

electro optics

Incorporating
optics
& laser europe

www.electrooptics.com

Photonics business, technology and applications

Your integrated media route to the photonics market
More than 100,000 regular readers across all media*

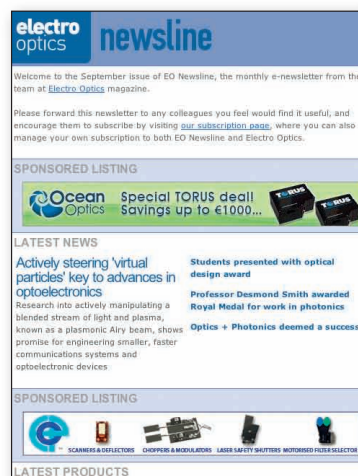
More than 100,000 regular
readers across all media*

ABC-audited
print circulation

Your number one choice for
pan-European market penetration

Reach customers in print,
online and via email

**MEDIA
KIT
2012**



*Publisher's statement based on monthly unique web visitors, opt-in email recipients and 4:1 pass-on readership of print magazine.

YOUR INTEGRATED ROUTE TO PHOTONICS PROFESSIONALS



IN PRINT

- Delivering respected photonics coverage since 1968
- Independently-written features by experienced editorial team
- Now audited by the Audit Bureau of Circulations



ONLINE

- More than 12,000 unique visitors per month (up 20 per cent on 2010)
- Multiple banner options for all budgets
- Web-exclusive editorial content



EMAIL

- Two regular email newsletters with more than 18,000 opt-in recipients
- EONewsline – premium product featuring high-quality, exclusive editorial content
- EOProductline – a low-cost, email newsletter featuring product promotions



TECHNOLOGY WHITE PAPERS

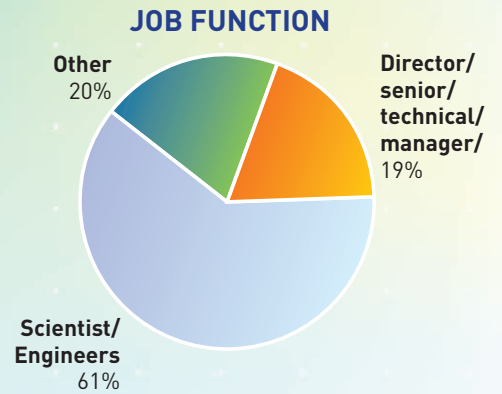
- Promote your technology, in your words, to our online readership
- Generate named leads
- Cross-promoted online, in print and via email



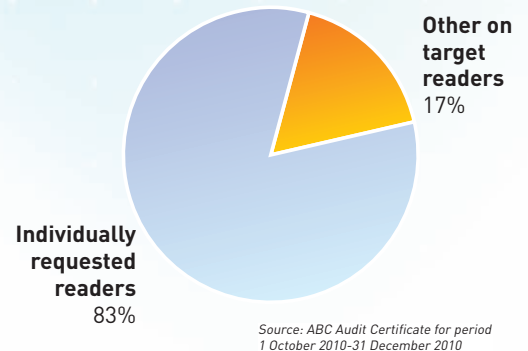
WEBCAST

- Editorially-led, multi-presenter technology webcasts
- Generate named leads
- Exclusive sponsorship available

Circulation and reader demographics

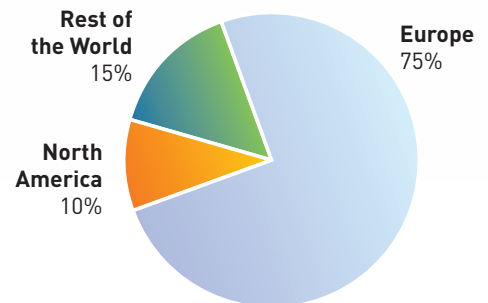


READERSHIP BREAKDOWN



Source: ABC Audit Certificate for period 1 October 2010-31 December 2010

GEOGRAPHICAL DISTRIBUTION



WEBCAST SCHEDULE

March	Innovations in Spectroscopy
August	Photovoltaics
November	Photonics in Defence

What our existing advertisers think:

'The niche nature of EOPC's innovative products means that to help us reach potential customers and attract business in Europe we need a marketing partner who knows the photonics industry well, has a large base of educated readers and a passion for emerging and cutting edge technology. We found this partner in the knowledgeable and very helpful team of *Electro Optics* magazine.'

Ziva Tuchman,
President, Electro-Optical Products Corp.

'Hamamatsu Photonics has worked with the team at *Electro Optics* for many years. They offer a diversity of advertising options, which allows us to reach our target markets with the latest company and product news with good results. Their professional team provide a high level of service and support.'

Jennifer Brown
Commercial Manager
Hamamatsu Photonics

'As a global supplier of thin film deposition equipment, we feel *Electro Optics* is the ideal media platform - in both print and digital formats - to promote our technology and announce new developments to our core audience. The team take time to understand our business and strategy, helping us put together the right marketing package to fit our budget.'

