



## Sourcebooks content brings new power to a trusted resource

*BioPhotonics* magazine stands out from its competitors, with the industry's largest total circulation and eight issues in print in 2015. As the global resource for research, business and product news, and information for the growing *biophotonics* community, it is the only BPA-audited industry publication focused on photonics in the life sciences.

This singular authority on the biophotonics industry is widely regarded as a valuable tool for researchers, engineers and others working to expand the opportunities for light-based technologies in biology, medicine and more. As shown in our latest reader survey, more than half of *BioPhotonics* readers work in research and engineering-related areas.

A unique resource, *BioPhotonics* appeals to users of both components and systems!

So how do we improve on success? We're making *BioPhotonics* an even smarter choice

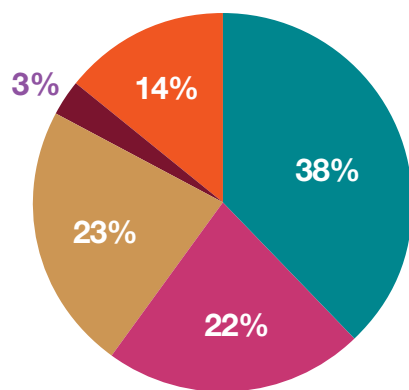
for your marketing dollars by turning four issues into super Sourcebooks in 2015, each one supporting a key technology in ways that will make it an important reference tool to be referred to throughout the year. In addition to all the great content found regularly in *BioPhotonics*, each Sourcebook will offer:

- Targeted supplier listings with additional branding opportunities
- Relevant contributed and house reference materials
- Bonus circulation at key shows

The same reader survey revealed that over 94% of the devoted *BioPhotonics* readership also has some involvement in its organization's purchasing decisions. What's more, 82% of *BioPhotonics* readers spend more than half an hour with each issue, and almost 50% keep that issue for more than one year!

# 60%

of readers said that they have visited an advertiser's website after seeing an ad in *BioPhotonics*.



- Researcher/Scientist/Lab Technician
- Engineering/Product or Process Development
- Management/Director/Consultant
- Medical Doctor/Clinician/Medical Staff
- Educator/Student

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### Biophotonics Components

Camera/Imaging Components	52%
Detectors & Sensors	51%
Displays/LEDs	30%
Electronics & Signal Analysis Components	34%
Lasers	46%
Laser Accessories	33%
Materials & Chemicals	31%
Optical Components	61%
Other Light Sources	31%
Positioning/Vibration Isolation	24%

### Biophotonics Systems

Analysis/Test & Measurement Equipment	40%
Camera/Imaging Systems	45%
Electronics & Signal Analysis Equipment	31%
Finished Displays/LEDs	20%
Finished Laser Systems	25%
Microscopes & Accessories	42%
Photonics Software	24%
Spectroscopy Equipment	28%

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**COMING IN PRINT!**  
Asia Focus/Distribution  
Spectroscopy Sourcebook

## From the Vice President



### Focus on Asia-Pacific

More than ever, business survival means thriving in a global marketplace.

Remember the days when the local optics company used the one coating facility down the street? It was close, communication was easy, and the price always seemed reasonable. That same firm now has access to PhotonicsBuyersGuide.com online and the print *Photonics Buyers' Guide*, which list coaters around the world who are waiting for a call or email, ready to quote in a heartbeat. With cheap shipping and diminished cultural barriers, that optics company can now use a coater in another corner of the world to save costs.

It's the nature of the marketplace. As technology shrinks the globe down to size, more and more companies will have to adapt to survive. Photonics Media recognizes this, and that is why we pride ourselves on being your tool to reach the global photonics industry. We, too, are adapting to the globalization of the industry. With an already robust readership in the Asia-Pacific region, we are preparing a special Market Focus issue of *Photonics Spectra* in February to coincide with Laser World of Photonics: China.

With extended bonus circulation to China in addition to the show distribution, Photonics Media is looking to highlight the Asia-Pacific market and provide advertisers an additional reach into the region. Your next customer could be sitting halfway across the world reading an issue of *Photonics Spectra* or an article on Photonics.com looking for an optics coater. We want to make sure he knows you're there, too.

