



WHO WE ARE

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

ARTIFICIAL INTELLIGENCE: FROM ELECTRONICS TO OPTICS



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EDITORIAL CALENDAR 2021

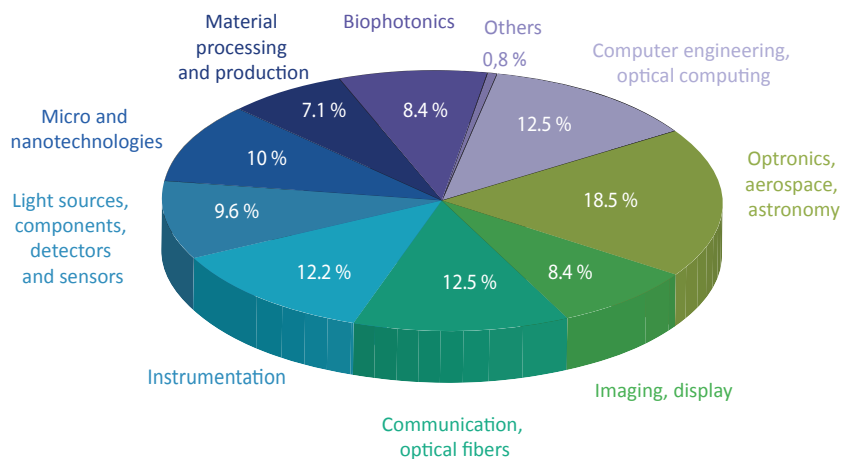
Advertise alongside highly relevant topics such as optics, spectroscopy, sensors, cameras, defense, quantum technologies and lasers among others.

	Date of release	Feature <i>We focus on the themes of «Photonic devices from the lab to the market»</i>	Zoom	Famous opticians	Back-to-basics	Buyer's guide	Pioneering experiment
N° 106	4 March 2021	Optical (bio)sensors	Lighting/Free-form optics	Octave Petitdidier	Colorimetry	UV diodes	Fizeau experiment
International N° 107	29 April 2021	Quantum Technologies	Horizon Europe	Patricia Bath	Entanglement	Microscope objective	Bell inequalities
N° 108	24 June 2021	Optics for spintronics	International focus: Germany	Ignace-Gaston Pardies	Optical resolution	Fiber welding machine	Anderson localization
N° 109	26 August 2021	New Lasers	Focus on a French region: New Aquitaine	Léon Brillouin	Polarization	Optical autocorrelation	Optical tweezers
International N° 110	4 November 2021	Green Photonics	XFEL	Maria Mitchell	Optical parametric oscillator	Hyperspectral camera	Adaptive optics
N° 111	28 December 2021	Optics in complex media	Focus on a French region: Auvergne Rhône-Alpes	Jean-Baptiste Soleil	Coherence	Spectral optical filters	Speckle

International issues are published in partnership with the European Optical Society (EOS) and the European Photonics Industry Consortium (EPIC)

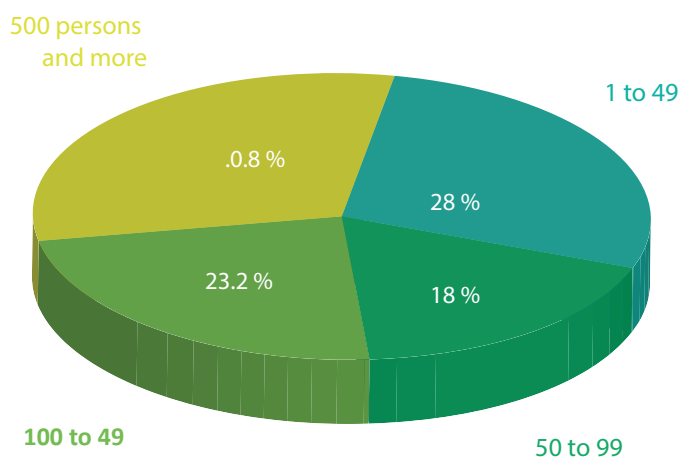
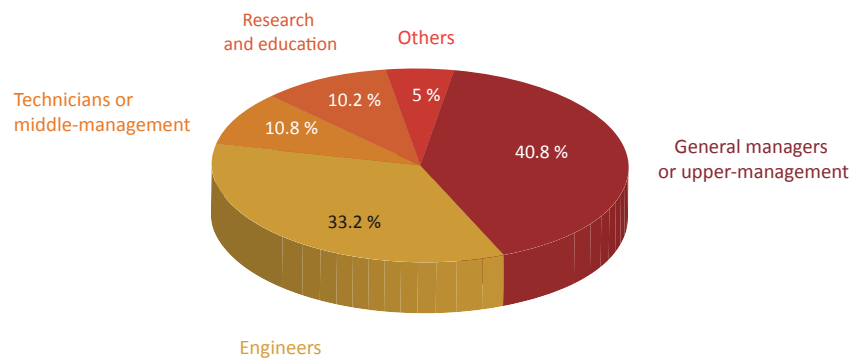
TOP REASONS TO ADVERTISE IN *PHOTONIQUES*

