

“Can I get to the
people **I really want**
to reach?””

Electro
Optics

Media information 2021

Photonics business, applications and technology

Electro Optics
is published by
**EUROPA
SCIENCE**
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Electro Optics - Photonics business, applications and technology



Jessica
Rowbury
Editor

Towards the end of 2019, I wrote that photonics will be vital for solving global challenges, and 2020 has further cemented this statement. From the UV light sources used for disinfection to the optics in PCR tests and the microscopes vital for virus research, photonics is helping to tackle the Covid-19 outbreak from all angles. The pandemic has not only significantly changed our daily lives but has altered the way those in the photonics industry must interact, innovate and do business. This year has highlighted the increased need for effective communication, and as a media platform, we are committed to creating content that will help all players within the photonics sector collaborate and be successful.

Over the last year we have worked hard to expand our editorial scope, not only concentrating on technology hot topics but wider subject areas such as career development and optics education, with the aim of diving deeper into the industry's challenges such as the skills shortage - a topic that has been increasingly apparent during the pandemic.

Our 2021 content aims to further deliver relevant and worthwhile content for all participants of the photonics industry - from researchers and start-ups to large global entities. Building on our increasingly popular Analysis & Opinion section, 2021 will see a hugely diverse range of opinions on the pressing challenges and opportunities within the photonics industry. And, with our new LinkedIn page, to add to our LinkedIn group and Twitter feed, readers can involve themselves in these lively discussions.

Our editorial partnerships with global photonics associations such as EPIC, SPIE, EOS, and SPECTARIS help to guide our content and provide relevant and insightful input, and we expect to see new and exciting partnerships formed in 2021. Despite physical events being affected this year, we have continued to collaborate with the major photonics events and expect to have better presence and strategy for physical events as soon as they return.

Our media pack, along with our range of opportunities on offer, has grown significantly to better reflect the way our

“Our readership is highly diverse, comprising photonics entrepreneurs, senior-level executives and leading researchers”

audience consume – and expect to see – content. In 2021 we will continue with this new offering, refining how these new opportunities such as native advertising can blend seamlessly with our existing content.

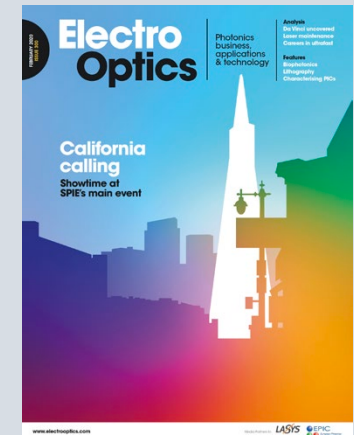
Our readership is highly diverse, comprising photonics entrepreneurs, senior-level executives and leading researchers – and, given the supply chain nature of our industry, many of our readers are contributors and clients at the same time. We have always been on the look-out for ways to harness the knowledge and experience that group possesses, and we hope that some of our new offerings reflect this.

Our website (www.electrooptics.com) is updated regularly with the latest news, opinion articles, products and press releases, and our regular email newsletters (EONewsline, EOProductline, and EO Tech Focus) highlight the most relevant content across the magazine and online. In addition, our website hosts a growing library of technology white papers – and we also run webcasts featuring case studies

and lively discussions. *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

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“Can I get to the
people **I really want**
to reach?”

Who are we?

Electro Optics magazine is the largest pan-European optics and photonics title, reaching more than 22,000 professionals across multiple platforms. Our independently-written feature content provides unrivalled insight into the technologies used in the optics and photonics industry.

We exist for our audience. Our content is delivered across multiple channels and platforms, with each product designed to invite the reader to engage in the way that suits them.

We have many, exciting opportunities for your organisation to harness the power of *Electro Optics* and reach our on-target readership.

Demographic and numbers

Who could you reach?

