



## What Does a BPA Statement Mean to You?

*Unbiased reporting of a publication's circulation claims!*

Once a year, most companies conduct a financial audit. Twice a year, Photonics Media undergoes an audit, not of the financial kind, but of our circulation. The audits are conducted by BPA International, the leading auditing service for business-to-business publications.

When you invest in advertising, you are buying access to a publisher's audience. The value of that audience is defined by who is in it and how they use the publication: receivership and readership, respectively. The BPA statement defines the receivership side of the equation.

BPA International is an independent, not-for-profit organization supported by publishers, advertisers and advertising agencies; it has been auditing business-to-business publications for more than 80 years. An important fact to keep in mind about BPA audits is that they don't generate information. Rather, they verify information already amassed and analyzed by publishers. This allows advertisers to objectively evaluate and compare magazines with an independent audit form or statement.

Let's take a few minutes to walk through a BPA statement. You may want to refer to one as you read.

**75%** of *Photonics Spectra*-qualified subscribers renew their subscription or subscribe new each year.

Among the first things you'll see on the BPA statement are a description of the field served by the publication, a definition of recipient qualification and the purpose of the publication. These items are important because they let an advertiser know the publication's primary market segment and the types of individuals who receive it. This information helps advertisers determine whether this is the market and type of subscriber they want to reach.

Section 1 of the statement deals with the average total qualified circulation, which is an average over the six months covered by the audit. This section includes qualified paid and nonpaid subscriptions. The number to



note here is the total qualified circulation, because qualified subscribers are those most likely to be in a position to buy your products whether they are free or paid subscriptions.

Section 2 deals with the number of qualified subscribers by issue for the period. The "total qualified" number for the analyzed issue of the six-month period is the number on which the data in the remaining sections is based. It is typically the number quoted as a magazine's total circulation.

The next section of interest is 3a, the business/occupational breakout of the qualified circulation. It tells the advertiser whether the publication reaches the customers they want to reach. Section 3a will give you not only the industries in which qualified subscribers work, but their job functions as well. Say you want to reach R&D engineers in federally funded laboratories – Section 3a will give you that information.

Other areas to review when reading a BPA statement are the sections of "supplementary data," which come from a publication's subscriber qualification card. For publications such as *Photonics Spectra* and *BioPhotonics*, these sections cover the technologies and sciences with which qualified subscribers work as well as the products they buy, use or recommend. This information is audited at additional cost to the publisher and is not *Continued on page 2.*

### Key Information Found in a BPA Statement

- ▶ Field served by publication
- ▶ Definition of recipient qualification
- ▶ Purpose of publication
- ▶ Average total qualified circulation
- ▶ Number of qualified subscribers by issue
- ▶ Business/occupation breakout of qualified circulation
- ▶ Technologies and sciences worked with
- ▶ Products bought, used or recommended
- ▶ Percentage and numbers of subscribers renewing in 1- 2- or 3-year period
- ▶ Areas where publication is received

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**2014 Media Planner  
Coming in  
September.**



## From the Sales Director

### The Difference is in the Detail

At Photonics Media, our mission is clear: Deliver on the promises we make to our advertisers.

What does that mean? It means that the print and digital quantities of our magazines that we tell you we print and deliver are what we actually print and deliver. And to prove it, we are third-party audited by BPA. Circulation auditing is no small expense, but it's worth every penny to provide our advertisers with peace of mind on their investment.

I urge you to compare BPA audit statements when choosing a media partner. The transparency and accountability of reporting audience numbers is critical. In tough times, it is more important than ever that you understand what you are paying for.

These days, we know marketers are under intense pressure to justify their advertising spending. Publishers provide a valuable service for marketers by delivering verified, audited audience metrics. These metrics are the best tool you have when considering where to spend your marketing budget. The difference is in the detail ...

## Q&A with Becky Pontier, Associate Director of Sales

**My Territory:** New England, FL, Rocky Mountains, AZ & NM

**Years with Laurin Publishing/Photonics Media:** 16

**A fun fact about me:** I love hard rock/heavy metal music, and I'm pretty good with a pool cue.

**One thing I love about my job:** It's a very rewarding opportunity to work closely with a great group of intelligent, highly dedicated people delivering new and exciting technologies and products to the world.

**My personal sales philosophy:** To be a true marketing partner with my clients. Having a clear understanding of their specific needs, goals and strategies allows me to provide the best solutions to help drive their success.



*Continued from page 1.*

provided by all publishers – so it's another example of where a publication goes above and beyond to provide more information than is required for audit.

Section 3b of the statement covers the qualification source for the audited issue. This section is standard for all publications, allowing for easy comparison. An advertiser can learn a great deal about the quality of the circulation from the information provided. One of the more important parts of this section is the "Qualified Within" table. This reports the percentage and numbers of subscribers who have renewed their subscriptions within a one-, two- or three-year period.

