

**Electro
Optics**

MEDIA KIT 2024

Photonics
R&D,
Innovation
and Insight

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WHO WE ARE

Electro Optics provides uncompromised, expert commentary and analysis that helps R&D professionals make informed choices when creating, integrating and using photonics. Aimed at photonics companies, OEM integrators and academia, our independent editorial content provides the perfect context for vendors to market photonics products.

Electro Optics delivers year-round quality content to a diverse audience across its website, email, video, social media and print platforms. With our opt-in, GDPR-compliant registered readers as our core audience, marketers can be sure of reaching an audience engaged in developing new photonics technologies, applying photonics to real-world applications and using photonics as a research-enabling tool.

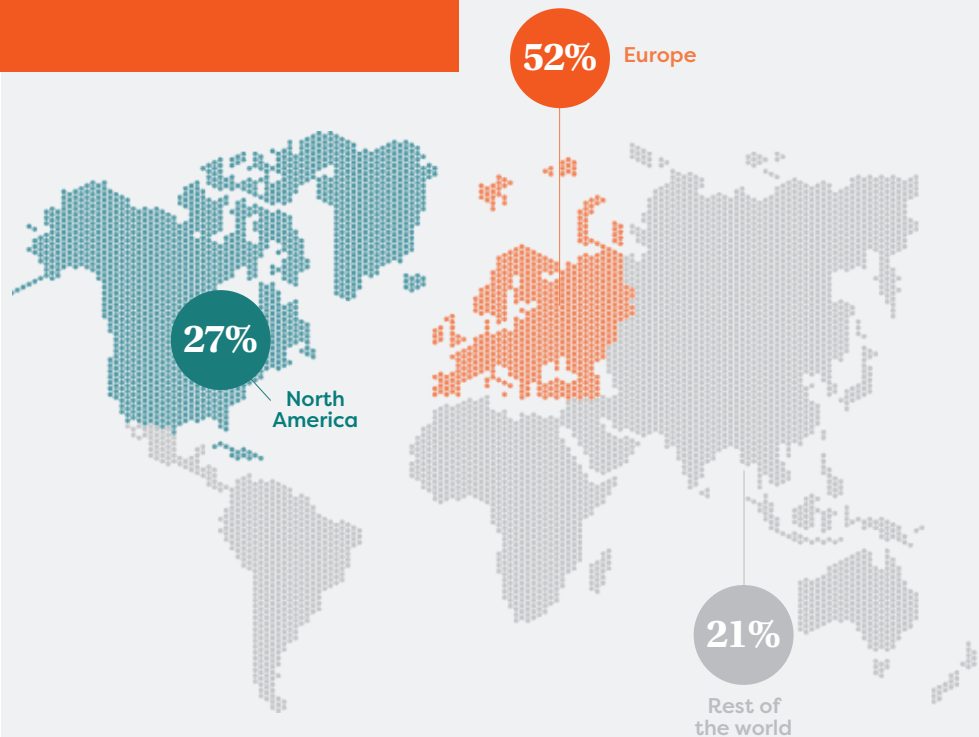
31,000*
Average monthly audience

* Calculated by opt-in email audience (delivered) + unique magazine recipients + 85% of web traffic per month