Ryan Laurin

ryan.laurin@photonics.com

## Q&A with Bryan Faas

**My role:** I oversee all of the multimedia production and distribution here at Laurin. I produce video content for Photonics.com and I am the associate producer of our weekly newscast, *Light Matters*. I am also involved with managing the technical aspects and delivery of our webinars.



**Years with Laurin Publishing/Photonics Media:** I came onboard in December 2013.

**A fun fact about me:** I have played paintball for 10+ years, and I play in numerous tournament leagues across the Northeast. I actually first got involved with video production through paintball. Around the age of 15, I began shooting and editing montages of friends playing the sport.

**One thing I love about my job:** The people – I work with a group of exceptionally talented people here at Laurin.

**My personal work philosophy:** Have passion for what you do!

### BioPhotonics readers want more!

A recent survey revealed that 94% of *BioPhotonics* readers have some involvement in their organizations' purchasing decisions. That powerful group told us in the same survey that THEY WANT MORE *BIOPHOTONICS*!

*'It is a great publication; nothing else like it. Every issue is a learning experience for me.'*

## Print + Online = More Readers!

Ever wonder what would make a successful website publisher decide to launch a print magazine on the same subject? The answer is simple: a bigger audience.

Calling it "an incredible opportunity to bring CNET's knowledge and depth of experience to a new audience, and take full advantage of our own editorial talent," CNET, an online source of consumer technology news and reviews for more than 20 years, announced the launch of a print magazine in early November.

CNET's senior vice president and general manager Mark Larkin said, "There is real audience demand for premium technology content across all channels, including this new magazine, which offers content not available online."

In a Nov. 2 article in *The New York Times*, author Stuart Elliott wrote, "The arrival of CNET in print is indicative of a trend: Brands that began digitally are turning every day into #ThrowbackThursday by adding versions in traditional forms."

And a CBS executive told Elliott, "We know the audience wants to experience CNET in multiple ways."

Photonics Media understands this. Some readers prefer print, while others prefer digital and online sources; taken altogether, this means a very large global audience. To look at it from another angle, across all four print titles – *Photonics Spectra*, *BioPhotonics*, *EuroPhotonics* and *Industrial Photonics* – Photonics Media counts 188,000 magazine subscriptions. We also have 93,867 Web members at Photonics.com. Only about 41,000 readers subscribe to our content via both magazines and website.

Ask your account manager how ads in **BOTH** magazines and online with Photonics Media can expand your audience.

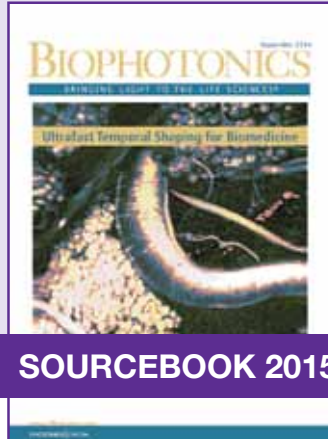
## We're making *BioPhotonics* even better!

How do you improve on success? *BioPhotonics* magazine stands out from its competitors with the industry's largest total circulation and eight issues in print in 2015. We're making it an even smarter choice for advertisers by turning four of those issues into super Sourcebooks. In addition to all the great content found regularly in *BioPhotonics*, each Sourcebook will offer:

- **supplier listings with additional branding opportunities**
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- **bonus circulation at key shows**

If you have business in any of these four key areas, you'll want to be in the Sourcebook:

Feb/Mar	<b>Spectroscopy Sourcebook</b>	<b>Pittcon</b>
Apr	<b>Lasers Sourcebook</b>	<b>ASLMS</b>
Jul/Aug	<b>Imaging Sourcebook</b>	<b>Microscopy &amp; Microanalysis</b>
Nov/Dec	<b>Microscopy Sourcebook</b>	<b>ASCB</b>



**SOURCEBOOK 2015**

Ask your Photonics Media account manager for complete details.



