Number 1 Pan-European multi-platform optics and photonics business community
In 2018, Electro Optics celebrates its 50th birthday as the only trusted, pan-European photonics magazine.

Our combined unique readers across magazine, website and email is more than 20,000 every month.

6,000 sessions per month, 4,500 unique users per month (Source: Google Analytics, based on Aug 2017-Aug 2018 average)

Distributed in print and digital formats. As well as our registered readers, the magazine is sent to members of the European Optical Society.

Our suite of email products is sent to 11,000+ recipients, each of whom has individually opted-in, in full compliance with upcoming GDPR regulation.

Electro Optics is distributed at more than 30 photonics events around the world every year.
Exhibiting at an industry trade show does not start on the first day or end as the last attendee leaves – an intelligent marketing strategy squeezes the maximum value out of each event each and every time. Electro Optics has spent many years building relationships with key industry shows all around the world, working as partners with a common aim – to grow the industries we work in and help the companies that supply that industry to prosper. As an exhibitor, you can harness these relationships and maximise your exposure before, during and after your event activity.

Electro Optics publishes show previews in the magazine, online and via email; we exhibit at the shows and distribute thousands of bonus copies to delegates and attendees. We publish reports specific to the events, and reflect the industry concerns that surround them.

Make sure your marketing and PR strategy aligns with this calendar and ensure you gain a competitive advantage where other, slower competitors lose.

**Unique recipients by platform**

- **Magazine**
  - 40%
  - Total recipients 70%

- **Email**
  - 25%
  - Total recipients 44%

- **Online**
  - 2%
  - Total recipients 18%

**Magazine Bonus Distribution**

- 2nd Global Summit & Expo on Laser Optics and Photonics
- AXL
- CIOE
- CLEO
- CS International 2018
- DSEI/COFEX
- Enova Lyon
- Enova Paris
- EPIC Annual General Assembly
- Frontiers in Optics
- Lab Innovations
- LANE
- Lasys
- Light & Building?? (Frankfurt)
- Micro-Nano-Mems
- OASIS
- Opotec
- Photonex
- Photonics 21 AGM
- Photelectics
- Quantum Symposium
- Sensor and Test??
- Smart Systems Integration
- SPIE Defense and Security
- SPIE Medical Imaging
- SPIE Optics and Photonics
- SPIE Optifab
- SPIE Photonics Europe
- SPIE Photonics West
- SPIE Remote Sensing
- Strategies in Light
- W3+

**Demographics**

**Geographical Distribution**

- Europe 59%
- North America 12%
- Rest of the world 12%
- UK 14%

**Job function**

- Director/Manager 29%
- Scientist/Engineers 51%
- Other 20%
Electro Optics is celebrating 50 years of publication in 2018, and I’m proud to hold the position of editor of a title that has been delivering business-critical information to the photonics industry in Europe for five decades.

Our audience of photonics entrepreneurs, senior-level executives and leading researchers value our independent editorial content, which shines a light on the latest innovations, the most exciting business opportunities, the hottest topics of debate, and the leading personalities in the industry.

The way the world accesses and engages with information has evolved. The Analysis and Opinion (A&O) section of our website and magazine is an opportunity for experts to express their views on topics pertinent to the optics and photonics community.

**Analysis and Opinion**

The Analysis and Opinion (A&O) section of our website and magazine is an opportunity for experts to express their views on topics pertinent to the optics and photonics community.

**Original views**

Analysis and Opinion is where we invite experts in the field to contribute their opinions (hopefully controversial) as long as they can be backed up by some analysis. It is a place to address issues that are topical in the industry and of general interest where the writer has some original views.

We typically ask for between 800 to 1,500 words, and any articles submitted must be exclusive to Electro Optics magazine, or published with us first. The author’s company or organisation does, or course, get acknowledgement. The higher quality of, and the more impartial, the contribution, the greater credit given to the author and their organisation.

If you’re interested in contributing, please contact Jessica Rowbury, jessica.rowbury@europascience.com, to discuss possible opportunities. Please note we don’t accept uncommissioned articles.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Analysis Topics</th>
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<tbody>
<tr>
<td>Dec/Jan</td>
<td>Success in start-ups</td>
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<td>Virtual/augmented reality</td>
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<tr>
<td>Mar</td>
<td>China</td>
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<tr>
<td>Apr</td>
<td>Funding in Europe</td>
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<tr>
<td>May</td>
<td>Quantum photonics</td>
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<td>Jun</td>
<td>Women in optics</td>
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<td>Jul</td>
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<td>Aug/Sep</td>
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<td>Oct</td>
<td>Research facilities</td>
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<tr>
<td>Nov</td>
<td>Smart sensors</td>
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All contributions are subject to the editor’s discretion and will be edited to accord with house style.

