duration of **4 mins 10 secs** and average number of sessions per user of **4.83**

8,000+ email subscribers

21% Average email open-rate

6% click-through rate

3,600+ social media followers

in **2%** LinkedIn engagement rate

2% Twitter engagement rate

Editorial calendar 2023/24

**SCIENTIFIC
COMPUTING
WORLD**

Issue	HPC features	LI features	M&S features	Tech Focus
Winter	<ul style="list-style-type: none"> • Processor development • Coding for HPC 	<ul style="list-style-type: none"> • LIMS/ELN • Precision medicine 	<ul style="list-style-type: none"> • Autonomous engineering 	<ul style="list-style-type: none"> • Storage
Spring	<ul style="list-style-type: none"> • Exascale development • AI + ML 	<ul style="list-style-type: none"> • Biotechnology • Environmental Testing 	<ul style="list-style-type: none"> • Battery Simulation 	<ul style="list-style-type: none"> • Memory and processors • Cooling
Summer	<ul style="list-style-type: none"> • Quantum • Securing funding for HPC 	<ul style="list-style-type: none"> • Healthcare and Diagnostics • Pharma 	<ul style="list-style-type: none"> • Gas/wind turbine design 	<ul style="list-style-type: none"> • Networks and interconnects • Cloud services
Autumn	<ul style="list-style-type: none"> • System integration and cloud • AI in HPC 	<ul style="list-style-type: none"> • QA/QC • Chemical manufacturing 	<ul style="list-style-type: none"> • Automotive 	<ul style="list-style-type: none"> • Software tools • Cluster management

Event distribution

Recognised as a trusted publication for scientists and engineers using computing systems, *Scientific Computing World* is distributed at events spanning key industry sectors including Aerospace, Automotive, Quantum Computing, AI, Energy, Medical, Pharma and Biotechnology.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach this audience.

Some of the global partners and events we work with include:

- Altair HPC Summit
- Analytica
- BioData World Congress
- Bio-IT World Conference and Expo
- Computing Insight UK
- Drug Discovery Chemistry
- EHPCSW 2022 / PRACEdays
- Future Labs Live
- Global Altair Technologies Conference
- ISC High Performance
- Lab Innovations
- ISC High Performance
- Paperless Lab Academy
- Pittcon
- SC22
- SLAS Europe

Product overview

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, industry professionals turn to *Scientific Computing World* to help drive brand engagement, reach a wider audience and **grow their business**.

Scientific Computing World presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

> Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

> Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

> Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

> Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

> Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.

The magazine



Key benefits

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highly-respected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Each issue of our magazine is seen by a global audience of more than 9,500 in both print and digital

Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
Winter	03/02/2023
Spring	07/04/2023
Summer	14/07/2023
Autumn	06/10/2023
HPC Yearbook	15/09/2023
LIG Yearbook	17/11/2023

See pages 22 & 23 for mechanical specifications

Price

	x1	x4
Full-page	£4,125	£3,300
Half-page	£2,585	£2,197
Third-page	£2,189	£1,859
Quarter-page	£1,458	£1,239
Premium positions +20%		
Outsert	£4,945	
Digital edition sponsorship	£2,200	