Allan Jaunzens
Marketing Manager
Evatec

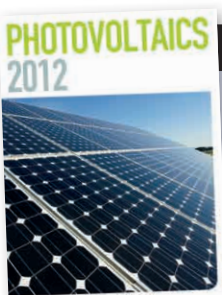
BONUS DISTRIBUTION

Extra copies of the magazine will be distributed at leading industry events, including:

Photonics West
SPIE Defense and Security
CLEO
Photonics Europe
Photonex
Optatec
AKL 12
SPIE DSS/Remote Sensing Europe
SPIE Optics + Photonics

ISSUE DATE	DEADLINE	FEATURES
December January	21 November	Lasers: UV lasers Instrumentation: Interferometry (Product Focus) Optics: Scan heads/galvanometers Applications: OCT Show preview: Photonics West 2012
February	16 January	Lasers: Safety Instrumentation: Spectrometers (Product Focus) Optics: Life sciences Applications: Cosmetic treatments
March	13 February	Lasers: Amplifiers/OPOs (Product Focus) Instrumentation: Power meters Optics: Diffractive optics Applications: Organic photonics
April	12 March	Lasers: Ultrafast lasers Instrumentation: Wavefront analysis Optics: IR/UV optics (Product Focus) Applications: Military Show preview: SPIE Defence and Security
May	14 April	Lasers: Diode lasers (Product Focus) Instrumentation: Portable spectroscopy Optics: Machine vision Applications: Laser marking Show preview: Optatec
June	14 May	Lasers: Super lasers Instrumentation: Raman (Product Focus) Optics: Optical software Applications: Displays Show preview: Lasys
July	18 June	Lasers: CO ₂ (Product Focus) Instrumentation: Sensor applications Optics: Thin-film coating Applications: Optical data storage
August September	16 July	Lasers: Crystals Instrumentation: LED testing (Product Focus) Optics: Fibre optics Applications: Photovoltaics Show preview: SPIE Optics + Photonics
October	17 September	Lasers: Cooling technology (Product Focus) Instrumentation: Beam analysis Optics: Astronomy Applications: Medical Show preview: Photonex
November	22 October	Lasers: Fibre lasers Instrumentation: Time-resolved spectroscopy Optics: Positioning (Product Focus) Applications: Entertainment

All editorial enquiries should be sent to Rob Coppinger, Tel: +44 (0)1223 211185, editor.electro@europascience.com



PHOTOVOLTAICS 2012

- A special supplement to coincide with EUPVSEC in Frankfurt, Germany
- Co-published with *Laser Systems Europe* and *Imaging and Machine Vision Europe*

BUILD AN INTEGRATED PACKAGE TO SUIT YOUR BUDGET



PRINT

Reaching more on-target readers throughout Europe

	1x	6x	10x
Full Page	£4495	£3795	£3295
Half Page	£2820	£2395	£2115
Third Page	£2380	£2025	£1785
Quarter Page	£1595	£1355	£1195

Suppliers directory £395 per year*

*Joint product with website

Other sizes available on request

Special (cover) positions: +25 per cent
Solus Positions: +10%

Now ABC audited



NEW

Recruitment Advertising

Using our dedicated recruitment section in the magazine, website and email newsletter, we can help you find the perfect candidate for your vacancies.

To discuss in more detail how we can make your budget go further, call our recruitment specialist Sarah Ellis-Miller on +44 (0) 1223 211289 or email sarah.ellis.miller@europascience.com



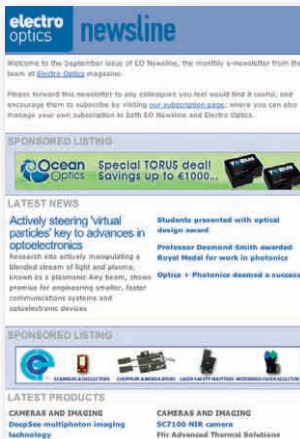
WEBSITE

More than 12,000 unique visitors every month

Leaderboard (728 x 90)	£1000 per month
Top banner (468 x 60)	£850 per month
Right button banner (120 x 60)	£495 per month
Box Ad (300 x 250)	£750 per month
Right Skyscraper (120 x 600)	£750 per month
Suppliers directory	£395 per year*
Technology white paper	£850**
Webcast sponsorship	£2,500

*Joint product with magazine **Joint product with EONewsline

For information on sizes and placement visit www.electrooptics.com/onlineadvertising



EMAIL

More than 18,000 opt-in recipients

EONewsline

Right-hand top banner (120 x 60)	£650
Newsline banner (468 x 60 or 120 x 120 logo/image plus headline and 30 words of text)	£850
Technology white paper	£850**

**Joint product with Website

E0Productline

Product name, image (120 x 120) plus up to 35 words (max 10 products per issue) £350



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