



electro optics

*Y*our menu for European success



serving europe's optics
professionals for 39 years



Starters

For starters, let's look at how we can help you. What is important for your company?
At *Electro Optics* magazine we want to work with you to help you achieve your marketing goals.
Rather than prescribe information, we want to understand your company and objectives so we
can recommend a better marketing course for you.

So, let's run through what may be important areas or questions...

Are you involved in photonics and optics?

Are you looking to reach the European marketplace?

Do you want to influence Europe's elite senior management,
procurement managers, and design engineers?

Does your company want presence and support around key shows?

Is highly targeted circulation important to you?

Are Germany, UK, and France important markets for you?

Would you like to do more business in Europe?

Do you want to complement your print advertising with an effective web presence?

Hungry for European success? Read on...



Main Courses

Electro Optics is Europe's longest established photonics magazine, having served the European photonics market for 39 years! We put your company's messages in front of people working in photonics who have real power to purchase, or influence purchasing decisions. *Electro Optics* is audited by the Audit Bureau of Circulations (ABC).

More readers in Germany, France and the UK than any other pan-European photonics title

CIRCULATION: UK.....	5712	CIRCULATION: Germany.....	6067
CIRCULATION: France	4719	CIRCULATION: Italy	1156
CIRCULATION: Netherlands	1073	CIRCULATION: Rest	626

(based on publisher's analysis of the October/November 2005 issue)

Electro Optics has a great relationship with all the major trade show organisers. We understand the important link between exhibition presence and magazine advertising. Our show distribution helps maximise your presence at these key events – enabling your marketing budget to stretch further.

Our application-driven editorial enables our readership to understand how your products are used in the field. Other, more technical journals may provide deep analysis of how a technology works, but they won't help you sell more products. Our case studies show that your products work in real-life applications – and that other people have purchased and successfully integrated your components into operational environments.

The *Electro Optics* design team ensures that your advertisements are seen in the best possible light, by being surrounded by high-quality layout and presentation of editorial material.

The *Electro Optics* brand is further enhanced by *EONewsline*, our monthly newsletter that is emailed to more than 15,000 targeted individuals. Offering a digest of the key news stories of the month, *EONewsline* provides the perfect vehicle for those wanting to deliver promotional messages direct to the inbox of relevant purchasers and specifiers.



As official media partner to Europe's biggest photonics event in 2007, no other magazine is better positioned to help you do more business around the show.



Main Courses

We continue our commitment to helping you do more business in Europe. We understand the financial pressures on your marketing budget and as a result, we are delighted to help further by holding our advertising rates for the third consecutive year.

ADVERTISING RATES

Full Page	Colour: £3750 (x1) £3000 (x6)	Mono: £2800 (x1) £2250 (x6)
Half Page	Colour: £2350 (x1) £1880 (x6)	Mono: £1765 (x1) £1410 (x6)
Third Page	Colour: £1990 (x1) £1595 (x6)	Mono: £1500 (x1) £1200 (x6)
Quarter Page	Colour: £1325 (x1) £1060 (x6)	Mono: £995 (x1) £795 (x6)

CATALOGUE UPDATE: Front cover image, 50 words of text, URL, contact details, £500 per issue.
All prices exclusive of VAT, where applicable

SPECIAL RATES: Recognised ad agencies: 10 per cent discount. Special positions: +25 per cent.
Rates effective: July 2006. All advertising carried subject to Europa Science Ltd Terms and Conditions

EONEWSLINE

Distributed monthly, EONewsline delivers headline news and your promotional messages direct to 15,000 inboxes.

Newsline sponsor £1000	120 x 50 pixel logo – top right hand position. High impact at a great price. Link direct through to your own website.
Company Profile £1000	120 x 50 pixel logo, plus company name and 30-word lead-in. Users can click from the introduction to a full-length 500-word piece with up to four images.
Featured Product £750	Company name, product image, headline and 30-word lead-in. Users click through to full product information (approximately 150 words), product image and weblink to your site.

To receive a copy, please register at www.electrooptics.com/subscribe.html



*D*esserts

For a balanced diet, *Electro Optics* can also offer a range of supplementary services to enhance your standing in the marketplace:

PDF reprints of feature articles ~ if you would like to host articles featuring your company on your own website, we can reproduce them in PDF format

Inserts, loose or bound-in ~ an ideal method for highly targeted campaigns

Contract publishing ~ take advantage of our editorial and design team to produce your own publications

Buyers' guide ~ THE place to be seen every issue – cost effectively.

