

# P.S.



PHOTONICS MEDIA MARKETING NEWSLETTER

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## 2016 Multimedia Planner

Fresh new designs, big opportunities for your marketing message

The 2016 Media Planner from Photonics Media will be in your hands very soon. And if making good marketing and advertising plans is also in your hands, we invite you to spend some quality time with it. From cover to cover, the 2016 Multimedia Planner is filled with an exciting selection of unique special offerings aimed at targeting your best audience to build your brands, drive traffic to your website and generate valuable leads. Here's what's new and exciting:

### Photonics Spectra — No Competition

'Laser' isn't in our name, but we have lasers covered where it really counts: If it's laser buyers you're looking for, *Photonics Spectra* is the best place for your marketing message.

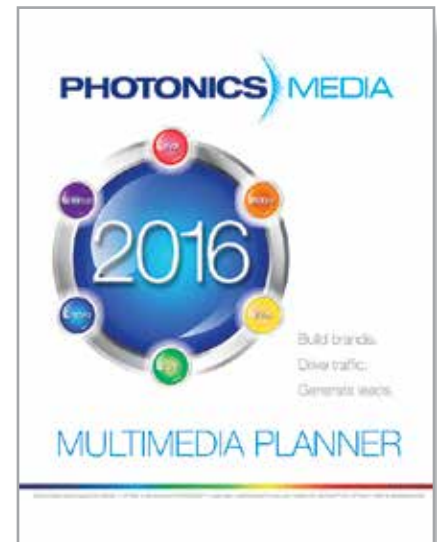
**Photonics Spectra has more subscribers in key laser categories than our closest competitor: 40 percent more, according to recent audit reports!**

And now, there are even more great reasons to make *Photonics Spectra* the foundation of your marketing plan. Every issue of our flagship magazine — published since 1967 — includes a special report or advertiser opportunity in addition to our usual roundup of news and features. Special reports bring an additional focus to each issue, inviting readers to spend more time perusing our pages — pages containing your marketing messages. New this year are two Asia-Pacific Regional Reports and several technology-specific market reports with resource directories including: spectroscopy, optics and lasers. These reports join our annual Prism Awards coverage, Ad Action Survey and corporate profiles as great marketing opportunities.

### BioPhotonics — One of a Kind

When it comes to B2B industry magazines covering the life sciences, *BioPhotonics* from Photonics Media stands alone. Nowhere else will you find a single magazine and dedicated audience devoted to biophotonics. For more than 20 years, *BioPhotonics* has covered the advances in light-based technologies that are changing our understanding of the world and changing how medicine is practiced. In addition to our life-sciences-focused Prism Awards coverage, we're continuing our popular Sourcebook series, focusing on resources for specific technologies.

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## Photonics Spectra

**NO.1** in BPA-verified subscribers in all laser categories as compared with our nearest competitor.

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**DON'T MISS OUT!**  
Corporate Capabilities Section  
*Photonics Spectra*  
**DECEMBER**

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**EuroPhotonics — Milestone Year**

In its 20th year, *EuroPhotonics* continues to feature the best of European industry news and trends. In 2016, we'll deliver a special report on photonics in the British Isles and Germany; a special issue for the Vision show in Stuttgart; plus two Euro Showcase issues, in June and December.

**Industrial Photonics — New Opportunities**

Our newest print publication, in its third year in 2016, continues to grow. We'll produce a special Industry Showcase for show circulation with each issue of the magazine.

**Newsletters — Reimagined and Powerful**

Our popular e-newsletters have all been redesigned, bringing fresh energy and excitement — and responsive design — to the format. Your popular featured products will now have a larger presence.

Photonics.com weekly gets a new look and a new name. The new *This Week in Photonics* will include news, exclusive features, products and special video content from the Light Matters team.

Our Trade Show Sneak Previews have been reimagined and will now include a video preview about the featured show. You can sponsor the e-blast and the video.

Finally, the custom tech e-newsletters now offer a Promoted Content Program combining the tech-specific e-blast plus promotion of your content on Photonics.com splash pages and related articles and products for 30 days.

Let the 2016 planning begin. Call your regional account manager to discuss your needs.

# Q&A with the Vice President

**1. My role with Laurin Publishing?** Vice President



**2. Years with Laurin Publishing/Photonics Media:** Started stuffing envelopes over the summer when I was 13! Came back full time 2 years ago.

**3. A fun fact about me:** I'm a shade tree mechanic and participate in amateur racing events.

**4. One thing I love about my job:** Great minds, great technology, great people, great friends. We'll count that as "one" thing.

# From the Vice President



## Spoiler Alert: Our Data is Industry's Best

Very soon, your inbox will be filled with media kits from publishers far and wide. You'll probably give a quick glance to some of them, or maybe they'll quickly find the recycling bin after the brief time they spend in your hands.

give you the cold, hard facts and data so you can make the informed decisions that are best for your company.

