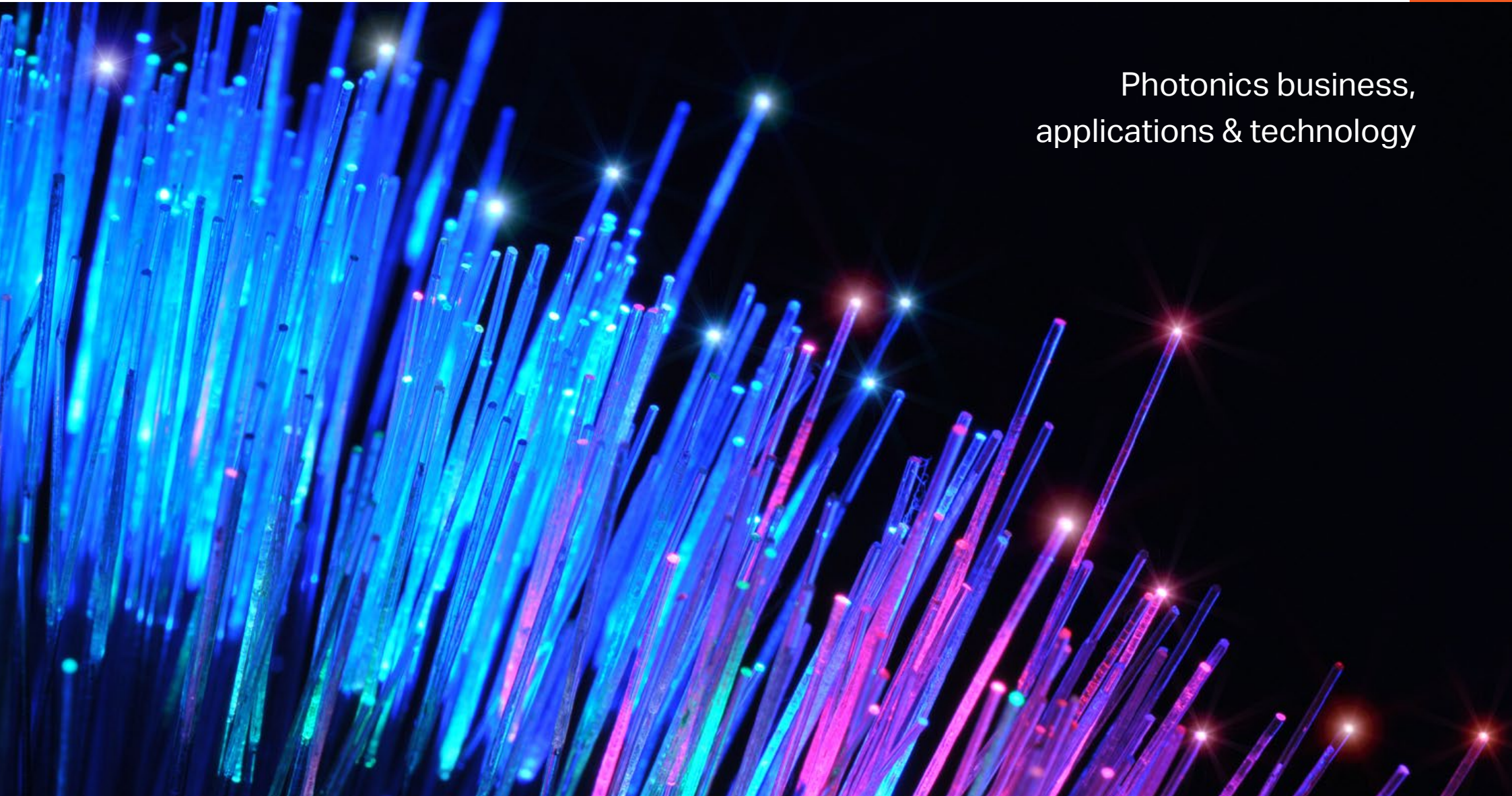


Electro Optics

Media information 2020

Photonics business,
applications & technology



Electro Optics – the leading magazine for optics and photonics professionals



**Jessica
Rowbury**
Editor

**Electro
Optics**

The year 2019 saw global challenges such as climate change come to the forefront, with governments and industry leaders feeling the pressure to address issues like environmental degradation, overpopulation and ageing societies. It is clear that photonics, an enabling technology to vital solutions such as smart cities, clean energy, and better healthcare, will play an ever more important role in ensuring a sustainable future. However, the industry's growth relies on many factors: funding for innovation, effective trade, and collaboration between industry and academia.

Our 2020 content aims to reflect all areas of the photonics ecosystem – from researchers and startups to large global entities – helping them to collaborate, innovate and grow. Building on our increasingly popular Analysis & Opinion section, 2020 will see a hugely diverse range of opinions on the pressing challenges and opportunities within the photonics industry. And, with our LinkedIn group and Twitter feed, readers can involve themselves in these lively discussions.

At the end of 2019, and through 2020, we began to carry out reader surveys to understand better the professional challenges faced by our readers, and to determine how we can best adapt our content. We are also maintaining our editorial partnerships with European associations such as EPIC, EOS, and SPECTARIS, which help to guide our content and provide relevant and insightful input.

Our media pack, along with our range of opportunities on offer, has grown significantly to better reflect the way our audience consume – and expect to see – content. In 2020 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.

The other big change was our 'Content Services' offering. This allows you to work with our team here at *Electro Optics* to create, design and polish your own content. Take a look and see if you feel you could benefit from our expertise. 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, 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.