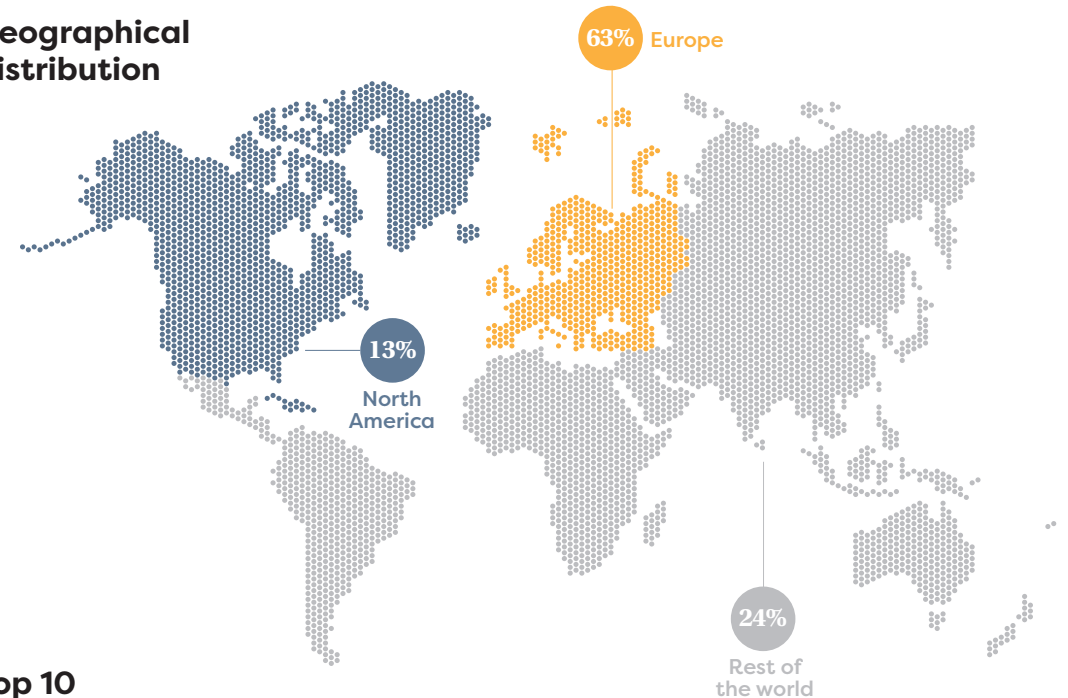
- Photonics entrepreneurs
- Scientists
- Senior-level executives
- Leading researchers

54%

are scientists and engineers

Where are they and what do they do?

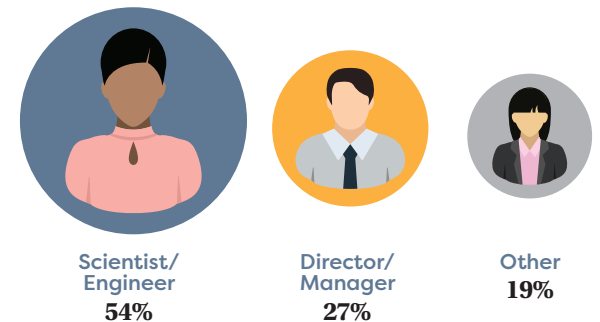
Geographical distribution



Top 10 countries

United Kingdom
Germany
United States
France
Italy
Spain
Netherlands
India
Switzerland
Belgium

Job function



**Build
your
brand**



We all know that ensuring positive brand presence is the non-negotiable foundation for any serious business. It supports the direction of your organisation and facilitates the success of everything you do throughout the year.



In theory, brand visibility is simple. Make sure you put your message in front of the right people, as often as possible.

In reality, there are pitfalls at every turn. Everything is 'the next big thing', and it becomes very easy to be positioned in the wrong place and end up throwing good money after bad.

Electro Optics has brand-supporting options available across all platforms, so let us be your partner as you build your presence. Our suite of 'brand visibility' products place you alongside relevant, consistent and trusted third-party content.

