



**SCIENCE | BUSINESS<sup>®</sup>**

# **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

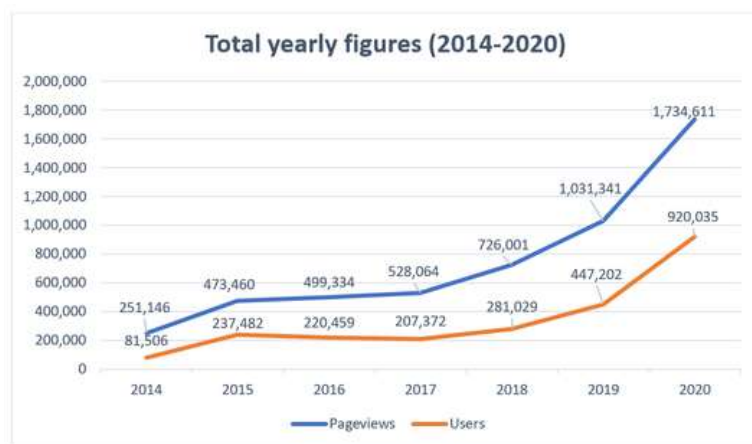
*"We have joined the S|B Healthy Measures multi-stakeholder communications platform as we believe that sustainable healthcare systems across Europe will need strong collaboration among trusted partners and key stakeholders."*

**Corinne Le Goff**, Senior Vice President, Amgen Europe



# NUMBERS & STATISTICS

## WEBSITE READERSHIP STATISTICS



Source: Google Analytics, 01 January – 31 December 2020

**150,000**  
monthly  
unique page  
views

**25,000**  
readers of  
news  
service

**23,000**  
social  
media  
followers

## READERSHIP BY COUNTRY



16.1%  
United States



16.1%  
United Kingdom



5.7%  
India



4.8%  
Belgium



4.2%  
China



3.8%  
Germany



3.6%  
The Netherlands



3.46%  
Canada



3.0%  
France



2.7%  
Italy

Source: Google Analytics, January 2021

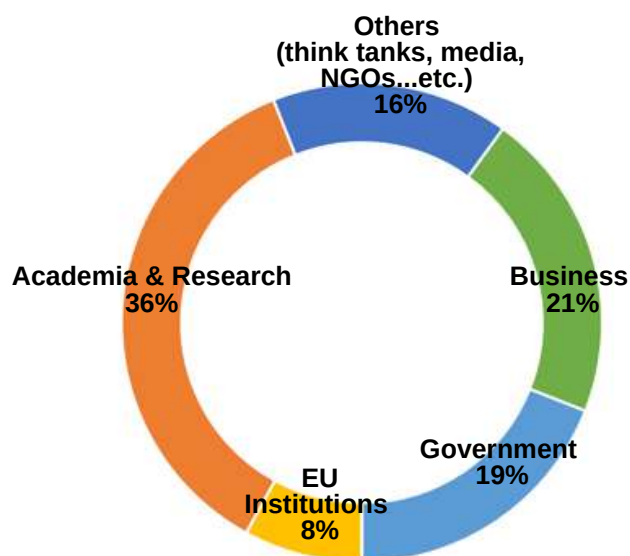
SQUARE  
ADVERTISEMENT

SKYSCRAPER  
ADVERTISEMENT

SPONSORED  
NEWS STORY



## NEWSLETTER READERSHIP BREAKDOWN



Source: Science|Business research (December 2018)

## SOCIAL MEDIA



11,648 followers  
(approx. +150/mo)



6,187 followers  
(approx. +80/mo)

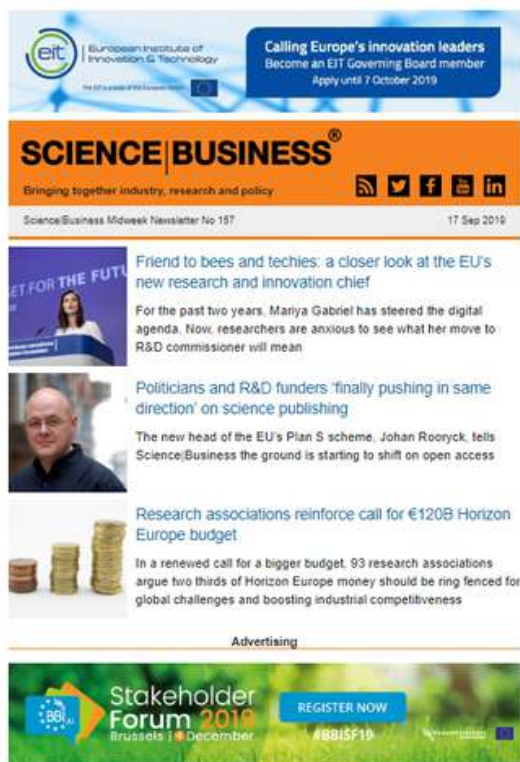


At the @STOA\_EU workshop on #AI for early diagnosis & targeted disease intervention, Niklaus Rajewsky of @MDC\_Berlin and Genevieve Almouzni of @institut\_curie & @CNRS presented @LifeTimeFET initiative - aimed at revolutionizing #healthcare. Report: [bit.ly/2IIWDTB](https://bit.ly/2IIWDTB)



SPONSORED POST

Data: January 2021



## 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

NEWSLETTER ADVERTISEMENT

### Contact

Jenny Ching-Wei Lee  
Senior Manager, Marketing & Communications  
Tel: +32 (0)2 880 30 44  
[jenny.lee@sciencebusiness.net](mailto:jenny.lee@sciencebusiness.net)