

Your marketing partner in photonics

Electro Optics



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Mission Statement

Electro Optics helps photonics businesses grow

With our **Photonics100** community at its heart, Electro Optics serves R&D professionals creating, integrating and deploying **innovative photonics** technologies.

Our audience is drawn from vendors, start-ups, OEMs and academia, covering markets such as semiconductors, engineering, aerospace and defence, biotechnology and life sciences, computing, automotive, energy and more.

From our **20+ year foundation** in B2B publishing, we have evolved into a **full marketing services partner**, driving growth for photonics businesses through our extensive experience in lead generation, thought leadership, strategic insights and brand awareness.

Combining the in-house skills of a full service agency with an established platform on which to deliver campaigns makes Electro Optics your essential **photonics marketing partner**.

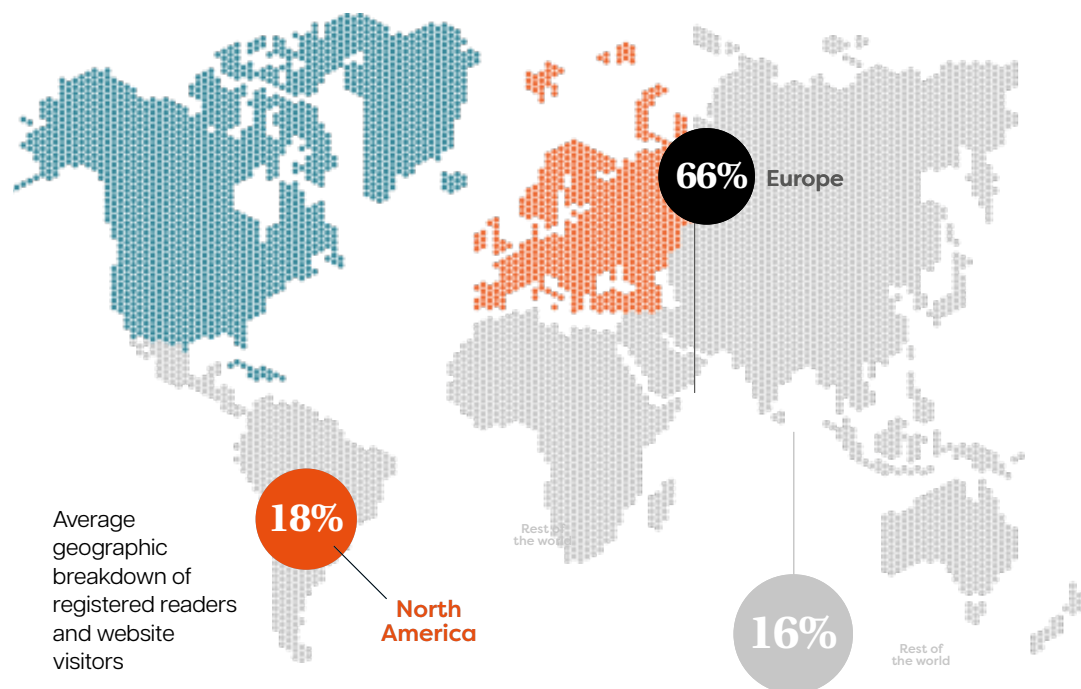
Demographic Information

26.2K

Average monthly audience

14.4k+

Email subscribers



Sample registered audience organisation



AMD



ASML

FESTO

SHARP

NOKIA



Honeywell

Medtronic

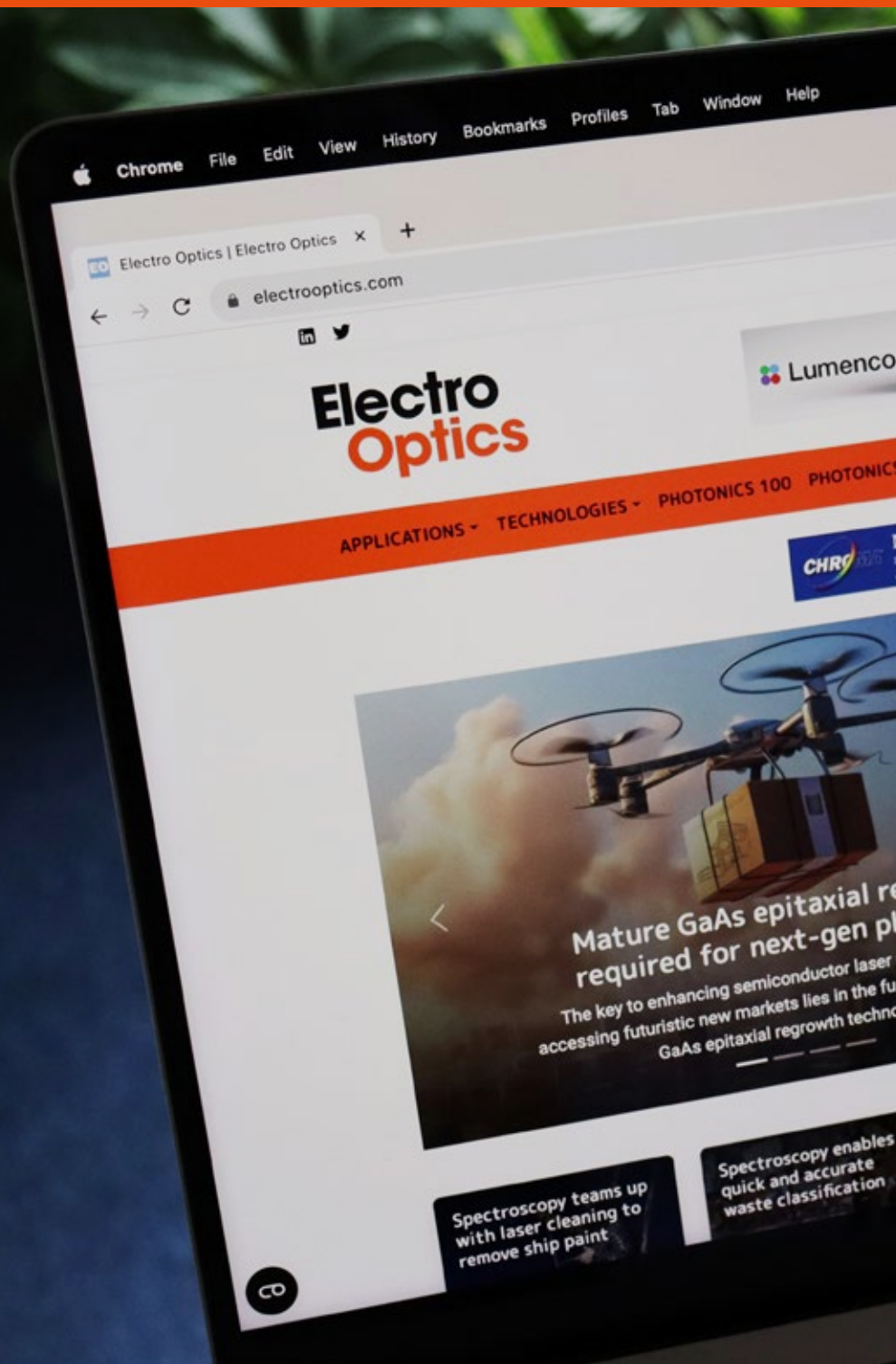


Did you know?

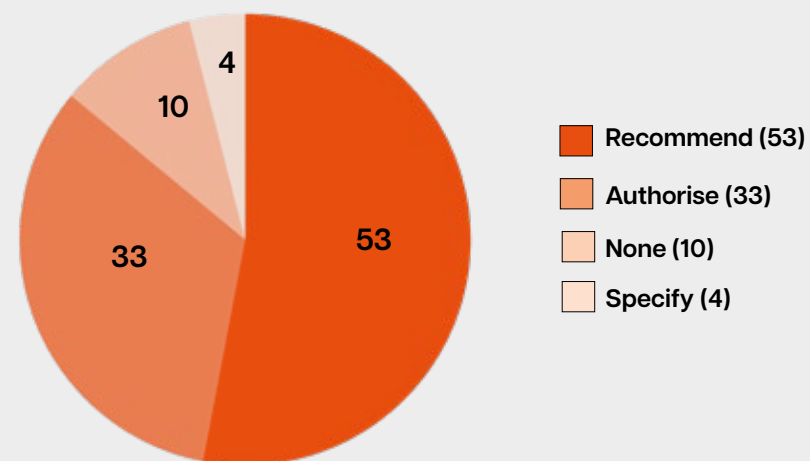
Electro Optics has the highest number of LinkedIn followers in photonics media

