# Electro Optics

## **Media information 2023**

The multi-platform resource that helps you share photonics innovation and insight – for industry, R&D and academia professionals



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# Why Electro Optics?



Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering the photonics market all the time, **making your brand stand out** and influencing change is a real challenge.

*Electro Optics* is a hub of analysis, feature content, lively debate, technical updates and industry news, making it an **essential platform to support your marketing campaigns**. Our profile in the industry – paired with our understanding of your current challenges and our expert knowledge – provides a strong foundation for success. Photonics industry professionals rely on our content to **share insights**, **identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach heads of R&D, CTOs, engineers, photonics users and researchers in academic departments? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.



"We're very pleased with the quality of services we receive from ElectroOptics. Their team is flexible, proactive, and responsive, and the value of the product is top notch. Our ROI is orders of magnitude higher than with any other advertising partner."

Claudia Jaffe, Co-Founder and Executive Vice President of Business Development at Lumencor.

'It's great to have a partner covering industrial and scientific topics in a very professional manner. *Electro Optics* is one of our strategic partners'

Europe Newport Spectra-Physics GmbH

'We were looking for someone to help us channel our technical expertise and product promotion, but also support us with their own expertise. *Electro Optics* continuously presents new and better ways to get visibility and adjusts according to market developments and the needs of its clients'

**Edmund Optics** 

# Understanding the year ahead

There aren't many industries that hold as much promise as photonics to **transform the way we store, process and move data**. And, each year, the possibility of overcoming the limits of electronics edges closer to commercial reality.

Light-based chips are enabling new possibilities in computing, sensing and communication. And start-ups at the cutting edge of this field are making huge strides – not just in making technical breakthroughs, but overcoming the colossal task of matching the manufacture and cost of electronics. 2022 saw **numerous start-ups raise capital**, **form relationships with foundries** and **set up supply chains**; 2023 will see more advances in this area.

The past 12 months have seen Europe and the United States establish **policies to boost competitiveness in chip research and production**. With global issues – from the pandemic to geopolitics – affecting the availability of semiconductor materials, regions are investing billions to build resilient supply chains. This provides opportunity for the photonic integration space but **associations such as EPIC are advocating to ensure the sector is properly recognised in policy** – there will be much to talk about here in 2023.

Quantum is a transformational technology where optics and photonics are real enablers. A vibrant industry is emerging now, with dedicated conferences and exhibitions at major events such as Laser World of Photonics

'Light-based chips are enabling new possibilities in computing, sensing and communication' and Photonics West. Some quantum devices are finding real-world use – quantum gravimeters are being used to monitor volcanic activity at Mount Etna, for example. But the race is also long – with plenty of industry experts saying that, in the short term at least, huge revenues won't be generated from quantum technology. At the same time, **huge interest in this area is pushing up government funding and venturecapital investment**. With strong industry-research links in this area, quantum photonics consortiums are being established across Europe.

Photonics is moving closer to the consumer world. Major tech giants such as Google, Apple and Microsoft are hiring optics engineers and are keen to be seen in the market. This highlights the important role photonics now plays in device infrastructure. Optics engineers are in greater demand than ever before



#### 'Google, Apple and Microsoft are hiring optics engineers and are keen to be seen in the market'

and this is causing recruitment pressure. Associations, academia and industry recognise this and there is collaborative effort on all fronts – from creating education kits for pupils to organising travelling photonics career fairs.

**Consumer applications are driving innovation in optics**: they are becoming smaller, cheaper and more functional. More than a decade of research led to the first commercial planar metasurface optics being launched inside a 3D sensor in 2022, enabling new forms of sensing in devices such as smartphones. The quality of printed optics has improved to the point where they are now being used in endoscopes and imaging applications, which was impossible just a few years ago, and innovations in liquid-crystal technology are being developed for virtual-reality glasses. It will be exciting to see how the consumer space will drive future innovation in the design and manufacture of optics.