**"Our readership
is highly diverse,
comprising
of photonics
entrepreneurs,
senior-level
executives and
leading researchers"**

Electro Optics profile and basic demographic information

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.

Reader profile

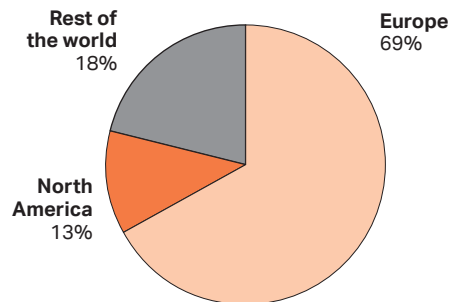
- Photonics entrepreneurs, scientists, senior-level executives and leading researchers.
- GDPR regulation means all of our databases are completely opt-in.
- Top areas of responsibility are senior management and scientists/engineers.



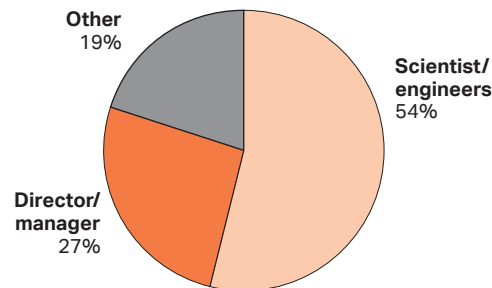
Electro Optics in numbers

Demographics

Geographical distribution



Job function



GDPR (General Data Protection Regulation)

As any business that deals with data will know, new rules came into force in May 2018 governing the use of personal data.

At Electro Optics, our subscriber data capture and storage methods were already broadly compliant even before the legislation was announced, so we comfortably meet all the requirements of GDPR.

We have taken the opportunity to strengthen our commitment to our readers, so unlike certain other publications, all of our products are distributed on a 'consent' basis.

That means that every individual that receives content from us – whether that's a magazine in the post or an email to their inbox – has given us their personal consent to do so. They are in complete control of what they receive from us.

We do not buy in lists and we do not send out our content on the basis of 'legitimate interest'.

Everyone that receives our content does so because they want to learn about the industry, and trust us to deliver them content that is appropriate to their working lives.

We have also ensured that in circumstances where we pass personal data on to you, such as registrants for a webcast or a white paper, such data is collected in a GDPR-compliant manner. That means that when these personal details come to you, they have already given their consent for you to contact them.

