

Electro Optics

Media
information
2018



Number 1 Pan-European
multi-platform optics
and photonics business
community

Key Facts and Figures

Years 50

In 2018, Electro Optics celebrates its 50th birthday as the only trusted, pan-European photonics magazine.

Monthly audience reach 20,000+

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

Monthly website page views 10,000+

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

Magazine recipients 15,500

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

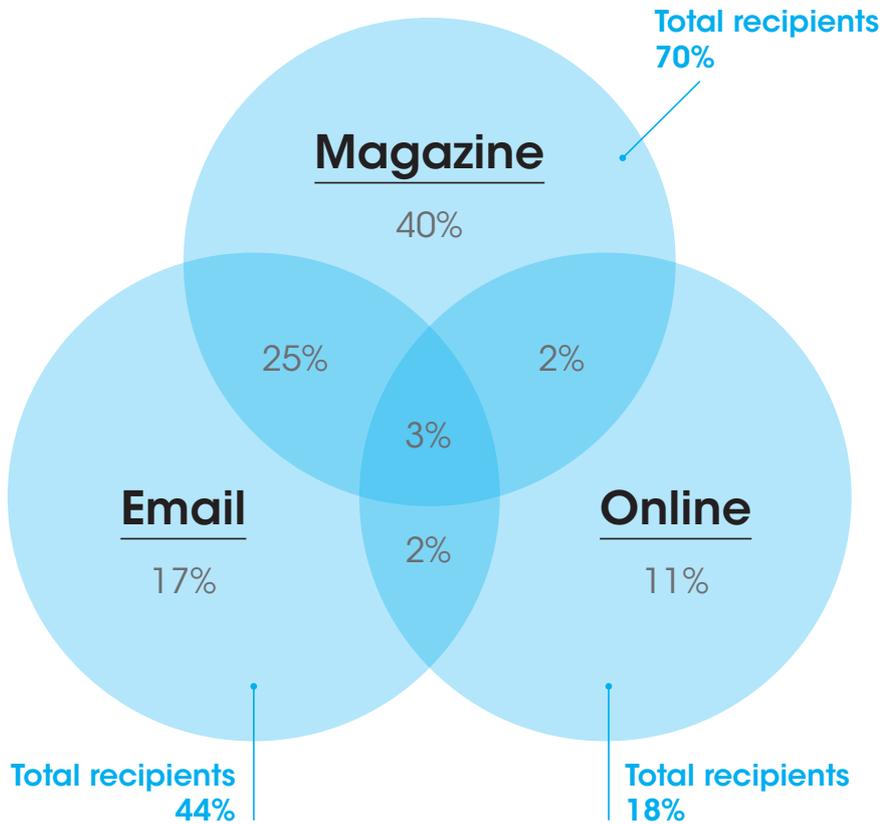
Opt-in email recipients 11,000

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.

Events 30+

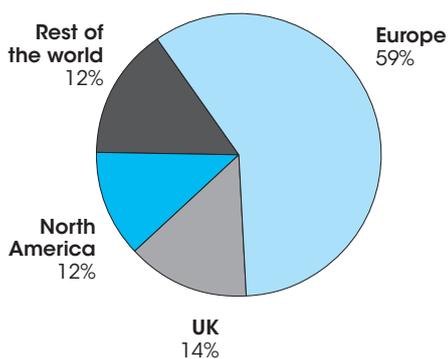
Electro Optics is distributed at more than 30 photonics events around the world every year

Unique recipients by platform

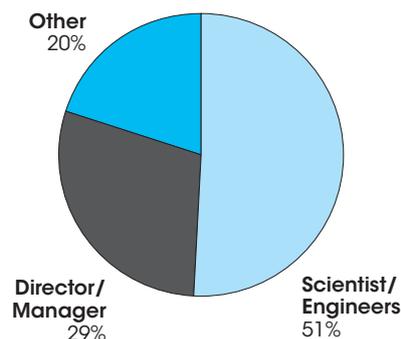


Demographics

Geographical Distribution



Job function



Magazine Bonus Distribution

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 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.

