

# REACH EUROPE'S INNOVATION COMMUNITY

- » A unique audience - the most influential in Europe's innovation community
- » The leading media channel for Horizon 2020
- » An independent platform to air new approaches in EU innovation policies

## Leading innovation policy coverage

The Science | Business news service reaches key members of Europe's research and innovation community. We provide expert knowledge, latest intelligence, and the inside track to research and innovation developments in Brussels and beyond. Our editors include former editors of Nature, New Scientist, Business Week and The Wall Street Journal.

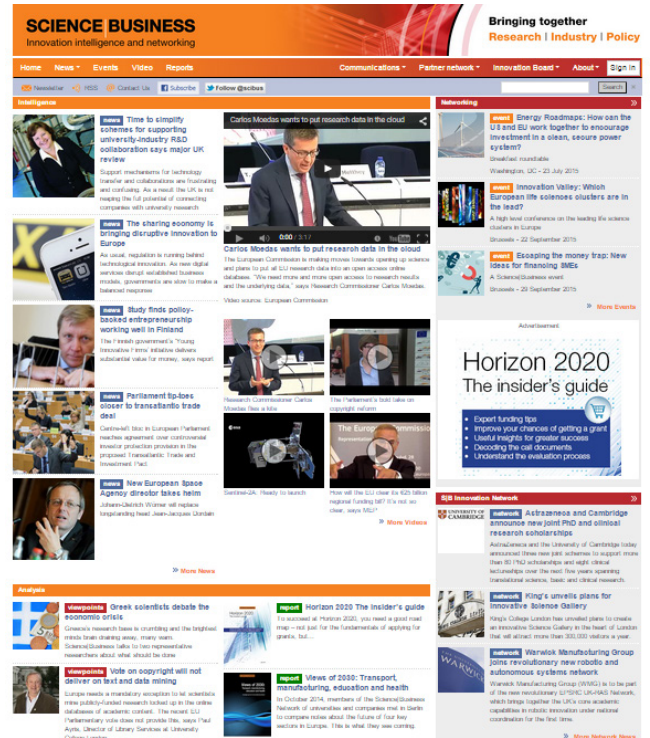
In 2016, leaders of Europe's research, industry and policy communities will collaborate on Europe's technology future discussing new work programmes for Horizon 2020 and deciding the direction of EU innovation policy.

## Who reads Science | Business

- EU Commissioners and their key staff, setting policy for research and innovation
- Members of the European Parliament – on the industry & research, internal market, environment and other committees
- Presidents of leading research and technology universities across Europe
- Technology and R&D executives of global companies
- International investors
- Specialised media

## Science | Business readership – Quality, Loyalty & Influence

Science | Business is dedicated to helping Europe innovate. Since 2004, Science | Business has reached a targeted and loyal audience of key decision-makers in the worlds of research, industry and policy. Science | Business provides key R&I stakeholders with insights into sector-specific innovation policies (e.g. ICT, energy, healthcare, transport) and horizontal initiatives (e.g. EU-funded programmes, unitary patent, transatlantic co-operation).



## Policymakers say...



*"Science | Business brings a modern approach towards innovation."*

- Jerzy Buzek, Member and former President of the European Parliament; Chair of the ITRE Committee

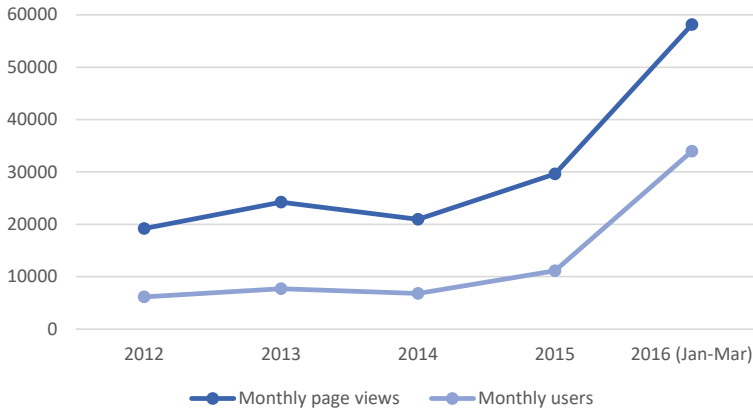


*"Science | Business has this ability to raise issues that relate to true challenges in the marketplace."*

- Atle Leikvoll, Norwegian Ambassador to the EU

**ONLINE ADVERTISEMENT RATES**

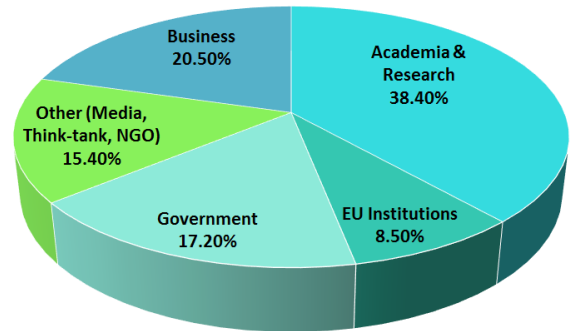
**Readership statistics: sciencebusiness.net**



Source: Google Analytics

**Newsletter**

Our biweekly newsletter is sent to an opt-in list of 16,000 senior research and innovation policymakers, researchers and management in academia, and industry leaders.



Source: Science | Business research

**Video**

**Will failed Horizon 2020 applicants get a second chance?**

With success rates hovering at a meagre 14-15% for the EU's Horizon 2020 science programme, Research Commissioner Carlos Moedas tells Science | Business he's weighing up his options, one of which involves referring rejected scientists to another source of funding



**Promote your innovation credentials to EU policymakers**

Science | Business editor interviews senior executive about your company's innovation strategy

- Advance meeting to discuss video content
- Filming and editing
- 3-minute highlights clip published on sciencebusiness.net

**Rates**

**Website**

Banner (skyscraper/MPU): € 60 CPM

**Biweekly newsletter (Tue. and Thu.)  
(top banner or skyscraper)**

One issue: € 350  
Two issues: € 650  
Four issues: € 990

**Video interview**

€ 2 500

**Technical specifications**

**Website**

Top banner 120\*600  
MPU 300\*250

Accepted formats: JPEG, Gif, Flash

**Biweekly newsletter**

Skyscraper tall 120\*600  
Top banner 600\*90

**Contact**

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