

Photoniques

LIGHT AND APPLICATIONS

Media Kit 2023

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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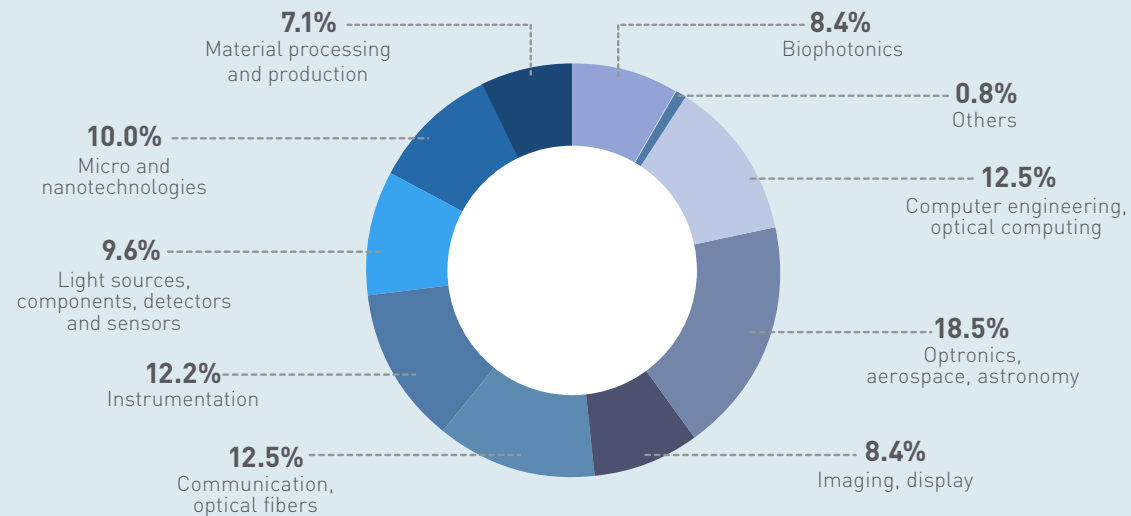


TOP REASONS TO ADVERTISE IN *PHOTONIQUES*?

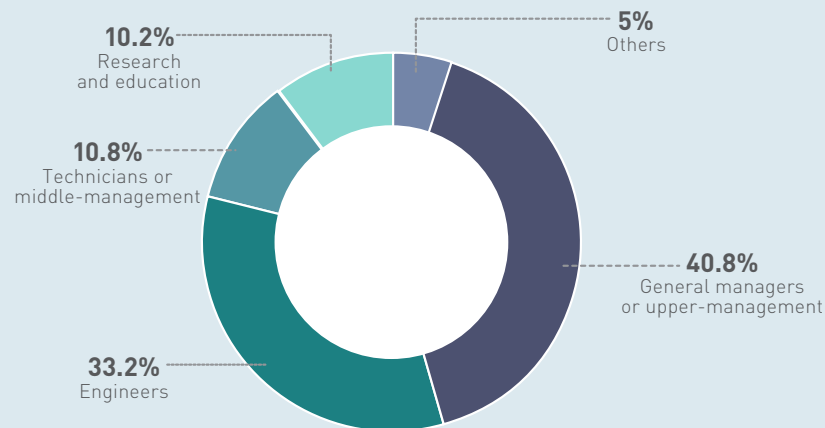
- Communicate in a reliable and trusted source of information for Photonics experts
- Reach a targeted audience of engineers, researchers and decision makers across 52 countries
- Raise brand awareness among key players in the European Photonics market

STRUCTURES

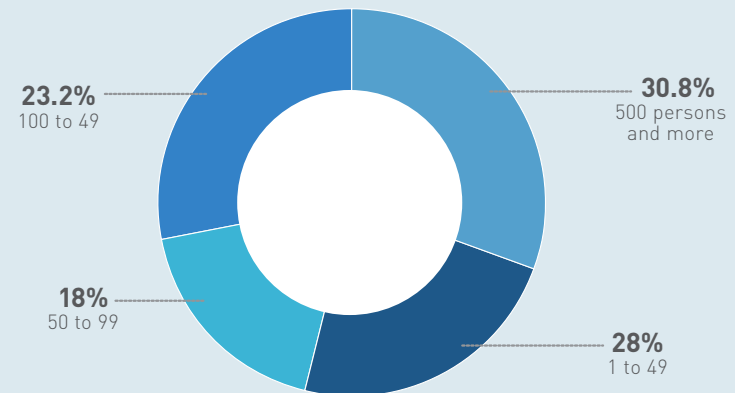
Photoniques covers all fields related to optics