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SHINING A LIGHT ON THE GLOBAL PHOTONICS INDUSTRY



Average geographic breakdown
of registered readers and website visitors



27k

Average Monthly Page Views

11k

Average Monthly Visitors

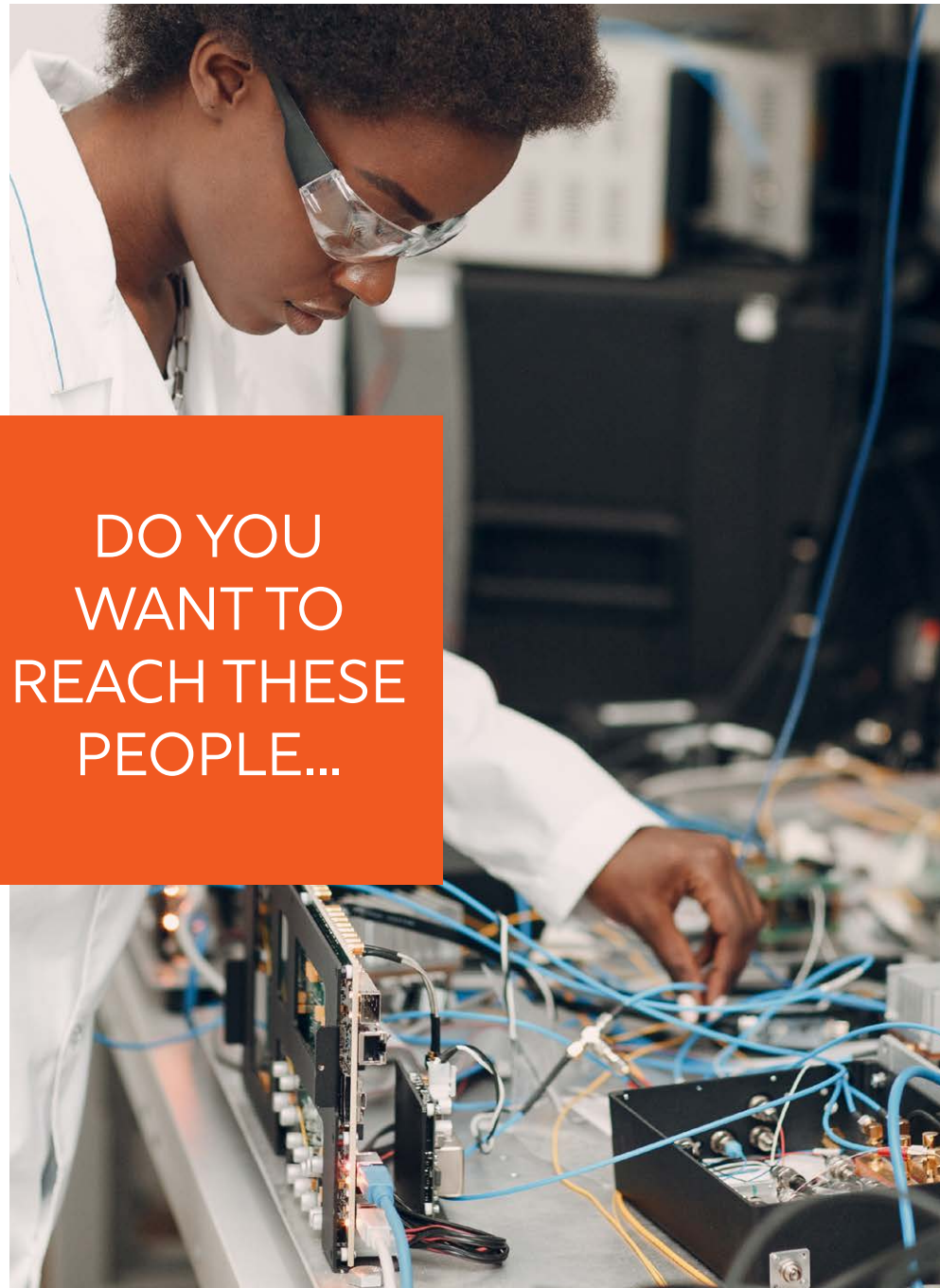
126h+

Average Monthly Engaged Minutes*

*monthly engaged minutes calculated from GA4

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DO YOU
WANT TO
REACH THESE
PEOPLE...



**Chief
Executive
Officer (CEO)**



**Chief
Technology
Officer
(CTO)**



**Head of
Department**



**Head of
Engineering**



**Head of
Research**



**Head of
Research &
Development**



**Technical
Director**

In these sectors:

