

### TECH FOCUS

Tech Focus is a review of the current developments within a particular technology sector, along with a look at the latest relevant commercial products. 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.

### OPTIONS

#### 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
- One x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

#### ENHANCED PRODUCT

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.

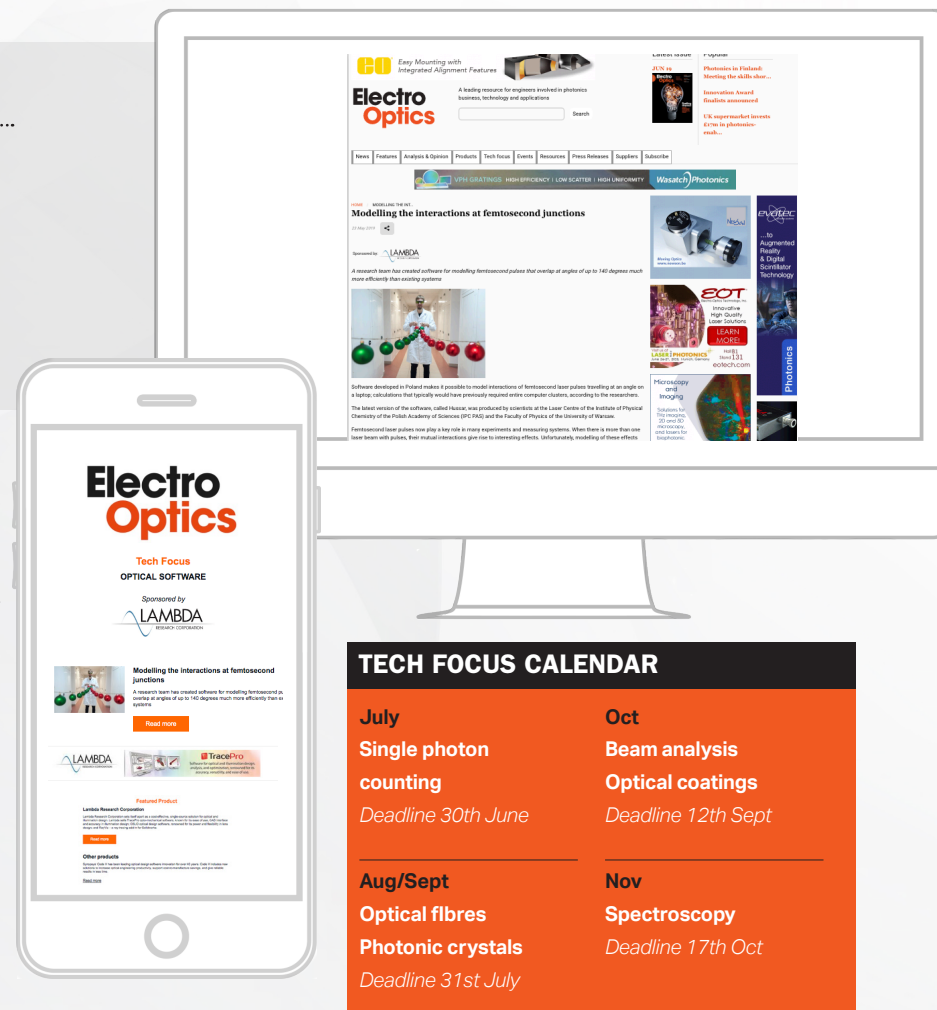
### SPECIFICATIONS

#### LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

#### ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo



### TECH FOCUS CALENDAR

#### July

**Single photon counting**

Deadline 30th June

#### Oct

**Beam analysis  
Optical coatings**

Deadline 12th Sept

#### Aug/Sept

**Optical fibres  
Photonic crystals**

Deadline 31st July

#### Nov

**Spectroscopy**

Deadline 17th Oct

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