All of this means that when you place advertising in our products, you can be sure that it will be seen by an opt-in, engaged audience.

Brand visibility

“When trust is high, communication is easy”

As a marketer, you live in a world of metrics, numbers and quantification. Of course, you have to justify every penny you spend, but by heading straight to the final numbers, is it possible to forget the factors that influence the results?

For every click-through, every business card at a show and every name generated by a lead generation campaign, there has to be trust. The person passing on their details has to trust the brand with which they have chosen to interact, they have to trust that their information or time will not be used inappropriately and they have to believe that they will gain something by that interaction.

**But how do you influence that decision?
How do you build the trust?**

At Electro Optics, we have spent more than 50 years building our reputation as a reliable, independent provider of high-quality, current content within the optics and photonics industry. The reason our subscriber database is so extensive is simply that our readers have learned to trust us.

By using the suite of brand visibility options available with Electro Optics, you become associated with that level of trust. There is then a knock-on effect; when you, as a company, give people the option to interact with you, the decision is much easier as there is already a base of trust.

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 every time.

Electro Optics has spent many years building relationships with organisers of key industry events around the world, working as partners with a common aim – to grow the industries in which we work 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 the event. Electro Optics exhibits at many of these shows and distributes thousands of bonus copies to delegates and attendees. Make sure your marketing and PR strategy aligns with this calendar and ensure that you gain a competitive advantage where other, slower competitors lose.



Media Partner Events

Photoptics

SPIE Photonics West

SPIE Medical Imaging

W3+ Rhine Valley

W3+ Wetzlar Germany

SPIE Optics & Optoelectronics

OASIS (Israel)

CS International

PIC International Conference

Smart systems Integration

SPIE Defence + Commercial DSS

CLEO

SPIE Optics & Photonics

CIOE

ECOC

SPIE Optifab

EPIC Annual General Assembly

Photonics21 AGM

Photonex Coventry

Photonex Scotland

Measurement World

LASYS

Autosens

Optatec

LANE

Brand visibility options

Electro Optics magazine – the foundation on which it is all built.

The reason the Electro Optics universe exists is because of our magazine. The subscribers, the contribution and the reader loyalties all stem from here. The magazine is produced in print and digital versions.

When building your campaign, you should always start here too. Assess the most relevant issues for you in terms of the editorial calendar, time of year and bonus event distribution (your advertisement manager will work through them with you) and apportion budget accordingly.

You might decide to concentrate on different areas at different times. If you are exhibiting at an event, then why not use Electro Optics to promote your presence.

If you recognise some of our articles as representing your core technology areas, then ramp up your activity in the magazine around that time.

Maybe you have a very definite focus around what you want to achieve in 2020 – in that case, we can design a brand campaign across all of our branding platforms to fit exactly with your product release.

Whatever your 2020 objectives, use the Electro Optics branding suite as your base, and build from there.



Editorial calendar 2020

Issue/date	Feature Content	Tech Focus	A&O
Dec/Jan <i>Ad deadline: 15 Nov</i>	Smart Cities Research Grade Lasers	Optical Filters Diode Lasers	2020 outlook
Feb <i>Ad deadline: 9 Jan</i>	Biophotonics Lithography	Ultrafast Lasers	Consumer applications
March <i>Ad deadline: 13 Feb</i>	Optics in astronomy 3D Printing	Illumination	Women in Optics PW reports
April <i>Ad deadline: 12 Mar</i>	AR/VR Commercial Sensing	Optical Mirrors	Photonics funding European competitiveness
May <i>Ad deadline: 16 Apr</i>	MEM's/MOEM's Optical Coatings	Photonic Integrated Circuits	Silicon photonics
June <i>Ad deadline: 14 May</i>	Environment Single Photon Counting	Solar	Environment and climate
July <i>Ad deadline: 22 July</i>	Spectroscopy Optical Metrology	Laser Optics Positioning Equipment	Business strategies
Aug/Sept <i>Ad deadline: 30 July</i>	Optical Communications Microscopy	Safety Prisms	Skills shortage Asian markets
Oct <i>Ad deadline: 10 Sep</i>	Fibre Lasers Optical Software	Photonic Crystals	Success in startups UK photonics
Nov <i>Ad deadline: 15 Oct</i>	Optics for Imaging Food & Agriculture	Laser Diodes Spectroscopy	Commercialising quantum