SAVE when you book an advert in multiple issues

> Boost brand awareness

> Present innovative solutions

The website

Key benefits

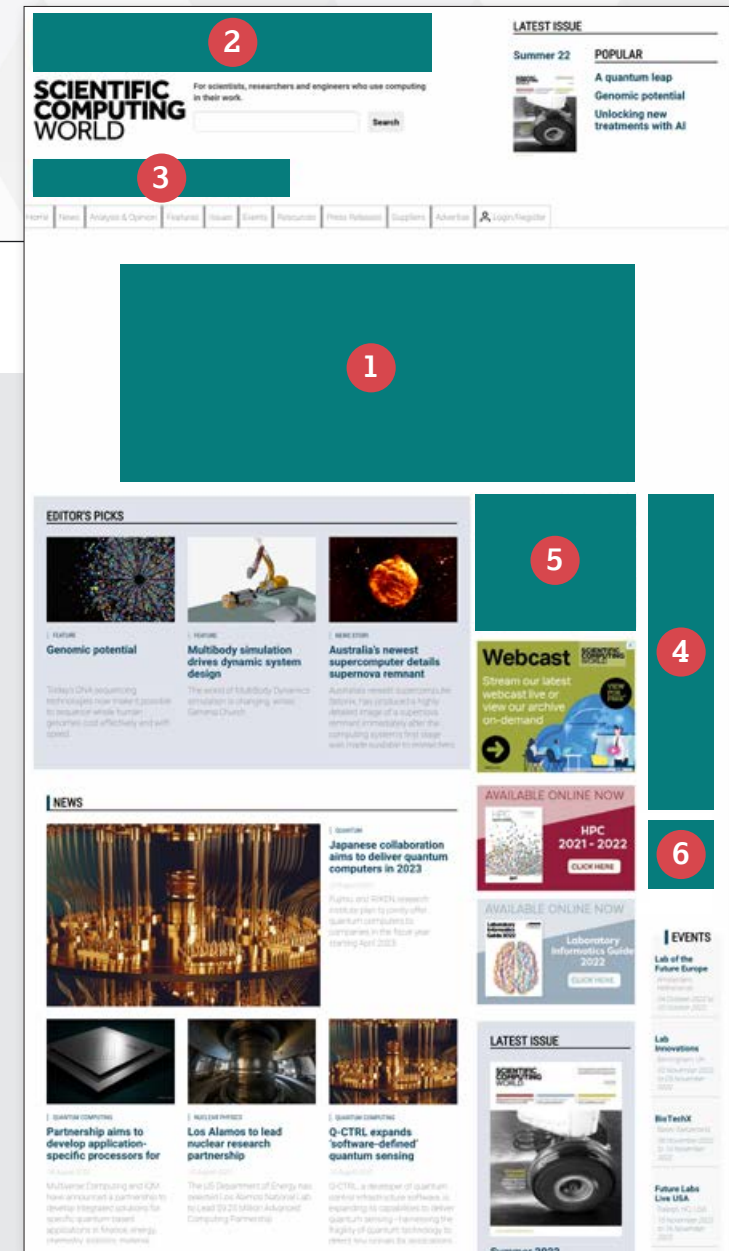
We offer an **extensive range of digital advertising formats** and **scientific-computing.com** is fully mobile-optimised.

Elevate your **brand visibility** alongside relevant and trusted photonics content.

All digital options, sizes and price for each as shown in this example

- 1 Dropdown banner: £2,530 per month**
(opens for four seconds as a large advert, then drops back to a smaller version)
- 2 Leaderboard: £2,195 per month**
Desktop size 728 x 90 Mobile 300 x 100
- 3 Top banner: £1,925 per month**
Desktop size 468 x 60 Mobile 300 x 100
- 4 Skyscraper: £1,650 per month**
Desktop size 120 x 600 Mobile 300 x 100
- 5 Box ad: £1,430 per month**
Desktop size 300 x 250 Mobile 300 x 100
- 6 Right button banner: £545 per month**
Desktop size 120 x 120 Mobile 120 x 120

All measurements in pixels



> Boost brand awareness

> Present innovative solutions

Newsline

Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 21%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