Media Partner Events

- 2nd Global Summit & Expo on Laser Optics and Photonics
- AKL
- CIOE
- CLEO
- CS International 2018
- DSEI-SOFEX
- Enova Lyon
- Enova Paris
- EPIC Annual General Assembly
- Frontiers in Optics
- Lab Innovations
- LANE
- Lasys
- Light & Building?? (Frankfurt)
- Micro-Nano-Mems
- OASIS
- Optatec
- Photonex
- Photonics 21 AGM
- Photoptics
- 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+

Electro Optics – A trusted information resource for photonics professionals



JESSICA ROWBURY
EDITOR ELECTRO OPTICS

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.

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 (EONewline, 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.

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.

Issue	Analysis Topics
Dec/Jan	Success in start-ups
Feb	Virtual/augmented reality
Mar	China
Apr	Funding in Europe
May	Quantum photonics
Jun	Women in optics
Jul	IP protection
Aug/Sep	Photonics in India
Oct	Research facilities
Nov	Smart sensors

All contributions are subject to the editor's discretion and will be edited to accord with house style.

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.

Issue	Feature	Tech Focus	Event Focus	Booking Deadline
Dec/Jan	Neurophotonics Ultrafast lasers	Optical polishing Optical metrology	Photonics West 2018	24 Nov
Feb	Lighting Biophotonics	Optical filters	Photonics West Strategies in Light	12 Jan
Mar	Portable Spectroscopy Temperature management	Positioning equipment	Laser World of Photonics China	16 Feb
Apr	Defence and security Astronomy	OPOs/OPAs	SPIE Defense and Commercial Sensing SPIE Europe	16 Mar
May	Optical Coatings Quantum photonics	Optical mirrors	Optatec CLEO	20 Apr
Jun	3D printing Fibre lasers	Optical software	Sensor and Test	18 May
Jul	Spectroscopy Safety	Single photon counting		29 Jun
Aug/Sep	Optical communications EUV	Optical fibres Photonic crystals	ECOC SPIE Optics and Photonics CIOE Laser World of Photonics India	27 Jul
Oct	Healthcare Optical systems design	Beam analysis	Photonex	14 Sep
Nov	Remote sensing Diode lasers	Spectroscopy		19 Oct

Please send your press releases and general editorial enquiries to editor.electrooptics@europascience.com

Tech Focus:

NEW FOR 2018 Tech focus represents a natural evolution for what were previously the Product Focus pages. Every issue, we take a particular technology, deliver an overview of that area and then outline, in depth, the available and relevant technologies. Tech Focus will be available across all platforms, including the magazine, online and as an email product. You are invited to contribute to Tech Focus and offer your technology information and expertise where you see fit - look through the features list left and let us know which Tech Focus suits you.

"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"

ANALYSIS AND OPINION: EDUCATION OUTREACH

Inspiring the next generation of optical scientists

Optics Students Karlsruhe is a student organisation promoting optics within its university and the general public. Its president, **Orlando Torres Perales**, talks about how the association is not just encouraging young people into the optics field, but is providing the students running it with essential skills for their future careers in the optics industry



I always believed that it would be really interesting to go into schools and provide science to young people, but when I first tried to find out whether such an idea was possible, I was told: "Well, no, and besides it is a little bit more complicated than that. We would need permission from the school to come and talk, and an appointment, and I would need to be a specific course, we can't just go there. I figured, but kept the thought in my mind. It is really difficult to promote science to young people."

Optics Students Karlsruhe (OSK), a student association focusing on optics, has been working towards a single goal: to attract and spread knowledge of optics and photonics. There are some economic concerns about the optics field. "Oh, you study optics, so you make eyeglasses?" is one example and, while technically correct, doesn't take into account that the field of optics is far larger - long based communications, disease detection, environmental monitoring, and even healthcare and laser propulsion are all in the realm of optics and photonics. The problem is promoting that optics is so omnipresent - yet, not in the foreground - in our everyday lives.

In the last two years, the focus of OSK as a student group has been reaching out further into other student groups and organisations in Karlsruhe to promote optics in science. Being almost entirely a STEM institution, the Karlsruhe Institute of Technology (KIT) promotes science every year with events on campus such as the open door day (TOD), for its German abbreviation, where student groups and research institutes show why their work is important and Kinder Uni, where young children are invited to listen to fun conferences and interact with student engineers.