Key facts:

- Magazine sent to people's desk or the digital version to inboxes
- 1000's of bonus issue distribution at key industry events
- Premium brand positioning

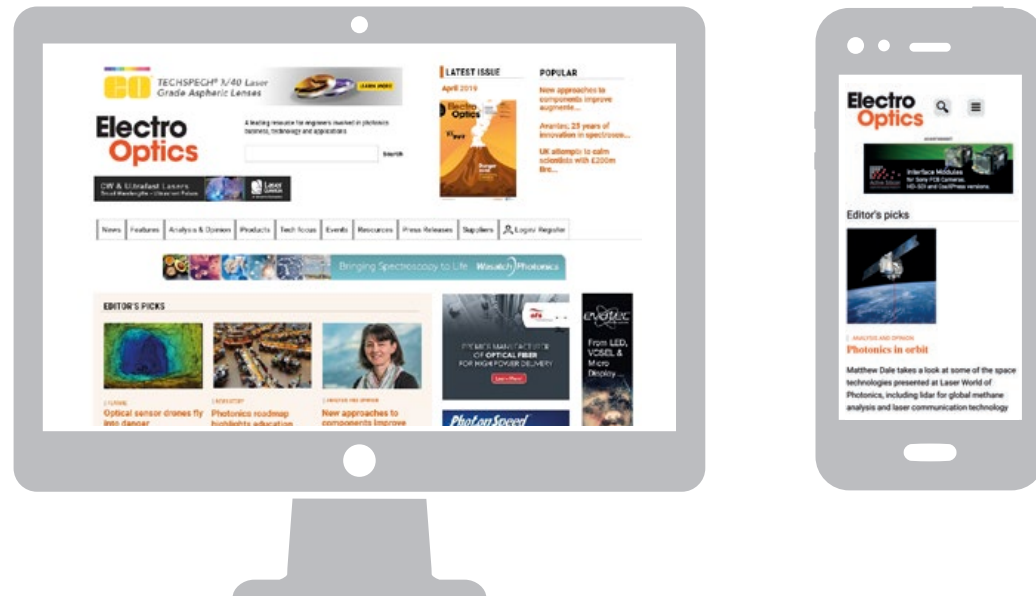
Magazine print advertising prices

	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
Outsert	£3,950	£3,250

Premium positions +20%

electrooptics.com

The Electro Optics website has grown from a simple site, associated with the magazine, into a standalone product in its own right. It is a hub of analysis, feature content, technical resource and news – all completely relevant and all in one place.



We have also introduced a responsive, mobile version of the site. Your adverts are replicated on here; once again increasing the ways people can interact with you, and all available on the platforms with which people are most comfortable.

Taking one of the advert positions here places you among exactly the type of content with which you need to be associated; all within a multi-platform, digital space. If you are looking to enhance your digital presence, electrooptics.com is for you.

Key facts:

- Average dwell time: 1m 43s
- Monthly page views: approx 11,000
- Desktop and mobile presence

Online advertising prices

(Includes desktop and mobile sites)

Dropdown banner £1,995 per month
(opens for four seconds as a large advert, then drops back to a smaller version)

Leaderboard £1,750 per month

Top banner £1,500 per month

Right button banner £495 per month

Skyscraper £1,500 per month

Box ad £1,500 per month

Supplier directory £500 per year

Newsline

Our flagship monthly round-up email covering the optics and photonics industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Newsline offers a range of branding sites, to position your message in front of the latest Electro Optics content.