Another sector where weight, size and cost is crucial is the medical device industry. The need for powerful, accessible diagnostic tools was highlighted during the pandemic and remains crucial for countering future viruses and threats such as antibiotic resistance. Photonics is the true enabler for minimally invasive devices and techniques such as Raman spectroscopy, OCT and optoacoustic imaging offer much promise. World-renowned photonics institutes are finding new ways to investigate the human body, while photonics companies are involved both in world-class research projects

and selling key enabling components to medical-device manufacturers.

James Webb Space Telescope's spectacular images are an inspiring accumulation of 30 years of innovation and development – and that **journey of scientific discovery is still in its infancy**. Many optics and photonics companies helped to develop and supply components to the world-famous project, and many of those innovations have filtered down into other industries such as lithography. It's the perfect example of how photonics is changing the way that we see everything.

'Consumer applications are driving innovation in optics: they are becoming smaller, cheaper and more functional'

# A global audience

#### Are you ready for GA4?

Our client success reports will be driven by the new instance of Google Analytics soon. Speak to us about the implications for your business.

*Electro Optics* delivers guality content to a diverse audience across print, digital and social media. As a central hub of knowledge and information, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.



**15,500** monthly page views. Last year saw a 50% increase in web traffic

#### Sectors we serve:

- Academia
- Original Equipment Manufacturers
- Photonics companies
- Start-up businesses



Our registered subscribers have an average session duration of

> 4 mins 42 secs demonstrating true engagement in our trusted content

More than **9,000** email subscribers

Average email open-rate of 21%and click-through rate of 9%

#### Job titles represented include:

- Chief Executive Officer (CEO)
- Chief Technology Officer (CTO)
- Head of Department
- Head of Engineering
- Head of Research
- Head of Research & Development
- **Technical Director**



8,900+ social media followers





**3%** Twitter engagement rate

# Editorial calendar 2023/24



Issue	Features	Tech Focus		
February	<ul> <li>Life sciences</li> <li>Quantum</li> <li>Remote sensing</li> <li>Positioning equipme</li> <li>Optics in astronomy</li> </ul>			
March	<ul> <li>Extended reality (AR/VR/MR)</li> <li>Functional optical surfaces</li> <li>Lidar</li> </ul>	<ul><li> Optical filters</li><li> Prisms</li></ul>		
April	<ul> <li>Photonic integrated circuits</li> <li>Laser optics</li> <li>Optical coatings</li> </ul>			
May	<ul><li>Single-photon counting</li><li>Optical fibres</li></ul>			
June	<ul><li>Point of care</li><li>Optical metrology</li><li>Optics for phones/consumer</li></ul>	<ul><li>Diode lasers</li><li>Freeform optics</li></ul>		
July	<ul> <li>Space communications</li> <li>Fibre optics</li> <li>Short wave infrared sensing (SWIR)</li> <li>Optics for imaging</li> </ul>	<ul><li>Raman spectroscopy</li><li>Photonic crystals</li></ul>		
August/ September	<ul><li>Lidar</li><li>Spectroscopy</li><li>Ultrafast lasers</li><li>Semi-conductors</li></ul>	<ul><li>Safety</li><li>Life sciences</li></ul>		
October	<ul><li> Optical communications</li><li> Fibre lasers</li><li> Optical design software</li></ul>	<ul><li>Interferometry</li><li>Optics for imaging</li></ul>		
November	<ul><li>Microscopy</li><li>Lithography</li><li>Displays</li></ul>	<ul><li>Beam analysis</li><li>Optical mirrors</li></ul>		
December/	<ul> <li>Lighting and illumination</li> <li>Photonic integrated circuits (PICs)</li> </ul>	Optical design software     Optical coatings		

Additive manufacturing

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### **Critical event distribution**