9K+

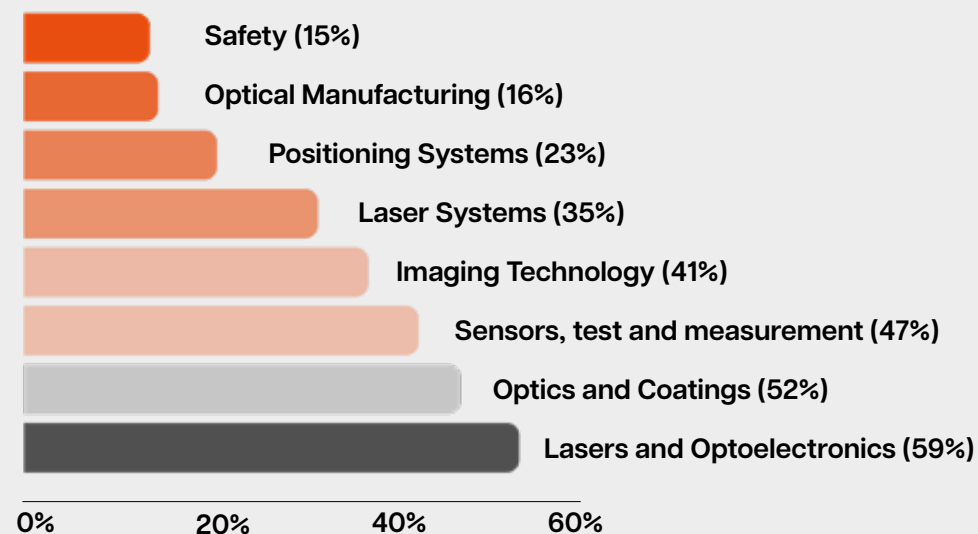
LinkedIn followers



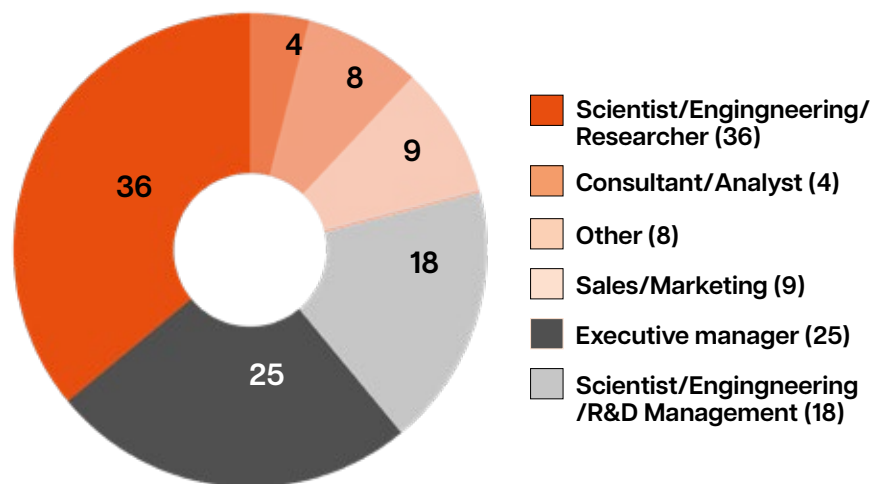
Purchasing Authority



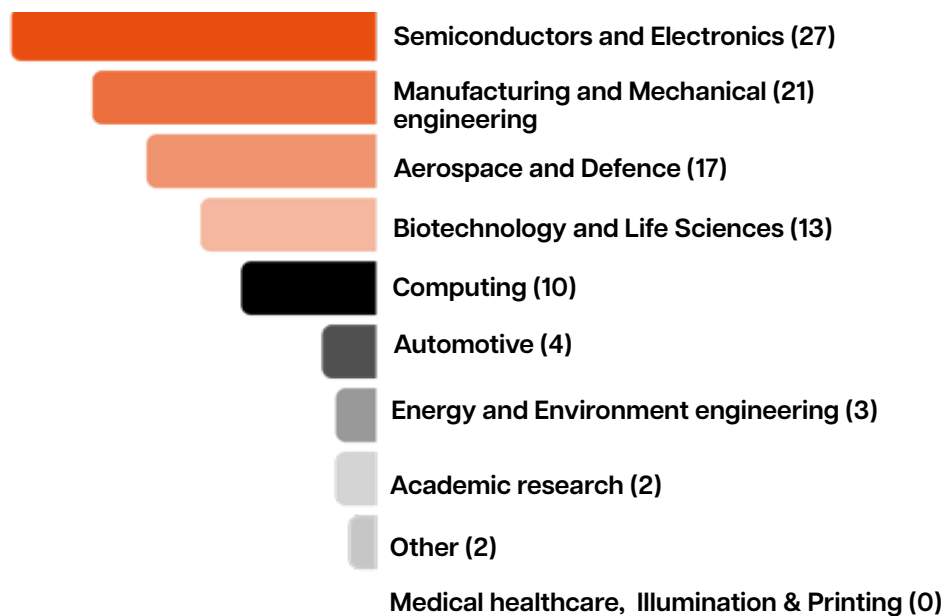
Product Interests



Job Functions



Market Sectors



Publishing Schedule and Content Calendar

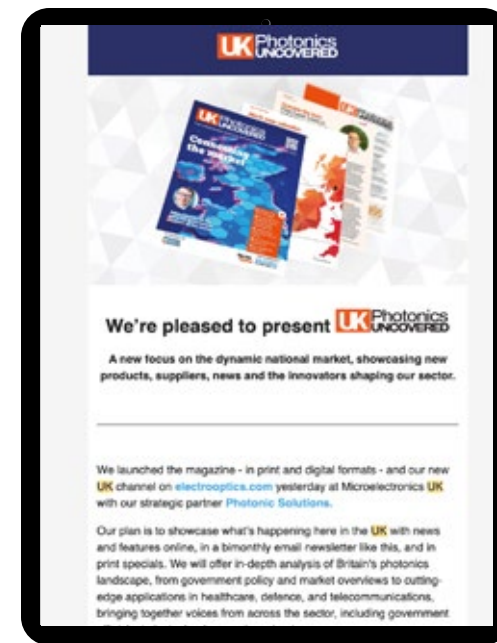
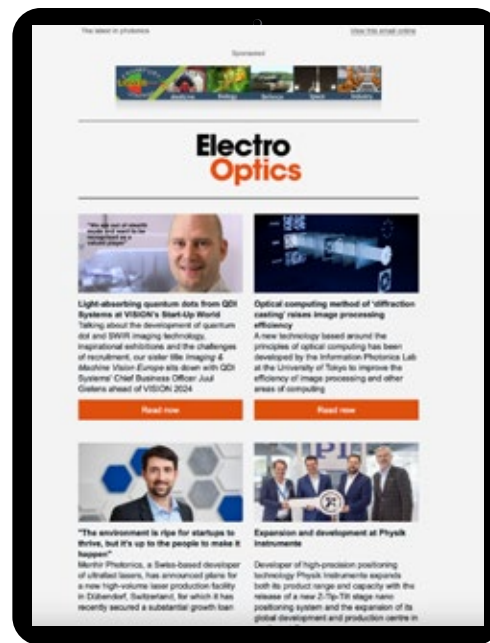
Our experienced editorial team curates the very best in content to serve R&D professionals in photonics, leveraging the expertise of our Photonics100 community. Through in-depth feature articles, exclusive interviews with innovators, news analysis and product round-ups, Electro Optics delivers content on a daily basis through its website and social media channels, supported by a twice-weekly email newsletter and a bi-monthly magazine.

Magazine Publishing Schedule (subject to revision)			
Cover Date	Key content focus	Ad booking deadline	Distribution date
Dec/Jan	Automotive and e-mobility	28 Nov	19 Dec 2025
Feb/Mar	Silicon photonics & next-gen optical communications	23 Jan	13 Feb
Photonics Frontiers Award 2026		6 Mar	27 Mar
Apr/May	Biophotonics & medical innovations	20 Mar	10 Apr
Jun/Jul	Lasers in advanced manufacturing	5 Jun	26 Jun
Aug/Sep	Quantum photonics	17 Jul	7 Aug
UK Photonics Uncovered		7 Aug	28 Aug
Oct/Nov	Energy and environment	11 Sep	2 Oct
Photonics100 2027		20 Oct	13 Nov
Dec/Jan	Security and defence	27 Nov	18 Dec



Email Publishing Schedule

Email type	Ad booking deadline	Ad booking deadline	Distribution frequency
Electro Optics newsletter	2 weeks before	28 Nov	Every Tues and Thurs
UK Photonics Uncovered	2 weeks before	20 Mar	Bi-monthly



2026 Premium Projects

Special Editions
highlighting the
brightest minds
and technologies
in photonics



The Photonics100