- Your own brand message
- 10,000 opt-in distribution
- Only five banners per Newsline – don't get lost

Newsline price

Newsline banner £995
Displays on desktop and mobile
(supply 2 x ads, 468x60 and 300x100)

Using content

As the world of publishing evolves from traditional print magazines to a more multi-platform model, the type of content and methods of delivery that we are able to offer our readership has expanded considerably.

The same applies to our advertising clients – we can offer a fantastic range of options for maximising the potential of your existing content, and we can place that content in front of our audience in a number of ways.

Using Content

13

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- Using Content
- 13

Using Content

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- Using Content
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Content sponsorship

This is an option if you want to associate your name with our existing editorial.

Because Electro Optics has a reputation for high-quality editorial across many areas of the optics and photonics industry (often in exactly the same areas that you work), there is great prestige in associating your brand with this independent writing.

Your branding will appear alongside our existing content, and best of all, you barely need to lift a finger, but you do get to bask in the reflected glory of being associated with our industry-respected content!

Sponsorship options

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 optics and photonics and distributed across a multitude of platforms.

The Electro Optics Analysis & Opinion section delves into the expertise and thoughts of key industry figures; framing for our readership, the important impact of technology innovation, the effect of political movement and the changes within areas of our own industry.

Each issue, we will invite this type of comment and turn it into a complete article. This article is then printed in the pages of Electro Optics, distributed to our email subscription and placed on our website.

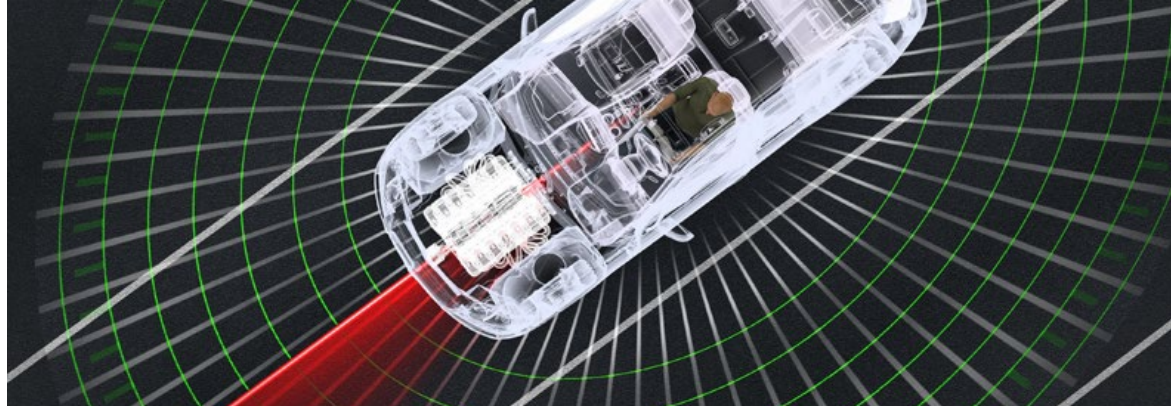
A&O 2020

DEC/JAN	2020 outlook
FEB	Consumer applications
MAR	Women in Optics PW reports
APR	Photonics funding European competitiveness
MAY	Silicon photonics
JUN	Environment and climate
JUL	Business strategies
AUG/SEP	Skills shortage Asian markets
OCT	Success in startups
NOV	Commercialising quantum

As the sole sponsor of this section, you will receive:

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

Price: £995 per issue



Webcast Sponsorship

The Electro Optics webcasts are an editorially-driven web product, providing the industry with an interactive discussion platform.

We produce these webcasts in two ways:

Co-sponsor

With this option, we have a maximum of four sponsors associated with our own webcast, generally focused on a broad subject.

Sole sponsor

The sole sponsor option puts you in complete control. The subject and content is all yours, as are the leads generated.