- Communicate in a reliable and trusted source of information for Photonics experts
- Reach a targeted audience of engineers, researchers and decision makers across 52 countries
- Raise brand awareness among key players in the European Photonics market



Photoniques covers any field related to **optics**

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



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

ADVERTORIAL

- Enhance your message through a featured article that provides useful information and highlights your expertise alongside our trusted and respected editorial environment.
- Send us your text with images and we will handle the design which we will submit to you for approval.
- Your advertorial will be published in the relevant section lending the magazine's credibility to your advertising message.

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 €

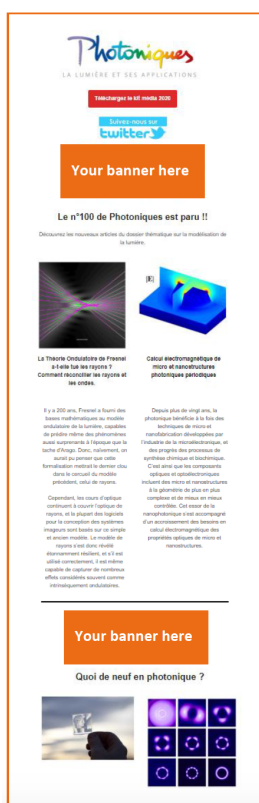
CLOSING DATES

	N° 106	International N° 107	N° 108	N° 109	International N° 110	N° 111
Date of release	4 March	29 April	24 June	26 August	4 November	28 December
Booking deadline	13 January	25 March	13 May	7 July	23 September	17 November
Material deadline	27 January	8 April	28 May	23 July	7 October	30 November

MAXIMIZE YOUR ONLINE EXPOSURE WITH PHOTONIQS DIGITAL OFFER

E-news

Emailed every month



E-news

Top banner
(400*150px)

Second banner
(400*150px)

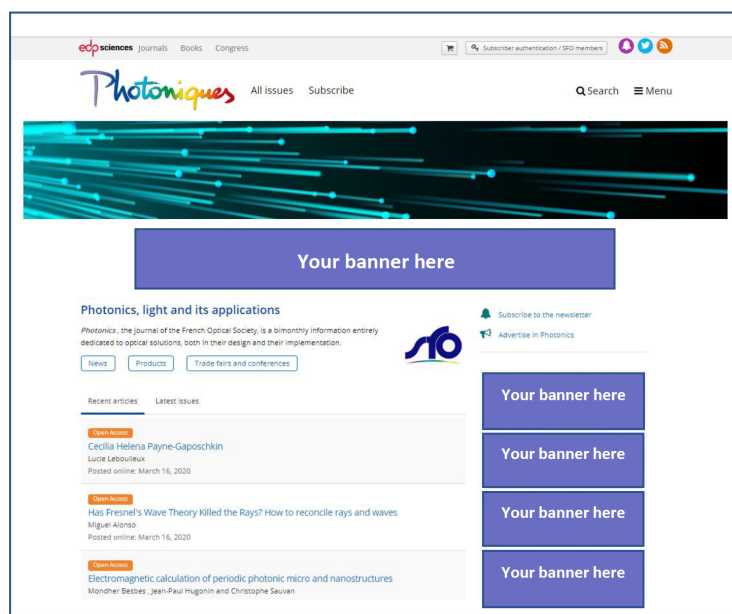
690 € / newsletter

590 € / newsletter

Maximum weight: 50 ko
Files format: png, jpeg

Website

www.photoniques.com



Website

Top banner
(728*90px)

Second banner
(300*90px)

3 months

690 €

3 months

500 €

6 months

1 190 €

6 months

1 000 €

1 year

1 890 €

1 year

1 500 €

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

PRINT ADVERT RATES 2021



	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 - bottom wide (framed) L 172 mm x H 112 mm (no bleed)		
	1/2 page - high L 98,5 mm x H 297 mm (+5 mm bleed)	2 070 €	1 600 €
	1/2 page - high (framed) L 83,5 mm x H 238 mm (no bleed)		
	1/3 page - bottom wide (framed) L 172mm x H 79mm (no bleed)		
	1/3 page - high L 70,5 mm x H 297 mm (+5mm bleed)	1 380 €	1 000 €
	1/3 page - high (framed) L 54 mm x H 238 mm (no bleed)		
	1/4 page - wide (framed) L 103 mm x H 117 mm (no bleed)	1 250 €	800 €
		Price per insert (ex VAT)	Price per insert (ex VAT)

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 %
Agency disc.	- 15 %

Extra charges

Specified space	+ 10 %
Two-color	+ 20 %

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.

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

Cancellations are not accepted after closing dates as indicated in the editorial calendar.