



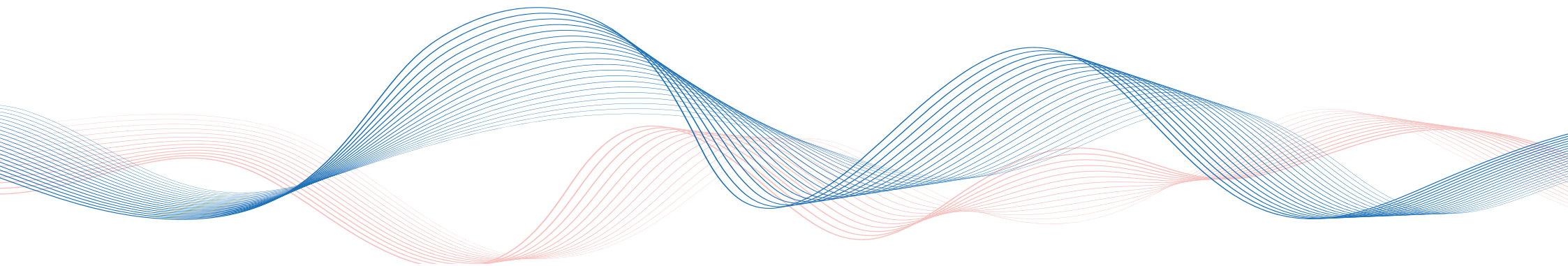
MEDIA KIT

Reaching 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



Our mission

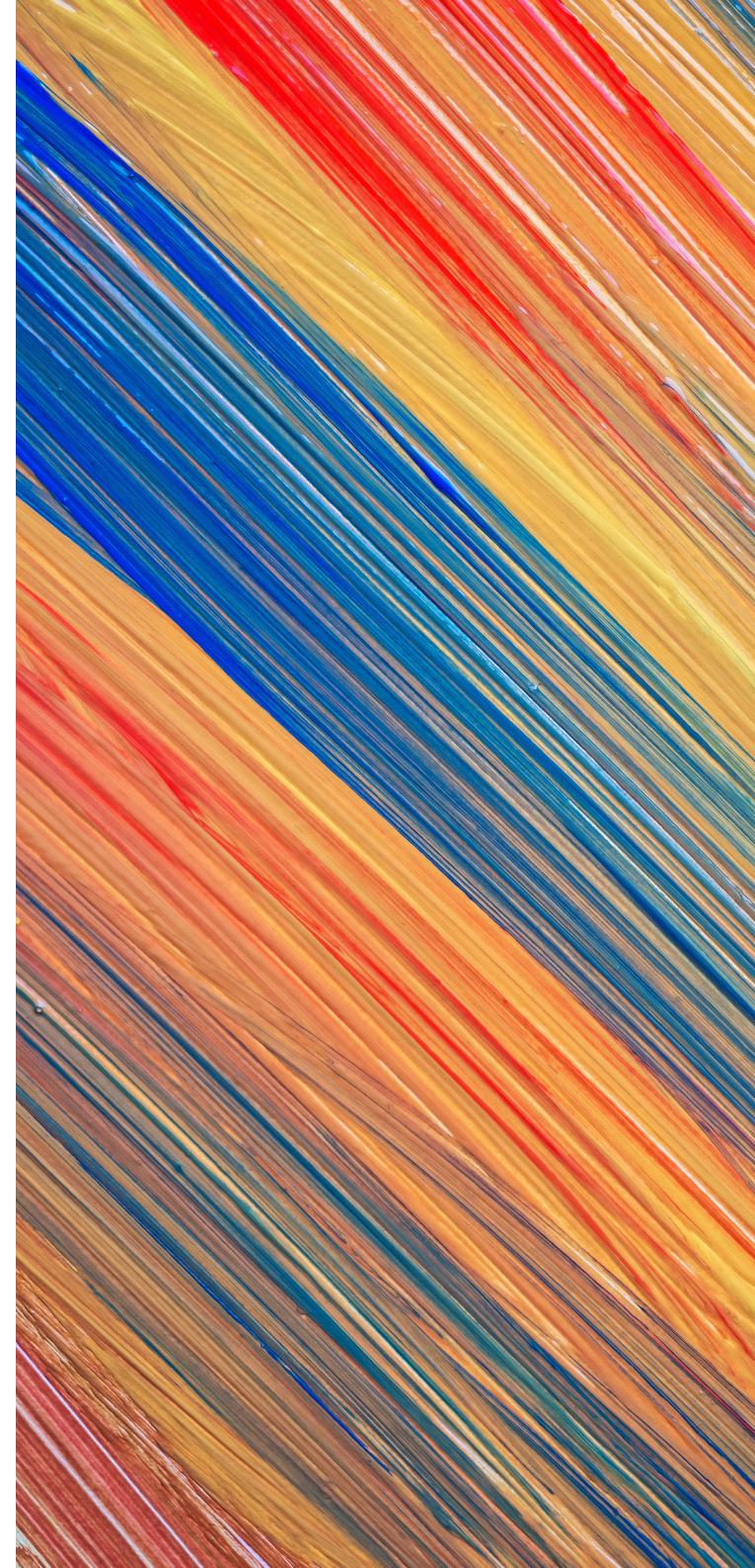
Since 2004 Science|Business has established itself as Europe's leading media and networking organisation specialised in research and innovation (R&I) policy issues.