It turns out that 75% of *Photonics Spectra's* qualified subscribers renew their subscription or subscribe new each year! An interesting thing to note about *Photonics Spectra* is that it has more subscribers qualified within one year than the total qualified circulation of all other competing publications.

*When you invest in advertising, you are buying access to a publisher's audience.*

Finally, Section 4 of the BPA statement deals with the distribution of a publication. This gives advertisers a clear picture of what regions are receiving the publication. *Photonics Spectra*, for example, reaches all areas of the world.

Through careful examination of the BPA statement, advertisers can learn a lot about a publication's ability to reach desired target markets and can clear the smoke surrounding a publication's circulation claims. By investing a little time to learn more about the information presented, advertisers will come to see that a BPA statement can be a helpful tool in choosing the right publication to carry their advertising.

Laurin Publishing goes the extra mile to maintain circulation to assure advertisers that they are getting the highest-quality circulation. By taking the time to look a little more closely at the information presented in the BPA statement, advertisers can begin to see for themselves just how effective publications are at reaching target markets.

By asking questions about what is presented in the BPA statement, advertisers can help themselves make educated decisions regarding the publication in which they should invest advertising. It's your money: Demand the best!

**Watch for the latest BPA statements for  
*Photonics Spectra* and *BioPhotonics*.**



## Crafting the Perfect Press Release

*How to write product and business announcements that command attention*

Press releases are more than words and pictures, more than a list of stats and applications: Press releases are a company's link to the world. They give outsiders an inside glimpse at the results of the hard work you do day in and day out. Press releases can show customers just why your product is the only solution to their problems – but to do that, they have to get noticed by editors who could publish them.

And to get noticed, they have to be accurate, timely and complete, and accompanied by an attractive, high-resolution photo (not just a logo).

Photonics Media's editors receive thousands of press releases every month. Most of these fall into one of two categories: product announcements or business news. If you want to make sure yours are among the golden few selected for publication in print and/or online, follow these simple guidelines.

New products should state clearly what the product is. If it's a new model of an existing product, specify the product itself. Summarize the most important facts and specifications about the product. List all potential applications and industries that could benefit from this product. Tell us what makes this product special. What sets it apart? Does it save time, money or space? Is it sturdier than other similar devices? Does it replace another technology or use a new manufacturing process? Include an email address so our readers can contact you for more information.

Business announcements should start with the news. Many begin with paragraphs about what the company does before any mention of the new CEO, the expanded facility, the merger or the quarterly results. But you don't want to bury the lead, as

journalists say: Put it front and center. You can add the details about the company itself in a subsequent paragraph.

Here are some general dos and don'ts for any press release, whether it's a product or business announcement:

- **DO** be specific. Include all relevant details in the announcement.
- **DO** use clear, concise language.
- **DO** spell out abbreviations.
- **DO** include a hi-res photo. We'll need the image in high resolution in order to publish it in print. To save time, please send it on the first contact.
- **DON'T** send just a link to the press release.
- **DON'T** send only a catchall newsletter that announces several new products at once. When we get these, we aren't sure which product you want to highlight.
- **DON'T** list just a Web address or a press contact; include an email address where our readers should contact you.
- Most importantly, **DO** remember your audience. Photonics Media's publications reach a wide range of your customers. What do they need to know right now?

Please note that we cannot promise publication of any press release in any specific issue of the magazine – in fact, we get so many every day that we can't guarantee publication at all. But if you craft your releases according to our guidelines and send them in as soon as they're ready, you're much more likely to see your news in print (and online). And so are our readers. Who are, by the way, your customers.



## Photonics Media editorial webinars

deliver speakers and content brought together by our industry experts, and attract an engaged and responsive global audience.

### Fall 2013 Webinar Sponsorship Opportunities

Sept. – **Machine Vision for Industry**  
Sponsored by **DRS Technologies**  
and **Matrox Electronic Systems Ltd.**



Oct. – **Ultrafast Fiber Lasers for Materials Processing & Research**  
**Adaptive Optics for Microscopy**

Your webinar sponsorship gets a second life after the event is archived – your logo stays with it as long as it is posted to our site.

Contact your Regional Manager, or call (413) 499-0514.

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

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**PHOTONICS MEDIA**  
THE PULSE OF THE INDUSTRY



**Prism Awards for Photonics Innovation**

Photonics Media is pleased once again to partner with SPIE, the international society for optics and photonics, to sponsor the prestigious Prism Awards for Photonics Innovation. The program recognizes innovative new products and technology in nine categories:

- ◆ sustainable energy
- ◆ lighting
- ◆ industry
- ◆ manufacturing
- ◆ communications
- ◆ health care
- ◆ medicine
- ◆ security
- ◆ defense

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