# Asia in Focus

Coming in February to *Photonics Spectra*:

*A Special Report*

- Market snapshot: 3-D printing in China
- Technology and business news from the region
- 3 Questions Interview
- PLUS, additional coverage of the regional photonics industry

**BONUS:** This issue will be distributed at  
**LASER: World of Photonics, China**

Contact your regional account manager for details and to advertise.

## Photonics Media Advertising Contacts

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

New England & FL  
**Rebecca L. Pontier**  
Associate Director of Sales  
Voice: +1 (413) 499-0514, Ext. 112  
Fax: +1 (413) 443-0472  
[becky.pontier@photonics.com](mailto:becky.pontier@photonics.com)

NY, NJ & PA  
**Timothy A. Dupree**  
Regional Account Manager  
Voice: +1 (413) 499-0514, Ext. 111  
Fax: +1 (413) 443-0472  
[tim.dupree@photonics.com](mailto:tim.dupree@photonics.com)

Southeastern US, Midwest, Europe & Israel  
**Matt Beebe**  
Regional Account Manager  
Voice: +1 (413) 499-0514, Ext. 103  
Fax: +1 (413) 443-0472  
[matt.beebe@photonics.com](mailto:matt.beebe@photonics.com)

Central & Southern CA, HI, AZ, CO, ID, MT, NM, UT, WY & Western Canada  
**Kim Abair**  
Regional Account Manager  
Voice: +1 (951) 926-4161  
Fax: +1 (951) 926-4295  
[kim.abair@photonics.com](mailto:kim.abair@photonics.com)

Northern CA, AK, NV, Pacific Northwest, Yukon & British Columbia  
**Kathi Simonsen**  
Regional Account Manager  
Voice: +1 (530) 268-4717  
Fax: +1 (413) 443-0472  
[k.simonsen@photonics.com](mailto:k.simonsen@photonics.com)

South Central U.S. & Eastern Canada  
**Peggy L. Dysard**  
District Account Representative  
Voice: +1 (413) 499-0514, Ext. 226  
Fax: +1 (413) 443-0472  
[peggy.dysard@photonics.com](mailto:peggy.dysard@photonics.com)

Asia (except Japan)  
**Hans Zhong**  
Voice: +86 755 2872 6973  
Fax: +86 755 8474 4362  
[photonicsasia@gmail.com](mailto:photonicsasia@gmail.com)

Japan  
**Scott Shibusaki**  
Voice: +81 3 5225 6614  
Fax: +81 3 5229 7253  
[s\\_shiba@optronics.co.jp](mailto:s_shiba@optronics.co.jp)

## Editorial Contact

Karen A. Newman, Group Publisher  
[karen.newman@photonics.com](mailto:karen.newman@photonics.com)

## Mailing address:

Send all contracts, insertion orders and advertising copy to:  
Laurin Publishing  
PO Box 4949, Pittsfield, MA 01202-4949

## Street address:

Laurin Publishing  
100 West Street, Pittsfield, MA 01201  
Voice: +1 (413) 499-0514  
Fax: +1 (413) 443-0472  
[advertising@photonics.com](mailto:advertising@photonics.com)

# Grow with Photonics Media!

**Book a  
Photonics West  
Sneak Preview  
& Video Shoot**



## SPIE Photonics West is right around the corner –



and Photonics Media has great opportunities for increasing your exposure BEFORE, DURING AND AFTER the show!

**Attract more visitors to your booth** – Promote your booth activities in one of our Sneak Preview e-newsletters sent to 50,000 industry professionals!

**Introduce a new product with video** – Book a Photonics West video shoot today! You put a lot of time and effort into promoting your new products at Photonics West. It's a great time to create a professional video with Photonics Media.

**Increase post-show visibility** – Your custom video will continue to attract new viewers long after the show is over. Photonics Media offers great hosting packages!

**Ask your regional ad manager for details.**



## Our magazines are now available as **FREE** mobile apps for subscribers



Also available:



**PHOTONICS MEDIA**  
THE PULSE OF THE INDUSTRY

