

## REACH EUROPE'S INNOVATION COMMUNITY

- » A unique audience - the most influential people in Europe's innovation community
- » The leading media channel for Horizon Europe
- » An independent platform to air new approaches in EU and international R&I policies

### Leading innovation policy coverage

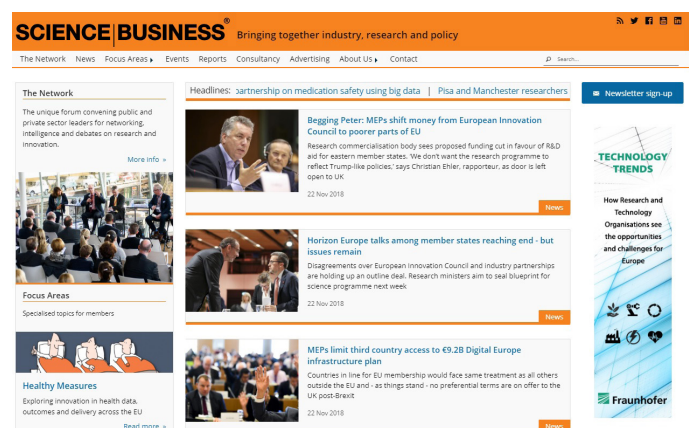
The Science|Business news service reaches key members of Europe's research and innovation community. We provide expert knowledge, the latest intelligence, and the inside track to research and innovation developments in Brussels and beyond. Our editors include former editors of Nature, New Scientist and The Wall Street Journal.

### Who reads Science|Business

- EU Commissioners and their key staff, setting policy for research and innovation
- 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
- Key staff in national ministries and innovation agencies
- International investors
- Specialised media

### Science|Business readership – Quality, Loyalty & Influence

Science|Business is dedicated to helping Europe innovate. Since 2004, Science|Business has reached a targeted and loyal audience of key decision-makers in the worlds of research, industry and policy. Science|Business provides key R&I stakeholders with insights into sector-specific innovation policies (e.g. cloud, quantum, energy, healthcare, food) and horizontal initiatives (e.g. EU-funded programmes, international R&D).



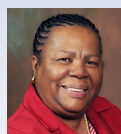
### Testimonials



**Jerzy Buzek**, Member and former President of the European Parliament; Chair of the ITRE Committee  
*"Science|Business brings a modern approach towards innovation."*



**Patrick Prendergast**, Provost, Trinity College Dublin  
*"Trinity values the Network's ability to bring leaders in research & industry together to further innovation policy."*



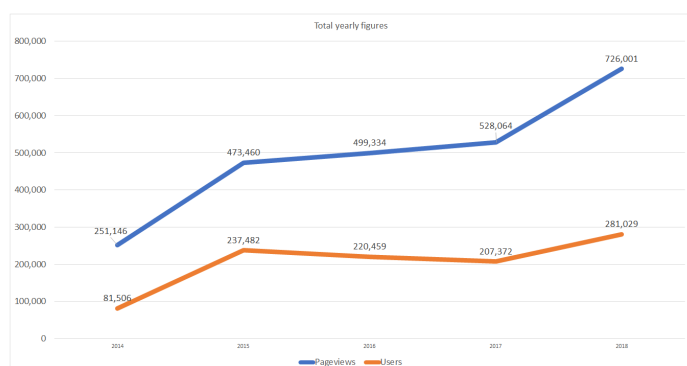
**Naledi Pandor**, Minister of Higher Education and Training, South Africa  
*"We value our strategic cooperation with Science|Business as it permits the deepening and expansion of especially our European ties."*



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

# ONLINE ADVERTISEMENT RATES

## Readership statistics: sciencebusiness.net



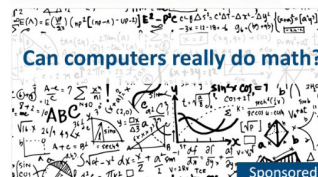
Source: Google Analytics, December 2018

## Social Media

Science|Business  
@scibus

Sure, computers can do sums. But can they think like a mathematician? In Prague @ERC\_Research grantee Josef Urban wants to make computers prove theorems. Read about his @SciSq story here: [bit.ly/2S9hb1e](https://bit.ly/2S9hb1e)

#ERC #ERCresearch #AI #robots #math



Data: February 2019



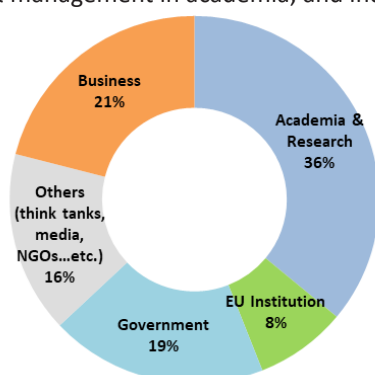
7,800 followers  
(appx. +100/mo)



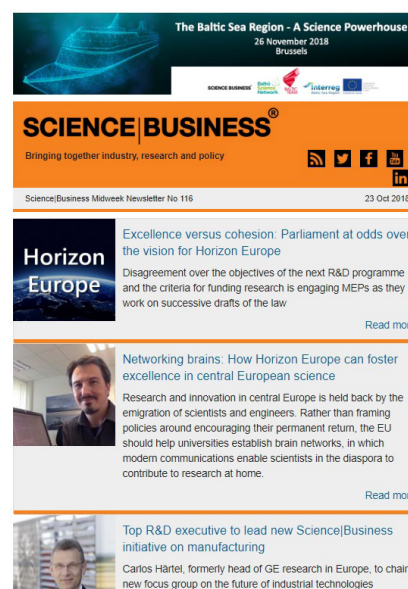
5,050 followers  
(appx. +50/mo)

## Newsletter

Our biweekly newsletter is sent to an opt-in list of 18,000 senior research and innovation policymakers, researchers & management in academia, and industry leaders.



Source: Science|Business research



## Technical specifications

### Website

Skyscraper 160 x 600

MPU 360 x 280

Leaderboard 600 x 120

### Twice-weekly newsletter (Tue. and Thu.)

Skyscraper 160 x 600

Leaderboard 600 x 120

Accepted formats: JPEG, Gif, Flash

## Rates

### Website

Banner (skyscraper/MPU): € 60 CPM

### Biweekly newsletter (Tue. and Thu.) (top or middle banner)

One issue: € 350

Two issues: € 650

Four issues: € 990

### Social media posts (Twitter & Facebook)

3 original Tweets or Facebook posts/week: € 500

### Contact:

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