Production details

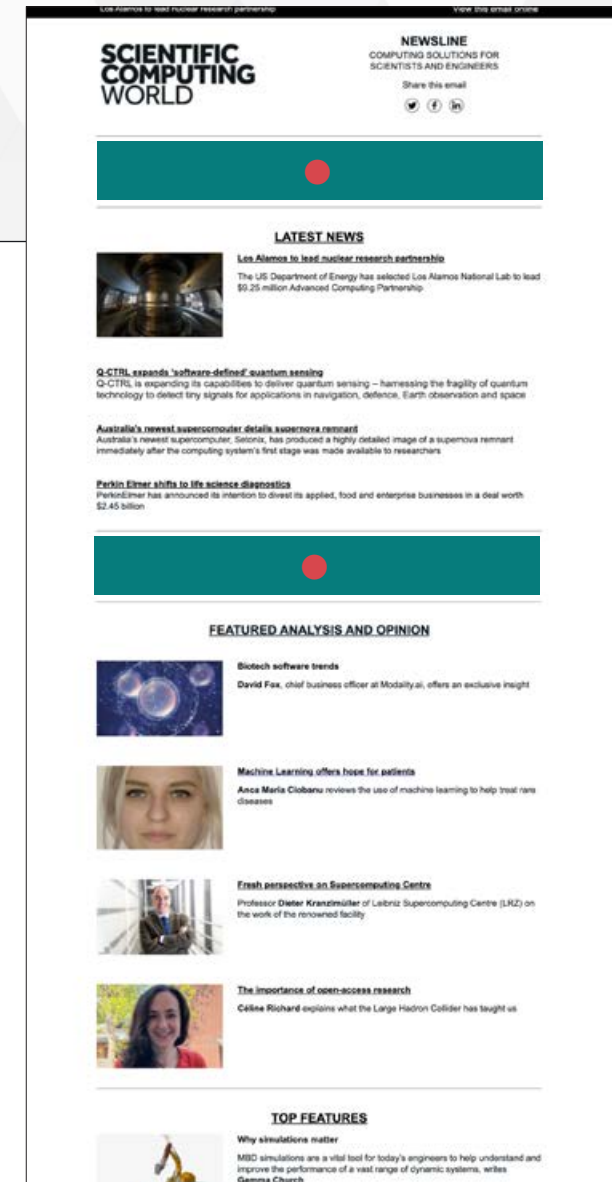
- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

Price

£1,425

Sent via email to our opt-in subscriber database of more than 8,000*

*limited to five banners per Newsline.



> Boost brand awareness

> Present innovative solutions

Productline

Just two
exclusive
Productline
boost placements
are available
each month

Key benefits

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

scientific-computing.com is a **trusted resource for decision-makers** in the sector and a cost-effective solution to boost visibility and make your product really stand out.

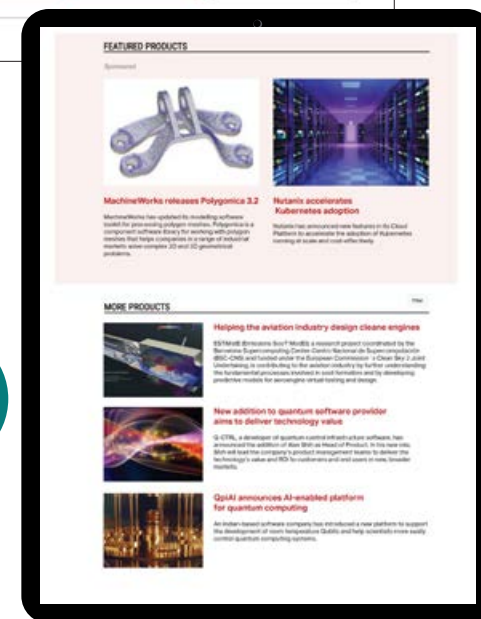
Production details

- Headline,
- 190 x190 image
- 40 words and URL

Price

For prices, see below. Sent via email to our opt-in subscriber database of more than 8,000

	Productline £550	Featured Productline £935	Productline Boost £1435
Productline email listing	✓	✓	✓
Featured Productline email listing		✓	✓
Online product listing			✓



> Present innovative solutions

> Boost brand awareness

Analysis & Opinion sponsorship

Shout about
your core
brand
values

Key benefits

Analysis and Opinion (A&O) columns are written by **leading experts** from our industry.

Associating your brand with this type of high-end, opinion-forming content creates a platform for **broadier influence** beyond your specific product campaigns. This represents a perfect showcase for your brand values.

