

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

**Media information 2022**

Photonics business, applications and technology

# Electro Optics - Photonics business, applications and technology



**Jessica  
Rowbury**  
Editor

**In 2021, *Electro Optics* carried out its largest reader survey to date. The research included an in-depth online survey completed by hundreds of our readers, along with numerous subsequent face-to-face interviews. This helped us better understand the professional challenges our readers face (and how our content can help them); the hot topics and big issues they'd like to hear more about; and the preferred ways in which they'd like to consume content.**

Getting 'photonics' recognised as an industry for it to compete for funding, skills and political recognition was a recurring issue that came up in the research. The need for increased connection between the academic and commercial worlds, and a desire to better understand how photonics 'fits' into emerging heavily-funded sectors such as quantum, were also highlighted in our research as issues that need addressing for photonics to thrive – which is what we aim to facilitate with our content.

Our reader research reflects a determination to not only concentrate on technology – although that's very much still

a core of what we do – but wider subject areas that affect both individual sectors and the industry as a whole.

The pandemic was still very present this year, which affected how members of the photonics industry communicate and do business. The last couple of years 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.

Our 2022 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, 2022 will see a hugely diverse range of opinions on the pressing challenges and opportunities within the photonics industry. Our growing social presence means readers can involve themselves in these lively discussions. Our editorial partnerships with global photonics associations such as EPIC, SPIE,

**“Our reader research reflects a determination to not only concentrate on technology, but wider subject areas that affect both individual sectors and the industry as a whole.”**

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 2022.

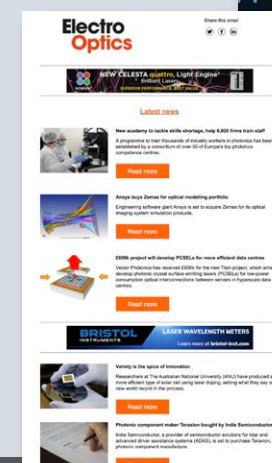
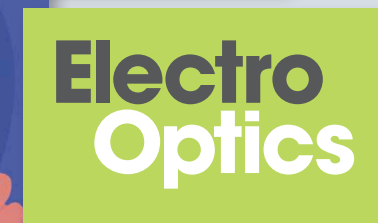
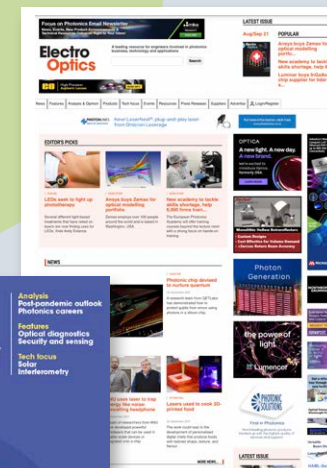
Despite physical events still being affected this year, we have continued to collaborate with the major photonics gatherings and expect to have better presence and strategy for physical events as soon as they return to normal.

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 2022 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](http://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.

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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?

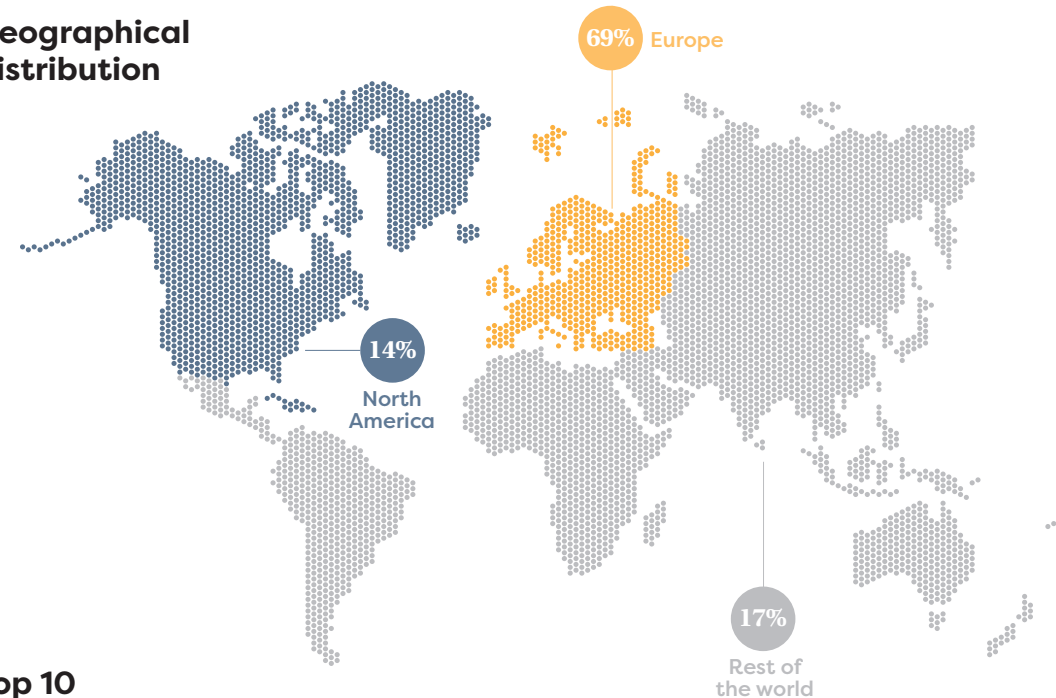
- Photonics entrepreneurs
- Scientists
- Senior-level executives
- Leading researchers

