

electro optics

Media information 2009

In print

Online

electro optics newsline

Welcome to Issue 34 of *EO Newsline*, the monthly e-newsletter from the team at *Electro Optics* magazine.

Please forward this newsletter to any colleagues you feel would find it useful, and encourage them to subscribe by visiting our [subscription page](#), where you can also manage your subscription to both *EO Newsline* and *Electro Optics*.

NEWS FEATURE
SPIE security symposium draws diverse crowd

The SPIE Europe Security and Defence (ESD) symposium drew a diverse range of opinions and people when it opened its doors to 750 researchers and innovators from around the world.

COHERENT
LaserCam™ -HR Beam Diagnostics Cameras from the UV to the IR

SHOW PREVIEW
The UK's photonics innovations on show
P...oneleigh Park, near Coventry, from 15 to 16

By email

Your integrated media route to the photonics market

Dear Advertiser,

Electro Optics, the brand synonymous with the European optics industry, is proud to be celebrating 41 years of publication during 2009. To reflect the way our advertisers choose to reach their customers and changes in marketing expectations, *Electro Optics* has evolved into a multi-media integrated brand that incorporates print, online and electronic routes to market, while retaining its position as the number one brand for business growth and development. With new and unique integrated packages available, traditional print advertising can now be complemented with advertising on our exciting new website and industry-leading monthly electronic newsletter.

At *Electro Optics* your marketing goals remain our principal concern and helping you achieve the success you deserve is our main priority. Knowing that these goals change, we have developed *Electro Optics* into a complete one-stop, multi-media brand that offers our clients a full range of marketing and advertising opportunities that are guaranteed to suit all budgets, while offering an even greater choice of routes to market.

With continued investment in circulation, the *Electro Optics* brand is now even more widely read, across all industry sectors and across all media. Our readers can now access the information they need at a time and in a format and style that suits them. In turn, we offer our clients integrated marketing packages in a format and



style that suits them and their budget. Bringing buyers and sellers together has long been our strength and we are now better positioned to do this than anyone else.

Our monthly electronic newsletter – *EONewsline* – is now read by 13,000 opt-in subscribers each month, while visitors and users of www.electrooptics.com continue to grow in number each month. With both being increasingly used as a principal source of industry and company news, can you afford to miss out on this growing captive audience?

Finally, we now offer a simple unique integrated package that allows even those on the tightest of budgets to reach all their potential customers - our print and online Suppliers' Directory.



Circulation

Electro Optics is audited by the Audit Bureau of Circulations (ABC). Under the ownership of Europa Science, the circulation of *Electro Optics* has been strengthened and increased, focusing firmly on commercial readers – people working in photonics who have real power to purchase or to influence purchasing decisions.

We believe that in order to be commercially relevant, a magazine must be placed in front of key decision-makers in key sites on a regular basis. Our readership base is weighted towards the economic powerhouses of Germany and the UK, and our circulation continues to grow in developing areas of Europe, which are providing exciting new markets for photonics. We are well-positioned to help you reach more readers in the key European markets than *Optics & Laser Europe* or *Europhotonics**

- **More readers in Germany than any other pan-European photonics title**
- **More readers in the UK than any other pan-European photonics title**

PURCHASING AUTHORITY

91 per cent of readers authorise, recommend or specify product purchases as part of their job responsibility.

Exhibition and conference coverage

At *Electro Optics* we are proud of our association with the industry's leading exhibitions, conferences and events. We understand the important link between exhibition presence and magazine advertising. Our show distribution helps maximise your presence at these events – enabling your marketing budget to go further. During 2009, media partnerships and magazine distribution will cover the following events:

**CLEO/QELS • Defence & Security • ICALEO • InterOpto
IPOT • LASYS • Photonics Europe • Optate
OFC/NFOEC • OPTO • Photonex • Photonics North
Photonics West • Semicon West • SID**



***Electro Optics* is the kind of magazine we wish we could find in all corners of the globe. Quality editorial, a variety of paper and electronic advertising options, and high quality leads. Coverage of our clients' products in their publication adds tremendous leverage to PR programmes and *Electro Optics* advertising always delivers top-notch results.'**

Shari Worthington,
Telesian Technology



***Electro Optics* is a well-designed, well-written and innovative magazine, which enhances the image of its advertisers and delivers results worth having.'**

Wendy Seegar,
Photonic Products



***Electro Optics* offers valuable data about the optics industry and has been an excellent resource to reach potential customers.'**

Jessica Van Heck,
Ocean Optics



***Electro Optics* magazine sets the pace in the photonics industry with up-to-the-minute news, high quality articles and excellent interviews. That's why it continues to be our number one advertising medium.'**

John O'Connor,
Photonic Solutions

Editorial

Electro Optics focuses on news, products, and applications. Our aim is to give readers an insight into developments in the marketplace, providing them with pointers for the future. Our focus is on industry; on the commercial and business developments, rather than on the academic research environment.

Our application-driven editorial enables our readership to understand how your products are used in the field, helping you sell more products. We believe that editorial dealing with applications and products provides a better environment for your advertising message and for generating response from our readers.

Furthermore, by including contributions from our readers, our editorial is balanced and objective and offers the perfect complement to your display advertising. Key features of our editorial include:

MARKET FOCUS

In each issue we take an in-depth look at a specific segment of the photonics market, asking suppliers about the latest developments and in which direction that particular segment may be heading.

PRODUCT UPDATE

Our 'Product Update' section is one of the most comprehensive in the market, showcasing new products in key sectors. We want to promote your products, so make sure your messages are included.

PRODUCT FOCUS

Here, we highlight a specific component sector within photonics, bringing together the latest innovations that the market has to offer.

