

Photoniques

LIGHT AND APPLICATIONS

Media Kit 2022

Photoniques is a leading publication on optical and photonic solutions in Europe and it is the official journal of the French Optical Society. Published in English and French, it is the ideal channel to reach both European and French readers – France being a major market in the region.

Photoniques' high-quality editorial content makes it a natural hub for the scientific community, companies and academia. It is disseminated via print and online versions to laboratories, universities, training centers, and corporate decision makers from numerous strategic structures to leading organisations in Europe.

Highlight your company and products by featuring them alongside highly relevant topics such as lasers, spectroscopy, sensors, cameras, defense, quantum technologies and fibre optics, among others.



YOUR CONTACTS IN *PHOTONQUES*

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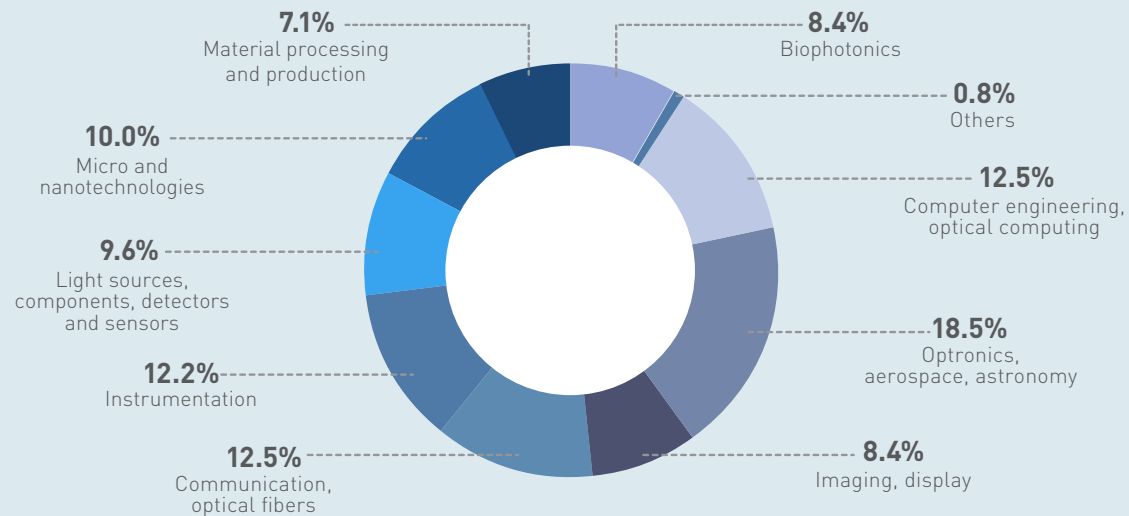


TOP REASONS TO ADVERTISE IN *PHOTONIQUES*?

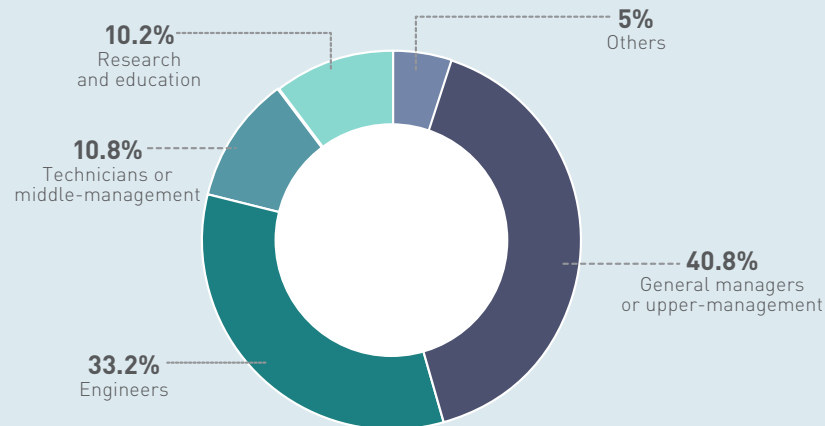
- Communicate in a reliable and trusted source of information for Photonics experts
- Reach a targeted audience of engineers, researchers and decision makers across 52 countries
- Raise brand awareness among key players in the European Photonics market