Academia

Original Equipment
Manufacturers

Photonics companies

Start-up businesses

Academia

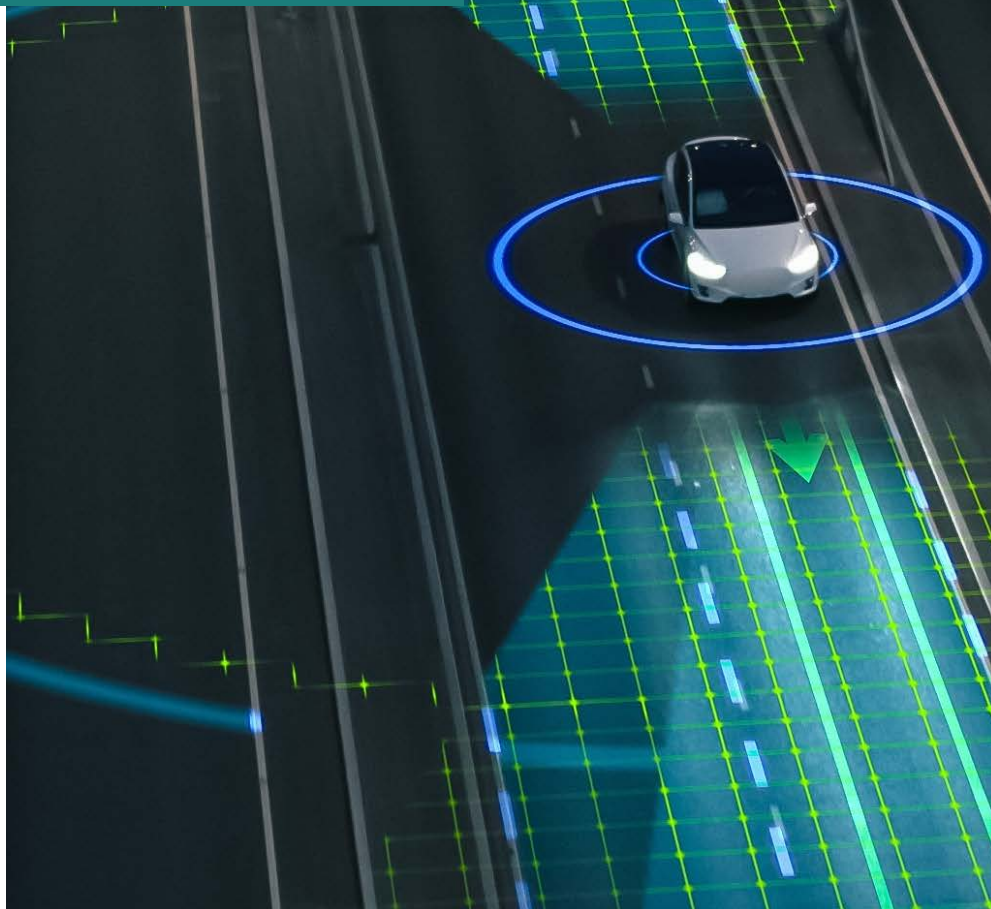
10,500+
Email subscribers

9,500+
Social Followers

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TECHNOLOGIES COVERED



FOR INDUSTRY, R&D AND ACADEMIA PROFESSIONALS

Positioning equipment

Beam analysis

Diode lasers

Neurophotronics

Optical filters

Life sciences

Optical fibres

Spectroscopy

Optics for imaging

Safety

Optics damage

PICs

Photonic crystals

Optical coatings

Freeform optics

Raman spectroscopy

Interferometry

Optics in astronomy

Optical mirrors

Single-photon counting

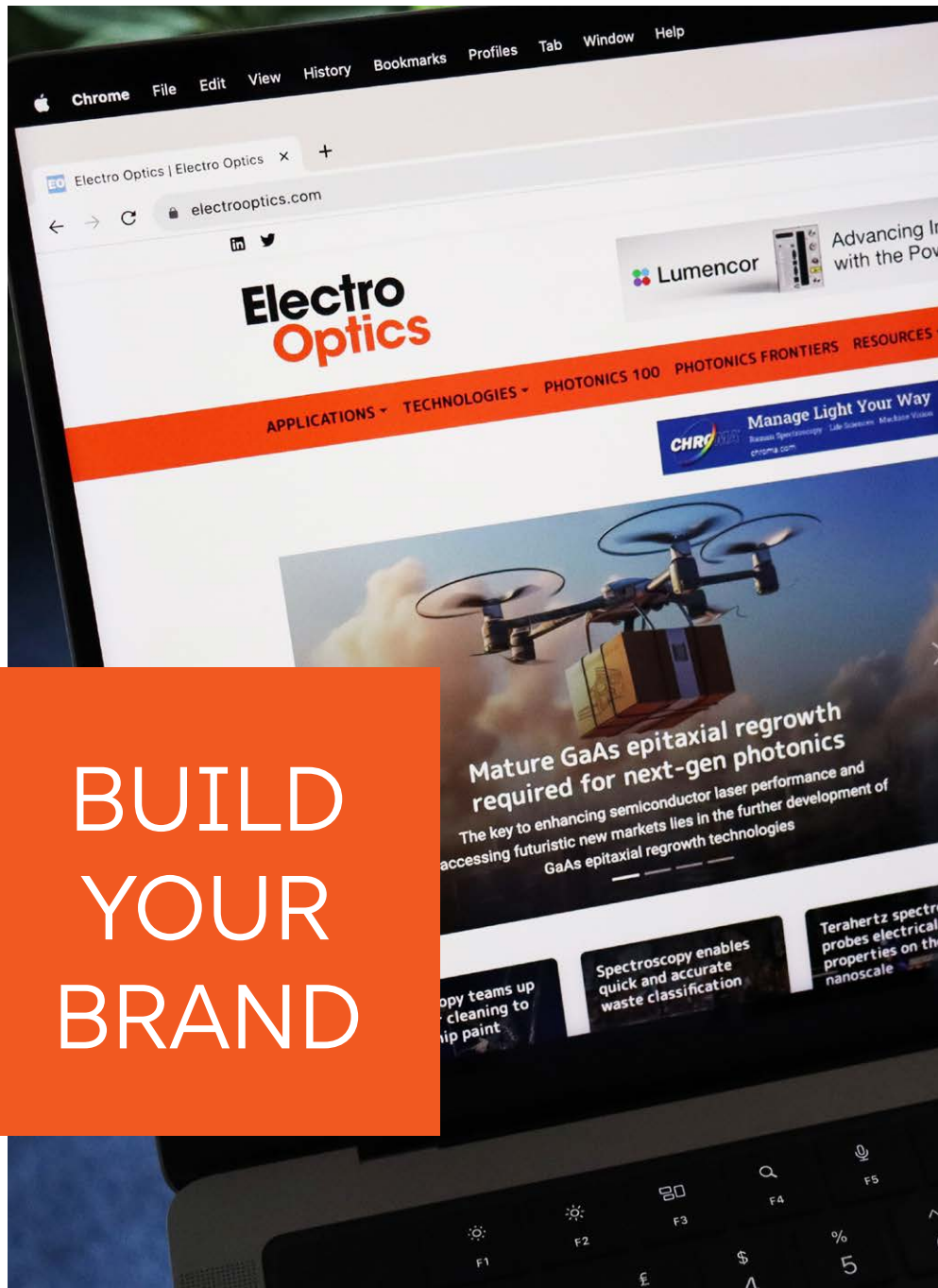
Optical design software

Prisms

Solar

Optical coatings





www.electro-optics.com

Electro Optics unlocks a spectrum of possibilities if you are seeking to amplify your presence in the market, elevate your brand's prominence and deliver essential messages seamlessly to our engaged and expert audience.



Sponsorship
(Webinars, Premium Channels)



Display Advertising
(In Print/Online/
Via Email)



Video Content

THOUGHT LEADERSHIP

Let us help you lead the conversation