Recognised as a trusted publication in the photonics market, *Electro Optics* is distributed at events spanning key industry sectors including Automotive, Defence, Electronics, Medical, Optical Communications and Pharma.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our **extensive distribution programme**, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

#### Some of the global partners and events we work with include:

- AutoSens Brussels
- AutoSens Detroit
- CLEO
- CS International Conference
- ECOC Exhibition and Conference
- EPIC Annual General Meeting
- ICALEO
- Laser World of Photonics
- Optatec
- PHAPPS
- PIC International Conference
- Photoptics
- Photonics21 AGM
- SPIE BioS
- SPIE Defense & Commercial
- Sensing
- SPIE Medical Imaging
- SPIE Optics + Optoelectronics
- SPIE Optics & Photonics
- SPIE Photonics Europe
- SPIE Photonics West
- SPIE Photonex
- W3+
- W3+ Rhine Valley

# **Product overview**

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, photonics professionals turn to *Electro Optics* to help drive brand engagement, reach a wider audience and **grow their business.** 

*Electro Optics* presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

#### > Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

#### > Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

#### > Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

#### > Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

#### > Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.

## The magazine





### **Key benefits**

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highlyrespected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Each issue of our magazine is seen by a global audience of more than 14,000 in both print and digital

#### **Production details**

Advertising deadlines are as follows:

2023 issue	Ad deadline
February	12/01/2023
March	16/02/2023
April	16/03/2023
Мау	20/04/2023
June	25/05/2023
July	06/07/2023
August/September	03/08/2023
October	14/09/2023
November	12/10/2023
December/January	16/11/2023

See pages 22 & 23 for mechanical specifications

#### Price

	xl	x4
Full-page	£4,125	£3,300
Half-page	£2,585	£2,197
Third-page	£2,189	£1,859
Quarter-page	£1,458	£1,239
	000/	

Premium positions +20%

Outsert	£4,945
Digital edition sponsorship	£2,200

SAVE when you book an advert in multiple issues

## The website

### **Key benefits**

We offer an **extensive range of digital advertising** formats and electrooptics.com is fully mobile-optimised.

Elevate your **brand visibility** alongside relevant and trusted photonics content.

#### All digital options, sizes and price for each as shown in this example

**Dropdown banner: £2,530 per month** (opens for four seconds as a large advert, then drops back to a smaller version)

Leaderboard: £2,195 per month Desktop size 728 x 90 Mobile 300 x 100



4 Skyscraper: £1,650 per month Desktop size 120 x 600 Mobile 300 x 100



**Right button banner: £545 per month Desktop size** 120 x 120 **Mobile** 120 x 120

All measurements in pixels



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LATEST ISSUE

July 22

POPULAR

## Newsline

### **Key benefits**

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 20%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

#### **Production details**

- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

#### Price

#### £1,425

Sent via email to our opt-in subscriber database of more than 9,000\*

\*limited to five banners per Newsline.



## Productline

## **Key benefits**

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

electrooptics.com is a **trusted resource for decision-makers** in the photonics sector and a cost-effective solution to boost visibility and make your product stand out.



## Analysis & Opinion sponsorship

### **Key benefits**

Analysis and Opinion (A&O) columns are written by **leading experts** from the world of photonics.

Associating your brand with this type of high-end, opinion-forming content creates a platform for **broader influence** beyond your specific product campaigns. This represents a perfect showcase for your brand values. **Production details** 