The goal is often to generate new engagements and attain high-quality leads, but it all starts with a base of trust in your brand.

Build your brand Magazine

***Electro Optics* started as a print magazine. Over the years we have introduced a digital version for those who prefer a digital format, and increased the places where it is distributed – at heart though, it is the foundation of everything.**

Work with our advertising team to start your campaign here. You could focus on relevant features and events that you are attending, or perhaps you feel that you would like to be visible all year around.

Editorial calendar 2020

Issue	Features	Tech Focus	A&O	Major show distribution
December / January	Lidar Microscopy	Optical Filters	2021 Outlook	TBC
February	Quantum Photonics Spectroscopy	Optical Coatings	Startups / Entrepreneurship	TBC
March	Lighting & Illumination Ultrafast Lasers	Positioning Equipment	Skill Shortage	TBC
April	Security Sensing Optical Design Software	Solar	Photonics Financing	TBC
May	Laser Optics Lithography	Safety	Optics Education	TBC
June	Remote Sensing Optical Metrology	Single Photon Counting	Environment	TBC
July	Optics in Astronomy Neurophotonics	Prisms	Careers & Development	TBC
August/ September	Optical Polishing Photonic Integrated Circuits	Diode Lasers Optical Mirrors	Photonics in China	TBC
October	Fibre Lasers Beam Analysis	Photonic Crystals	UK Market	TBC
November	Food & Agriculture Optics Damage	Optics for Imaging Spectroscopy	2021 Overview	TBC

Print

Key facts



Available in print and digital formats



Thousands of bonus copies distributed at industry events



Global reach



Trusted, independent content

Magazine print advertising prices

	x1	x4
Full page	£3,750	£3,000
Half page	£2,350	£1,997
Third page	£1,990	£1,690
Quarter page	£1,325	£1,126
<i>Premium positions +20%</i>		
Outsert		£4,495
Digital edition sponsorship		£2,000

Bonus distribution

Make your exhibition work harder for you! By focusing on the events you attend, you can stop worrying about whether you get value from three days' hard work and instead make sure your message is driven home before, during and after the show.

Of course the uncertainty around the impact of Covid-19 has made physical events less reliable. Our events team works with each organiser to make sure we distribute to those audiences whether the event is virtual or physical.



Media partner events

SPIE - Medical Imaging

Photoptics

W3+

Bios

SPIE - Photonics West '20

SPIE Defense & Commercial Sensing

EPIC Annual General Meeting

SPIE Optics + Optoelectronics 2021 (EOO21)

Smart systems Integration

CLEO

Photonics21 AGM

CS International Conference 2020

PIC International Conference 2020

Laser world of Photonics - Munich

EOS Waves in Complex Photonic Media II: Mathematics, Physics & Engineering

SPIE - Optics & Photonics

EOS Annual Meeting (EOSAM) 2020

CIOE

AutoSens (Brussels)

SPIE Europa Security + Defence / Remote Sensing (ESD-ERS20)

W3+ Rhine Valley

Photonic Integration Conference & PHAPPS

SPIE Photonex Coventry

SPIE Optifab

ICALEO

ECOC CONFERENCE

ECOC EXHIBITION

Measurement World

OCLA Symposium

ENOVA Toulouse

Optatec

www.electrooptics.com

Electro
Optics

“I know digital platforms are important, **but how do I know I am being seen by the right people?**”

Build your brand online and via email

Reaching the digital *Electro Optics* audience has never been easier. The website is a hub of analysis, feature content, technical videos and news, while our regular email newsletter, Newsline, is an opt-in news and feature service delivered to inboxes every month.

Both the website and Newsline are presented in a traditional desktop format and via a responsive mobile version.

Why use the *Electro optics* digital brand-building suite?

