

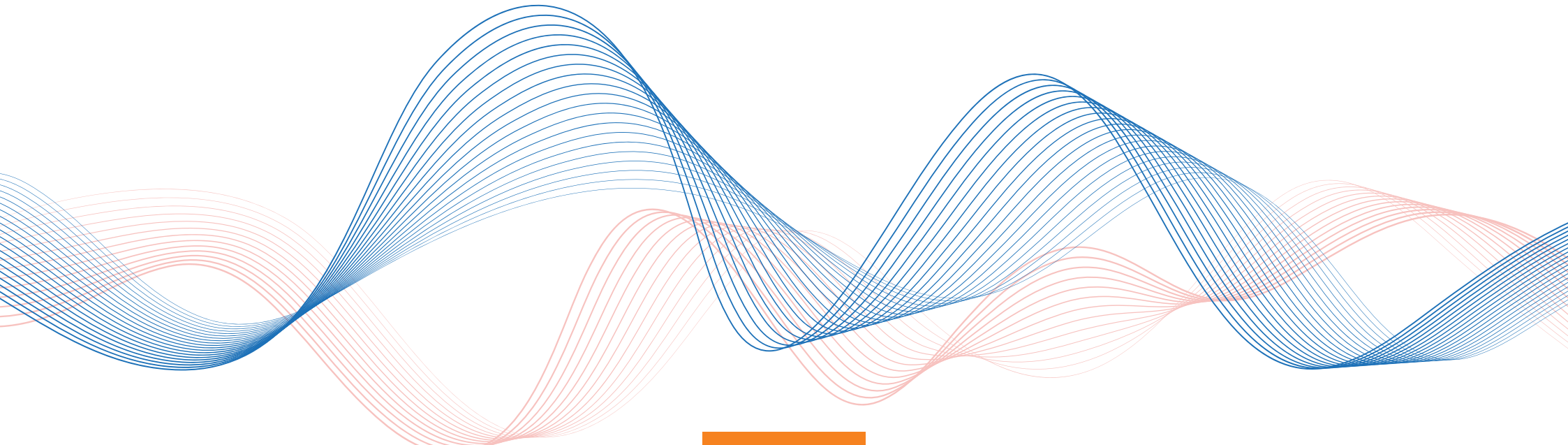
The logo consists of the letters 'S' and 'B' in a bold, black, sans-serif font, separated by a vertical line. This logo is centered within a solid orange square.

S|B

MEDIA KIT

Reaching Europe's Innovation Community

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

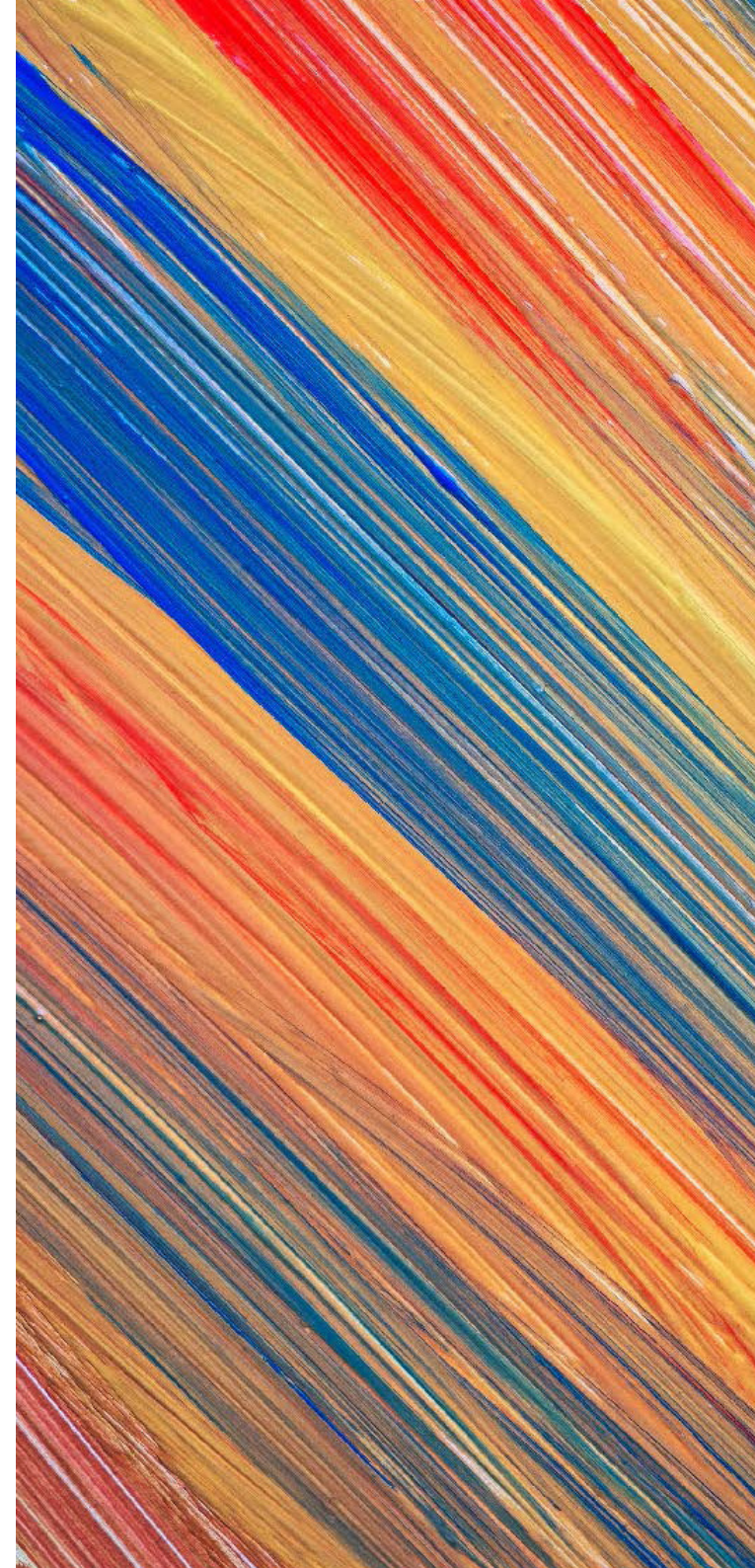
Since 2004 Science|Business has established itself as Europe's leading media and networking organisation specialised in research and innovation (R&I) policy issues.

