

PHOTONICS Marketing Newsletter



A monthly newsletter from Photonics Media, with marketing insights, upcoming magazine highlights, special marketing opportunities, industry events, advertising creative tips and more.



Effective Branding Takes Resolve, Creativity

Justine Murphy, Senior Editor, justine.murphy@photonics.com

Establishing a company's identity amid a sea of others takes creativity and out-of-the-box thinking. But as competitors perform similar work and initiatives, how does a company set itself apart from the pack?

"A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining and building your brand," said Laura Lake, a marketing consultant and author, in a piece entitled "Learn Why Branding Is Important in Marketing."

Marketing in print publications remains standard for many, according to MarketingSherpa, a research firm powered by MECLABS Institute in Florida, as it provides a sense of permanence, legitimacy and credibility. But going online with distinctive websites can also be effective in building and maintaining the brand as this has the potential to reach an expansive worldwide customer base. Advertising online can further supplement a marketing brand campaign.

Branding is key to utilizing internet search engines such as Google, Yahoo or Bing, as well. Chicago-based MAX Digital, a developer of cloud-based digital marketing and retailing software, notes that organic web traffic typically comes in part from those who searched a company's name specifically, "which means they were familiar with [the] brand."

[Read Article](#)



Upcoming Magazine Features

Trying to get new customers by targeting your product or service to the photonics industry? Take a peek at what our members will be reading about.

MARCH 2018 *Photonics Spectra*

• Solid-State Lasers Contributor: Coherent

Several scientific applications for **femtosecond pulses**, including **multiphoton imaging** of live tissue, are driving a demand for lasers with higher average power. This demand is driving rapid development and growth in **laser systems** using ytterbium-doped fiber as the gain medium.

• Fiber Optics for Telecom Contributor: Hank Hogan, Contributing Editor

A new generation of **long-haul fiber** is going into the ground, with this capacity being boosted by new **lasers and signaling modulations**. Designing, installing, maintaining and upgrading networks that will be in use for decades is a challenge, but there are some **promising solutions**.

• Lens Measurement Contributor: Marie Freebody, Contributing Editor

The industry has a mature toolset for rotationally symmetric **aspheres**, and incremental improvement to these tools is expected. The more dynamic area seems to be **measuring freeforms**, which remains very challenging. The technologies are still relatively immature, so there is a lot of room for innovation and disruption.

• Mid-IR Spectroscopy Contributor: Toptica Photonics

Fourier-transform infrared spectroscopy (**FTIR**) in the mid-infrared spectrum ranging from 5 to 15 μm enables detailed material characterization. In combination with **near-field scanning** methods, material properties are visualized on the **nanoscale**.

• Hyperspectral Imaging Contributor: Headwall Photonics

Exploration of the challenges of integrating **spectral imagers** into UAVs and the numerous integration issues involved — covering everything from aerodynamics and **optics** to battery life and **spectrometry**.

SPRING 2018 *EuroPhotonics*

• Silicon Photonics Contributor: Soitec

Optical communication is gaining momentum due to the amount of internet traffic growth and the cloud applications. Photonics **components to transmit light** are entering into a high-volume low-cost era, compared to the previous telecom era.

• Hyperspectral Imaging Contributor: Delta Optical Thin Film

Hyperspectral imaging has been used for a couple of decades in applications such as **satellite imaging, air reconnaissance** and other not-overly-priced sensitive markets. Still, there is no clear definition of the term "hyperspectral imaging."

• Imaging for Defense & Security Contributor: Marie Freebody, Contributing Editor

The rise in **UAVs** and availability of more compact **sensor technologies** mean that **imaging systems** are taking to the skies. Challenges of weight, size and ability to withstand environment damage must be balanced with image quality, coverage and efficient data transmission.

Put **your** advertising where **your** customers focus **their** attention.



81% of *Photonics Spectra* readers spend **30 minutes** or more with each issue.

Special Marketing Opportunities

Upcoming Webinars: Put your expertise in the spotlight and draw qualified leads.

• Stray Light Absorption in Broadband Wavelengths

Speaker: Colin Preston, Ph.D, Senior Research Scientist at NanoLab, Inc. - February 6

• Smart Cameras: Technology and Applications

Speaker: Perry West, Founder and President of Automated Vision Systems, Inc. - March 13

• Optics and Lighting Solutions for Machine Vision

Speaker: Kevin Harding, President of Optical Metrology Solutions, LLC. - March 20

Contact your Account Manager to reach these new buyers.

Industry Events

Visit our booth at these upcoming industry events to pick up your latest magazine issues. Exhibiting? Make the most of your tradeshow investment with our pre-show marketing opportunities.

Meet the Photonics Media Editors

Join the Photonics Media Editors in our booths at BIOS and Photonics West 2018. We're excited to hear your article ideas, your thoughts on our publications and website, your involvement and interest in the industry and more.



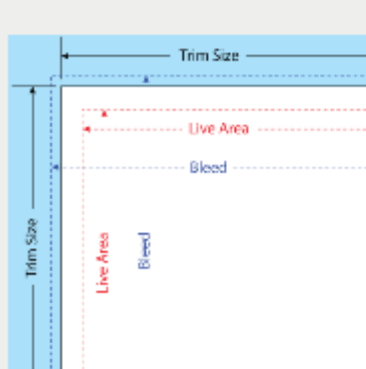
Dates and Times:

• **BIOS 2018: Saturday, January 27, at 3:00 p.m.; booth 8735**

• **Photonics West 2018: Tuesday, January 30, at 3:00 p.m.; booth 846-847**

Design Lab Tips

Your monthly marketing and creative tips from our experienced editors and skilled designers.



Bleed and Trim Sizes

Trim refers to the finished size of the publication once it has been printed, bound and trimmed. Bleed refers to the extra background that extends beyond the printed page that is trimmed off during the binding process. If your ad does not allow for bleed, there will be a white border around it in the final publication. Extend the background a minimum of 0.125" beyond the trim size on all four sides of the ad.

Trim size: 8.125" wide x 10.8125" high (207 x 274 mm).

Bleed size: 8.375" wide x 11.0625" high (213 x 281 mm).

Keep all of your text at least 0.5" (12 mm) inside the trim size.

Visit Photonics.com/DesignLab to see how we can help you stand head and shoulders above the competition.

PHOTONICS MEDIA

For more marketing insights, visit the **Photonics Media Advertising Hub** — your guide to a successful marketing program in the photonics industry. You'll find all the tools you need to build your brand, drive traffic to your website, generate leads and grow sales.