Logo

#### **Price**

#### £1,095 per issue

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email

Shout about your core brand values

	ANALYSIS: FOSTE			Analysis and opinion SEP	IC and and	
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	Bett deve leve curr prog	er support is needed for th Hopment of photonics at th , which is not thriving un ent short-term challenge-h rammes, finds Jessica Ro	ie ne component der ad funding wwbury	innovation - but highlighted that i agencies must rethink how they'w always done things in order to mal possible. "You need to overcome the level inertia that says that we alwo hallenge-based familing. What we need to recognise is that our innow stategy says you must balance. Ba a sert of a call to action that says: that, look at the monster industry.	nnovation te this e system ya do really ation b that's f you do you can	
	B y 2015, UK photo billion industry, a billion industry, a top these most products sectors in the UK. This is acceeding to a Photonical and con Photonical and con Photonical statements of The record was created	nics will be a £50 dd an additional as and be cone of the emanufacturing report, 'UK to reduce a f'', published in missioned by the innovation UK photeal UK photeal	es and innovating in the system r three years. You can do some in parallel, but not all of it. So longer amount of time and it's hoverments should be halping sk in that: that support for component is also important for balding ics into the system stack,	arow: Andy Sallars, strategic developm director for the UK's Compound Beniconductor Applications Catal is responsible for ensuring the acc is creating the greatest impact for economy, echoed Lincohis comms on meeting a balanced approach: he Industrial Stategy Challenge we've tended to see more program	ent sult, who elerator he UK nts Under 'und, nes	
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	photonics as one of the transformative technolog for future growth and pp To make this potential innovation landscapes environment for permitt the component level, who crucial venabling aspect according to John Linco ensecutive. Because of th been funded, suitaing o often used in place of de	Will ph innovat Europe	otonic chip tion thrive an Chips A	) under the act?	actor	
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_	<ul> <li>Intelling components:</li> <li>Encode continued:</li> <li>In a project in two years engineering is hard enough the project in with new component is with new component is unactual of the photoe</li> <li>Eacho Optical February</li> </ul>	representation of the second secon	iosón 043m actor nopean he crive, nd neating a able		ph ne cis cis cis cis cis cis cis cis cis cis	Monica companies will still i do go outside of Europe their volume manufacturing eds. So, I think this is not anly addressed, 'said Bahim. These are manerous mpanies, such as (Quantum and Cisco, It partner with volume their mainterium) plane for their mainterium plane for their notaties building blocks,'
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short-term issue either; most  General Secto Optics April 2022	Just waiting it out is not an	l situations"	UK-EU shipping. EO			

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## Webcasts



### **Key benefits**

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

#### Price & options

## Sole sponsorship £8,800

- Branding on all marketing promotions
- Electro Optics as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

## Editorial webcast sponsorship £1,645

- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion

#### > Generate quality leads > Boost brand awareness

## **Tech Focus**



### **Key benefits**

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics		
February	<ul><li>Positioning equipment</li><li>Optics in astronomy</li></ul>		
March	<ul><li> Optical filters</li><li> Prisms</li></ul>		
April	<ul><li>Solar</li><li>Neurophotonics</li></ul>		
Мау	<ul><li>Single photon counting</li><li>Optical fibres</li></ul>		
June	<ul><li>Diode lasers</li><li>Freeform optics</li></ul>		
July	<ul><li> Raman spectroscopy</li><li> Photonic crystals</li></ul>		
August/ September	<ul><li>Safety</li><li>Life sciences</li></ul>		
October	<ul><li>Interferometry</li><li>Optics for imaging</li></ul>		
November	<ul><li>Beam analysis</li><li>Optical mirrors</li></ul>		
December/ January	<ul><li> Optical design software</li><li> Optical coatings</li></ul>		

#### **Price & options**

#### Lead sponsorship £3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot `enhanced product'
- Three x key positions linking to your content in the Tech Focus email

## Enhanced product entry £1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online

## **White Papers**

### **Key benefits**

A White Paper promotion with *Electro Optics* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

#### **Production details**

PDF-ready version of your White Paper

#### **Price**

#### £1,375

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



## Feature **Case Study**

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns

### **Key benefits**

A Feature Case Study represents a unique opportunity to **present** your proven solution in the context of an editorially-relevant, independent article.

It is promoted both in the magazine and online. We can offer advice on how to create a high-quality piece of content of your solution in action.

