

# Photoniques

## WHO WE ARE



Photoniques is the flagship publication of the French Optical Society (SFO).

**Editor-in-Chief**  
 Riad Haïdar  
 r.haidar@photoniques.com

**Advertising Manager**  
 Jessica Ekon  
 jessica.ekon@edpsciences.org  
 Tel.: +33(0)1 41 17 74 01

## EDITORIAL CALENDAR 2017

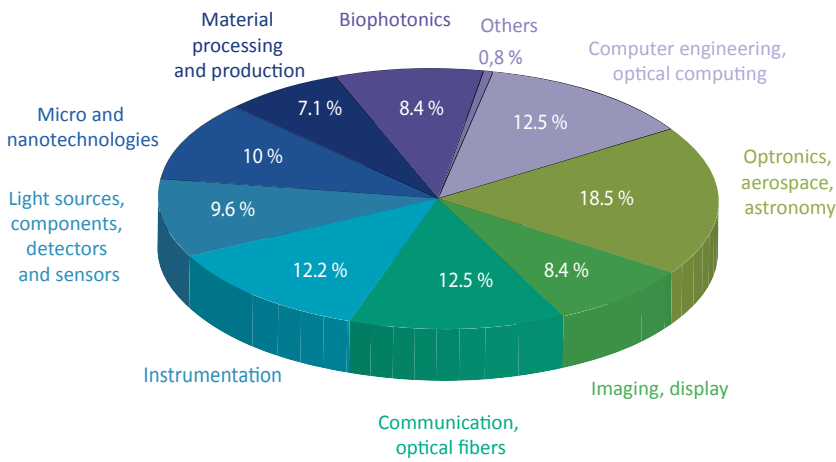
Advertise in your favourite issues

Date of release	Shows & conferences	Dossier <i>We focus on the themes of «Nouvelle France industrielle»</i>	Focus	Famous opticians	Back-to-basics	Buyer's guide
N° 85 Jan. - Feb. 20 February 2017	Photonics West	Health industry : light for therapy	Focus on a french Region	F. Grimaldi	Chromatic confocal distance sensors	Optical surface analyzer
Spécial issue N° 2 March - April 20 April 2017	<b>THE VERY FIRST ISSUE OF PHOTONICS MAGAZINE AVAILABLE IN ENGLISH AND DISTRIBUTED ACROSS EUROPE ** AND MADE OF A SELECTION OF ARTICLES PUBLISHED RECENTLY IN THE MAGAZINE</b>					
N° 86 May - June 20 June 2017	CLEO USA	Industry of smart devices	Focus Algeria	W. Fleming	Differential interference contrast microscopy	TeraHertz camera
N° 87 July - August 21 August 2017	Laser Munich	Industry of innovative materials	Focus on Photonics Industries	M. Françon	Imaging with hi-speed cameras	Optical spectrum analyzer
N° 88 Sept. - Oct. 20 October 2017	ENOVA Paris	Cosmetics industry	Focus on Microtechnics	P. Bouguer	Cold-atom gravimeter	Femtoseconde oscillator
N° 89 Nov. - Dec. 20 December 2017	Cosmetic valley Paris	Security industry	Focus on Canada	A. Maréchal	The measure of gravitational waves	Stabilization system for wide-field imaging

\*\* In addition to our devoted readers, this special issue will be distributed to the **6000** members of the European Optical Society (EOS) within 21 countries. NOT TO BE MISSED !

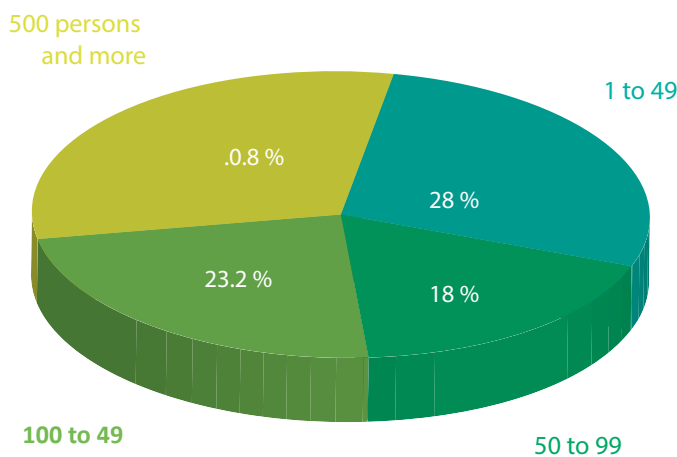
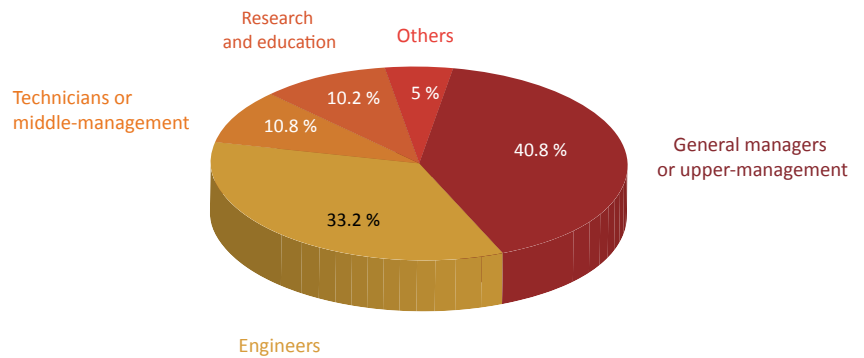
### TOP REASONS TO ADVERTISE IN *PHOTONIQUES*

- Communicate in a reliable source of information for Photonics experts
- Reach a targeted audience of key decision makers
- Raise brand awareness on the French photonics market!