APPLICATIONS

The mainstay of our editorial coverage, these case-study led features show your products in everyday use, enabling readers to understand how they integrate within a broad range of industry sectors.

TECHNOLOGY

Here, we look at the technology behind the latest products and systems and examine how this technology can work for you.

Editorial calendar & deadlines

Dec 2008/Jan 2009

Market focus: Optical design software
Product focus: Fibre lasers
Applications: Solar cells
Technology: Lidar
Show preview: Photonics West
Deadline: 14 November

Feb/Mar 2009

Market focus: Laser testing and calibration
Product focus: Lenses, filters and coatings
Applications: Biophotonics
Technology: LEDs
Show preview: Defence and Security
Deadline: 30 January

Apr/May 2009

Market focus: Spectroscopy
Product focus: Safety
Applications: Semiconductors
Technology: Picosecond lasers
Show preview: CLEO
Deadline: 20 March

Jun/Jul 2009 – ISSUE 200

Market focus: Displays
Product focus: High power laser diodes
Applications: Military and defence
Technology: Fibre lasers
Show preview: Laser Munich
Deadline: 8 May

Aug/Sep 2009

Market focus: Laser diodes
Product focus: Test and measurement for lasers
Applications: Aerospace
Technology: Diffractive optics
Deadline: 10 July

Oct/Nov 2009

Market focus: Photon counting
Product focus: Spectrometry
Applications: Lithography
Technology: Safety
Show preview: Photonex
Deadline: 18 September

Further features to be announced for each issue.
Press releases should be sent to
editor.electro@europascience.com

For further information, contact Warren Clark, Editor,
on +44 1223 211196 or email
warren.clark@europascience.com

Integrated advertising opportunities

Magazine Advertising rates

Full page	£3,750 (x1)	£3,375 (x3)	£3,000 (x6)
1/2 page	£2,350 (x1)	£2,115 (x3)	£1,880 (x6)
1/3 page	£1,990 (x1)	£1,805 (x3)	£1,595 (x6)
1/4 page	£1,325 (x1)	£1,200 (x3)	£1,060 (x6)
1/8 page	£700 (x1)	£630 (x3)	£560 (x6)

Other sizes and frequencies are also available. In addition, we are happy to offer inserts and outserts, providing additional routes to reaching our readership.

- Innovative marketing opportunities across print, web and email
- Use our multimedia approach for a coordinated campaign
- We'll work with you to get the best from your budget
- Boost your profile with alternative marketing options, such as inserts, outserts, tip-ons and more

All rates in £ Sterling and exclusive of VAT, where applicable. Recognised ad agencies: 10% discount. Special positions: +25%. All advertising carried subject to Europa Science Ltd terms and conditions (www.electrooptics.com/esl_terms.bt). Mechanical specs available on request.

www.electrooptics.com – website

www.electrooptics.com has increased its visitor traffic month by month in the past 12 months, and continues to evolve as the leading photonics portal on the web. We offer a choice of banners on our homepage and throughout our site, linked directly to your own website.



Box Ad
Page-specific
300 x 250
£500 per month

Banner/Leaderboard
Top of page
468 x 60 or 728 x 90
£750 per month

Right Button Banner
120 x 60
£400 per month

Right Skyscraper
120 x 600
£500 per month

EONewsline – monthly e-newsletter

Target your promotional message direct to almost 13,000 opt-in recipients, reaching the desktops of photonics engineers and specifiers throughout Europe. Advertising in EONewsline reinforces your print message, conveys immediacy and provides easy access for interested buyers to go directly to your company's website for more information on specific products and services.

Web specs and guidelines:

All images must be jpg or gif format. Animated gifs are not permitted on Newsline. File size may not exceed 20K. Supply URL to use for link to banner. Send files to gemma.church@europascience.com



Right hand banner
Top of page
120 x 60
£500

Newsline banner
468 x 60 or 120 x 60 logo/
product image plus company
name and 30 words, linked
direct to your website.
£1,000

For more information, concerning advertising, please contact our sales office:
Europa Science Ltd, 8-10 Whiteladies Road, Bristol BS8 1PD, UK
Tel: +44 (0) 117 906 4075 **Fax:** +44 (0) 117 973 2022
Email: sales.electro@europascience.com **Web:** www.europascience.com

Suppliers' directory

A year-round print and online presence from just £500

NEW SERVICE

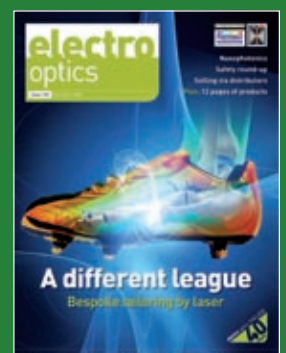
Be seen in the marketplace for photonics products and services – take out a year-long listing in *Electro Optics'* Suppliers' Directory, clearly arranged by product category so customers can find you quickly. You also receive a full page on our website devoted solely to your company and its products – all for an inclusive price of just £500 for one product category. Additional categories are £100 each.

- Printed listing in six issues of *Electro Optics* magazine PLUS 12 months' fully-editable online listing at www.electrooptics.com
- Reach more than 80,000 users of and purchasers of photonics products and services in every print issue
- More than 100,000 unique visitors each year to the website
- Advertise all your products all the time
- Full web page, just for you, on www.electrooptics.com
- Integrated online and print package
- Advertise for just £500 for an entire year in one product category
- Online editing facility to update your entry as often as you like



Electro Optics

The multi-media market leader



For more information, contact Jenny Warwick on +44 (0) 1223 211170 or email jenny.warwick@europascience.com

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www.electrooptics.com