

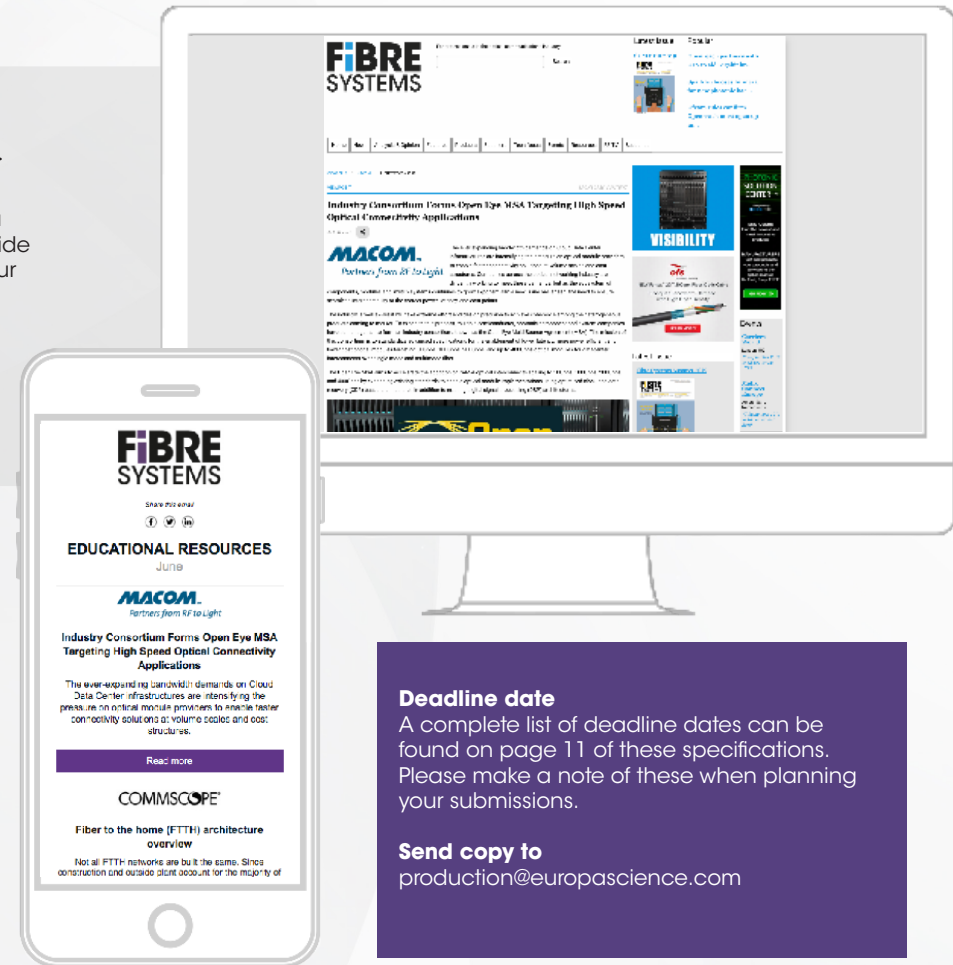
### VIEWPOINT

Viewpoint represents an opportunity for your company to demonstrate thought leadership. From your CEO to your technical director and beyond, you will have more expertise in your company than you realise, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- **Viewpoint appears online only but is promoted via the magazine (as part of our own house adverts, and via email on the newswire)**

### SPECIFICATIONS

- Comprising approximately 750 words
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary



**Deadline date**  
A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

**Send copy to**  
production@europascience.com

**Production team**  
Zoe Andrews or David Houghton  
+44 (0)1223 221035  
production@europascience.com

**Advertising sales manager**  
Jon Burrows  
Tel: +44 (0)1223 221037  
jon.burrows@europascience.com

**Editor**  
Keely Portway  
+44 (0)1223 221048  
keely.portway@europascience.com

**Head of business development**  
Jon Hunt  
+44 (0)1223 221049  
jon.hunt@europascience.com

**EUROPA SCIENCE**  
Europa Science Ltd,  
4 Signet Court, Cambridge CB5 8LA, UK.