All Electro Optics webcast sponsors benefit from our extensive distribution network, a gated sign-up system that generates leads and the association with Electro Optics' editorial prestige.

Whichever option you choose, Electro Optics does the hard work; as a co-sponsor, we will create the webcast, distribute to our network

and provide you with a list of leads and as a sole sponsor you get all of the benefits of a co-sponsor, but you control the content. This means that we can work together to create a professional and polished finished product (without the input of those pesky competitors).

Webcasts are hosted live to allow attendee input, but will be made available as-live via our webcast section on the website.

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.

Price: £2,500

Sole sponsor: Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

Price: £8,000

Hosted content marketing options

With hosted content marketing, you're in complete control of the content – all we do is market it for you through our various channels. It's likely you will already have created the content for your own website, blog, email campaign or event marketing materials, and simply want to spread that message as wide as you can. Of course, if you're struggling to create something, we can lend our expertise there too.

Tech Focus

Every issue, Tech Focus will concentrate on a particular technology, deliver an editorial overview of area and then outline, in more depth, the available and relevant products.

Tech Focus will be distributed 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 Tech Focus calendar and see which suits you.

On top of simply submitting your Tech Focus product to our editorial team, we offer two hosted content options:



Tech Focus Calendar

DEC/JAN	Optical Filters Diode Lasers
FEB	Ultrafast Lasers
MAR	Illumination
APR	Optical Mirrors
MAY	Photonic Integrated Circuits
JUN	Solar
JUL	Laser Optics Positioning Equipment
AUG/SEP	Safety Prisms
OCT	Photonic Crystals
NOV	Laser Diodes Spectroscopy

Lead sponsor

As a lead sponsor of Tech Focus you will receive:

- Exclusive branding on magazine article;
- Exclusive branding on website;
- Sole sponsor branding on email version;
- An enhanced product entry in magazine;
- Top-line enhanced product on email version;

Lead Sponsor: £2,950

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. You will also have a highlighted entry on the email and web versions of the article.

- 150 words plus image in magazine
- Inclusion in email (summary) and online (full text)

Price: £850



Hosted content marketing options (continued)

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 (9 products per email) to opt-in database of 10,000 industry professionals**

