

The logo consists of the letters 'S' and 'B' in a bold, black, sans-serif font, separated by a vertical line. This logo is centered within a solid orange square.

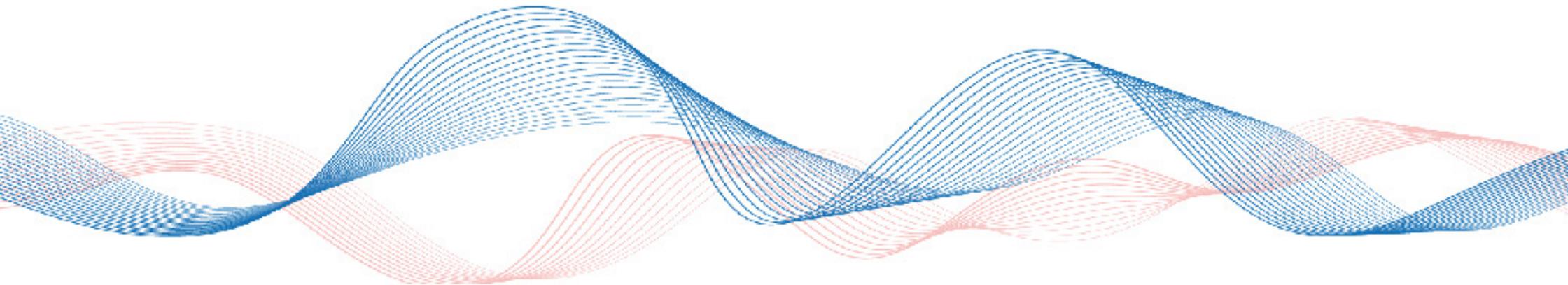
**S|B**

MEDIA KIT

## Reaching Europe's Innovation Community

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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

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

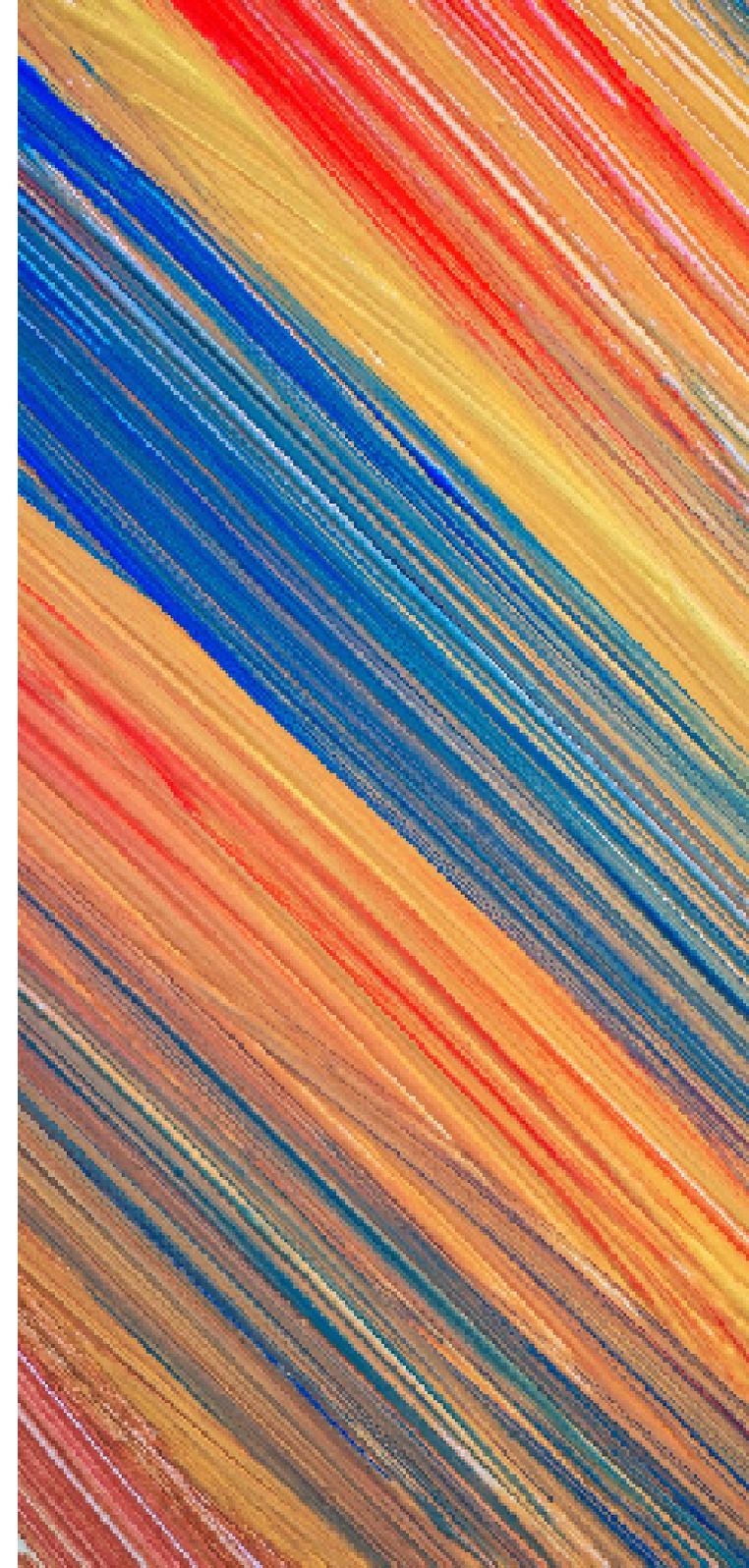
We have a weekly outreach to 25,000+ key innovation contacts and policy makers (in Europe and beyond), 26,000 social media followers, and 168,000 unique monthly page views on our website.