We have a weekly outreach to 25,000+ key innovation contacts and policy makers (in Europe and beyond), 26,000 social media followers, and 168,000 unique monthly page views on our website.

In parallel, we convene senior figures from the worlds of policy, industry and academia at more than 30 events per year, from closed-door workshops to large public conferences, onsite, online, or hybrid., where we discuss strategic issues across a wide spectrum of domains and topics.

Who reads Science|Business

- Senior decision makers and policy advisers at 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 the globe
- Key staff in national ministries and innovation agencies across Europe & worldwide
- International investors
- Specialised media in Europe & beyond



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



Technical Specifications

website

Skyscraper 160 x 600 px

MPU 360 x 280 px

Leaderboard 600 x 120 px

Twice-weekly newsletter

[Tue. & Thu.]

Leaderboard 600 x 120 px

Accepted formats: JPEG, Gif, Flash

Rates

website

- Banner (skyscraper/MPU): €30 CPM
- Approx. €600/week

Bi-weekly newsletter

[Tue. and Thur.]

Top or middle banner

- One issue: €550
- Two issues: €990 [10% discount]
- Four issues: €1650 [25% discount]

Social media posts

(Twitter, Facebook & LinkedIn)

- 2 original Tweets or Facebook
- posts/week: €700

Job Posting

- One week: €300
- Two weeks: €540 [10% discount]
- Four weeks: €960 [20% discount]