The Photonics100 is our annual list of individuals making the most impact in the photonics R&D community. In 2026, we'll be revealing the fifth list, swelling the community to around 500 boundary pushers, out-of-the-box thinkers and innovators.

For marketers, being able to access this community – which has a combined annual buying power in excess of £160m – provides direct sales opportunities as well as thought leadership and positioning benefits by being seen as an authoritative voice and supplier of choice.

For HR teams, it's also a shop window to emphasise your credibility as an employer of choice by showcasing your company as a supportive and forward-thinking place of work.

Packages from £3,000

2026 Nominations Window Summer 2026
2026 List Publication Winter 2026



Engage with our Photonics100 community



Sponsoring an Online Panel Discussion

Allowing you to share the stage with Photonics100 experts, while also benefiting from leads (around 80-100).



Running an exclusive strategic roundtable

Bringing together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content creation and lead generation.



Hosting a Photonics100 event

On your booth at an industry event or at your own premises.



Becoming a Photonics100 partner

Giving you visibility by advertising in our high-profile Photonics100 magazine, website, and emails.

Photonics Frontiers Award

Introduced in 2025, the Photonics Frontiers Award provides OEMs and integrators with an opportunity to demonstrate their innovative application-specific photonics projects.

For vendors, it's an opportunity to showcase your custom capabilities and partnerships, by demonstrating how you work with OEMs and integrators to help them solve specific problems.