STRUCTURES

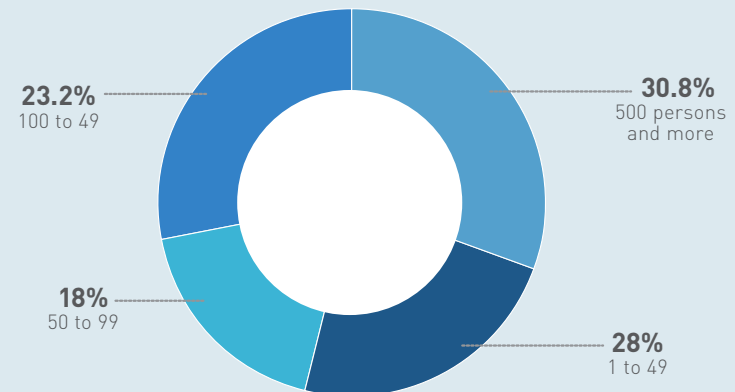
Photoniques covers all fields related to optics



Photoniques helps you target key decision makers interested in your offer



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



EDITORIAL CALENDAR 2022

	Date of Release	Zoom	Optical Lab	Pioneering experiment	Back-to-basics	Focus	Buyer's guide
N° 112	28 February 2022	Light & Art	Super-continuum	First lasers	Chirped Pulse Amplification (CPA)	Laser Processing	Fiber amplifiers
International N° 113	5 May 2022	International year of glass	Bell's Inequalities Quantum Optics	Bell's Inequalities Quantum Optics	Orbital Angular Momentum	Optical frequency combs	Nanopositioners
N° 114	23 June 2022	Regional focus: Hauts de France	Optical Coherent Tomography (OCT)	Second Harmonic generation	Brillouin Scattering	Superresolution Microscopy	Optical fibers for spectroscopy
N° 115	25 August 2022	Regional focus: Optitec	Smartphonics	Wheeler's delayed choice	Surface Plasmon Polariton	Lighting & Mobility	Hexapod Positioning Systems
International N° 116	8 November 2022	International focus: Lithuania	Frustrated Total Internal Reflection	Cosmic microwave background radiation	Pancharatnam-Berry phase	Novel Optical Materials	Non-linear crystals
N° 117	4 January 2023	Large Scale Optical Components	Invisibility	Stellar interferometry	Interferometry	Astrophotonics	Wave-Front analyzers

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

CLOSING DATES

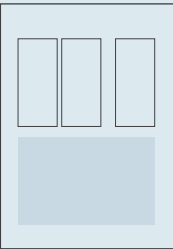
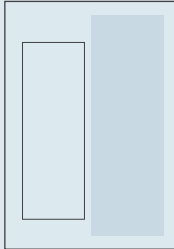
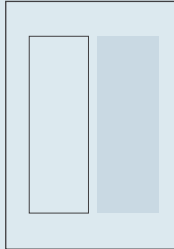
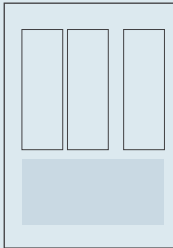
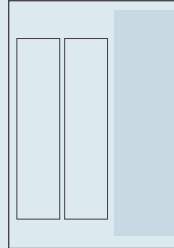
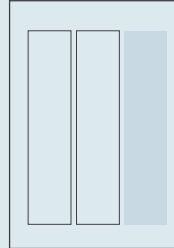
	N° 112	International N° 113	N° 114	N° 115	International N° 116	N° 117
Date of release	28 February	5 May	23 June	25 August	8 November	4 January
Booking deadline	14 January	17 March	12 May	9 July	24 September	18 November
Material deadline	27 January	7 April	26 May	23 July	6 October	2 December

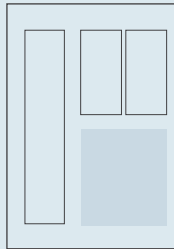
PRINT ADVERT RATES 2022

Ad size	Full color	Black & White
Cover 4"	4 830 €	2 400 €
2" (opposite editorial)	4 300 €	
Full page	3 600 €	
Loose insert	3 800 €	
(W 210 mm x D 297 mm)		