# 54%

*are scientists and engineers*

## Where are they and what do they do?

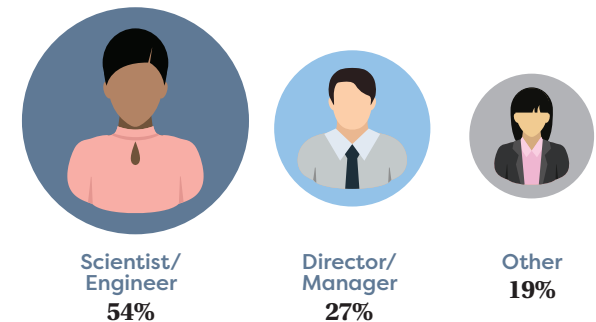
### Geographical distribution



### 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 2022

Issue	Features	Tech Focus	A&O	Major show distribution
December / January	Lidar	Optical Filters Displays	2022 Outlook	TBC
February	Quantum Photonics Spectroscopy Remote Sensing	Optical Coatings Fibre Optic Sensing	Startups / Entrepreneurship	TBC
March	Neurophotonics Lighting & Illumination	Positioning Equipment Displays	Skill Shortage	TBC
April	Security Sensing Optical Design Software	Solar Photonic Intergrated Circuits	Photonics Financing	TBC
May	Laser Optics Lithography Optics for Imaging	Optics Damage Raman Spectroscopy	Optics Education	TBC
June	Remote Sensing Optical Metrology Fibre Lasers	AR/VR Hyperspectral Imaging	Environment	TBC
July	Optical Polishing Spectroscopy	Single Photon Counting Freeform Optics	Careers & Development	TBC
August/ September	Optical Coherence Tomography Ultrafast Lasers	Diode Lasers Optical Mirrors	Photonics in China	TBC
October	Optical Coatings Beam Analysis	Photonic Crystals Optical Design Software	UK Market	TBC
November	Automotive LIDAR Food & Agriculture Optics in Astronomy	Optics for Imaging Spectroscopy	2022 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

Premium positions +20%

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, Newslane, is an opt-in news and feature service delivered to inboxes every month.

Both the website and Newslane 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: 4m 23s



