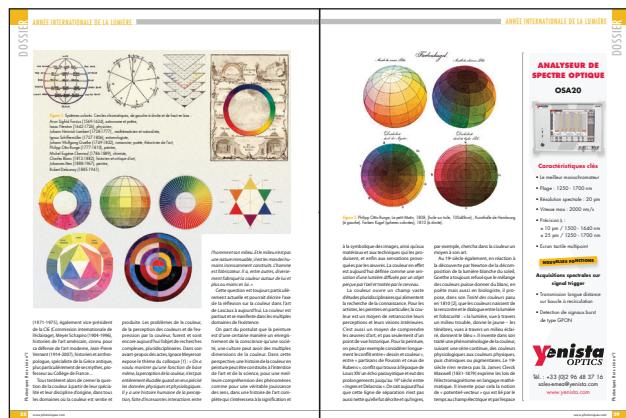


Photoniques

WHO WE ARE



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

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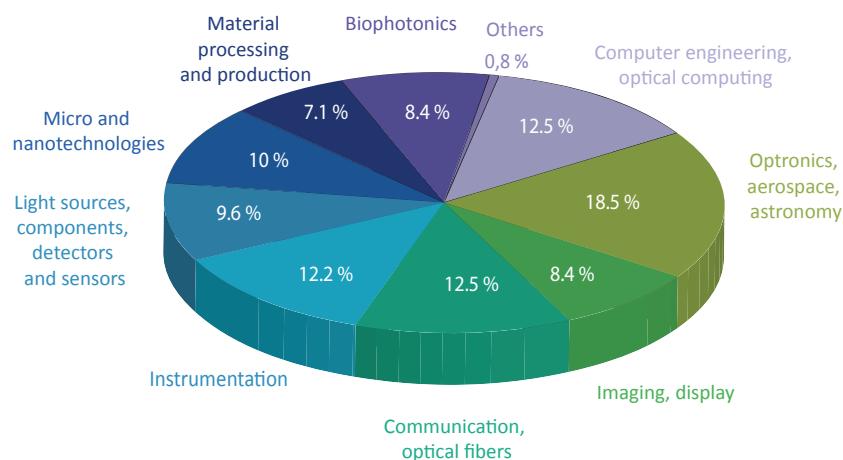
EDITORIAL CALENDAR 2020

Date of release	Dossier <i>We focus on the themes of «Photonic devices from the lab to the market»</i>	Focus	Famous opticians	Back-to-basics	Buyer's guide
N° 100	27 February 2020	Light Modeling and simulation	Extreme Light Intensity	Cecilia Payne	Optical cavity
Special Issue EN N° 101	29 April 2020	THz technologies	X	Gustav Mie	Spatial Light Modulator
N° 102	29 June 2020	Coupling light with electrons	Canada	Irène Joliot Curie	Microscope objective
N° 103	20 August 2020	LIBS	Bretagne	Victor Veselago	CMOS sensor
Special Issue EN N° 104	29 October 2020	Artificial intelligence	X	Robert Wood	Quarter waveplate/half waveplate
N° 105	20 December 2020	Thermal radiation	Switzerland	Lili Bleeker	Black body emission

Advertise in your favourite issues

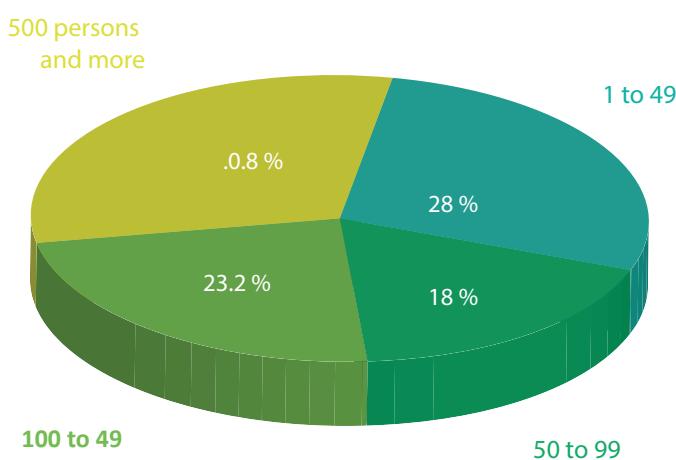
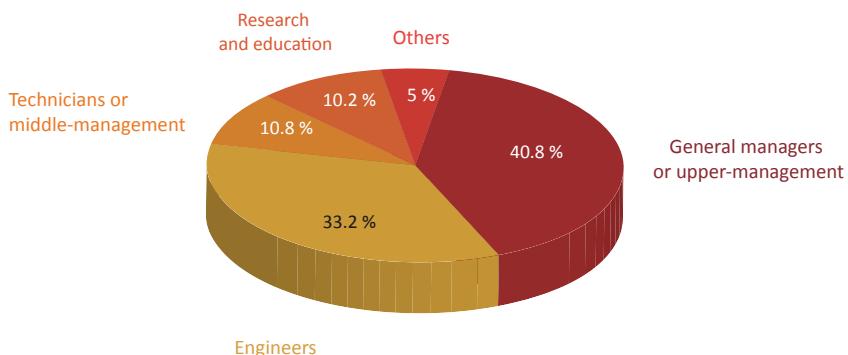
TOP REASONS TO ADVERTISE IN *PHOTONIQUES*

- 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 connects with any company involved in optics, whether it's be a small start-up or a large well-established company.

