



## There's a Battle Outside, and it's Ragin' Versus online campaigns, traditional print advertising remains a top contender

The times, they are a'changin', in the world of advertising. But this is nothing new, is it? Over the past decade, the Internet has spawned a whole new cache of advertising options. Online opportunities have not replaced the traditional ones, however, as print advertising remains a beneficial choice.

A 2012 report by Forbes magazine contends that print remains a powerful component for any advertising campaign; even though this report is 4 years old, experts still believe this to be true, and it is expected to continue despite the growth of online advertising and marketing.

Online ads are a popular option, but print is still so vital. For starters, it provides a sense of legitimacy and credibility. Many customers still prefer a print advertisement, according to experts at MarketingSherpa earlier this year, and see it "as coming from a more credible company, everything else equal, than an online advertisement." MarketingSherpa is a research firm powered by MECLABS Institute in Florida.

### Fear of fakes

The Internet is inundated with sometimes fake banner ads and pop-ups, prompting a rampant fear of spam and viruses among website visitors. "Fake traffic schemes and the like" pose the risk of ad blocker software obstructing legitimate advertisements, as well, said Daniel Burstein, director of editorial content for MECLABS and MarketingSherpa. Such danger does not exist with print advertising.

## What's Inside

- 2 From the Vice President
- 2 New Editors Announced
- 3 Special Sections
- 4 Webinar Sponsorship
- 4 Call for Technical Articles

Print also offers the element of permanence, and helps to solidify a company's brand in the eyes of potential customers and clients. A physical copy of a magazine or newspaper can stick around indefinitely, removing any "out of sight, out of mind" concerns.

"Online ads can be fleeting," Burstein said. "See something you like and accidentally leave the page? When you click back, that ad will likely be gone. So print becomes a great way to convey information that your potential customers can refer back to."

### Audience choice

A print publication can be more engaging for readers, inspiring consumers to spend more time viewing the ad and reading the material in print form than online. The average time a website visitor is spending on a given webpage peaks at around 2 minutes; many people tend to simply skim through content if they're not looking for something specific, according to the Forbes report. In these instances, it is too easy for online ads to get lost in the shuffle.

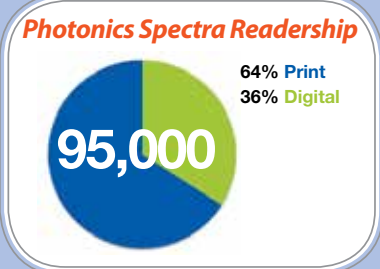
More focused advertising is another "plus" for print campaigns. Ads online can reach to the far corners of the Earth; this is great for visibility, but it's virtually impossible to know for sure that a target audience is even seeing that specific ad. The solution: take advantage of print options. Ads in print go directly to an audience that the advertiser has essentially chosen by selecting a specific magazine.

Print advertising is king, according to information from MediaBuyers LLC — it offers benefits that digital does not, such as tangibility, reputability and better branding. And when paired with digital campaigns, print becomes an even more powerful tool, as it can essentially bridge the gap between traditional and new age media. The longevity of print ads, in addition to high engagement rates with readers and higher ad recall, makes print an advertiser's shelter from the battle for your advertising dollars.

### Photonics Spectra is unbeatable in print

With 95,000 subscribers worldwide, *Photonics Spectra* magazine boasts the industry's largest print and digital circulation. More than half of these subscribers have opted to receive only the print edition, which is nearly double that of the nearest competitor. Photonics Media offers more in its print magazines than the competition, too.

Nearly every issue of each of the four print magazines (*BioPhotonics*, *EuroPhotonics* and *Industrial Photonics*, in addition to *Photonics Spectra*) features a special section on different realms of the industry. For example, *Photonics Spectra* in the February issue will contain a special section for all things spectroscopy. Targeted audiences can help companies pursue very specific customers via more narrowly-focused ads. See chart on page 3.



Print publications can drive readers to a website, thus promoting a married ad campaign. Seventy-five percent of *Photonics Spectra* readers visit an advertiser's website after seeing a product of interest in the magazine, proving that print is alive and thriving. With such a large print subscriber base, the chances of someone viewing and absorbing advertisements in *Photonics Spectra* are huge.