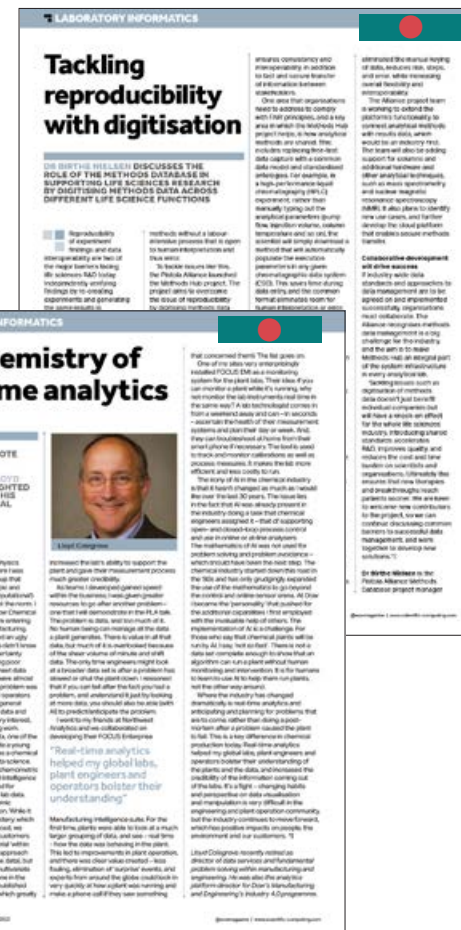
Production details

● Logo

Price

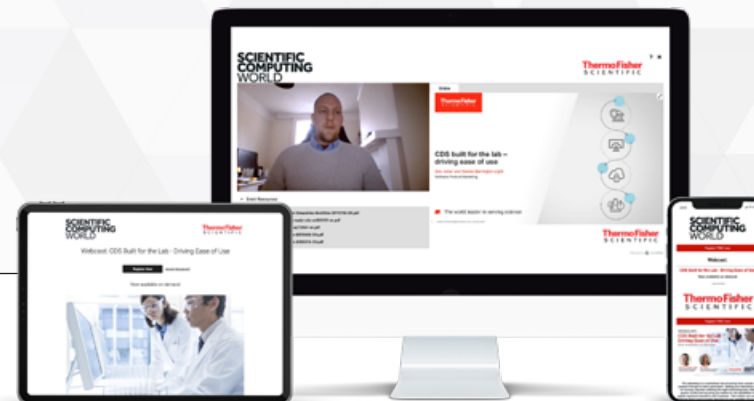
£1,095 per issue

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email



> Boost brand awareness

Webcasts



Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

Price & options

Sole sponsorship £8,800

- Branding on all marketing promotions
- **Scientific Computing World** as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

Editorial webcast sponsorship £1,645

- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion

> Generate quality leads

> Boost brand awareness

Tech Focus

Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Winter	<ul style="list-style-type: none"> • Storage
Spring	<ul style="list-style-type: none"> • Memory & processors • Cooling
Summer	<ul style="list-style-type: none"> • Networks and interconnects • Cloud services
Autumn	<ul style="list-style-type: none"> • Software tools • Cluster management

Price & options

Lead sponsorship

£3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot 'enhanced product'
- Three x key positions linking to your content in the Tech Focus email

Enhanced product entry

£1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online



White Papers

Key benefits

A White Paper promotion with *Scientific Computing World* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

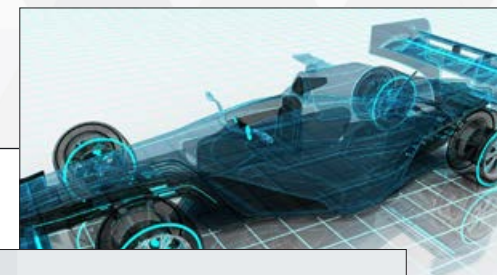
Production details

- PDF-ready version of your White Paper

Price

£1,375

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



> Making your content work harder

> Generate quality leads

Feature Case Study

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns

Key benefits

A Feature Case Study represents a unique opportunity to **present your proven solution** in the context of an editorially-relevant, independent article.

Promoted both in the magazine and online, we will work with you to create a **high-quality piece of content** of your solution in action.

Production details

- 750 words
- Featured image

Price

£3,245

Exclusivity, with only one Feature Case Study available per article*

* Check the calendar on page 7 to pick the most relevant theme



> Lead the discussion

> Making your content work harder

Viewpoint

Key benefits

Take this opportunity to **share experience and knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

Raise the personal profile of a key voice in your business and show how that expertise within your company places you ahead of your competitors.

