



SCIENCE | BUSINESS[®]

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

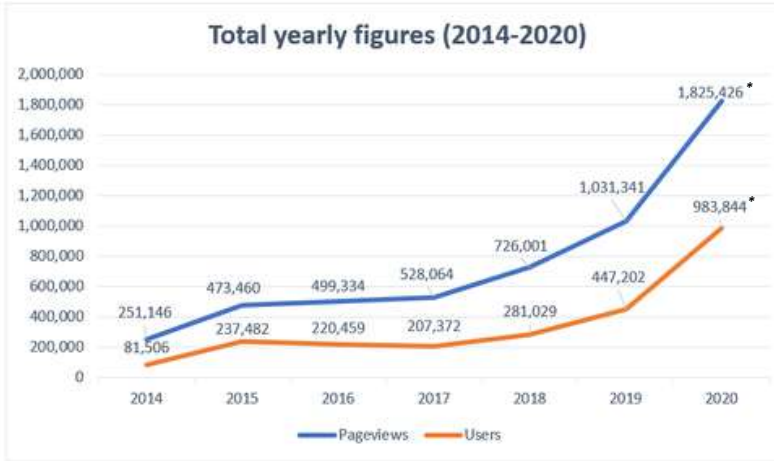
"We have joined the S|B Healthy Measures multi-stakeholder communications platform as we believe that sustainable healthcare systems across Europe will need strong collaboration among trusted partners and key stakeholders."

Corinne Le Goff, Senior Vice President, Amgen Europe



NUMBERS & STATISTICS

WEBSITE READERSHIP STATISTICS



Source: Google Analytics, April 2020
*Forecasted from 2020 Q1 data.

150,000
monthly
unique page
views

25,000
readers of
news
service

20,000
social
media
followers

READERSHIP BY COUNTRY



18.7%
United States



18.6%
United Kingdom



6.8%
Belgium



4.5%
Germany



4%
India



3.3%
France



3.3%
The Netherlands



2.8%
Spain



2.8%
Canada



2.6%
Italy

Source: Google Analytics, March 2020

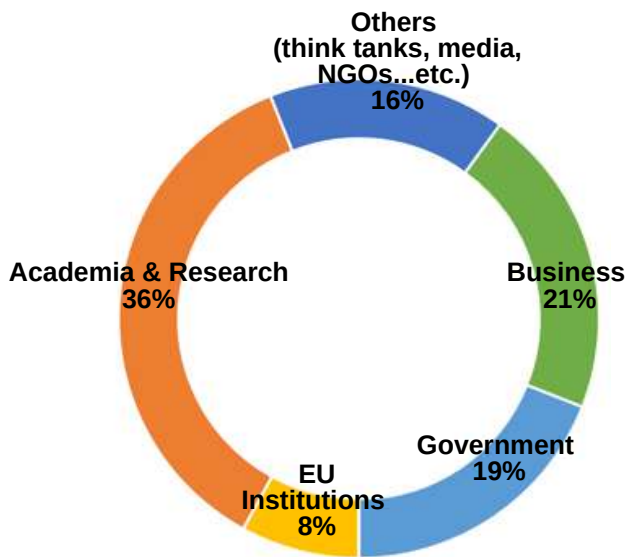
The screenshot shows the Science Business website interface. The main content area includes several news articles with headlines such as 'EU Commissioner Gabriel vows defence of Horizon Europe budget ahead of Parliament hearing', 'Delay likely in talks for non-EU countries wanting to join Horizon Europe, says EU official', and 'Achievements of a high-impact initiative for a circular Europe'. The sidebar on the right contains a 'Jobs' section with a 'Newletter sign-up' button and a 'DIGI EDU HACK' advertisement. A 'SIGN UP NOW!' banner is also present at the bottom of the sidebar.

**JOBS
ADVERTISEMENT**

**SKYSCRAPER
ADVERTISEMENT**

**SPONSORED
NEWS STORY**

NEWSLETTER READERSHIP BREAKDOWN



Source: Science|Business research (December 2018)

SOCIAL MEDIA

- 11,090 followers (approx. +150/mo)
- 6,091 followers (approx. +80/mo)

Science|Business @scibus

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



SPONSORED POST

Data: August 2020

SCIENCE|BUSINESS®
Bringing together industry, research and policy

Science|Business Midweek Newsletter No 157 | 17 Sep 2019

Advertising

NEWSLETTER ADVERTISEMENT

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

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