



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

"Science/Business is a precious window on the European Union, as well as a source of strategic information, for Polytechnique Montréal as we develop flagship projects and international partnerships in sustainable engineering, cybersecurity, AI, and medtech."

Philippe Tanguy, President, Ecole Polytechnique de Montréal



"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 and Cooperation, South Africa

"Science|Business promotes an open dialogue among industry, research and policy communities. This network allows us to come together with others to listen, learn, and understand different perspectives, while providing a platform where we can exchange views on the constantly evolving technologies and how they should be used to benefit society."

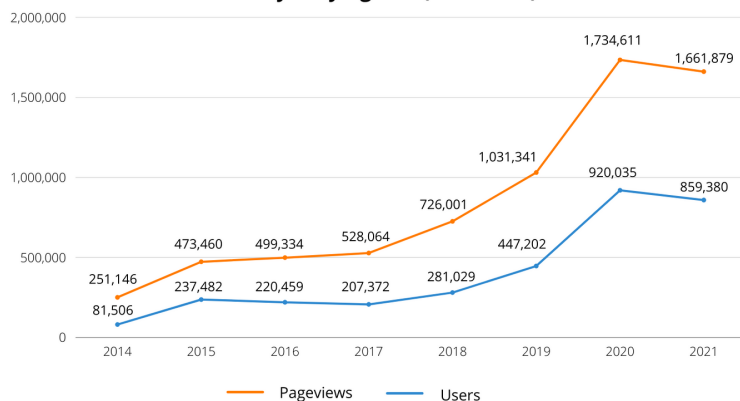
Cornelia Kutterer, Senior Director, Rule of Law & Responsible Tech, European Government Affairs, Microsoft



NUMBERS & STATISTICS

WEBSITE READERSHIP STATISTICS

Total yearly figures (2014-2021)



Source: Google Analytics, 01 January - 31 October 2021
Forecasted from Jan-Oct 2021 data.

135,000

monthly
unique page
views

25,000

Opt. in
subscribers
to the
newsletter

24,000

social
media
followers

READERSHIP BY COUNTRY



16%
US



5%
CH



5%
BE



4%
IN



3%
SW



15%
UK



5%
GER



5%
NE



3,5%
FR



3%
IT

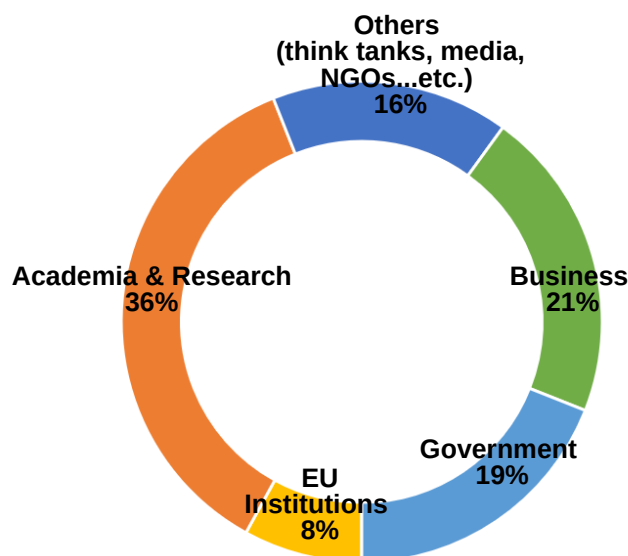
Source: Google Analytics, October 2021

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NEWS STORY

NEWSLETTER READERSHIP BREAKDOWN



Source: Science|Business research (December 2018)

SOCIAL MEDIA

- 13.100 followers (approx. +150/mo)
- 6,300 followers (approx. +80/mo)
- 4.300 followers (approx. +90/mo)



Data: October 2021

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Bringing together industry, research and policy

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Latest news

Gabriel confirms UK can't join Horizon Europe until row over Northern Ireland Protocol is settled

In wide-ranging interview, the research commissioner outlines issues standing in the way of the UK and Switzerland taking part in Horizon Europe. There is also an update on the European Research Area and a call for one and all to back the research missions

Commission estimates two years of 'co-creation' before Horizon Europe missions can start to deliver

EU research chief Jean-Eric Paquet says first demonstration projects under the €1.9B research missions agenda are likely to launch after 2022

France to prioritise brain research when it takes on EU presidency next year

As the decade-long - and at times controversial - Human Brain Project draws to a close, there are fears the research landscape around neurosciences could fragment. Member states now want a new way to coordinate research.

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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): €60 CPM
approx. €450/week

Social media posts (Twitter, Facebook & LinkedIn)

2 original Tweets or Facebook posts/week: €600

Bi-weekly newsletter (Tue. and Thur.) (top or middle banner)

One issue: €450
Two issues: €800
Four issues: €1200

Job Posting

One week: €250
Two weeks: €450
Four weeks: €790

NEWSLETTER ADVERTISEMENT

Contact

Ramon Tari Dura
Marketing & Communications
Tel: +32 (0)490 56 64 54
ramon.tari-dura@sciencebusiness.net