## From the Vice President

**You've been planning for months now.** February is fast approaching and you're still scrambling to make sure all of your "i"s are dotted, your "t"s are crossed, and that you have all the ingredients for your famous buffalo chicken dip. It's almost time for the Super Bowl, one of the biggest sporting events — and marketing bonanzas — of the year in America.

Some 114 million people watched the game in 2015; advertising rang up high numbers, as well, with some companies spending as much as \$4 million for just 30 seconds of air time. This amounts to paying about 35 cents to show each viewer that 30-second commercial. And while millions of people see that ad, it is gone in 30 seconds.

Switch gears to print publications such as Photonics Media's *Photonics Spectra* magazine. It delivers your message in a hefty, hold-it-in-your-hands-and-keep-it-forever, tangible format. And it's a whole lot more cost effective, too.

Looking at our Multimedia Planner, you will find a 1/6 page ad listed at \$2,520 to reach the magazine's 95,000 subscribers (the largest readership in the industry). Companies advertising in *Photonics Spectra* are spending around 27 cents to show each viewer their ad. Another strength of our print advertising options: The *Photonics Spectra* readership is audited in detail by the BPA; you won't get a similar COMPLETE breakout of viewers with any other media.

Let the information in this newsletter illustrate some of the other benefits of print advertising, as well as its long-reaching, long-lasting impact.

Ryan Laurin

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## Photonics Media Appoints Two to Key Editorial Posts

Photonics Media has announced the appointment of a new editorial team for its four business-to-business publications focused on photonic technologies including lasers, optics, imaging, sensors & detectors and more.

The company's two new editors, who together have more than three decades of experience in journalism, public relations and marketing communications, will be responsible for bringing the latest global photonics industry news and technical features to an audience of 185,000 readers worldwide.



Michael Wheeler

Veteran technology writer **Michael Wheeler** has been appointed managing editor for Photonics Media's print publications, with

direct responsibility for the company's flagship magazine, *Photonics Spectra* and for *EuroPhotonics*, which is focused on the photonics industry in Europe

In his new position, Wheeler will super-

vised editors and freelance writers, assign and review news and features, direct scheduling, and oversee content prior to publication.

Prior to joining Photonics Media, Wheeler served as a communications leader for SABIC Innovative Plastics and as communications director for Wave Systems. During the late 1990s he was a news editor for *Photonics Spectra*, earning awards from the American Society of Business Press Editors for features he authored on photonics applications in defense and law enforcement.



James Schlett

biophotonics publication, and the company's newest publication, *Industrial Photonics*. Schlett most recently was a business development writer for Tully Rinckey PLLC, a mid-sized law firm in Albany, N.Y. An award-winning journalist, he covered busi-

ness for *The Daily Gazette* in Schenectady and was a staff writer for the *Westerly Sun* and *The Watertown Daily Times*. He is the author of *A Not Too Greatly Changed Eden: The Story of the Philosophers' Camp in the Adirondacks*, published last year by Cornell University Press.

ness for *The Daily Gazette* in Schenectady and was a staff writer for the *Westerly Sun* and *The Watertown Daily Times*. He is the author of *A Not Too Greatly Changed Eden: The Story of the Philosophers' Camp in the Adirondacks*, published last year by Cornell University Press.

"These editors have broad experience reporting on and communicating about technology — including photonics — as well as about business and industry," said Karen Newman, group publisher. "What they bring to their roles will be an important part of our ongoing effort to enhance and build the Photonics Media brand and underscore our longstanding commitment to serving the needs of our readers."

*Photonics Spectra* will celebrate 50 years of publication in 2017. The magazine was launched as *Optical Spectra* in 1967, in response to a need that company founder Teddi Laurin saw for a trade magazine to serve the optical industry. She felt that by producing high-quality, informative publications, Laurin Publishing could help foster the growth and success of the industry. She believed that by keeping everyone in the community informed and educated, all would thrive.