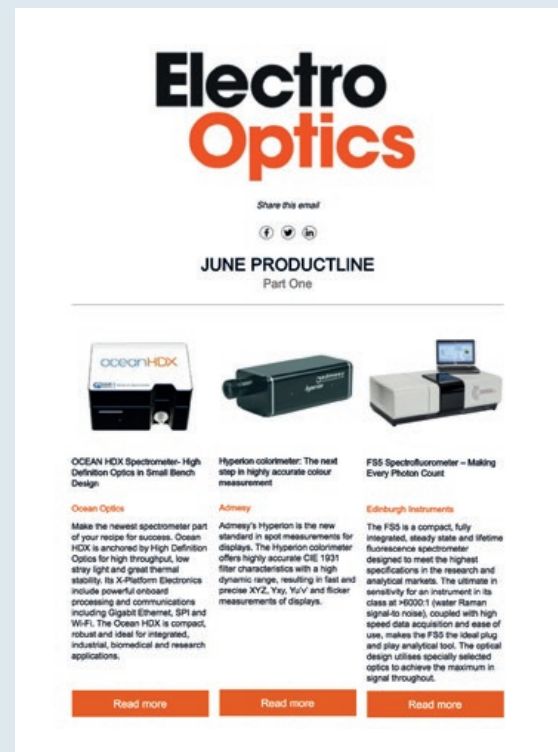
Price: £500

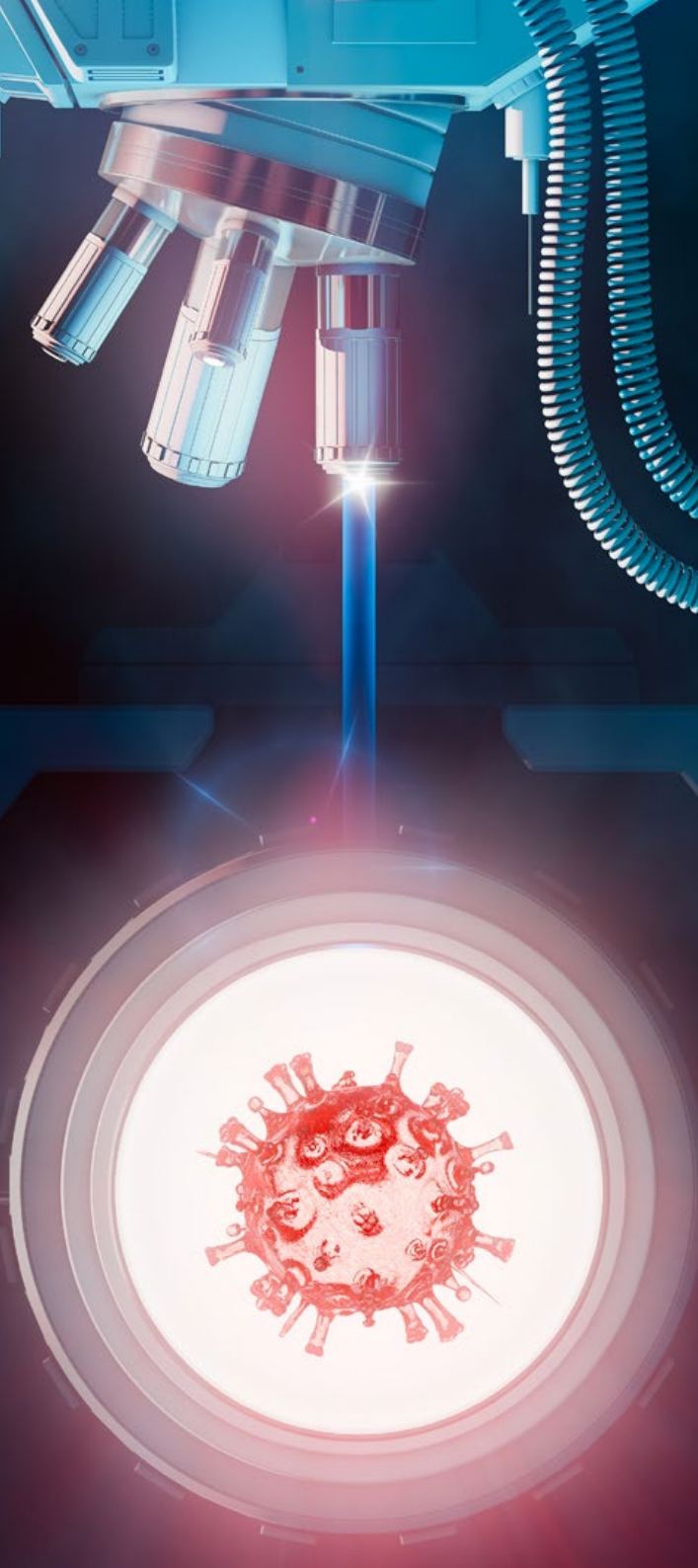
Featured product

A premium Productline option, appears as a box-out on a Productline email and on our website.

- **Comprises headline, 300 x 300 image, 100-120 words plus web link**
- **Sent via email to opt-in database of 9,000 industry professionals**

Price: £895





White Papers

White Papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

The Electro Optics reader is typically a high-quality industry professional and as such they crave high-quality information. You should use this to your advantage. White papers have occasionally been used to repackage simple marketing information or product brochures – **DO NOT DO THIS!**

EO White Papers are also a fantastic way to generate leads, because we can place the content behind a sign-in page. A reader will fill in some contact details in order to view the white paper. This lead data is then passed on to you (with the reader's permission).

If you already have a White Paper that you'd like to reach a wider audience, we can host and promote it for you, plus there's an option to collect leads from anyone that downloads it. We can also help you write it if you don't have the resource in-house.