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

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- 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



# Technical Specifications

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## Website banners

Skyscraper 160 x 600 px

Leaderboard 600 x 120 px

## Funding Newswire newsletter (Tue.) & Policy newsletter (Thu.)

Leaderboard 600 x 120 px

Accepted formats: JPEG, Gif, Flash

# Rates

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## Website

- Banner €650/week

## Funding Newswire newsletter (Tue.) & Policy newsletter (Thu.)

### Top or middle banner

- One issue: €600
- Two issues: €1,080 [10% discount]
- Four issues: €1,800 [25% discount]

## Social media posts

### (Twitter/X, Facebook & LinkedIn)

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

## Job Posting

- One week: €350
- Two weeks: €630 [10% discount]
- Four weeks: €1,120 [20% discount]

# Contact

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Marketing Specialist

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# Numbers & Statistics

## Website reader statistics



342,000

Monthly website views  
34% average annual  
growth rate since 2017



34,000

Social media  
followers



26,500

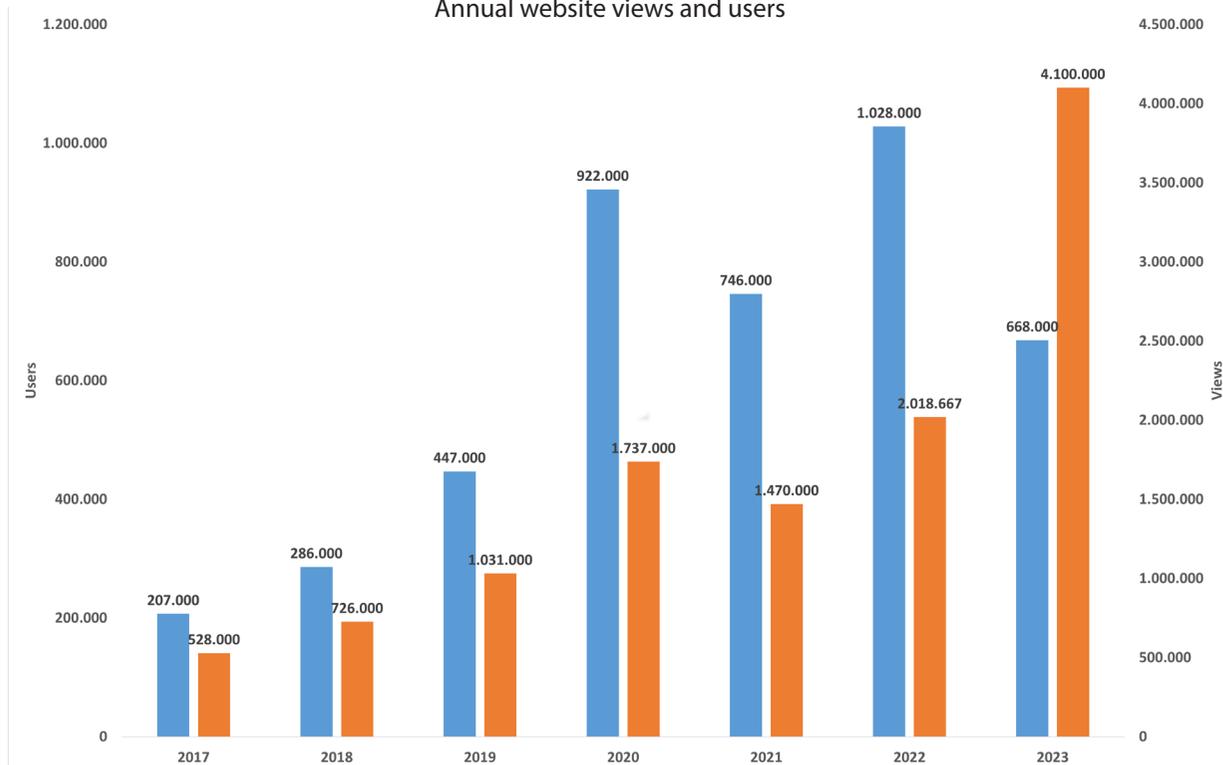
News service  
subscribers



25%

of all visitors  
are monthly visitors

Annual website views and 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



17,700 followers

13% growth



6500 followers



12,000 followers

44% growth

## Network events participation



Events attendees in 2023

2,500 to conferences

300 to roundtables

700 to custom events