Attracting more than 40 entries in its first year, the awards are assessed by an independent expert jury.

Packages from £2,500

Nominations window: late 2025-early 2026
Award announcement: March 2026



Sponsorship opportunities



Custom partner showcase

An in-depth article, written by our expert team in conjunction with you, exploring how you work with customers.



Branding and visibility

Become a strategic partner (for the overall award) or category partner, with premium advertising and logo placement.



Case studies

Showcase your most high-profile and successful application-specific projects alongside the shortlisted entries.

Categories

- Biophotonics and healthcare applications
- Environmental monitoring and sustainability
- Imaging technologies
- Laser technologies and applications
- Optical technologies and innovations
- Photonic and optical sensors
- Spectroscopy and analytical techniques

UK Photonics Uncovered

With two major new UK-focused events launching in 2025, it's clear that the UK is a thriving market for photonics.

Recognising this, we launched a UK content channel, supported by an annual magazine, UK Photonics Uncovered.

The content stream showcases the UK markets and opportunities, such as semiconductors, quantum, life sciences, metrology, optical communications and defence.

UK vendors and distributors now have a dedicated channel to reach UK-based OEMs, integrators and academics.

Packages from £1,500

UK Photonics Uncovered magazine: August

UK-specific email newsletter: Jan, Mar, May, July, Sep, Nov



Sponsorship opportunities



Company profiles

In-depth interviews with your leadership team on why you are a leading supplier or producer in UK photonics.



Market-specific thought leadership articles

Help potential customers understand your specialist areas by talking about your capabilities in specific markets.



Branding and advertising

As well as the annual magazine, our bi-monthly newsletter provides opportunities for banners, product entries and event previews.

We are partnering with many major UK events, where UK Photonics Uncovered will be distributed:

- Microelectronics UK
- Photonics Means
- Connected Britain
- PPMA Show
- DSEi
- Advanced Engineering
- Quantum Showcase
- Southern Manufacturing & Electronics
- Data Centre World
- ILAS
- Med-Tech
- MMC
- Automate UK

Your vision,
Our expertise
**A powerful
partnership**

Work with us on
these partnership
opportunities





“Electro Optics is a fantastic partner – creative, flexible, and fun to work with. They consistently bring new and innovative ideas to the table, adding real value to the photonics community. Through initiatives like the Photonics100, they go beyond content to build community, making every collaboration both impactful and rewarding.”

Jennifer Lee, Director of Marketing,
Chroma Technology

Your Lead Generation Partner

Every marketer, sales leader or business development team has lead generation at the top of their list – and in the field of photonics, there is no one better placed than Electro Optics to be your partner.

We offer a variety of ways in which to deliver targeted, GDPR-compliant leads that you can add directly to your ongoing marketing communications or hand over to your sales team for qualification.

Packages from **£4,500**





Online panel discussions

Combine thought leadership with lead generation (around 80-100 leads) by sponsoring a discussion, leveraging expertise within the Photonics100. Consult with us on topics and panel recruitment, co-market the event, and derive instant benefits in the form of direct engagement with the live audience and lead generation from the registrations.



Guaranteed targeted lead generation

We can deliver you a guaranteed number of specified leads, based on the critical demographics your sales team needs, such as job title, seniority, market sector and geography. Using an asset you hold (or one we co-create with you), we'll go beyond our first-party data to get the leads you need – all of whom will have engaged with your content and given their GDPR-compliant consent by the time they reach you.



Strategic roundtables

Bring together a representative sample of your existing or potential customers to derive insights that can help with go-to-market strategies and product development, coupled with long-form content creation and lead generation. The resulting white paper is the perfect vehicle for lead generation, particularly when coupled with the guaranteed targeted lead service.



Hosted gated content

We can host and promote your existing white papers to deliver you organic, untargeted leads.

Your Thought Leadership Partner

It's easy to think that everyone knows everything about your company and what you do, but the truth is often very different.

The Electro Optics team has spent decades in communication – and, unlike an outsourced PR company, we are specialists in our field. We know how to talk to our unique audience.

Partner with us to create articles, interviews and videos that can help you change how potential customers perceive your company and its capabilities.

Packages from **£2,000**





Interviews with C-suite executives on your overall company strategy.



Interviews with CTOs, R&D leaders and product managers on why your technology stands out from the rest.



Case studies with key customers, illustrating your partnership capabilities in specific markets.



Booth tours at events, allowing you to communicate the breadth of your product offering beyond the show floor.



Participate in **Online Panel Discussions**, leveraging your in-house expertise alongside members of our Photonics100 community.