#### **Production details**

- 750 words
- Featured image

#### **Price**

#### £3,245

Exclusivity, with only one Feature Case Study available per article\*

\* Check the calendar on page 7 to pick the most relevant theme

#### Improving and Figure 1. Curved grating spectrometer in OSLO optimising spectrometer designs Spectroscopy is the study of the emission and absorption of light. A spectrometer is a device that splits light into its component wavelengths, typically using a grating, and then measures the power/ener the light as a function of wavelength. the concave grating. The detector in this pectrometer is a linear array detector. Once the spectrometer model has been l roperties can be applied to the model and ligh ources defined. Examples of properties applie re reflectivity and scattering parameters for he two mirrors, and absorption and scattering The detector can be either a single ement, a 1D or a 2D array detector. Then are numerous types of spectrometers such as Czerny-Turner, crossed Czerny-Turner, concar grating, fluorescence, and many other types. or the coatings inside the spectr pectrometers can also be either reflective or ameters such as absorption, trans d reflectivity of the detector and det SPONSOPED . Gaining an edge when designing a hyperspectral imaging system sily be eva patial information of the scene Н e mirror finish pectral imagin while the spectral information of that scene is collected by the tive coating if the detector, ar hniques were origin developed for military and space ensor pixel array orthogonal t ectrometer can e results of these 5. Note that the applications for aerial imaging. the slit aperture. In recent years, other indus In practice, this push-broom have seen the advantage of configuration is used to collect ctor of more l improve the hese techniques and adopted data on a moving scene, wheth data on a moving scene, whether the scene is moving relative to the camera (fixed inspection on parts on a conveyer) or the camera is moving relative to the scene (camera attached to a drone flying above the scene). All of these frames can then be combined to create a hyperspectral 'data cube' which contains X and Y (spatial) information on the scenes with a them, such as quality control inspection in agriculture and semiconductors, DNA d with the rted in a CAD and semiconductors, DNA sequencing and PCR testing, anti-counterfeiting, emission monitoring, and traditional on and assemb ce the grating or pris er the ability nachine vision applications in n imaging system results in a ignificant reduction in weight, the spectrum correlate to the position of the camera's LVF/pixel ndustrial settings - the list goe solve most size and cost of the imager. vavelength. A wavelength versus frame number is created for each pixel, . Hvnerspectral imaging is use High spatial resolution allow information on the scene, with a development design and o capture a wavelength intensity nap of a field of view (FOV) with for discrimination of fine detail but the spectral scan for each inge of spectral data for each X re and resolution of a scen high spatial resolution. This and Y location. The design of an imaging ystem using a linear variable point will potentially contain ombination of spectral data An alternative to the a different number of points at t each pixel, combined with raditional push-broom imagin filter remained atten different wavelength interval traditional push-broom imagin configuration is to image the scene directly using a 2D sens array and a linear variable filte (LVF). An LVF is a unique type of interference filter where onding spatial data mber of unique details. from other points in the image Nevertheless, the LVF camera ne corresponding spatial da enables the analysis of a ran characteristics including col-chemical content and other spectroscopic detail. images can be stitched togethe and each point can produce a unique spectrum allowing for n IVE is a unio where spec ctral peri of the object at that point. portant system compone ong one axis and is constan na one axis and Most hyperspectral imagers are configured as a scanning long the orthogonal axis. It can Omega Optical Holdings onstant along the ogonal axis" be a narrow bandpass design, ompanies Optometrics an oush-broom' imager. This me widing spectral discrimination Omega Optical have aided hat for each frame capture, the or a long pass design and used he spectral resolution of a ountless partners to select th FOV observed by the system as an order sorting filter in a LVF camera is limited by the ight compo nente to mav maging lens is collected through grating-based spectrometer. In both cases, spectral performance bandwidth of the filter, the their system performance imaging lens is collected through a slit aperture onto or through a diffractive element (grating) and dispersed onto a two-dimensiona (2D) sensor array. The axis of the sensor which is congruent with the slit aperture captures th rating F-number of the tometrice has the rare perating F-number of the naging system and the distance etween the filter and the etector. Alignment of the filter to be detector array is important in treating constraint in treating comparison. Optometrics has the rare combination of manufacturing Ruled, Holographic (reflection and transmission), and replicate gratings which enable the team to recommend a grating from its extensive library which will minimum centers and maximize shifts in a consistent manner a a function of spatial position of the filter. The use of a filter to extracting spectral information Important Design minimise scatter and maximis efficiency. Omega Optical is Considerations Choosing the right light source a leader in the production of is a significant con LVFs, and will help partner when using an LVF camera. Tuorescent or LED lighting companies to navigate the trades when selecting LVF bandwidth. onsists of strong spectral ands and therefore solar gradient, and physical size. EO bands and therefore solar or incandescent lighting is preferred. An important tradeoff of the LVF camera is that it does not generate a true hyperspectral Further informatio