Production details

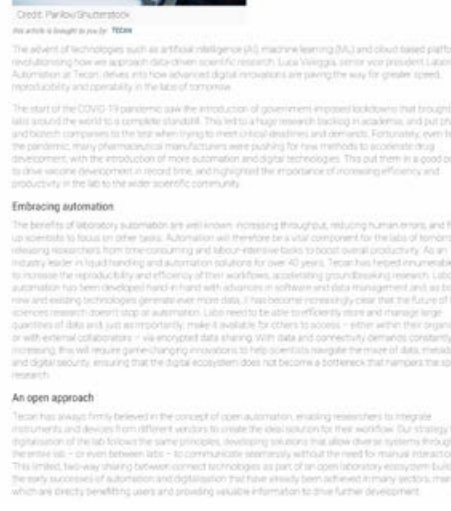
- 750 words
- Featured image

Price

£1,375*

(*additional writing and content charges may apply)

- Hosted online at scientific-computing.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



White Paper + Featured Technology

Key benefits

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

We **showcase your technology and demonstrate its critical impact** in a wider context and stimulate debate through this unique editorial approach.

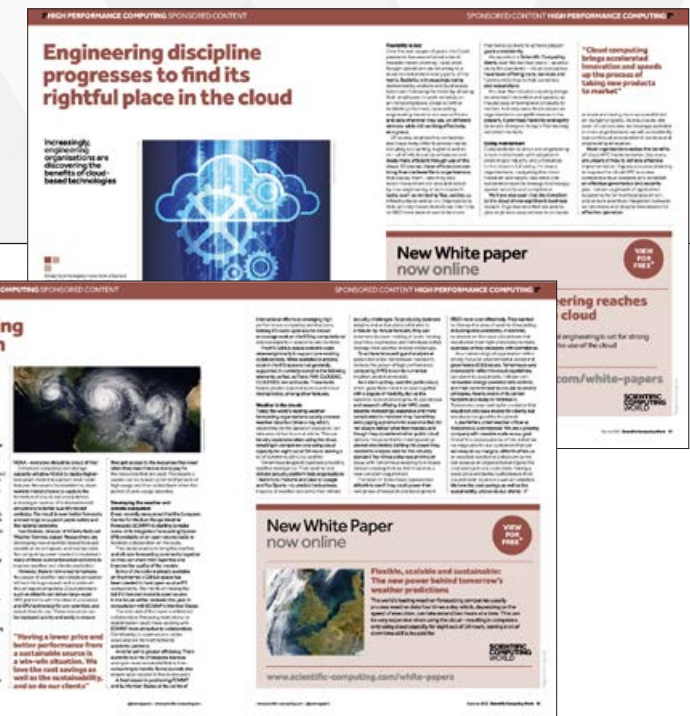
Production details

- 1,200-word feature (written by us)

Price

£3,245

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on scientific-computing.com



White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Present innovative solutions

> Making your content work harder

> Generate quality leads

Marketing services

Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

● **Enquire for prices**



Need wider support?

Europa Science has a sister company: Europa Market Intelligence (EMIL). EMIL can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

● **Price on application**
jon.hunt@europascience.com



Client success team

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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)

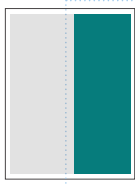


DOUBLE PAGE SPREAD

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)

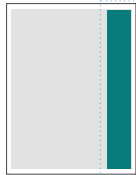
Non bleed ad
189 (W) x 129mm (H)



QUARTER PAGE

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

Bleed ad not available

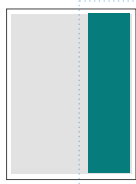


QUARTER PAGE STRIP

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

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

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

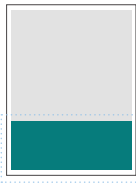


1/3 PAGE VERTICAL

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) x 100mm (H)

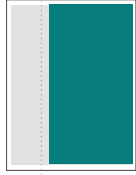
Non bleed ad
189mm (W) x 85mm



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 by the printer.

..... **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



SKYSCRAPER

Desktop
120px wide x 600px 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



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



BOX

Desktop
300px wide x 250px 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 versions

File type

.jpeg
.png
.gif
Google DFP tag
html 5
Flash files are not accepted.

Deadline date

A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

Send copy to:

production@europascience.com

SCIENTIFIC COMPUTING WORLD

The multi-platform resource
helping scientists, researchers
and engineers to unlock value
from computing solutions

**EUROPA
SCIENCE**



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