Frequency discount

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

Ad size			
			Full Color 2 070 €
1/2 page - bottom wide (framed) L172 mm x H 112 mm (no bleed)	1/2 page - high L98,5 mm x H 297 mm (+5 mm bleed)	1/2 page - high (framed) L 83,5 mm x H 238 mm (no bleed)	Black & White 1 600 €
			Full Color 1 380 €
1/3 page - bottom wide (framed) L172 mm x H 79 mm (no bleed)	1/3 page - high L 70,5 mm x H 297 mm (+5 mm bleed)	1/3 page - high (framed) L 54 mm x H 238 mm (no bleed)	Black & White 1 000 €

Ad size	
	Full Color 1 250 €
	Black & White 800 €

Price per insert (ex VAT)

Extra charges

Specified space	+ 10 %
Two-color	+ 20 %

Other

Supplier directory 660 €

MATERIAL SPECIFICATIONS

- Essential material must be at least 10 mm in from the maximum width and depth.
- All sizes require crop marks and a 5 mm bleed.

- PDF files must have a minimum resolution of 300 dpi, no image compression, CMYK and embedded fonts.

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

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

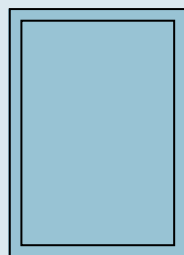
Any additional treatment on advertising files will result in additional costs.



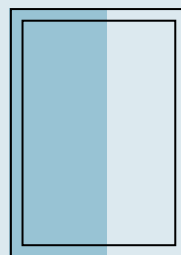
ADVERTORIAL

- 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.

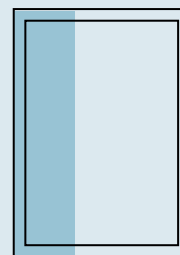
ADVERTORIAL RATES



1 Page 3 800 €
2 Pages Available Upon Request



1/2 Page
 2 100 €



1/3 Page
 1 400 €

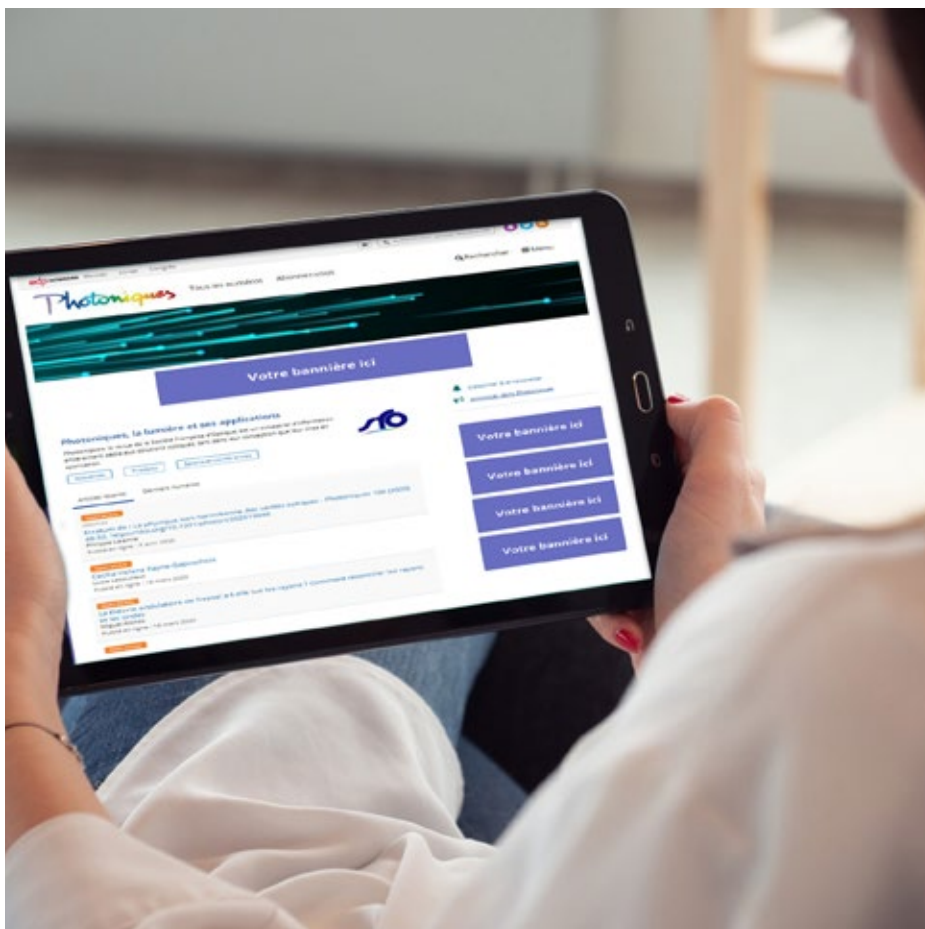
For 1/3 page, only provide one illustration.
 A photomontage is permitted provided that the assembly constitutes a single block.