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



Technical Specifications

website

Skyscraper 320 x 600 px

Mid Page Unit 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 €650/week

Bi-weekly newsletter

[Tue. and Thur.]

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

Ramon Tari Dura

Marketing & Communications

ramon.tari-dura@sciencebusiness.net



Numbers & Statistics

Website reader statistics



342,000

Monthly website views
34% average annual
growth rate since 2017



33,600

Social media
followers



26,500

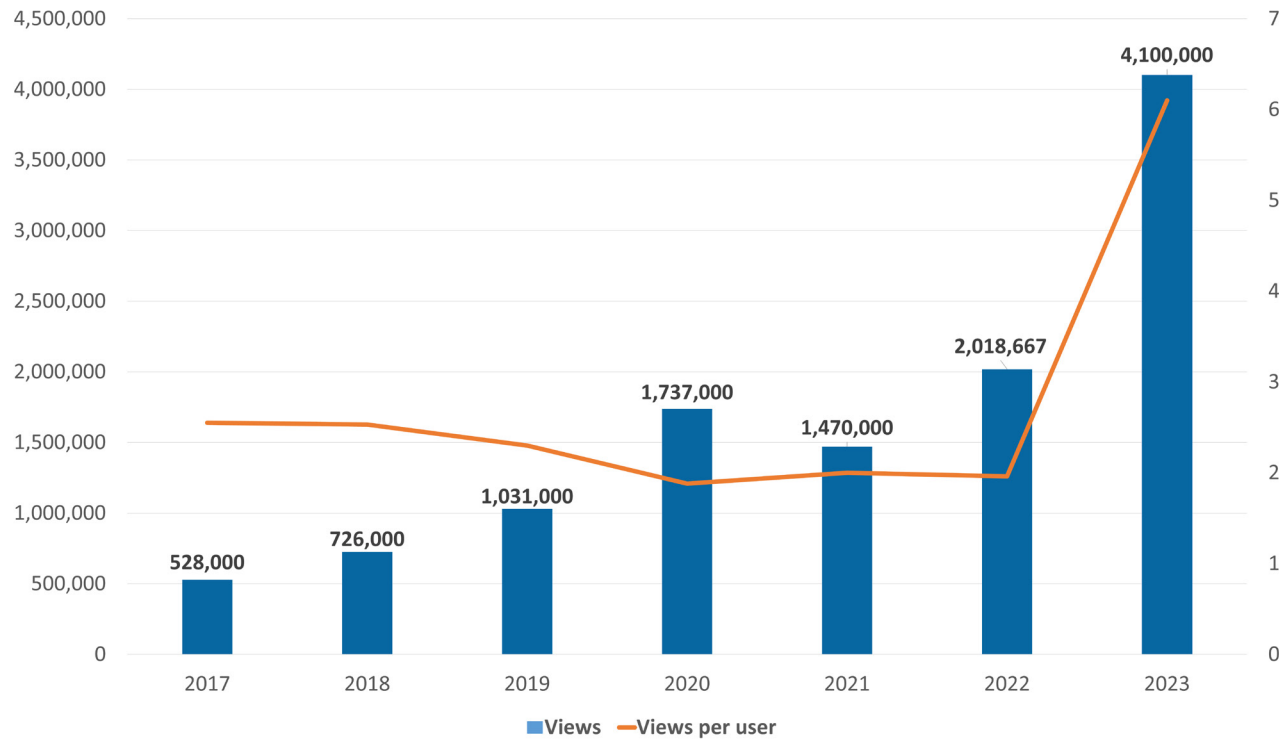
News service
subscribers



25%

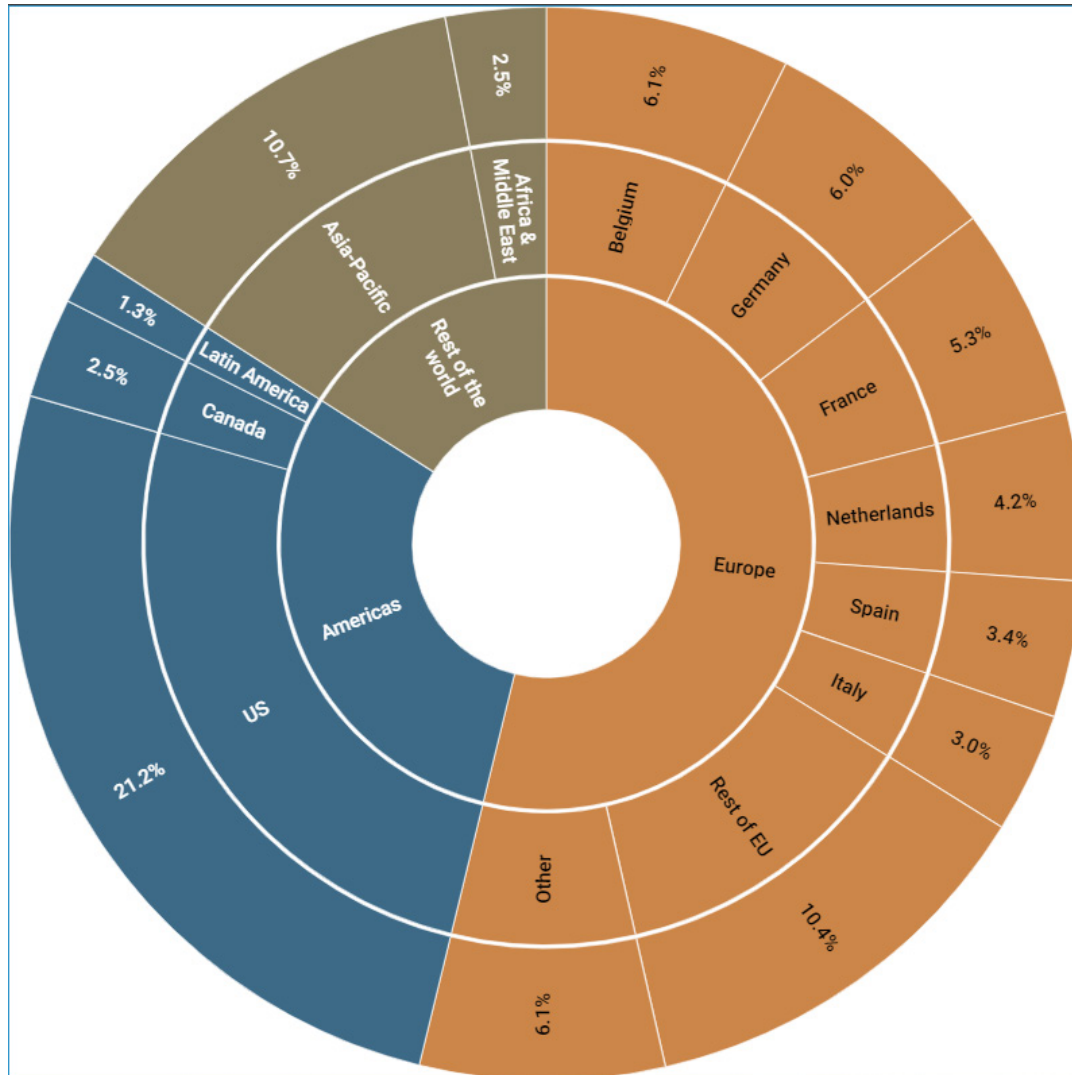
of all visitors
are monthly visitors

Annual website views and views per user



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



10,000 followers

44% growth
during 2023



17,300 followers

13% growth
annually | 2017-2022



6500 followers

Network events participation



Events attendees in 2023

2,500 to conferences

300 to roundtables

700 to custom events