Relevance

You will be seen by an audience of optical communications professionals

Credibility

Our content is independent. Being alongside this content, means you are associated with this third-party credibility

Platform

Being seen in a digital environment is increasingly important. Being seen by an opt-in audience on these platforms is perfect

Electrooptics.com

Key facts



Average dwell time: 4:30



Monthly page views: approx 15,000



Desktop and mobile presence

Online advertising prices

(Includes desktop and mobile sites)

Dropdown banner £2300 per month

(opens for four seconds as a large advert, then drops back to a smaller version)

Leaderboard £1995 per month

Top banner £1750 per month

Right button banner £495 per month

Skyscraper £1500 per month

Box ad £1300 per month

Supplier directory £500 per year

Newsline

Key facts



Database of 11,000 opt-in recipients



Available via desktop and mobile



Packed with news, analysis and opinion

Newsline prices

Newsline banner 1295

(supply 468 x 60 and 300x150)

Using content



‘Using content’ is a broad term. We hear about it all of the time, and there is no doubt that the production and delivery of content is a complex area. You produce lots of marketing content and here at *Electro Optics* the delivery of quality content is our lifeblood.

How do we join forces to harness the value of what we collectively produce and deliver a better all-round experience for our audience?

**With *Electro Optics*,
‘using content’ means:**

- Delivering your content to our audience
- Associating your organisation directly with our content
- Combining your expertise and our platforms to do a bit of both!

**Our ‘using content’ suite
provides intelligent hosting
and distribution of your:**

- Technical explanations
- Visual demonstrations
- Application case studies
- Thought-leadership/opinion influence

That’s not all, though!

Electro Optics is always looking for ways to improve our audience experience. We have some super-cool, exclusive opportunities for native advertising. This puts you directly into the main stream of *Electro Optics*’ editorial. Prime real estate!

“Sure, I have some solid branding in place, **but how can I use the content I have worked so hard to produce?**”

Content Sponsorship

The first way we can use content is for you to associate yourself with the regular *Electro Optics* offerings. We have two great ways for you to do this.

A&O section sponsor

The Analysis and Opinion (A&O) section of our magazine and website is a collection of exclusive editorial columns written just for us by leading experts from throughout the world of photonics and distributed across a multitude of platforms.

Sponsoring this section is about being part of the conversation. We could be talking about political change, environmental issues, vocational development – who knows! The topics may vary, but the value for you remains – make being part of the conversation one of your core brand-values.

A&O is delivered in-print, hosted online and via a stand-alone email. You will receive:

- Logo on (A&O) page of website;
- Logo on monthly A&O emails;
- Logo on A&O pages in magazine

A&O section sponsor price
£995 per issue

Webcasts

Following the Covid-19 pandemic, webcasts have become increasingly important as people look to become positioned as an industry thought-leader.

***Electro Optics* has two ways that you can work with us on Webcast delivery**

Sponsor a *Electro Optics* Webcast

As the year goes on, our editorial team will produce webcasts that are completely editorially-led. This means that rather than a calendar of topics set out at the start of the year, the webcast will be focussed on timely industry discussion. You can sponsor these events!

What do you get as a sponsor?

- Branding on all pre-event, post-event and in-event activity and promotion (across all platforms)
- Leads – Since these webcasts are free-to-attend, delegates will have the opportunity to opt-in to your marketing lists at the point of registration.

Co-sponsor an existing webcast.

Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- Topics announced regularly (or suggest one!)
- Promoted in magazine, online and via email.

Co-sponsor of technology webcast

£2500

Webcast sponsored editorially led option

£1495

Sole sponsor

Here, you are in control of everything. The content is driven by you, and as sole-sponsor, you will receive all leads.

As sole-sponsor of your webcast you get:

- *Electro Optics* team as host, moderator and coach (we will offer pre-event run-throughs, format coaching, as well as helping with suggestions for topics and case studies)
- 3 x pre-event promotions to the *Electro Optics* database
- 1 x post-event promotion to the full database
- House ad in the magazine
- Hosting online
- Promotion via *Electro Optics* social media
- MP4 of the event for your own use
- List of questions asked during event
- All lead data – ‘lead data’ refers to a one-time follow up from you, with permission required as part of registration. Delegates will also have the opportunity to opt-in to your marketing lists at the point of registration

Electro Optics webcast sponsor

£8000

Using Content – Hosting your content

These products have your offerings at heart.