- **Featured on our White Paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

Price: £950

(plus editing/writing costs if required – see Content Services)

Native advertising

Native advertising refers to the areas within the Electro Optics editorial where the content has value to the reader, and a price-tag for the author.

With native advertising, we work with you to create content that is equal in quality and style to our own high editorial standards. The content appears in the normal flow of our own independent content (but marked as 'sponsored'), and should have the same value to the reader as anything our own editorial teams would write themselves. Importantly, our editors have the final say about whether the content makes the grade, guaranteeing that the reader will equate your content with the trust they have developed in our own brand.

A piece of native advertising could be written entirely by you – as long as it meets our editorial standards and fits in with our brand. More often, you'll be working with our editorial teams, who'll either help you convert your existing content into something that fits our platform, or can work with you from scratch to create fresh content. Either way, you'll have the rights to that content at the end of the process to distribute yourselves.

The difference between 'content marketing' and 'native advertising'?

These terms are often confused with each other. This is primarily due to the different places a single piece of content could be seen.

Let's take a case study as an example. You commission a piece of content that highlights a particular experiment that used, as part of it, your technology. This piece of content may be about the project as a whole, but also talks about your involvement. You then take that finished article and distribute it via your own platforms (website, email newsletters, social media etc). This is not just a PR piece, a press release or an extract from your product brochure – it is content that you market; content marketing!

However, you might come to us and present the same case study article that you think could be interesting to our readers. We then look at it, assess its relevance and quality and we agree that it would be a perfect fit for one of our native advertising products. What started as your own content marketing then becomes a piece of native advertising.

Most importantly, these platforms have been created with the Electro Optics reader at the forefront of our minds. Once you become involved in Electro Optics native advertising, think of yourself as a content ambassador. Regardless of where the content is placed, you need to be thinking: 'Can I enhance what the subscriber already receives from Electro Optics with my own expertise, experience or opinion?'

The decision on quality and relevance will be ours. We may host content as it is received from you, or we may suggest working with us to make improvements. This will be a consultative process, but because this type of content relates to surrounding editorial, our judgement is final.



"Can I enhance what the subscriber already receives from Electro Optics?"

Native advertising options

Feature 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. This is a unique opportunity to align your content seamlessly with ours.

An excellent Feature Case Study will add context and expertise to an existing feature. It will draw on your experiences and relate them to the interests of our audience, as well as framing the content of a feature in a real-world environment.

- **Comprising approximately 750 words, plus an image, a Feature Case Study is a full page of content, designed and laid out by our expert production team. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.**
- **There is only one opportunity for a Feature Case Study for each planned editorial feature, so it's a highly-desirable and exclusive opportunity.**
- **Appears in the magazine as a full page, and online linked from the original editorial feature and as a standalone page. In all cases, the term 'sponsored content' will appear on the page.**
- **You will also receive a PDF of the feature for your own marketing.**

Price: £3,500

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



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 more expertise in your company than you realise, 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 and 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.**

Price: £1,250

(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 can work with you to create a complementary editorial feature that will sit alongside (and point towards) your own White Paper. We agree the topic of the feature together, our editorial team writes the feature independently, and when it appears, we highlight the existence of your White Paper that will delve into the topic of that feature in more depth – and from your point of view. Again, our editorial teams have the final say on whether they feel the topic will be of interest to the readers – and whether they are able to write a suitable feature on it. For the White Paper, you can either write this yourselves, or we can help.

A featured technology + White Paper must be booked at least 2 months prior to the issue.

- **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 White Paper page.**
- **Promoted via email campaign.**
- **Highlighted via house advert in magazine.**
- **Option to include data capture form to collect leads.**

Price: £2,950

(plus white paper editing and writing charges if required)

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.

EMIL Services



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?"**

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, each of whom has many years' experience in writing about the optics and photonics 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.



*"It's not what you say,
it's the way that you say it"*

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.**

Meet the team



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