Advertisement design service ~ we can help create your advertising artwork.

Electro Optics magazine will be distributed at the following industry events:

CLEO/QELS ~•~ Defense & Security ~•~ ICALEO ~•~ InterOpto ~•~ IPOT ~•~
LASER World of Photonics, China ~•~ LASER World of Photonics, Munich ~•~
OFC/NFOEC ~•~ OPTO ~•~ Photonex ~•~ Photonics North ~•~ Photonics West ~•~
Pittcon ~•~ Semicon West ~•~ SID ~•~ VISION



Total net circulation for the audit issue dated April/May 2006, distributed on 13 April 2006, was 21,559. Total average net circulation July 2005 - June 2006 was 17,708



Wine List

EDITORIAL

Like all fine wine, our editorial has lasting quality and will please your palate, providing plenty of opportunity for you to contribute, as well as offering the perfect complement to your display advertising.

Market focus ~ We hone in on a specific segment of the photonics market, asking suppliers about the latest developments and where that particular sector might be heading.

Product focus ~ A showcase of currently available products in key sectors.

Applications ~ The mainstay of our editorial structure, these case-study led features show your products in everyday use, enabling readers to understand how they integrate with a broad range of fields.

Industry report ~ Here, we canvass opinion on an industry-wide issue, giving manufacturers and suppliers a platform to share their expertise.

Laser focus ~ At the heart of the photonics industry is the laser, and these regular features bring the very latest developments to the fore.

Show preview ~ Alongside our media partner status with many leading shows, we provide extensive editorial coverage of the most relevant conferences and exhibitions

Other regular features include our Company Profile, focusing on a key photonics supplier, and Hard Talk, offering a platform for individual opinions from leading industry figures.

Complementing our print publication is the monthly *EO Newsline*, a digest of the most relevant news stories delivered direct to 15,000 inboxes via email.



EDITORIAL CALENDAR 2006-7

DECEMBER 2006/JANUARY 2007

MARKET FOCUS: MEMS

PRODUCT FOCUS: Software

APPLICATIONS: Medicine

INDUSTRY REPORT: Market forecast

LASER FOCUS: Solid-state lasers

SHOW PREVIEW: Photonics West

FEBRUARY/MARCH 2007

MARKET FOCUS: Lenses, optics, filters and coatings

PRODUCT FOCUS: Instrumentation

APPLICATIONS: Research

INDUSTRY REPORT: Training and customer service

LASER FOCUS: Gas lasers

SHOW PREVIEW: Defense and Security

APRIL/MAY 2007

MARKET FOCUS: Spectroscopy

PRODUCT FOCUS: Crystals

APPLICATIONS: Materials processing

INDUSTRY REPORT: Distributors

LASER FOCUS: Diode lasers

SHOW PREVIEW: CLEO

JUNE/JULY 2007

MARKET FOCUS: Test and measurement

PRODUCT FOCUS: Sensors and detectors

APPLICATIONS: Illumination and displays

INDUSTRY REPORT: Emerging markets

LASER FOCUS: Thin disc lasers

SHOW PREVIEW: Laser Munich

AUGUST/SEPTEMBER 2007

MARKET FOCUS: Fibre optics

PRODUCT FOCUS: Ultrafast lasers

APPLICATIONS: Heavy industry

INDUSTRY REPORT: China

LASER FOCUS: Crystal lasers

SHOW PREVIEW: Photonex

OCTOBER/NOVEMBER 2007

MARKET FOCUS: Safety

PRODUCT FOCUS: Spectrometers

APPLICATIONS: Automotive

INDUSTRY REPORT: Custom assembly

LASER FOCUS: Fibre lasers

SHOW PREVIEW: Opto Paris

CONTACT DETAILS

For information concerning advertising, please contact our sales office:

Europa Science Ltd, 27 Queen Square, Bristol BS1 4ND

Tel: +44 (0)117 929 2505 Fax: +44 (0)117 929 2506

Email: sales.electro@europascience.com Web: www.europascience.com

Electro Optics is published by Europa Science Ltd, 275 Newmarket Road, Cambridge, CB5 8JE, UK