OSK will be involved in both events this year, giving some demonstrations that use light and optics, such as an infrared camera, polarisation devices and basic optics phenomena, like refraction, reflection and light focusing. OSK is also participating in Citi's Day, an initiative in Germany that promotes science among young women, by providing role models and mentors who are involved in STEM fields, and putting on activities demonstrating that science can also be an interesting activity. OSK has planned to bring as many of its female members (which make up 25 per cent of the group) to participate in this event to encourage young girls in the exciting world of optics.

All of these activities sound great. Who wouldn't want to spend a whole day playing with light and lasers? In reality, the process is not as simple as it seems. OSK is made up of an international cohort of widely varying origin. Electrical engineers, physicists, mechanical engineers, biologists and even psychologists have been part of its parent programme, the Karlsruhe School of Optics and Photonics (KSOP).

OSK is an equally diverse mix of research fields in the optics and photonics laboratory and innovation environment. It is always difficult to find a common theme to all of the members as well as to the background knowledge of the participants. There come a long way. The first meeting of the year was talking about a completely different planet, but the two years I have been working in OSK has involved much interaction with the German language - for example, going through the process of registering the group (which is actually due to its size and income it is an incorporated association, and thus has legal benefits and obligations, dealing with legal issues, and corresponding with local associations, is all carried out in German. One

consequence through and involvement brings up the most fundamental problem a foreign student has while studying abroad - how to integrate into the global research community. Again, in a perfect scenario, research only exists in the vacuum of the laboratory and innovation environment. It is always difficult to find a common theme to all of the members as well as to the background knowledge of the participants. There come a long way. The first meeting of the year was talking about a completely different planet, but the two years I have been working in OSK has involved much interaction with the German language - for example, going through the process of registering the group (which is actually due to its size and income it is an incorporated association, and thus has legal benefits and obligations, dealing with legal issues, and corresponding with local associations, is all carried out in German. One

consequence through projects during an interview, and getting involved in relatively technical community projects is a great opportunity to exercise these strengths in the industry. As the old saying goes, "practice makes perfect", so making mistakes in projects that have a small impact for the stakeholders is a great way of knowing that failing is acceptable, and how to deal with frustration. Events such as conference planning and small event co-ordination are an excellent way to improve these capabilities. On the surface, OSK wants to promote optics and photonics to the general public. But its underlying focus, the students, can learn from these experiences and further their career opportunities at the same time. Every year, as new students ask the same questions, I have had about promoting science in schools gives me, "Well, no, not really." "But I would like that we could learn something new from trying."



OSK hosts events where young children can interact with optics equipment.

"There are some common concerns about the optics field. 'Oh, you study optics, so you make eyeglasses?' is one example"



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



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.

	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*		

EOnewslne

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
Newslne banner (468 x 60 or 120 x 120 logo/image plus headline and 30 words of text)	£850

Website Display Advertising

10,000+ monthly page views



Our website provides the photonics community with the latest news and products information, naturally, but it also includes a whole host of exclusive content and resources.

Rather than being a simple news site, electrooptics.com follows the theme of independent, quality content. Readers will find analysis, feature content, supplier information, huge white paper libraries and much more. Totally interactive in nature, electrooptics.com can place your brand in front of an engaged, specific audience.

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)	£950 per month
Right Skyscraper (120 x 600)	£750 per month
Suppliers directory	£395 per year*

*Combined magazine + website product

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

ONLINE

EMAIL

**NEW
FOR
2018**

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

White Paper Technology backgrounds and case studies

ONLINE

EMAIL

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.

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

£950

Webcasts Branding, lead generation and thought leadership opportunity

ONLINE

EMAIL

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**

TECH FOCUS Targeted product-based content

MAGAZINE

ONLINE

EMAIL

**NEW
FOR
2018**

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 in 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

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

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/Sep	Optical fibres Photonic crystals
Oct	Beam analysis
Nov	Spectroscopy

Meet the team



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