Photoniques covers any field related to **optics**

Photoniques helps you target **key decision makers interested in your offer**



Photoniques meets up with **all those involved in optics**

## ADVERTORIAL

- Enhance your message in an editorial way by publishing an advertorial, which will highlight your corporate profile and the features of your products
- Send us your text and illustrations. We will handle the design and will submit it to your approval.
- Your advertorial will feature like any other information published in the section, with the mention: «advertorial».

### Available sizes

- 1/3 page with photo (title: 36 characters + text = 1500 characters approximately)
- 1/3 page without photo (title: 36 characters + text = 1700 characters approximately)
- 1/2 page with photo (title: 57 characters + text = 1700 characters approximately)
- 1/2 page without photo (title: 57 characters + text = 3200 characters approximately)

### Technical specifications

- Text files: word
- Medias files (logos included) : .jpeg, .tiff or .eps, with a resolution of 350 dpi

*For 1/3 page, only provide one illustration. A photomontage is permitted provided that the assembly constitutes a single block.*

### Advertorial rates

- 1/3 Page.....1 400 €
- 1/2 Page.....2 100 €

## CLOSING DATES

	N° 85 Jan. - Feb.	Special issue N° 2 March - April	N° 86 May - June	N° 87 July - August	N° 88 Sept. - October	N° 89 Nov. - Dec.
Date of release	20 February	20 April	20 June	21 August	20 October	20 December
Booking deadline	9 January	8 March	9 May	5 July	8 September	8 November
Material deadline	19 January	20 March	19 May	18 July	20 September	20 November

## MAXIMIZE YOUR ONLINE EXPOSURE WITH PHOTONIQUES DIGITAL OFFER

**E-news**  
Emailed every month

**Website**

[www.photoniques.com](http://www.photoniques.com)



**E-news**

High banner (400*150px)	Second banner (400*150px)
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600 € / newsletter	500 € / newsletter
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Maximum weight: 25 ko  
Files format: png, jpeg

**Website**

High banner (728*90px)	Second banner (300*90px)
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2 months	300 €	2 months	300 €
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6 months	800 €	6 months	800 €
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1 year	1 400 €	1 year	1 400 €
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Maximum weight: 50 ko  
Files format: png, jpeg, gif


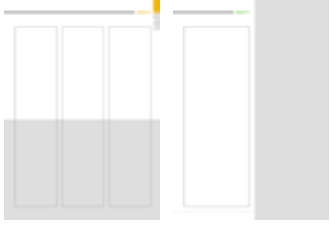

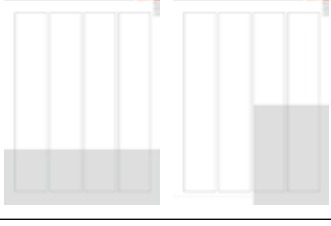
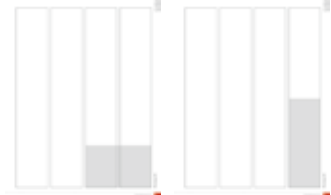
## PRINT ADVERT RATES 2017

### Frequency discount

2 ads/year	- 5 %
3 ads/year	- 7,5 %
4 ads/year	- 10 %
5 ads/year	- 13 %
6 ads/year	- 16 %
7 ads/year	- 18,5 %
8 ads/year	- 21 %
9 ads/year	- 23,5 %
10 ads/year	- 26 %
11 ads/year	- 28,5 %
12 ads/year	- 31 %
and more	- 31 %
Agency disc.	- 15 %

### Extra charges

Specified space	+ 10 %
Two-color	+ 20 %

	Ad size	Four color	Black & White
	Cover 4 <sup>e</sup> 2 <sup>e</sup> (opposite editorial) 3 <sup>e</sup> Full page Loose insert (W 210 mm x D 297 mm)	4 830 € 4 300 € 3 670 € 3 600 € 3 000 €	2 400 €
	1/2 Page horizontal (W 210 mm x D 136 mm)  1/2 Page vertical (W 100 mm x D 297 mm)	2 070 €	1 600 €
	1/3 Page horizontal (W 210 mm x D 96 mm)  1/3 Page vertical (W 69 mm x D 297 mm)	1 380 €	1 000 €
	1/4 Page horizontal (W 210 mm x D 76 mm)  1/4 Page vertical (W 100 mm x D 136 mm)	1 250 €	800 €
	1/8 Page horizontal (W 88 mm x D 57 mm)  1/8 Page vertical (W 41 mm x D 120 mm) No embedded fonts	800 €	500 €

## MATERIAL SPECIFICATIONS

- Essential material must be at least at 10 mm in from the maximum width and depth
- PDF files must have a minimum resolution of 300 dpi, no image compression, CMYK and embedded fonts.
- All sizes require crop marks and a 5 mm bleed, except 1/8 page.

Photoniques can in no case be held responsible for the final quality of files provided in RGB format or not meeting technical requirements.

Any additional treatment on advertising file will result in additional costs