

optics.org PHOTONEX review - Rate Card 2023

# PHOTONEX review

The magazine covering  
all the latest news for

## SPIE.PHOTONEX

25-26 October 2023



Visual representation of the magazine

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**optics.org PHOTONEX review magazine 2023**  
25-26 October 2023

The UK's premier photonics techniques and processes exhibition and technical programme.

Showcase your company in this unique publication, to be circulated and read by academics, scientists and engineers interested in the latest research, emerging techniques, recent applications and equipment developments.

**Essential reading**

Coverage will include all photonics, laser and optical technologies subjects with added features on biophotonics and imaging, quantum technologies, silicon photonics, thin films and coatings and vacuum technologies as well as space, satellites and sustainability.

It will be essential reading for all engineers in industry and researchers in academia and the perfect platform to support your marketing activities.

**Comprehensive distribution**

Editorially we'll be delivering exclusive interviews with speakers, exhibiting companies and key decision makers from the photonics industry.

With a distribution of 3,000 printed copies across the UK and 20,000+ sent digitally across Europe the **optics.org PHOTONEX review** magazine is essential to your 2022 marketing activities as many companies push brand promotions and products to a reopening of in-person events.

To reserve your space in the **optics.org PHOTONEX review** magazine contact the sales team today on

Tel: **44 117 905 5330** or email **rob.fisher@optics.org**

See page 4 for Technical Information and price structure.

**Publication Schedule 2023**

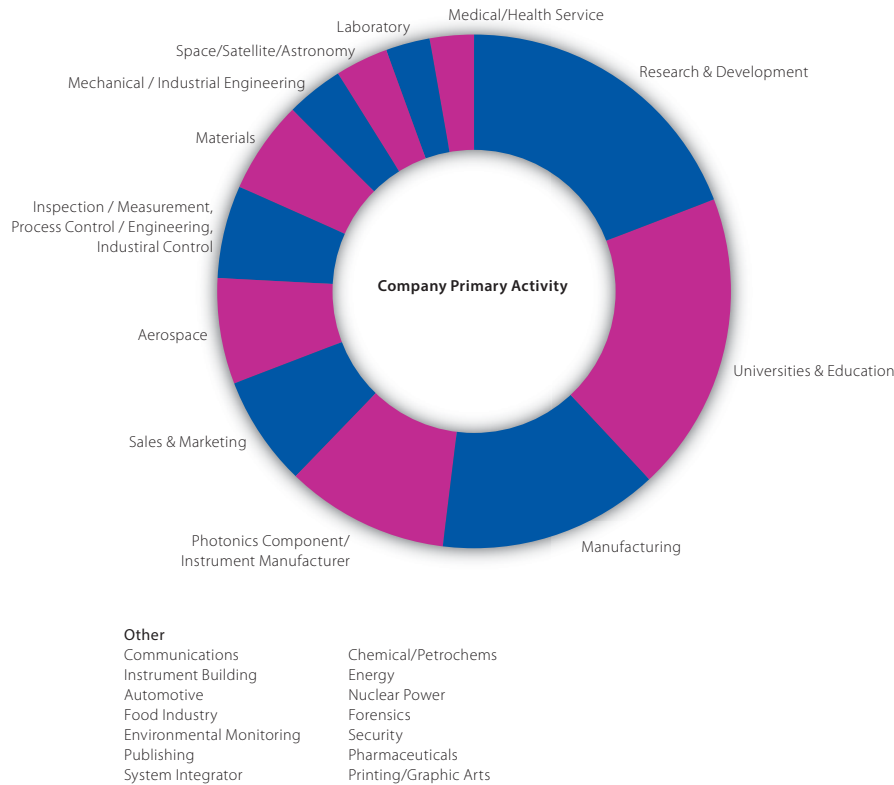
Show	Dates	Focus	Booking/Materials Deadlines	Distribution
SPIE PHOTONEX	25-26 October	All light driven and vacuum enabled technologies	Booking - <b>27 September 2023</b> Materials - <b>28 September 2023</b>	3,000 UK (printed) 20,000 Europe (sent digitally)



