MEDIA KIT

REACH EUROPE'S INNOVATION COMMUNITY

- A unique audience - the most influential people in Europe's innovation community
- The leading media channel reporting on Horizon Europe
- An independent platform to air new approaches in EU and international R&I policies
WHO WE ARE

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

WHO READS SCIENCE|BUSINESS
- Senior decision makers and policy advisers across the European Commission
- Members of the European Parliament – on the industry & research, internal market, environment and other committees
- Technology and R&D executives of global companies
- Presidents of leading research and technology universities across Europe & internationally
- Key staff in national ministries and innovation agencies in Europe & internationally
- International investors
- Specialised media in Europe & internationally

TESTIMONIALS

“Science|Business brings a modern approach towards innovation.”

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

“Trinity values the Network’s ability to bring leaders in research & industry together to further innovation policy.”

Patrick Prendergast, Provost, Trinity College Dublin

“We value our strategic cooperation with Science|Business as it permits the deepening and expansion of especially our European ties.”

Naledi Pandor, Minister of International Relations, South Africa

“We have joined the S|B Healthy Measures multi-stakeholder communications platform as we believe that sustainable healthcare systems across Europe will need strong collaboration among trusted partners and key stakeholders.”

Corinne Le Goff, Senior Vice President, Amgen Europe
**NUMBERS & STATISTICS**

**WEBSITE READERSHIP STATISTICS**

*Total yearly figures (2014-2020)*

![Graph showing website readership statistics from 2014 to 2020.]

- **120,000** monthly unique page views
- **25,000** readers of news service
- **18,500** social media followers

*Forecasted from 2020 Q1 data.*

**READERSHIP BY COUNTRY**

- **18.7%** United States
- **18.6%** United Kingdom
- **6.2%** Belgium
- **4.5%** Germany
- **3.3%** France
- **3.3%** The Netherlands
- **2.8%** Spain
- **2.8%** Canada
- **2.6%** Italy

*Source: Google Analytics, March 2020*

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**SCIENCE BUSINESS**

Bringing together industry, research and policy

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**JOBS ADVERTISEMENT**

Jobs

- **SCIENTIST**
  - Senior Scientist
  - Telemedicine
  - Based in Madrid
  - Medical Physics
  - Full-time position

**SKYSCRAPER ADVERTISEMENT**

**SPONSORED NEWS STORY**

**Source:** Google Analytics, April 2020
NEWSLETTER READERSHIP BREAKDOWN

Source: Science|Business research (December 2018)

SOCIAL MEDIA

10,045 followers (approx. +150/mo)

5,935 followers (approx. +80/mo)

At the @STOA_EU workshop on #AI for early diagnosis & targeted disease intervention, Niklaus Rajewsky of @MDC_Berlin and Genevieve Almuozni of @institut_curi & @CNRS presented @LifeTimeFET initiative - aimed at revolutionizing #healthcare. Report: bit.ly/2IWDTB

Data: March 2020

TECHNICAL SPECIFICATIONS

Website:
- Skyscraper 160 x 600 px
- MPU 360 x 280 px
- Leaderboard 600 x 120 px

Twice-weekly newsletter (Tue. and Thu.)
- Leaderboard 600 x 120 px

Accepted formats: JPEG, Gif, Flash

RATES

Website
- Banner (skyscraper/MPU): €48 CPM approx. €400/week

Social media posts (Twitter & Facebook)
- 3 original Tweets or Facebook posts/week: €500

Bi-weekly newsletter (Tue. and Thur.)
- (top or middle banner)
  - One issue: €400
  - Two issues: €750
  - Four issues: €1200

Job Posting
- One week: €250
- Two weeks: €450
- Four weeks: €790