You work hard on creating your own innovative content – so why not partner with us to present it to a wider audience than simply your own database?

Electro Optics has designed these products to focus on relevance, interactivity and ultimately the combination of your expertise and our platforms to provide our audience with a better experience.

Tech Focus

Tech focus brings the focus onto a particular technology and delivers an editorial overview of this industry area, as well as the products available across that market.

Tech focus is multi-platform (print, online, email and socials), allowing you to place your content alongside our own in the full knowledge that the topic is on-point and the audience is engaged and relevant. There are two options here – look at the calendar for your area of expertise and choose either:

Lead sponsor (One sponsor per topic)

- Exclusive branding on magazine and online version;
- Sole sponsor branding on the email version, including 468 x 60 banner;
- Top-spot 'enhanced product' in both magazine, email and online version
- 3x positions linking to your content on the Tech focus email – use your videos, app notes, stories etc here

**Electro Optics tech focus
lead sponsor**

£2950

Tech Focus Calendar

December/January Optical Filters

February Optical Coatings

March Positioning Equipment

April Solar

May Safety

June Single Photon Counting

July Prisms

August/September Diode Lasers
Optical Mirrors

October Photonic Crystals

November Optics for Imaging
Spectroscopy

Enhanced product entry

- 150 words plus hi-res image, highlighted and boxed-out within the magazine version
- Inclusion in email version (summary) and online (full text)

**Electro Optics tech focus
product entry**

£850

Productline

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use Productline as a targeted tool to back-up your high-visibility activity.

- Comprises headline, 190 x 190 image, 40 words plus web link
- Sent via email (nine products per email) to opt-in database of 11,000 industry professionals.

Productline price

£500 per issue

Featured productline price

£850 per issue

White Papers

The *Electro Optics* reader is typically a high-level industry professional and as such they crave high-quality information. You should use this to your advantage.

By hosting your white paper with *Electro Optics*, you place yourself as a thought-leader, reach the right audience with very specific content and of course, generate leads.

Our white paper package includes:

- Hosting online for a year (including front page promotion for a minimum of one month)
- Promoted via 'educational resources' email
- Highlighted via house advert in magazine
- Option to gate content and collect lead information

White paper price

£1250



Using Content - Native Advertising

The third way of using content in partnership with Electro Optics is through native advertising.

Here we look for ways that your expertise and experience can enhance and complement what our audience already receives, then place it directly into the main stream of editorial content. Our editorial integrity is paramount here so the focus is squarely on quality – when we work together on projects we consider it a partnership and will guide you as we go.

Featured case study

A feature case study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online.

Comprising approximately 750 words, plus an image, a feature case study is a full page of content, designed to appear a part of the feature. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.

An excellent feature case study frames our existing topic in a way that the reader can personally relate to.

- One feature case study available per pre-planned feature
- PDF and copyright provided post-publication (for your ongoing marketing activity)

Featured case study price

£2950

Viewpoint

Viewpoint represents an opportunity for your company to demonstrate thought leadership or leading opinion. From your CEO to your technical director and beyond, you will have a broad range of experience in your company, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- Comprising approximately 750 words, plus an image, a viewpoint appears online only, but is promoted via the magazine (as part of our own house adverts), and via email.
- Can be written entirely by you, subject to our editorial standards, or with our help.

Viewpoint price

£1250

(additional charges may apply if using our editing and writing services – see Content Services)

Featured Technology + White Paper

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

Considering whether your technology is disruptive means asking 'does my technology affect the industry in a new and exciting way?'

It could influence efficiency, cost, speed, or the environment.

Also, talk to us! We consider this a partnership and will work with you.