I don't mean to kill the suspense, but you're going to find those cold, hard facts and data sets to be the best in the industry (and we have the BPA qualification to back it up). So when you do grab our Multimedia Planner from your inbox, know that it's built for you and what you want to do. And we can now rest easy knowing that our Planner has been set apart and saved from the recycling bin.

So here's my letter where I'm supposed to entice you into spending some quality time with Photonics Media's Multimedia Planner, but that's played out so I'll keep it brief — and our newly redesigned Multimedia Planner reflects that brevity. We've greatly simplified our kit this year because we know what you want — to build your brand, drive traffic and generate leads. The greatest way for us to show you how to do that is not by rewriting a War and Peace-sized novel for your reading "pleasure," but to

Ryan Laurin

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# What's **NEW** for 2016

• **PHOTONICS SPECTRA** •

Asia-Pacific Regional Reports

Technology specific market reports on spectroscopy, fiber optics, microscopy, optics and lasers

• **BIOPHOTONICS** •

Standing alone in biophotonics industry coverage

• **INDUSTRIAL PHOTONICS** •

Product Showcase with each issue, for show distribution

• **EUROPHOTONICS** •

Product Showcase with each issue, for show distribution

• **NEWSLETTERS** •

Fully redesigned and enhanced with a variety of high-visibility options

# Start Spreading the News — Easy as 1-2-3

**Have a story to tell?** Photonics Media has made it even easier for you to share your company news and product announcements with our readers, even if you don't have a formal press release!

Our new online submission form guides you through the process and helps us write about important industry developments.

Submissions will be evaluated by editors and may be published on Photonics.com and in our magazines, *Photonics Spectra*, *BioPhotonics*, *Industrial Photonics* and *EuroPhotonics*.

**Find the form here: [www.photonics.com/prsubmit](http://www.photonics.com/prsubmit), then follow these simple instructions**

- 1.** First tell us whether you're submitting news or a product or service announcement. News can be about personnel, facilities, associations, awards, patents, grants, major orders, mergers and acquisitions, and more.  
There's space to enter information about your company and how customers can find you (and how our editors can reach you if they have additional questions).
- 2.** Describe your new product in detail, including technical specifications, how the product is meant to be used and the markets it's intended for.  
If you're sharing news, make sure to give us the Who, What, Where, When and How. Why is it newsworthy or innovative? What are the photonics applications or markets served?
- 3.** Upload a high-quality image of your new laser, cleanroom or vice president to illustrate your story and make it eye-catching.  
You can also provide a link to a website where readers can find more information about your product or company.

It's never been easier to share your news with the world. Reach our 167,278 audience members today via our online submission form. (Press releases may also be emailed to [pr@photonics.com](mailto:pr@photonics.com).)

## Webinar Sponsorship — Leads and Leadership

Take your technology leadership to the next level with a custom or editorial webinar sponsorship. Photonics Media taps the sharpest minds in academia and industry for in-depth webinars on pivotal light-based technologies. Thousands of registrants annually means top quality full contact lead generation.

## EDITORIAL CALENDAR 2016: WEBINARS

Month	Topics
JAN	Silicon Photonics
FEB	Laser Additive Manufacturing
MAR	Industrial Automation: Camera Selection
APR	Technology Commercialization
MAY	Display Technologies
JUL	Industrial Automation: Expanding Applications
SEP	Custom Optics Selection
OCT	Biomedical Imaging
NOV	Aerospace Imaging

Topics are subject to change.



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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!



## Prism Awards for Photonics Innovation

Enter the international competition that recognizes the most innovative new products in optics and photonics.

## Be Seen, Network, Celebrate

Your product will be seen by experts in the industry.

Promotion on: PrismAwards.org, Photonics.com, Optics.org, SPIE.org, Facebook, LinkedIn, Twitter, press releases, other international press, as well as the Photonics West Final Program, Exhibition Guide and Photonics West Show Daily

Tickets to the 2016 Prism Awards Reception and Banquet (each ticket \$200 value)

A collector's edition Prism Award box set (highlighting each finalist)

Product profile published in the SPIE Digital Library

Apply online by October 2015: [PrismAwards.org](http://PrismAwards.org).



## Promoted Content

### For Industry Experts and Thought Leaders

Photonics Media offers a unique opportunity to promote your company as an industry expert and thought leader using a combination of native advertising and email marketing. Our editors will blend your content with ours to produce an informative, tech-specific newsletter for a targeted, opt-in audience. Plus, your content will be promoted in news feeds and articles on Photonics.com for 30 days, surrounded by your banner ads. Contact your regional account manager for details

### WHAT IT IS

- Limited availability content marketing program
- Share a white paper, article, product or video
- Promoted on Photonics.com
- Pushed in an exclusive, targeted newsletter