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)

- 135,000 monthly unique page views
- 25,000 Opt. in subscribers to the newsletter
- 24,000 social media followers

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

READERSHIP BY COUNTRY

- US 16%
- CH 5%
- BE 5%
- IN 4%
- SW 3%
- UK 15%
- GER 5%
- NE 5%
- FR 3.5%
- IT 3%

Source: Google Analytics, October 2021

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

- **Academia & Research**: 36%
- **Business**: 21%
- **EU Institutions**: 8%
- **Government**: 19%
- **Others** (think tanks, media, NGOs...etc.): 16%

Source: Science|Business research (December 2018)

SOCIAL MEDIA

- **Twitter**: 13,100 followers (approx. +150/mo)
- **Facebook**: 6,300 followers (approx. +80/mo)
- **LinkedIn**: 4,300 followers (approx. +90/mo)

Data: October 2021

TECHNICAL SPECIFICATIONS

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

- **Twice-weekly newsletter** (Tue. and Thur.):
  - 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

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Source: Science|Business research (December 2018)