It is important to remember that the article is *Electro Optics* content so will be written by us and will have our audience in mind. You will not be asked to write the content, but may be invited to contribute in a similar way to our usual features. Your white paper will be advertised at the end of the article.

- Appears as two pages in the magazine, comprising a 1,200 word feature (written by us), plus a half-page house advert pointing towards your white paper.
- Also appears online as a feature, with a footer advert pointing towards your white paper.
- Featured on our educational resources page.
- Promoted via email campaign
- Highlighted via house advert in magazine
- Option to gate the white paper online and collect lead data

**Featured technology
+ white paper price
£2950**

Content services

High-quality writing is in short supply, and many marketing teams simply don't have the in-house resource to be able to turn out the right content frequently.

Outsourcing to a freelancer or a PR company is always an option of course, but few will have the specialist expertise to rival our own editorial team members, each of whom has many years' experience in writing about the optical communications industry.

We can also help improve your existing content so that it appeals to a wider audience.

Every project will be different so we will work with you to create a finished piece that enhances your brand image and places you at the forefront of your industry.

Case Study/Viewpoint/White Paper writing service:

Well-written content can be a hugely effective way of framing your technology, so let's work together to tell the story within the story. A member of our team will work with you to create your content, providing you with a finished product written in our style, and fitting perfectly with the 'feel' of Electro Optics.

£500 per 1,000 words

Editing and copy improvement service:

Where your content doesn't quite meet our own high editorial standards, we can help with copy improvement and editing. We will only charge you for the time it takes to satisfy our editors.

£50 per hour standard rate

Creative artwork services

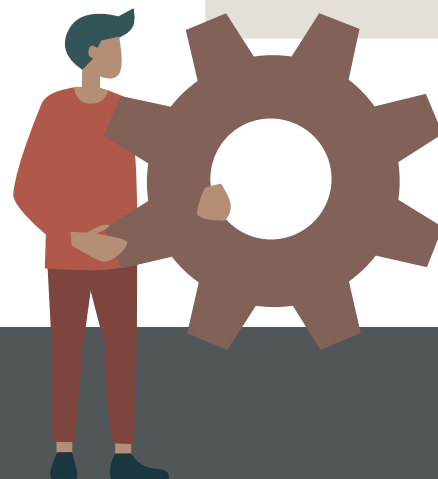
We have our own in-house design team, who have decades of experience in creating beautiful artwork and page layouts. Not only do they have the skills, but they are also used to working with clients like you and the sort of products and services you offer.

Print advertising design service

- Adverts designed for use only with Europa Science publications £595 per advert;
- Adverts design, including copyrights £1995 per advert;
- Advert amendments (as part of same campaign), £100 per amend.

Digital advertising design service

- Adverts designed for use only with Europa Science publications £595 per advert;
- Animated digital (multiple pane) advert £895;
- Advert design, including copyrights £1995 per advert (single or multiple pane).
- Amends £100 each.



Europa Market Intelligence Ltd



Europa Market Intelligence (EMIL) is the sister company of Europa Science.

Launched in 2018, EMIL was created to help companies gain insight, competitive intelligence and leads within the industries that Europa Science currently operates.

EMIL provides the next logical step for those companies for whom detailed, depth of knowledge is paramount.

We focus on the identification and delivery of niche audiences, the application of data science to existing data sets and the uncovering of quality insight by taking a bespoke and qualitative approach.

Competitive Intelligence

Use EMIL to scope fresh markets, and research areas that you could be working in; or to help you understand why you should stay well away!

- “How can we find out if there is a market for our product?”
- “Is our database covering the whole market – or are we missing out on market share?”
- “We want to expand, but we don’t really know the size of the market in countries outside our territories”
- “Technology change means that our products are relevant to new sectors – but which ones?”

Data Building

Everybody worries about lead generation, and rightly so – today’s leads are tomorrow’s business. EMIL can start a lead generation project from scratch, and build you a bespoke data package.