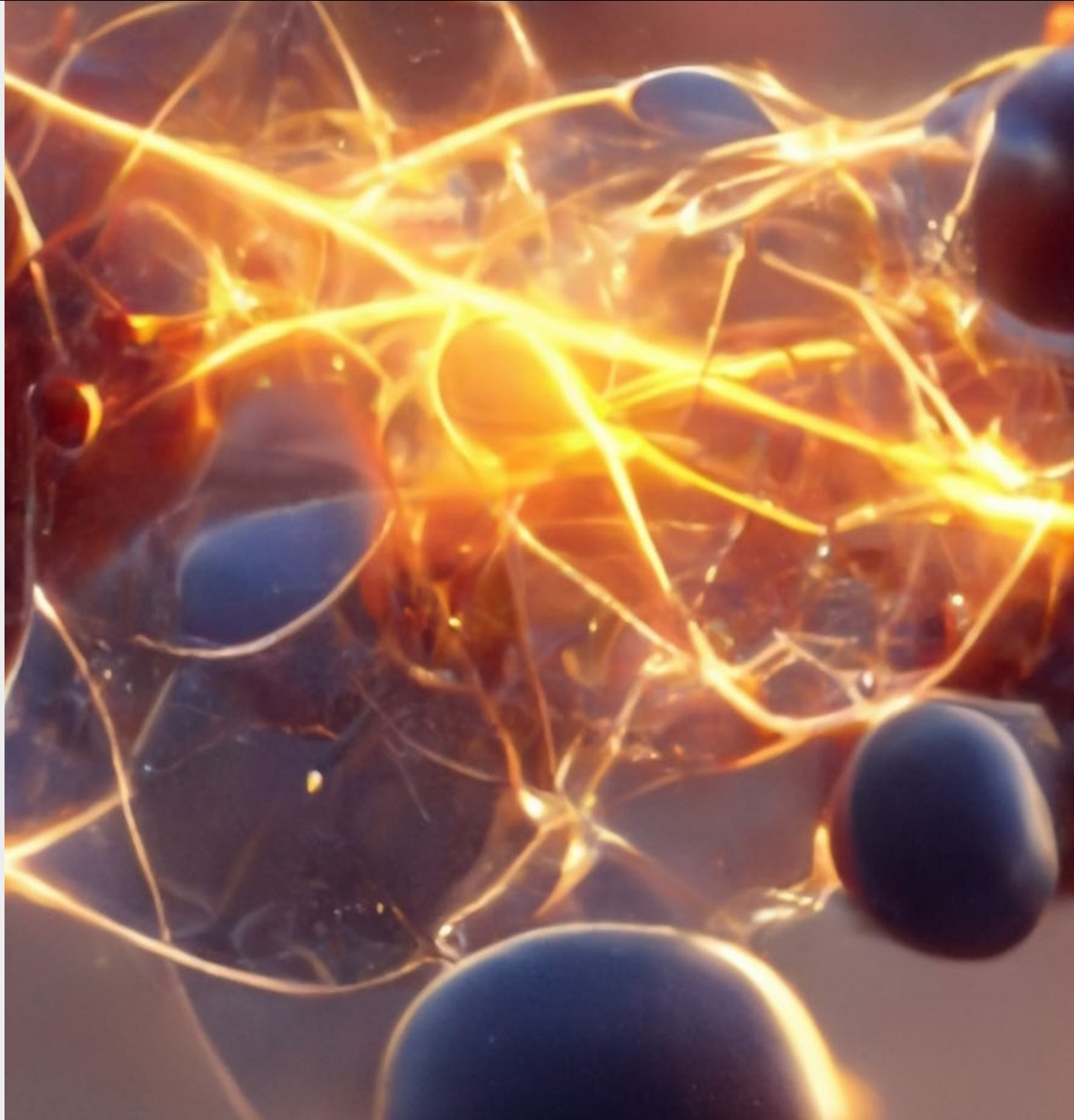
Create **strategic roundtables** to share and derive insights about market niches.

Your Strategic Insights Partner

As well as providing you with a highly-targeted marketing platform, Electro Optics can offer you strategic insights gathered independently from a strategic, not-for-broadcast virtual roundtable.

Strategic roundtables are curated, closed-door virtual sessions designed to uncover deep customer insights while simultaneously generating high-impact marketing assets and qualified leads. These 90-minute discussions bring together a mix of current customers, consultants, users, prospects, and ideal customer profiles to explore real-world challenges and perceptions in a specific market segment.

Packages from **£15,000**





Market Validation

Test and refine existing go-to-market strategies with real customer feedback.



Product Development Input

Identify unmet needs and new opportunities for innovation.



Marketing Optimisation

Inform and improve messaging, positioning, and content.



Content Creation

Generate a long-form white paper and optional supporting articles based on authentic expert dialogue.



Targeted Lead Generation

Receive guaranteed leads that match a predefined ideal customer profile.