Photo courtesy of SPIE

# Benefits of being seen in the optics.org PHOTONEX review - Rate Card 2023

## It's where buyer's come to buy

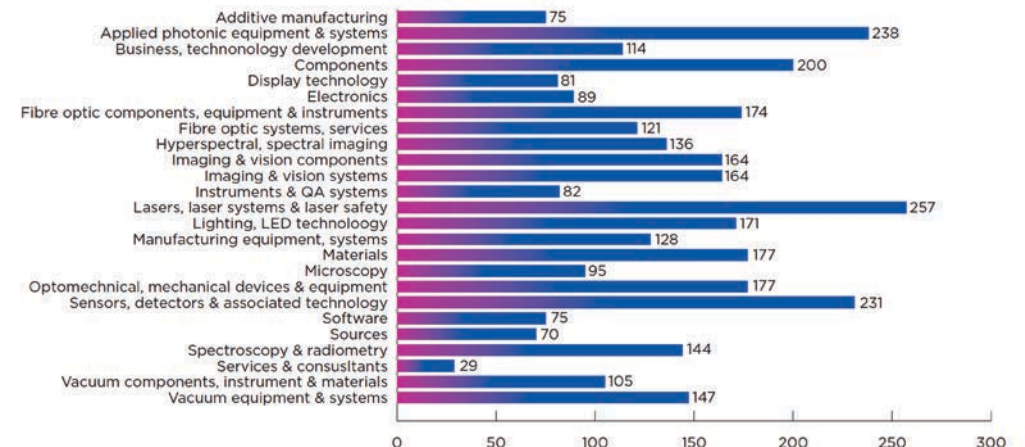


## SPIE.PHOTONEX

25-26 October 2023

90 companies 1,000 attendees

### Attendee interests areas



We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

optics.org PHOTONEX review	GBP	Euros	USD
Front Cover Strip	£850	€1020	\$1105
Full Page	£2095	€2515	\$2725
Half Island (Junior Ad)	£1310	€1570	\$1705
Half Page Horizontal/Vertical	£1150	€1380	\$1495
Third Page Horizontal/Vertical	£805	€965	\$1045
Quarter Page	£630	€755	\$820
Sixth Page product sponsor	£435	€520	\$565



Photo courtesy of SPIE

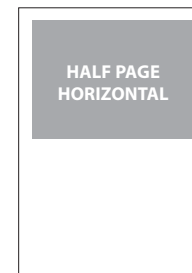
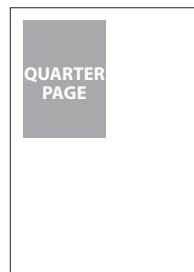
As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events, SPIE Digital Library, Photonics Focus Magazine, SPIE Journals, and Webinars.

Let's talk about how we can create a multi-channel marketing campaign together!

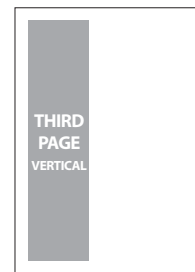
## Deadlines

Reservations Due: **27 September 2023**Materials Due: **28 September 2023**

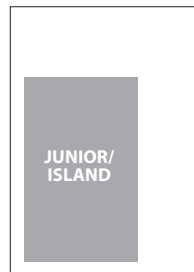
Size: 180mm (w) x 54mm (h).

Trim: 297mm (h) x 210mm (w),  
Bleed: Allow 3mm all sides  
Type area: 267mm (w) x 180mm (h).Size: 180mm (w) x 130mm (h).  
No bleed.

Size: 86mm (w) x 129mm (h).

Size: 54mm (w) x 267mm (h).  
No bleed.

Size: 86mm (w) x 84mm (h).



Size: 117mm (w) x 198mm (h).

## Advertising Material

You can e-mail your copy and files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

**Digital materials are required.** Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated.

**Accepted Native File Formats** include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

**Unacceptable Programs and File Formats:** GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

### Sixth Page Product Ads

Copy should not be more than 85 words and full company details should be provided plus any contact names.

Product photo size:  
Minimum 35mm (w) x 30mm (h)

Photo should be supplied as high-resolution TIFF, JPEG and EPS files. All image files must be 300 dpi minimum at above size and CMYK.

If time allows, your details will be checked by our production team to ensure that the dimensions, format, resolution, colour and fonts are set up correctly for printing, but responsibility for supplying correct files remains with the advertiser.

### VAT

All UK advertisers are subject to VAT at 20%.

### Terms and conditions

Advertising is accepted only on the basis of our "Conditions of acceptance for advertising".

For more information, contact the sales team or e-mail [sales@optics.org](mailto:sales@optics.org)