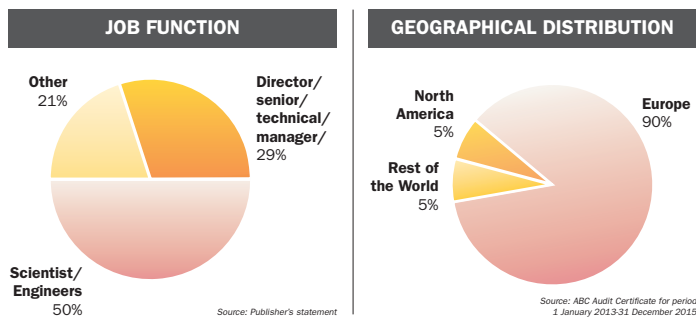


Electro Optics offers access to more than 100,000* Optics and Photonics industry professionals. We reach a qualified, established and engaged audience via our multi-platform product range; including Print, Digital, Web, E-newsletters, Webcasts and White papers. If you are looking for brand empowerment, content marketing, lead generation or thought leadership opportunities, *Electro Optics* will create a bespoke campaign for you.

CIRCULATION AND READER DEMOGRAPHICS



EDITORIAL & ADVERTISING CALENDAR 2017

ISSUE DATE/ DEADLINE	FEATURES
December/ January Ad deadline: 15 November	Feature: Optical metrology Feature: Neurophotonics Feature: Ultrafast lasers Product focus: Optical fibres
February Ad deadline: 10 January	Feature: Optical materials Feature: Smart cities Feature: Biophotonics Product focus: Optical filters Show preview: SPIE Photonics West
March Ad deadline: 7 February	Feature: Safety Feature: Portable spectroscopy Feature: Solar Product focus: Optics for medical devices
April Ad deadline: 14 March	Feature: Optics for imaging Feature: Optical system design Feature: Security and defence Product focus: OPOs and OPAs Show preview: SPIE Defence and Commercial Sensing
May Ad deadline: 11 April	Feature: Cosmetics Feature: Spectroscopy Feature: Optical coatings Product focus: Beam analysis Show preview: CLEO
June Ad deadline: 9 May	Feature: Astronomy Feature: Sensors and detectors Feature: Food and drink Product focus: Single photon counting Show Preview: Laser World of Photonics
July Ad deadline: 13 June	Feature: 3D Printing Feature: Fibre lasers Feature: Lidar Product focus: Optical mirrors
August/ September Ad deadline: 4 July	Feature: Ophthalmology Feature: Optical communications Feature: MEM/MOEMS Product focus: Optical modelling software Show preview: ECOC
October Ad deadline: 12 September	Feature: Micro-optics Feature: Prototyping for optical systems Feature: Microscopy Product focus: Positioning equipment Show preview: Photonex
November Ad deadline: 17 October	Feature: Diode lasers Feature: Photonic crystals Feature: Entertainment Product focus: Spectrometers

In keeping with its market leading position, *Electro Optics* also ensures a high profile with extensive distribution at these important international events

CLEO	Micro Photonics	SPIE OSA/ECBO
CIOE	Night vision	SPIE Optics and Optoelectronics
ECOC	OASIS	SPIE Optifab
Enova	Optifab	SPIE Photonics West
EPIC	Photonex	Strategies in Light
Laser World of Photonics	Photonics 21	W3+
Micro/Nano/Mems	Photoptics	
	SPIE Defence and commercial sensing	

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In print > Reaching more on-target readers throughout Europe



- Delivering respected photonics coverage since 1968
- Independently-written features by experienced editorial team
- Audited by the Audit Bureau of Circulations

	1x	6x	10x
Full Page	£4495	£3795	£3295
Half Page	£2820	£2395	£2115
Third Page	£2380	£2025	£1785
Quarter Page	£1595	£1355	£1195
Suppliers directory	£395 per year*		

*Joint product with website



Other sizes available on request

Special (cover) positions: +25 per cent **Solus Positions:** +10%

Online > More than 11,000 unique visitors every month



- More than 11,000 unique visitors per month
- Multiple banner options for all budgets
- Web-exclusive editorial content

Leaderboard (728 x 90)	£1000 per month
Top banner (468 x 60)	£850 per month
Right button banner (120 x 60)	£495 per month
Box Ad (300 x 250)	£950 per month
Right Skyscraper (120 x 600)	£750 per month
Suppliers directory	£395 per year*
Drop down banner	£1250 per month

*Joint product with Magazine

email > More than 16,000 opt-in recipients



- Three regular email newsletters with more than 16,000 opt-in recipients
- EONewsline – premium product featuring high-quality, exclusive editorial content
- EOProductline – a low-cost, email newsletter featuring product promotions

EONewsline

- **Right-hand top banner (120 x 60) £650**
- **Newsline banner (468 x 60 or 120 x 120 logo/image plus headline and 30 words of text) £850**

EOProductline

Product name, image (120 x 120) plus up to 40 words (max 10 products per issue) **£395**

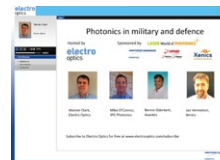
Lead generation opportunities > Generate named, opt-in, leads



Technology White Papers

- Generate named leads
- In-house white paper generation support
- Cross-promoted online, in print and via email

Technology White Paper £950



Webcasts

- Editorially-led, multi-presenter technology webcasts
- Generate named leads
- Exclusive sponsorship available

Webcast shared sponsorship £2,500
Sole sponsorship £10,000

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