Your Talent Pipeline Partner

Electro Optics and, more specifically, the Photonics100, offers a unique opportunity for companies to highlight themselves as leading employers in the market.

With competition for talent at an all-time high, companies have to fight for visibility in front of experienced and up-and-coming talent.

Our audience – including a significant proportion of our **Photonics100** community – includes those looking for a move out of academia into industry.

To that end, we have introduced our Employer of Choice package

Packages from **£4,000**



Employer of Choice package



A **1,200-1,500 word article** showcasing your company from an employment perspective. Focus on innovation leadership, R&D infrastructure, awards and recognition, and future roadmaps, alongside HR-friendly perks and benefits.



Bundle with a **display advert** to maximise reach and visibility.



Reach our audience through year-round visibility online, supported by inclusion in our **magazine, email newsletter** and **social media channels**.

Branding and Visibility

Electro Optics has several ways of placing your brand front and centre in front of our qualified audience of photonics R&D professionals



Email

Our **most successful** vehicle for advertising, offering you banner positions and text plus image options in the form of Featured Products and Event Previews.

As well as our standard email newsletter, sent twice weekly, we have two additional specialist fortnightly newsletters and a bi-monthly UK-specific version:

14.4K
subscribers

23%
open rate



Leaderboard

Email product listing

Website

Leverage the daily traffic on our website by placing display advertising in and around our high-quality content.

1 Leaderboard banner

6.2K

Impressions

20

Unique clicks

2 Box banner

6K

Impressions

7

Unique clicks

3 In-Content Banner

1.9K

Impressions

2

Unique clicks



**Content views
for Branded article**



**Content views
for Hosted article**
Includes Tech Focus



Magazine

Our magazine, distributed in print and digital formats, remains the premium place for your display advertising, as not only do you reach our regular audience, but also get seen at major photonics events throughout the year.

Maximise impact with our cover positions, take an outsert (with supporting digital version) for high visibility, or exclusively sponsor the digital edition email. If you want your brand to be visible, we've got you covered.

Bonus distribution (selected)

