

**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

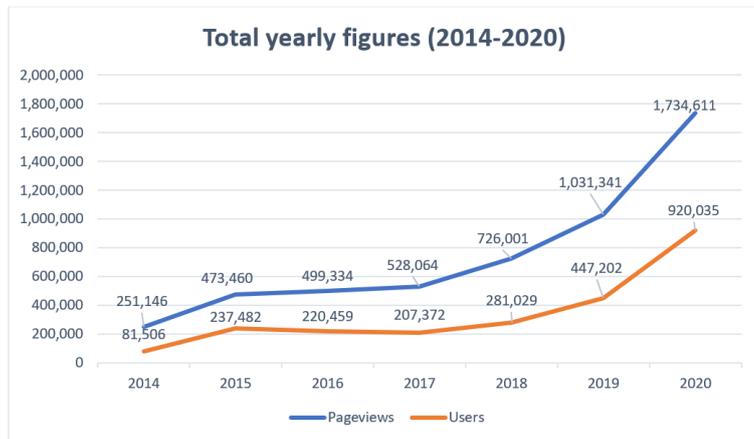
*"We have joined the S|B Healthy Measures multi-stakeholder communications platform as we believe that sustainable healthcare systems across Europe will need strong collaboration among trusted partners and key stakeholders."*

**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 Kingdom



13.4%  
United States



6.5%  
Belgium



5.1%  
Germany



4.1%  
The Netherlands



4.0%  
France



3.9%  
Spain



3.7%  
Italy



3.5%  
China



3.0%  
Switzerland

Source: Google Analytics, June 2021

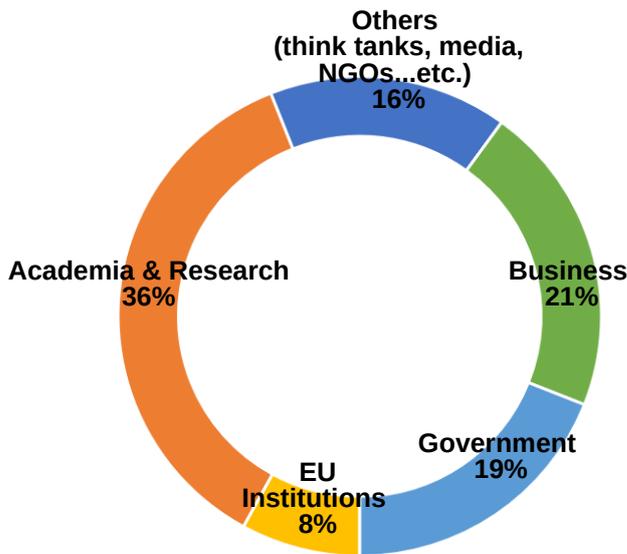
The screenshot shows the Science Business website interface. At the top, the logo 'SCIENCE BUSINESS®' is followed by the tagline 'Bringing together industry, research and policy'. Below this is a navigation menu with items like 'The Network', 'News', 'Focus Areas', 'Events', 'Reports', 'Consultancy', 'Advertising', 'About Us', and 'Contact'. The main content area features several news articles with headlines such as 'EU leaders clinch €1.8T budget and COVID-19 stimulus deal', 'Stop endless reviewing: UK research chief appeals for more room to deliver', and 'EIT to increase its focus on education and less innovative regions from 2021'. There are also advertisements, including one for 'Discover the Future of European Innovation' and another for 'efpia' (European Federation of Pharmaceutical Industries and Associations) with the headline 'Can a European Health Data Space reduce healthcare inequalities and drive better patient outcomes?'. A search bar is visible in the top right corner.

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NEWS STORY

**NEWSLETTER READERSHIP BREAKDOWN**



Source: Science|Business research (December 2018)

**SOCIAL MEDIA**

- 12,500 followers (approx. +150/mo)
- 6,314 followers (approx. +80/mo)
- 3,835 followers (approx. +90/mo)

**SB** 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](http://bit.ly/2IIWDTB)



Data: June 2021



**Calling Europe's innovation leaders**  
Become an EIT Governing Board member  
Apply until 7 October 2019

**SCIENCE|BUSINESS®**  
Bringing together industry, research and policy

Science|Business Midweek Newsletter No 157 17 Sep 2019

**Friend to bees and techies: a closer look at the EU's new research and innovation chief**  
For the past two years, Mariya Gabriel has steered the digital agenda. Now, researchers are anxious to see what her move to R&D commissioner will mean

**Politicians and R&D funders 'finally pushing in same direction' on science publishing**  
The new head of the EU's Plan S scheme, Johan Rooryck, tells Science|Business the ground is starting to shift on open access

**Research associations reinforce call for €120B Horizon Europe budget**  
In a renewed call for a bigger budget, 93 research associations argue two thirds of Horizon Europe money should be ring fenced for global challenges and boosting industrial competitiveness

**Advertising**

**Stakeholder Forum 2019**  
Brussels | December  
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**NEWSLETTER ADVERTISEMENT**

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**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