Monthly page views: approx 16,000



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 12,400 opt-in recipients



Available via desktop and mobile



Packed with news, analysis and opinion

### Newsline prices

**Newsline banner 1295**  
(supply 468 x 60 and 300x100)

# 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**

### 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**

**£1000**

## Tech Focus Calendar

### December/January

Optical Filters • Displays

### February

Optical Coatings • Fibre Optic Sensing

### March

Positioning Equipment • Displays

### April

Solar • Photonic Integrated Circuits

### May

Optics Damage • Raman Spectroscopy

### June

AR/VR • Hyperspectral Imaging

### July

Single Photon Counting • Freeform Optics

### August/September

Diode Lasers • Optical Mirrors

### October

Photonic Crystals • Optical Design Software

### November

Optics for Imaging • Spectroscopy

## 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.

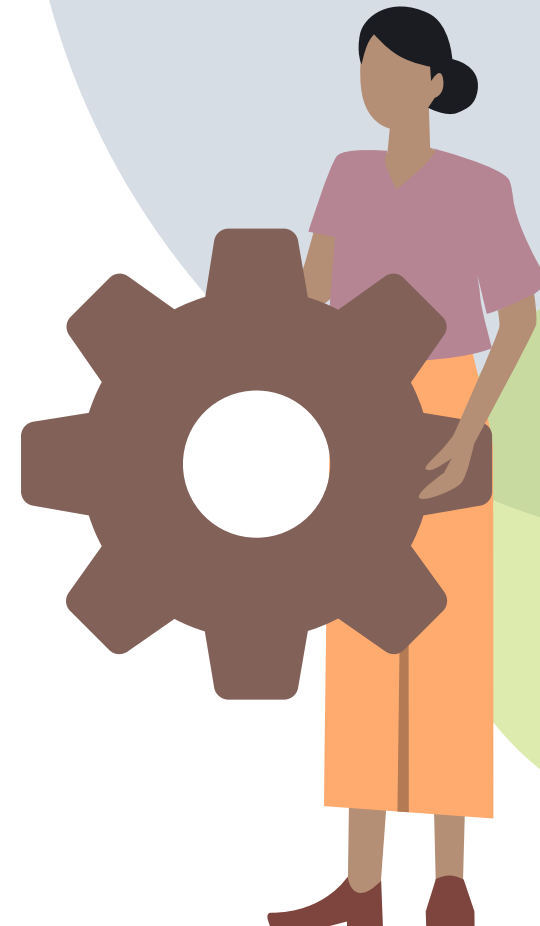
By hosting your white paper with *Electro Optics*, you place yourself as a thought-leader, reach the right audience with very specific content and of course, generate leads.

### 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 Viewpoint, pointing towards your white paper.
- Appears on the Resources tab under white paper.
- 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”

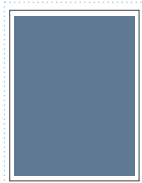
## Data Science

**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

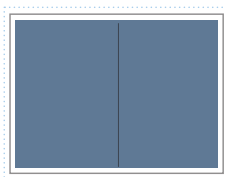


**Trim** (Page size)  
213mm (W) x 282mm (H)

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

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

## DOUBLE PAGE SPREAD

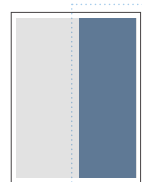


**Trim** (Page size)  
426mm (W) x 282mm (H)

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

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

## HALF PAGE VERTICAL

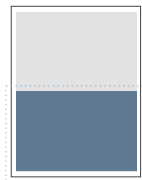


**Trim**  
104mm (W) x 282mm (H)

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

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

## 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)

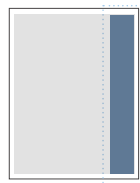
## QUARTER PAGE



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

*Bleed ad not available*

## QUARTER PAGE STRIP

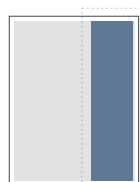


**Trim**  
55mm (W) x 282mm (H)

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

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

## 1/3 PAGE VERTICAL

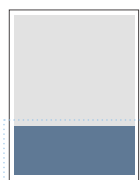


**Trim**  
71mm (W) x 282mm (H)

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

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

## 1/3 PAGE HORIZONTAL



**Trim**  
213 (W) x 94mm (H)

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

**Non bleed ad**  
189mm (W) x 85mm

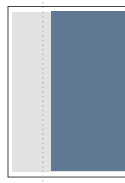
## 1/2 PAGE ISLAND



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

*Bleed ad not available*

## 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)

## 1/3 PAGE SQUARE



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

*Bleed ad not available*

## 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



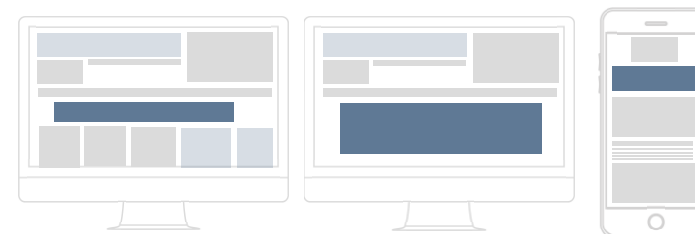
## DROPDOWN

**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

production@europascience.com



## Meet the team

# Electro Optics



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Electro Optics is a  
publication of  
Europa Science Ltd

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Cambridge CB5 8LA, UK.