



Still Puzzled Over Print?



New brochure supports print's position as central to your marcom conundrum: What is the best medium for my advertising message?

Chances are, you already know where Photonics Media stands on the power of print. We certainly don't shy away from telling you how we feel. And it isn't just because we print magazines — and a lot of them! We work hard to stay ahead of media trends and proudly offer an up-to-the-minute range of multimedia products — 26 in all — that are second to none.

In a day when many publishers are pulling the plug on print editions, Photonics Media added *Industrial Photonics* in 2014. We print 70,000 copies of it annually. For some magazine titles that boldly launched as online-only publications, the right move now is to add print editions into the mix to capture larger audience shares — for their advertisers.

The reason we're so positive about print is that we know, from more than 60 years of success, that print works. It works for readers, and that means it works for advertisers, *too*.

Print. Right where it belongs — Photonics Media's new brochure sets out to

change your thinking on four common misconceptions about print and print advertising:

1. "Nobody reads magazines anymore; everyone gets their news online."
2. "I can't track the return on my advertising investment if I run print advertising. You don't know if anyone looks at my ad in a magazine."
3. "The younger generation is always using social media — they don't even know what a magazine is."
4. "Look at all of the paper being wasted on magazines these days — it's terrible for the environment."



Spoiler alert! In a nutshell, the keys to Photonics Media's success with print are: a niche industry perspective; a tightly controlled and audited circulation; an audience that largely prefers to read about its industry in print; and, paper and printing industry suppliers who share our concerns for the environment.

Print is the right piece to that puzzle more often than you may think! Watch for your copy of *Print. Right where it belongs*, or speak with your regional account manager.

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SPREAD THE WORD

To learn how, see page 3.

From the Vice President



The Piece Needed for Your Story

Right now, somewhere in the world, people at a company like yours — maybe yours — are gathered to talk about the great things they're doing. Maybe they are in an auditorium addressing shareholders; perhaps they're in a garage tweaking some new IP to show potential investors.

How often have you and your colleagues sat in a meeting like this for hours discussing how great your optics are and how your shop manufactures lenses of unmatched quality? Over lunch in the break room, do employees talk about the reliability and performance of the laser systems they work on and how a customer can save thousands with reduced downtime realized by using their products?

Unfortunately, all too often the story ends there and no one outside of your

company ever hears that passion or those particular details.

It happens to us at Photonics Media, as well. So to absolve us of some of that guilt, I hereby present a part of our story — one that we talk about in long arduous meetings and at company picnics out on our lawn.

We print so many magazines every year that if you laid them end-to-end they'd reach the International Space Station. We purchase our paper from environmentally conscious suppliers. We continue to print 1,381,000 copies of *Photonics Spectra*, *Industrial Photonics*, *Photonics Showcase*, *BioPhotonics*, *EuroPhotonics*, and the *Photonics Buyers' Guide and Handbook* combined. We don't do this because we're old-fashioned — trust us, we see the print bills every month. We do it because we are

committed to keeping the industry up-to-date on its story in a format preferred by our audience, which is the largest in the industry.

Long story short, whether it is through advertising, press releases or editorial coverage, Photonics Media can help you — wants to help you! — tell your story. What you have to say is interesting, relevant, and shouldn't be kept inside the walls of your company, garage or auditorium.

Look through this newsletter and our media kit and learn about all the ways — paid and unpaid — that we can help you tell your story.

Ryan Laurin

ryan.laurin@photonics.com

Q&A with Thomas Kotarba

My role (with Laurin Publishing): I work primarily with Southeast Asian photonics companies and find solutions to address advertising and marketing needs.

Years with Laurin Publishing/Photonics Media: 3 months.

A fun fact about me: Huge fan of karaoke.

One thing I love about my job: Connecting with people from all over the world.



2015 Photonics Spectrum Wall Chart

Advertiser Benefits

- 4-Color Company Logo on Front
- Full-Page 4-Color Ad on Reverse
- 3-Year Minimum Exposure
- Distribution in November 2015 *Photonics Spectra*
- Bonus Distribution at Industry Trade Shows
- Available for Purchase at Photonics.com



Front

Reverse

Coming September 24, 2015

Webinar:
**Fiber Optic Sensors:
Fundamentals and Applications**

David Krohn, presenter

To sponsor this webinar and to learn more,
contact your Regional Manager at 1 (413) 499-0514.

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, 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 with our online submission form. (Press releases may also be emailed to pr@photonics.com.)

Custom Webinars

*Be the sole sponsor of your own webinar.
You choose the topic – we supply the audience.*

As a webinar sponsor, you:

- Receive contact information for all registrants, including those who register later to view the archived webinar on Photonics.com.
- Have the option to use custom polling and surveys during and after the webinar to learn the attendees' important buying needs and interests.
- Benefit from appearing in print and online promotional material in our leading magazines, newsletters and online.

Best-in-class companies understand the power of qualified leads acquired from webinars — recognized as one of the top tools for lead generation, lead nurturing and customer retention.

Photonics Media webinars — both editorial and custom — consistently beat the registration-to-attendance industry average of 33% and deliver hundreds of superqualified leads.

Join the smart marketers who have enjoyed the lead generation and nurturing found with hosting a custom webinar.

Custom Webinar Sponsor Rate

Print Advertiser Rate	Standard Rate
\$8895	\$11,860

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Please visit our website, 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

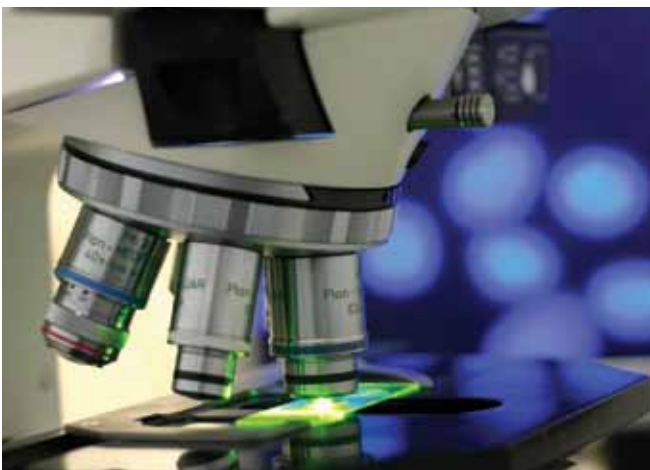
Tickets to the 2016 Prism Awards Reception and Banquet (each ticket \$200 value)

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.

Don't Miss the Final 2015 *BioPhotonics* Sourcebook: Microscopy! In the November/December issue



BioPhotonics — the industry's only business-to-business magazine for optics and photonics in the life sciences — got even bigger this year with the launch of Sourcebooks inside four issues.

BioPhotonics super Sourcebooks include:

- Supplier listings with additional branding opportunities.
- Contributed and house reference materials.
- Bonus circulation at: American Society for Cell Biology Annual Meeting in December.

Ask your Photonics Media account manager for complete details.