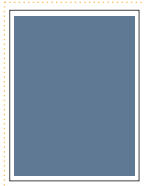
- “We need leads! A lot more than we’re getting now.”
- “How do we target a specific demographic?”
- “Bought-in lists are just not working. The data are too broad, they don’t have the specific information we need.”
- “How can we get leads for a brand new technology – there are no lists, no events and no publications covering this development”

Data Science

A database of names and addresses is not data – it’s a mailing list. As well as assessing the quality and accuracy of your lists, EMIL will use data science methods to analyse your current set and identify where you can detect weakness, logically build in improvements and make your data work harder for you.

- “We’ve used the same database for years – how can we make it relevant for the technology changes that affect our markets?”
- “What can my existing customer base tell me about how to approach new markets?”
- “I worry that 80 per cent of our list seems to be focused on 20 per cent of our products. What can I do about this?”

Print specifications



FULL PAGE

Trim (Page size)
213mm (W) x 282mm (H)

Bleed (+3mm all around)
219mm (W) x 288mm (H)

Non bleed ad
189 (W) x 258mm (H)



QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)

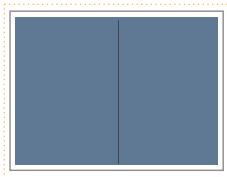
Bleed ad not available



1/2 PAGE ISLAND

Non bleed ad
140mm (W) x 195mm (H)

Bleed ad not available

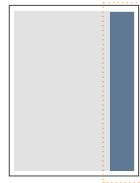


DOUBLE PAGE SPREAD

Trim (Page size)
426mm (W) x 282mm (H)

Bleed (+3mm all around)
432mm (W) x 288mm (H)

Non bleed ad
402 (W) x 258mm (H)

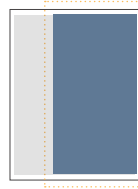


QUARTER PAGE STRIP

Trim
55mm (W) x 282mm (H)

Bleed (+3mm all around)
61mm (W) x 288mm (H)

Non bleed ad
42mm (W) x 258mm (H)

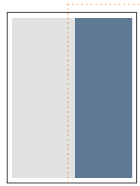


2/3 PAGE VERTICAL

Trim
136mm (W) x 282mm (H)

Bleed (+3mm all around)
142mm (W) x 288mm (H)

Non bleed ad
124mm (W) x 258mm (H)

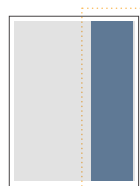


HALF PAGE VERTICAL

Trim
104mm (W) x 282mm (H)

Bleed (+3mm all around)
110mm (W) x 288mm (H)

Non bleed ad
92 (W) x 258mm (H)



1/3 PAGE VERTICAL

Trim
71mm (W) x 282mm (H)

Bleed (+3mm all around)
74mm (W) x 288mm (H)

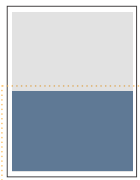
Non bleed ad
59mm (W) x 258mm (H)



1/3 PAGE SQUARE

Non bleed ad
125mm (W) x 125mm (H)

Bleed ad not available

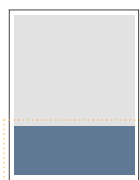


HALF PAGE HORIZONTAL

Trim
213mm (W) x 141mm (H)

Bleed (+3mm all around)
219mm (W) x 147mm (H)

Non bleed ad
189 (W) x 129mm (H)



1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed (+3mm all around)
219mm (W) x 100mm (H)

Non bleed ad
189mm (W) x 85mm

Recommendation

If you are supplying a bleed ad we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed at the printers.

Trim

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

Bleed

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

Non bleed ad

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

Digital specifications

LEADERBOARD

Desktop
728px wide x 90px 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



SKYSCRAPER

Desktop
120px wide x 600px 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



TOP

Desktop
468px wide x 60px 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 version

File type

- .jpeg
 - .png
 - .gif
 - Google DFP tag
 - html 5
- Flash files are not accepted.

Deadline date

A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

Send copy to

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