May 2022 Electro Optics 27

SPONSORED: OPTICAL DESIGN SOFTWAI

## Viewpoint

### **Key benefits**

Take this opportunity to share experience and **knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

Raise the personal profile of a key voice in your business and show how that expertise within vour company places you ahead of your competitors.

#### **Production details**



Featured image

#### **Price**

#### £1,375\*

(\*additional writing and content charges may apply)

- Hosted online at electrooptics.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



SPONSORED CONTENT VIEWPOIN

1 March 2022 <

Taking gas detection to the next level



A DEED DAVE SUDE

Freeform optics come into their own in applications such as illumination - for example, modern LED headlight designs (credit: i viewfinder/Shutterstock.com)

this article is brought to you by. LAMEDA RESEARCH CORPORATION AMEDA RESEARCH

How optical designers can realise the benefits of using freeform optical elements from the R&D stage when designing for illumination applications

Freeform optics - or optics with at least one freeform surface and no translational or rotational symmetry about axes normal to the mean plane are not a new technology. Some of the earliest freeform optics in commercial use were part of the viewing optics of the Polaroid SX-70 camera in the 1970s.

Since then, advances in the production of freeform optics have opened up a variety of new applications and use cases, such as computational imaging, compact projection displays, document security, curing of polymer in dentistry, lithography, microscopy and more.

have hit the broadband light vide a light source d with a broad. uminescence, Now oherence ols and fibre optic

nath Electronics. an alternative to s lasers. Their ing actually occurs in

## White Paper + Featured Technology

### **Key benefits**

If you have a genuinely disruptive technology, **we will create an article** that uses the information detailed in your White Paper as the catalyst.

We showcase your technology and demonstrate its critical impact in a wider context and stimulate debate through this unique editorial approach.

#### **Production details**

 1,200-word feature (written by us)

#### Price

#### £3,245

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on electrooptics.com



#### White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Generate quality leads

# **Marketing services**

# Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

#### Enquire for prices

### EUROPA SCIENCE

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

# Need wider support?

Europa Science can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

#### Price on application

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## **Client success team**

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# **Print specifications**

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# **Digital specifications**



TOP

Desktop 468px wide x 60px high Mobile

300px wide x 100px high Plus

URL click-through link

		-
		_

#### DROPDOWN

**Desktop – expanded** 960px wide x 400px high

**Desktop – contracted** 960px wide x 60 px high

Mobile 300px wide x 100px high

**Plus** URL click-through link



#### BOX

Desktop 300px wide x 250px high Mobile

300px wide x 100px high

Plus URL click-through link



#### MEDIA & BUTTON

Desktop 120px wide x 120px high Mobile 120px wide x 120px high

**Plus** URL click-through link



#### • Mobile banners are on rotation

 Please supply both desktop and mobile versions

#### File type .jpeg .png .gif Googe DFP tag html 5 Flash files are not accepted.

#### Deadline date

A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

Send copy to: production@europascience.com

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