Electro Optics provides a platform from which you can answer the biggest questions on the minds of your target audience. Be recognised as a thought leader by covering trends and topics that influence your industry. When written in collaboration with our expert team of journalists, our thought leadership products will not only communicate your message, but ensure that it resonates with our informed and engaged audience.



White Papers



Opinion Articles



Industry Analysis



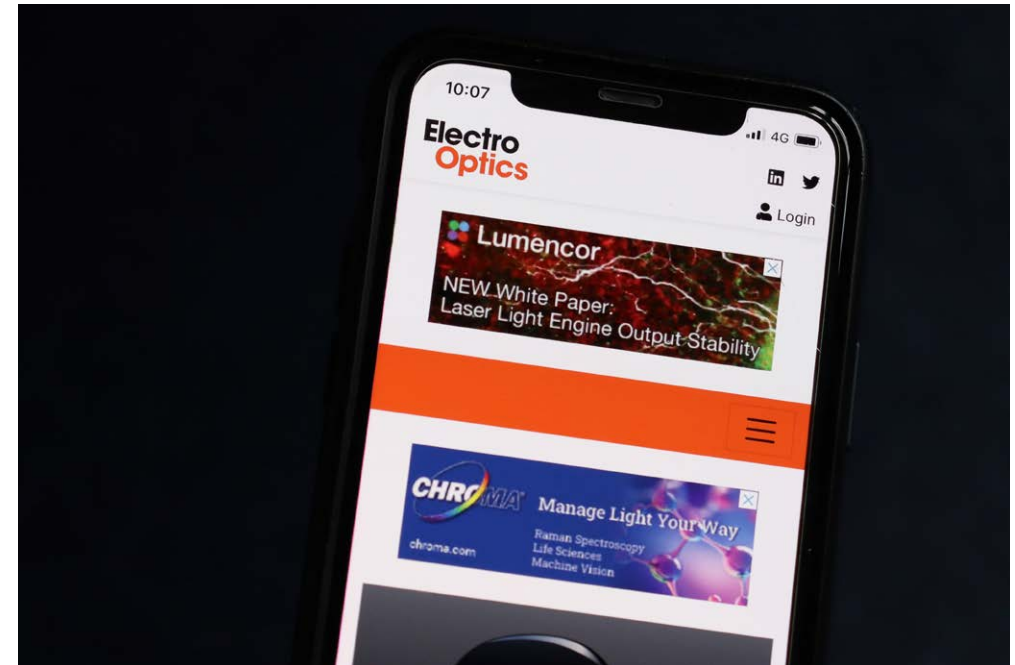
Expert Interviews



LEAD GENERATION

Reach top decision makers

With **Electro Optics** by your side, you're not just generating leads; you're crafting success stories. Our unparalleled market insight gives us the power to ignite genuine interest in your products and services. Imagine a team that knows your industry's pulse, that anticipates trends before they even emerge – that's us! Using proven methods, we transform that interest into a goldmine of qualified leads – the kind that can't wait to become your customers.



White Papers



Webinars



READY
TO
BEGIN?

Let's embark on this exciting journey together! For a deeper understanding of our marketing channels and product-specific opportunities, contact our experienced sales team to arrange a consultation. We look forward to understanding your unique marketing requirements and crafting a campaign that not only meets, but exceeds your expectations. Let's start your success story today.

 sales@europascience.com

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