Photonics West
Optatec
Microelectronics UK
ECOC

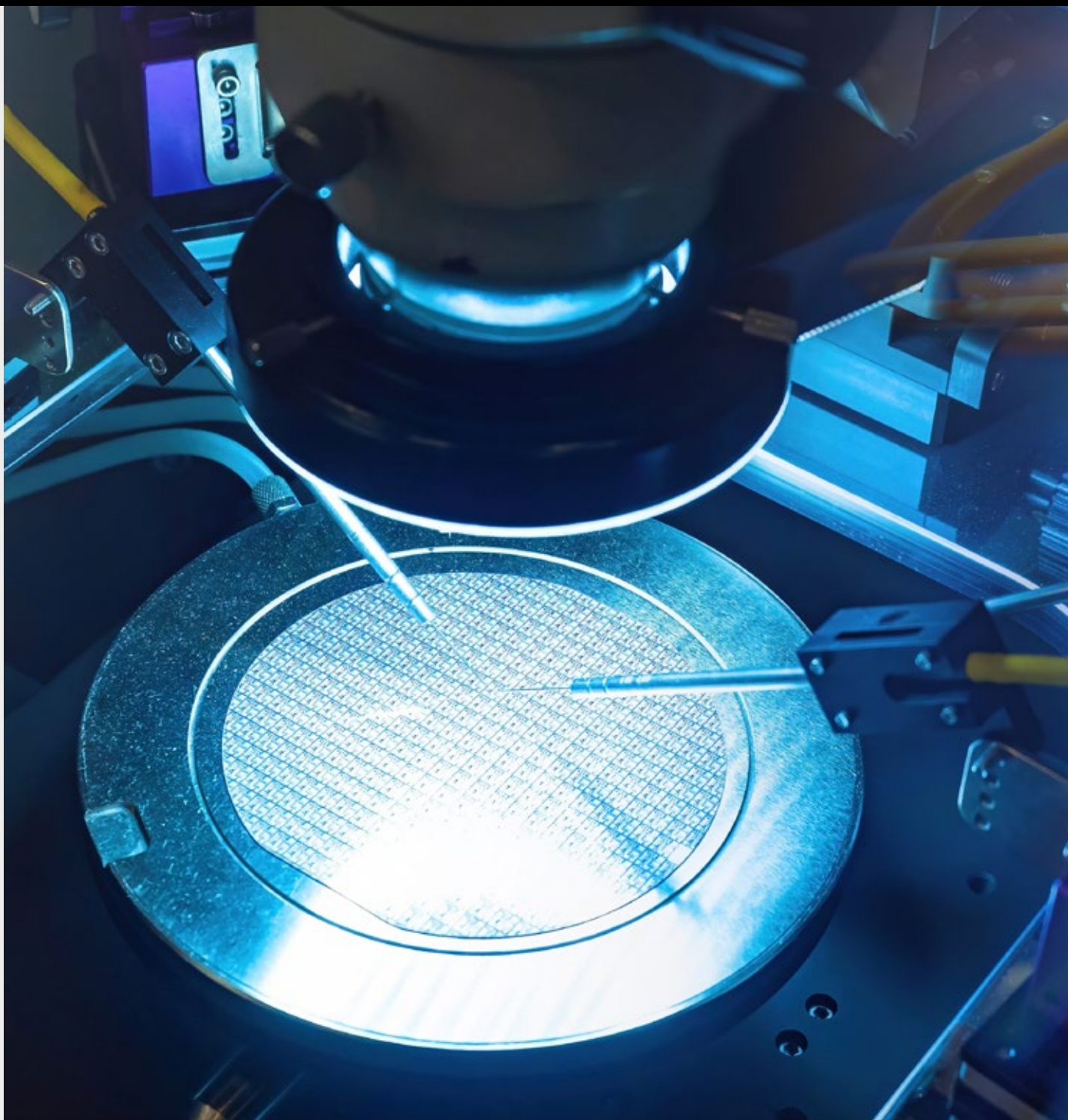


Tech Focus

As well as an email entry, upgrade to include a 12-month product entry in a dedicated online page for the appropriate technology. Our Tech Focus pages, comprising an introduction to a product type and a summary of appropriate vendors and their products, are designed to be SEO-friendly, offering year-round traffic and high visibility to contextual visitors – visitors to this page are only looking for products of this type, so are highly qualified.

Tech Focus lead sponsor

Upgrade further to be the Lead Sponsor and get the guaranteed top spot on the web page, plus a dedicated email with exclusive promotional opportunities, including an email banner, your featured product, plus up to three links to your own hosted content, such as case studies, webcasts, product specs, and videos.



DESCRIPTION	SPECS	OUTCOMES	COST PER INSERTION	PREPAID CREDIT COST
Cover Position (Inside Front, Inside Back, Outside Back)	213mm x 283mm	~ 9,000 copies distributed (in print, online downloads and email)	£4,950	6
Full Page	213mm x 283mm	~ 9,000 copies distributed (in print, online downloads and email)	£4,125	4
Half Page	Horizontal 213mm (w) x 141mm (h) Vertical 104mm (w) mx 282mm (h)	~ 9,000 copies distributed (in print, online downloads and email)	£2,500	3
Quarter Page	92mm (w) x 129mm (h)	~ 9,000 copies distributed (in print, online downloads and email)	£1,500	2
Outsert	Enquire for details	~ 9,000 copies distributed (in print, online downloads and email)	£4,950	6
Box Ad	300px x 250px & 300px x100px	~6,000	£1,500	2
Leaderboard	728px x 90px &300px x100px	~6,000	£2,250	3
In-Content Banner	728px x 90px & 300px x100px	~2,000	£750	1
Email Banner	468px x 60px	~3000	£1,500	2
Hosted Article (online)	750-word article Up to 8-word headline, Lead image Summary - 50 words	~2k content views across email, social media and online	£1,500	2
Hosted Article (print upgrade)	750-word article, Up to 8-word headline, Lead image Summary - 50 words	As above, plus exposure in 9,000 copies distributed (in print, online downloads and email)	£1,500	2
Branded article	Co-created 750-word article	Guaranteed 3k content views across email, social media and onlinePlus, new marketing collateral	£POA	n/a
Email Product Entry	Company Name, Product NameProduct Image, Max 1,000 character description, Destination URL	~ 23% open rate	£750	1
Tech Focus Email and Online Bundle	Company Name Product Name, Product Image, Max 1,000 character description (edited for email version), Destination URL, Logo	~ 23% open rate of email ~ 2k year-round web views	£1,500	3
Tech Focus Lead Sponsor	As above, plus: Dedicated email, inc 3 links to your owncontent, plus banner ad, plus your product entry	Guaranteed top spot on web version ~ 23% open rate on dedicated email	£2,500	4
Event Preview Entry	Company Name, Event booth or stand number, High-resolution logo, Max 1,000 character description, Company URL	Inclusion in 2 x event special emails (one pre- one post-event) Inclusion in online event preview page, Inclusion in magazine (where published)	£1,500	2
Event Preview Premium Bundle	As above, plus Booth Tour (see Branded Content) 750-word article from journalist visit to booth (or remote interview)	~ 3k content views across email, social media and onlineNew, journalist-written content for you to add to your ongoing marketing collateral	£3,000	5



Contact us today to book a meeting with our sales team and request a full detailed list of options and pricing.

Sales@europascience.com