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)
- 1 page with photo (title: 100 characters + text: 4000 characters approximately), caption (not mandatory) : 70 characters
- 1 page without photo (title: 100 characters + text: 5300 characters approximately)

TECHNICAL SPECIFICATIONS

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



INCREASED ONLINE VISIBILITY

Digital communication that fits your marketing strategy

Website

Photoniques.com

Top Banner (728x90px)	3 months 690 €
	6 months 1 190 €
	1 year 1 890 €
Right Side Banner (300x90px)	3 months 500 €
	6 months 1 000 €
	1 year 1 500 €

Maximum file size: 50kb. File format: png, jpg or gif

Digital Newsletter (Monthly)

E-newsletter

Top Banner (400x150px)	790 € / newsletter
Second Banner (400x150px)	690 € / newsletter

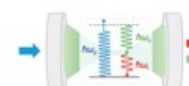
Maximum file size 50kb. File format: png, jpg or gif



Photoniques 110
Green
Photonics
for blue
horizons.



Buyer's guide : VIS-NIR
HyperSpectral Cameras



Back to basics : Optical
Parametric Oscillators

Authors: Jean-Michel MELKONIA
Jean-Baptiste DHERBECOURT
Myriam RAYBAUT, Antoine
GODARD

Author: Stéphane Tisserand

"Hyperspectral and multispectral imaging can record a single scene across a range of spectral bands. The resulting three-dimensional dataset is called a "hypercube". A spectrum is available for each point of the image. This makes it possible to analyse, quantify or differentiate the elements and materials constituting the scene."

"Optical parametric oscillators are versatile devices for generating a tunable coherent radiation from an incident laser beam. They rely on nonlinear frequency conversion to cover spectral ranges that are poorly or not covered by direct laser emission. This article presents a short overview of the optical parametric oscillators principles of operation, main implementations and related applications."



TERMS AND CONDITIONS

- **Advertising policy:** Advertisers and advertising agencies assume liability for all content (text and illustration) of printed advertisements.
- **Payment terms:** Invoices are issued after the publication release and are due 30 days from invoice date. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision of the contract, in which case all unpaid charges shall become immediately payable. For correct identification, advertisers should provide us with the date, amount and reference for each bank transfer.
- **Cancellation policy:** Cancellations are not accepted after closing dates, which are indicated on the editorial calendar.
- **Insertion orders and material:** Advertisers or advertising agencies must return or provide written insertion orders and material no later than closing deadlines.
- **Advertising placement:** Advertising placements (except premium placement on inside front cover, inside back cover and back cover) cannot be guaranteed. Publisher reserves the right to insert the advertising anywhere in the publication. Premium placements are sold on a first come, first-served basis.
- **Advertising publication:** Publisher reserves the right to reject an advertisement for any reason without liability.
- **Material specifications:** *Photoniques* is only published in CMYK, 4/C. Any color specified in files other than CMYK cannot be printed. The publisher cannot be held responsible for the final quality of advertisements provided in RGB format or not meeting the technical specifications.
- **Material modifications:** Requests for modifications to existing materials will result in additional charges. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

ADVERTISING CONTACT

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