Electro Optics will continue to deliver expert insight and information via diverse platforms and formats that reflect the changing needs of our readers.

2018 sees exciting developments within Electro Optics. We have introduced a brand new ‘Tech Focus’ feature, which aims to bring markets and technologies even closer together. We have also developed our Analysis and Opinion section to further harness and communicate the latest thoughts and insights that matter from leading industry voices (see below).

Our feature content, independently written by our in-house team and network of specialist journalists, provides our audience with informed articles that will improve their chances of making the right choices for their photonics business.

Our website (www.electrooptics.com) is updated regularly with the latest news, opinion articles, products and press releases, and our regular email newsletters (EONewaline, EOProducline, and EO Tech Focus) highlight the most relevant content across the magazine and online.

In addition, the website hosts a growing library of technology white papers, and we also run webcasts featuring case studies and lively discussions about the opportunities and challenges the photonics industry faces.

Electro Optics is a multi-platform information resource for the photonics industry – and I invite you – as part of that industry – to stay in touch regularly about the topics you’d like to see covered. If you’re in the European photonics industry, Electro Optics is the place to be.

Jessica Rowbury
EDITOR
ELECTRO OPTICS

@electrooptics  |  www.electrooptics.com
Electro Optics 2018 Features Calendar:

As usual, Electro Optics will be offering our independently-written feature content. These features are core of what we do; bringing together key companies, products and personalities to give our readers a completely unique insight into a particular area of our industry. Your expertise is welcome here so please review the features list below and we can work together to plan when opportunity for contribution may exist.

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<th>Feature</th>
<th>Tech Focus</th>
<th>Event Focus</th>
<th>Booking Deadline</th>
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<td>Dec/Jan</td>
<td>Neurophotonics</td>
<td>Ultrafast lasers</td>
<td>Optimal polishing</td>
<td>Photonics West 2018</td>
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<td>Feb</td>
<td>Lighting</td>
<td>Biophotonics</td>
<td>Optical filters</td>
<td>Photonics West Strategies in Light</td>
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<tr>
<td>Mar</td>
<td>Portable Spectroscopy</td>
<td>Temperature management</td>
<td>Positioning equipment</td>
<td>Laser World of Photonics China</td>
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<tr>
<td>Apr</td>
<td>Defence and security</td>
<td>Astronomy</td>
<td>OPOs/OPAs</td>
<td>SPIE Defense and Commercial Sensing SPIE Europe</td>
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<tr>
<td>May</td>
<td>Optical Coatings</td>
<td>Quantum photonics</td>
<td>Optical mirrors</td>
<td>Optalec CLEO</td>
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<tr>
<td>Jun</td>
<td>3D printing</td>
<td>Fibre lasers</td>
<td>Optical software</td>
<td>Sensor and Test</td>
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<tr>
<td>Jul</td>
<td>Spectroscopy</td>
<td>Safety</td>
<td>Single photon counting</td>
<td>29 Jun</td>
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<tr>
<td>Aug/ Sep</td>
<td>Optical communications</td>
<td>EUV</td>
<td>Optical fibres</td>
<td>ECOC</td>
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<tr>
<td>Oct</td>
<td>Healthcare</td>
<td>Optical systems design</td>
<td>Beam analysis</td>
<td>Photonex</td>
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<tr>
<td>Nov</td>
<td>Remote sensing</td>
<td>Diode lasers</td>
<td>Spectroscopy</td>
<td>19 Oct</td>
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Please send your press releases and general editorial enquiries to editor.electrooptics@europascience.com.

"2018 sees exciting developments within Electro Optics. We have introduced a brand new ‘Tech Focus’ feature, which aims to bring markets and technologies even closer together. We have also developed our Analysis and Opinion section to further harness and communicate the latest thoughts and insights that matter from leading industry voices.”
Reach your audience

There is no better position for your business to be than in front of an engaged, totally relevant audience, via a platform that your audience has already chosen as their route to build knowledge about the market in which they work.

Electro Optics delivers you exactly that – a clearly defined audience with a proven appetite for the products and content we deliver. All you have to do is define the person you want to reach – we’ll help with the ideal combination of platforms, the perfect timing and the best value price.

### Magazine Display Advertising
15,500 Recipients

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<th>Format</th>
<th>1x</th>
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<tr>
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<td>£4495</td>
<td>£3795</td>
<td>£3295</td>
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<tr>
<td>Half Page</td>
<td>£2820</td>
<td>£2395</td>
<td>£2115</td>
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<td>Third Page</td>
<td>£2380</td>
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<td>£1355</td>
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<td>Suppliers directory</td>
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Electro Optics magazine has been at the forefront of the photonics industry since 1968, and in 2018 will celebrate 50 years of publishing.