## Advertisers Value Print in Photonics Media Publishing

**“Print advertising has helped develop industrywide brand awareness and product recognition. In a magazine with persistent value and multiple readers, well placed print advertising reaches the broadest possible audience of potential customers. Print is an important element of a complete advertising program; we see print as an enduring communication platform and cannot afford to neglect this important channel to our customers.”**

Robin Tonar, marketing specialist at Nufern

**“Photonics Media plays a significant role in our marketing plan, providing us with a well-rounded medium to push out our products and services.**

**From brand recognition, to new product promotion, press release and whitepaper distribution and more, Photonics Media has been a great partner in our marketing efforts.”**

Peter Egerton, EVP, business development at Alluxa

## 2016 Magazine Special Sections

Reach your audience in new and exciting ways with special bonus sections featured in *Photonics Spectra* and *BioPhotonics*! With a different focus each issue, the special sections offer unique, targeted advertising opportunities.

### *Photonics Spectra*

**FEBRUARY** — Spectroscopy: Basics and Beyond (with directory)

**MARCH** — Asia-Pacific Regional Report

**APRIL** — SPIE Defense & Commercial Sensing: An Insider's Guide

**MAY** — Fiber Optics: From Components to Systems (with directory)

**JUNE** — Microscopy in Focus (with directory)

**JULY** — Asia-Pacific Regional Report

**AUGUST** — Brand Survey with Custom Report / Annual Reader Issue

**SEPTEMBER** — The EDU Issue: Optics & Photonics Education and Global Report

**OCTOBER** — Optics: Past, Present and Future (with directory)

**NOVEMBER** — Lasers in Research and Industry (with directory)

**DECEMBER** — Corporate Profiles

### *BioPhotonics*

**FEBRUARY/MARCH** — Spectroscopy Sourcebook

**APRIL** — Laser Sourcebook

**JULY/AUGUST** — Microscopy Sourcebook

**NOVEMBER/DECEMBER** — Imaging Sourcebook

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Please visit our website, [Photonics.com/mediakit](http://Photonics.com/mediakit), for all our marketing opportunities.

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# Grow with Photonics Media!

## Webinars

[www.photonics.com/webinars](http://www.photonics.com/webinars)

Bring your technology leadership to the next level with a custom webinar or webinar sponsorship! A custom webinar with Photonics Media puts your expertise in the spotlight. These webinars draw qualified attendees and build solid leads from the industry's No. 1 global audience.

### Quick Stats

- Popular web series to educate the industry
- Cutting-edge technology topics
- 7,600+ registrants in the past 12 month
- Consistently high registration-to-attendance ratio
- Full-contact lead generation

Custom webinars allow you to be the sole sponsor of your own webinar, and personally connect with viewers interested in your products. You choose the topic; we promote it, gather the audience and help you produce a successful presentation.

## 2016 EDITORIAL WEBINARS

Photonics Media taps the sharpest minds in academia and industry for in-depth webinars on pivotal light-based technologies. The following webinars will be presented this year:

**Technology Commercialization**

**Display Technologies**

**Industrial Automation: Expanding Applications**

**Custom Optics Selection**

**Biomedical Imaging**

**Aerospace Imaging**

## Photonics Media has immediate and ongoing opportunities for top-quality technical articles on a broad range of subjects:

Technical articles are among the most popular and important features of our magazines, and are a great way to share your company's technical expertise with our readers, the industry's largest collective audience.

Send your abstract or article for consideration to:

[Michael.Wheeler@Photonics.com](mailto:Michael.Wheeler@Photonics.com)

- Image Processing
- Quantum Communications
- Displays
- Vision Systems
- Short-Pulse Lasers
- Solid-State Lasers
- Optical Components
- Optical Metrology
- Optical Sensing

### Submitting a Technical Feature

Easy as 1-2-3

- 1 Send 100-word abstract or finished article for consideration.
- 2 Write 1,800-word article and include four to five 300-dpi images for publication.
- 3 Focus article on technology issues and applications – not on products.



**PHOTONICS MEDIA**  
THE PULSE OF THE INDUSTRY