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 2023

	Publication Date	Zoom	Labwork	Pioneering experiment	Back to basics	Focus	Buyer's guide
N° 118	22 February	3D Printing/ Additive manufacturing	Scientibus	Parametric optics	Laser Damage	High-power lasers	Laser processing service
International N° 119	5 May	Finland	Holography	Detection of exoplanets	Orbital Angular Momentum	Metasurfaces	Q-plate
N° 120	20 June	"Ile de France"	Heliograph	Total absorption of light	Optical reciprocity	Hyperspectral imaging	Oscilloscope
N° 121	17 August	"Grand Est"	Spectrometry	Fibre-optic gyroscope	Doppler Effect	Optical spectroscopy	NIR Spectrometer
International N° 122	7 November	The Netherlands	Stretching and measuring an optical fiber	Solitons	Mode-Locking	Non-linear optics	Acousto-optic modulator
N° 123	26 December	Photonics in Lannion, Fr	Virtual Reality	Imaging in complex media/Ophthalmology	Phase imaging	Photonics for health	Dynamic Light Scattering

International issues are published in partnership with the European Photonics Industry Consortium (EPIC). They are distributed during national and international exhibitions.

CLOSING DATES

	N° 118	International N° 119	N° 120	N° 121	International N° 122	N° 123
Date of release	22 February	5 May	20 June	17 August	7 November	26 December
Booking deadline	20 January	23 March	12 May	13 July	22 September	20 November
Material deadline	2 February	6 April	25 May	27 July	6 October	11 December

PRINT ADVERT RATES

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 €
			Black & White 1 600 €
			Full Color 1 380 €
			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

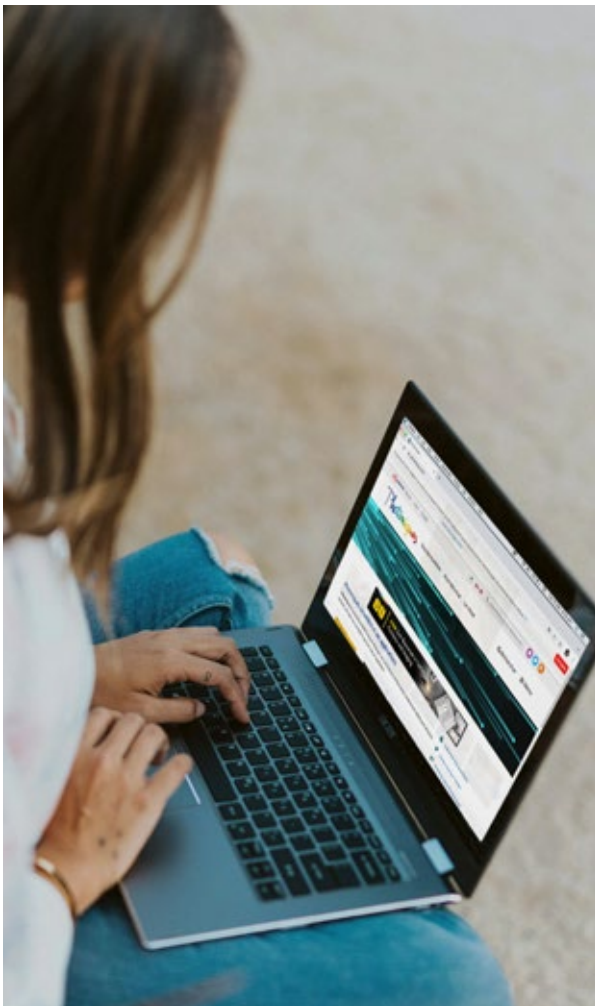
- Essential material must be at least 10 mm in from the maximum width and depth.
- All sizes require crop marks and a 5 mm bleed.

- 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.

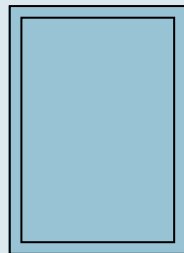
Any additional treatment on advertising files will result in additional costs.



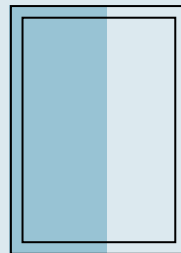
ADVERTORIAL

- 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.

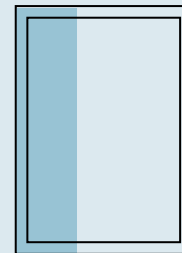
ADVERTORIAL RATES



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

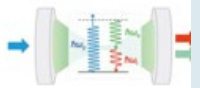


Photoniques 110
Green
Photonics
for blue
horizons.



Buyer's guide : VIS-NIR
HyperSpectral Cameras

Author: Stéphane Tisserand



Back to basics : Optical
Parametric Oscillators

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

"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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