Serving scientists, engineers, the research community and business owners/entrepreneurs working in the photonics industry, our independently-written feature content provides unrivalled insight into the technologies and opportunities provided by lasers and optics.

The magazine is the foundation on which everything else is built. For people to trust you with their business, they have to trust your business. Electro Optics provides the trusted, credible platform for you to place your brand. Once that trust is built, then the supplementary marketing efforts (lead generation, digital marketing, thought-leadership) will have a far greater chance of being effective.

### Website Display Advertising
10,000+ monthly page views

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<tr>
<td>Leaderboard (728 x 90)</td>
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<tr>
<td>Top banner (468 x 60)</td>
<td>£850 per month</td>
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<tr>
<td>Right button banner (120 x 60)</td>
<td>£495 per month</td>
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<tr>
<td>Box Ad (300 x 250)</td>
<td>£950 per month</td>
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<tr>
<td>Right Skyscraper (120 x 600)</td>
<td>£750 per month</td>
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*Combined magazine + website product

### EOnewsline
11,000+ opt-in recipients

Our flagship monthly round-up email covering the photonics industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more.

Advertising can take the form of banner advertising or a much more product-based ‘sponsored news’ entry. Talk to us for more details.

- **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

### EOProductline
10,000+ opt-in recipients

Sent once or twice a month, this email offers a simple, entry-level option to get your products and technologies in front of our audience.

Using an image and around 40 words flowed into our clean, unfussy layout, you can raise awareness of new products quickly and efficiently, backing up your core marketing effort with a drip-feed of relevant product information.

- **Product name, image (120 x 120) plus up to 40 words (max 10 products per issue)** £395

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Content marketing

**VIEWPOINT**
**Thought-leadership**

There has always been a balance to be found for publishers when we consider how articles are written. We have to make sure that we emphasise fact over speculation, remain generally impartial, and as non-political as possible. This does mean that there is not an obvious platform for the cutting edge thoughts and insight that obviously exist among our great industry thinkers. So we created Viewpoint.

Your expertise, your opinion, your platform – that’s the basis of our Viewpoint option. Whether it’s thought leadership, technology innovation, or a burning issue on which your CEO or CTO has an interesting take, this option enhances your brand as an authoritative voice in the industry. Our editors will be on hand to advise on content, and if you need help writing it, we can provide that as an extra service too (POA).

A Viewpoint is usually around 800 words long, with an image (usually the author), hosted online, and promoted through the magazine, social media channels, and email newsletters.

£950

**TECH FOCUS**
**Targeted product-based content**

As described in the ‘Electro Optics content’ section of this information, Tech Focus is an in-depth study of current developments within a particular technology. While this is, at its core, an editorial offering, there are marketing opportunities to associate yourself with the product.

Each Tech Focus will be published in the Magazine, but it will also be available online, via our social media channels and will be distributed as a standalone newsletter to a defined, product-specific email audience. This means only the people who have expressed an interest in the technology will receive the email.

There are two options to enhance your presence in Tech Focus:

**Enhanced product entry**

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article. Making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

£850

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**White Paper**
**Technology backgrounds and case studies**

Whether it’s an in-depth explanation of how your latest technology breakthrough has come about, or a detailed case study on how your products have helped customers solve a problem, a technology white paper can be an excellent way to demonstrate your expertise to a wider audience.

If you already have white papers, let us promote them for you and spread the message wider. If you’ve a brand new one, let us host it and help collect named leads for you.

You supply the white paper as a PDF, together with a title and short summary, and we’ll do the rest.

If you need help in creating the white paper in the first place? Talk to us about our content writing services (additional fee applies).

£950

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**Lead Sponsor:**
As a lead sponsor of ‘Tech Focus’ you will receive:
- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- 1 x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

£3500

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**Issue** | **Tech Focus**
--- | ---
Dec/Jan | Optical polishing/optical metrology
Feb | Optical filters
Mar | Positioning equipment
Apr | OPOs/OPAs
May | Optical mirrors
Jun | Optical software
Jul | Single photon counting
Aug/Sept | Optical fibres Photonic crystals
Oct | Beam analysis
Nov | Spectroscopy

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**Webcasts**
**Branding, lead generation and thought leadership opportunity**

We regularly run editorially-led webcasts on hot topics within the industry, which attract engaged audiences hungry for relevant insight and information in their field of work. Think of these as online round-table events.

Sponsors receive a full list of attendees, as well as branding options around the event itself.

If you also want to control the content, we’ll work with you on an exclusive basis to create a webcast that’s just about you and your products.

**Sponsorship**
from £2,500

**Exclusive sponsorship**
£10,000

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