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

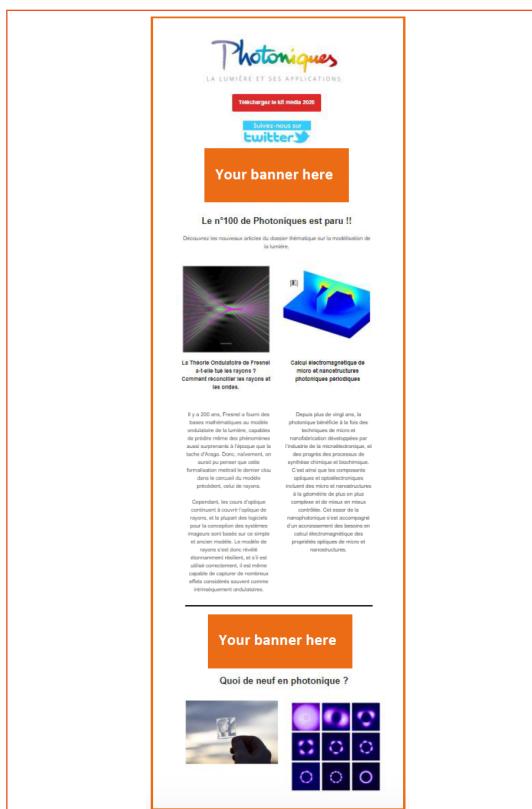
■ 1/3 Page.....	1 400 €
■ 1/2 Page.....	2 100 €

CLOSING DATES

	N° 100	Special issue EN N° 101	N° 102	N° 103	Special issue EN N° 104	N° 105
Date of release	February 27	April 29	June 29	August 20	October 29	December 20
Booking deadline	January 15	March 16	May 12	July 17	September 16	November 5
Material deadline	January 28	March 27	May 27	July 30	September 29	November 19

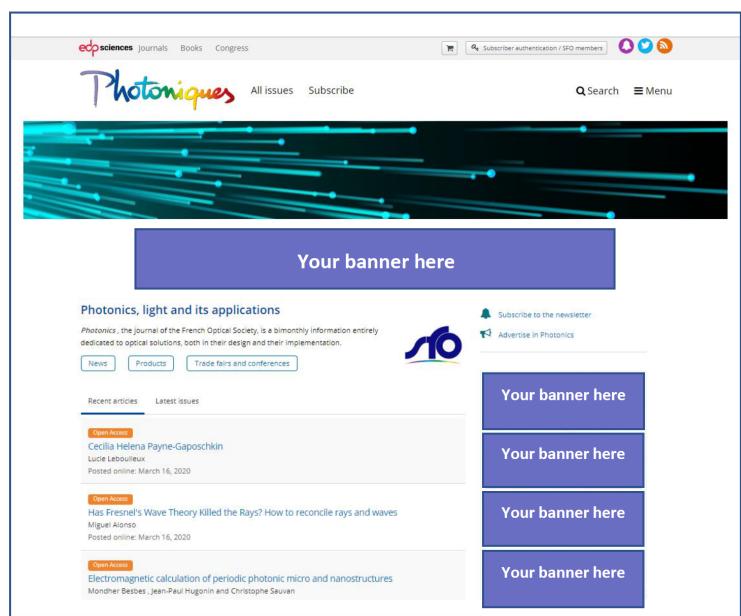
MAXIMIZE YOUR ONLINE EXPOSURE WITH PHOTONIQUES DIGITAL OFFER

E-news
Emailed every month



Website

www.photoniques.com



E-news

High banner
(400*150px)

Second banner
(400*150px)

650 € / newsletter

550 € / newsletter

Maximum weight: 50 ko
Files format: png, jpeg

Website

High banner
(728*90px)

Second banner
(300*90px)

2 months

500 €

2 months

500 €

6 months

1 000 €

6 months

1 000 €

1 year

1 500 €

1 year

1 500 €

Maximum weight: 50 ko
Files format: png, jpeg, gif

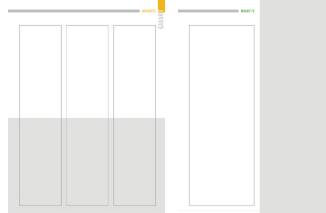
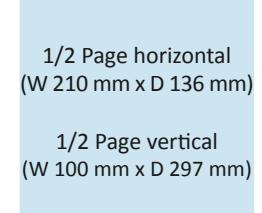
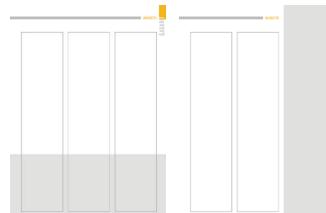
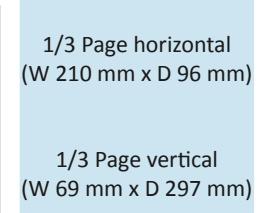
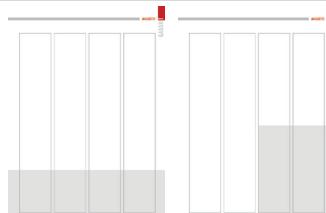
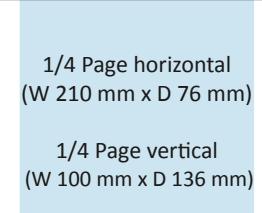
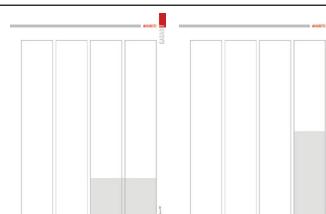
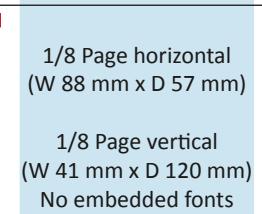
PRINT ADVERT RATES 2020

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
 and more - 31 %
 Agency disc. - 15 %

Extra charges

Specified space + 10 %
 Two-color + 20 %

Ad size	Four color	Black & White
 Cover 4 ^e 2 ^e (opposite editorial) 3 ^e 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