Contact

Ramon Tari Dura

Marketing & Communications

Tel: +32 (0)490 56 64 54

ramon.tari-dura@sciencebusiness.net



Numbers & Statistics

Website reader statistics



168,000

Monthly unique page view

44% average annual growth rate since 2017



28,000

Social media followers



25,000

News service subscribers

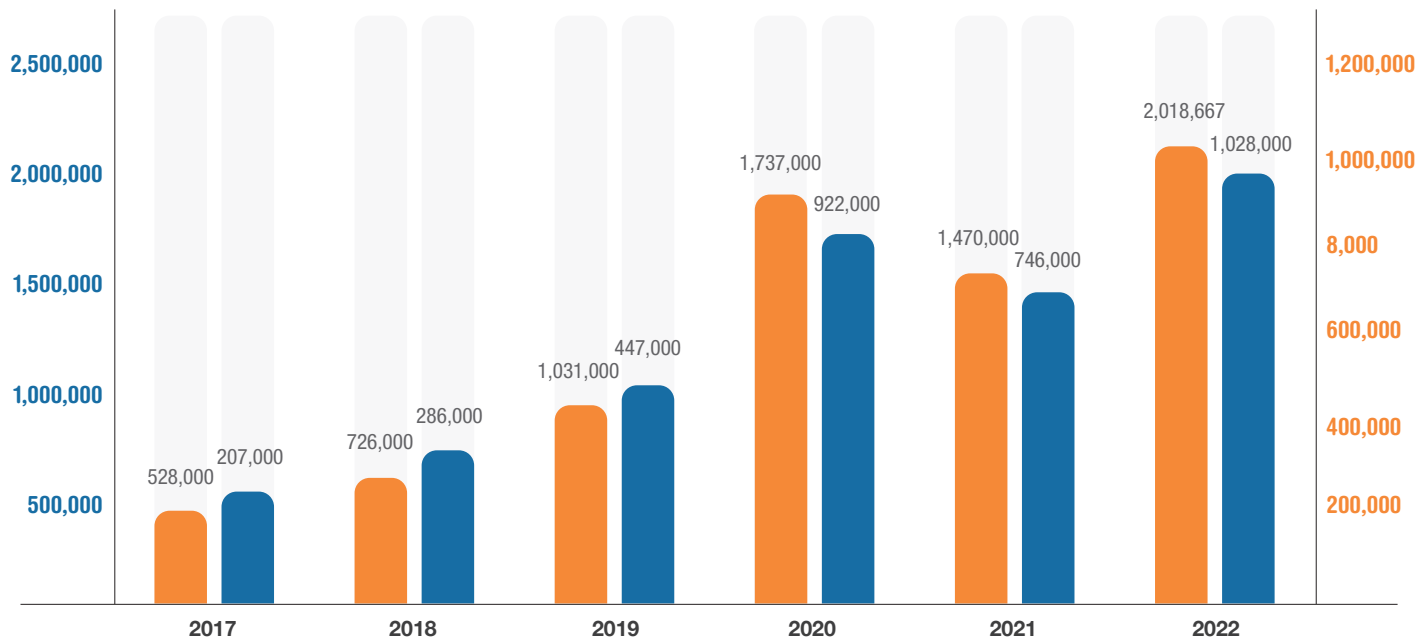


25%

of all visitors are weekly visitors

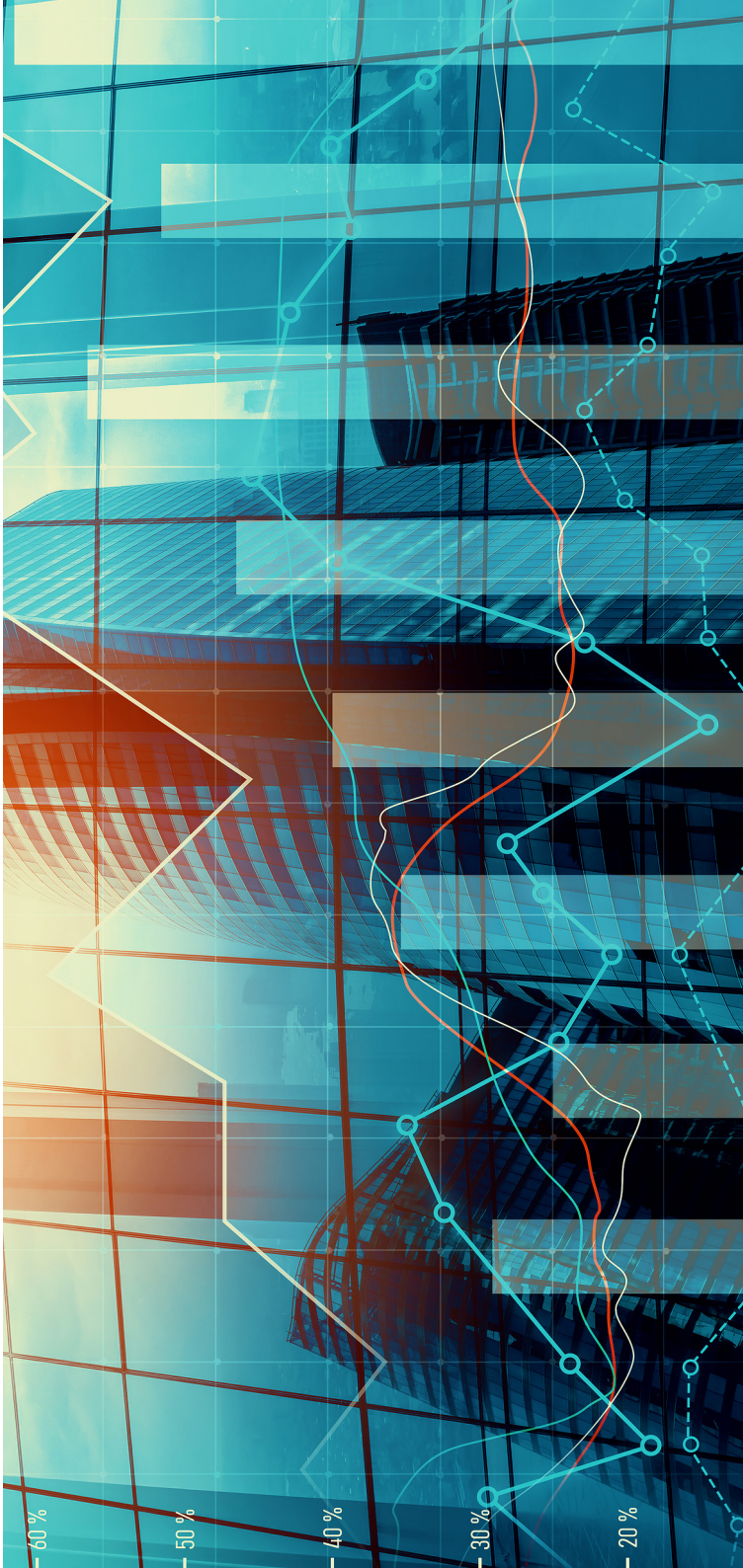
Annual Website Pageviews and users

- Pageviews
- Users



Numbers and statistics

Average monthly readership by region



Numbers and statistics

Newsletter reader statistics



36%

Academia & Research



21%

Business



19%

Government



16%

Others (think tanks, media, NGOs...etc.)



8%

EU Institutions

Social Media statistics



15,000 followers

20% growth

annually | 2017-2022



6480 followers



6,400 followers

52% growth

Network events participation



2,600 Attendees

April 2020 – February 2021



3,900 Attendees

March 2021 – ongoing

