



Tracking Print ROI Is Necessary AND Possible

Print and online together bring the best of both worlds

Chances are pretty good that you are being told to demonstrate the ROI on your marketing spend, but do you know that you don't have to abandon print advertising to do so? The need to take print ads out of your marketing mix because you can't prove that buyers are taking action on them may be nothing more than the latest marketing myth ripe for busting.

According to a recent study, 96 percent of media users read trade magazines and visit

websites to keep up with what's happening in their industry. And these readers are not choosing one medium over another – 74 percent are using both print and digital media for work-related insights, switching back and forth between the two. (ABM Value of B-to-B report, July 2013)

It's a little tough to eliminate a proven medium from your mix when you see results like that. There are tried-and-true methods for tracking print ROI that take a little extra

effort but, when done right, create new opportunities for customer engagement. The best news is that your print and digital efforts can work together to demonstrate print ROI – the best of both worlds.

Tracking basics

A good place to start tracking responses to your print ads is in the things you likely are already including in those ads: your web address and a QR code, both of which can send prospects to a dedicated landing page on your website.

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“87%

of heavy mobile users engage with trade magazines in print, online or digitally every day.”

– ABM Value of B-to-B Report, July 2013

Proven ROI from Photonics Media

Ad-tracking basics can be put into place no matter where you are placing your ads, but two trusted publications available only from Photonics Media – *Photonics Buyers' Guide* and *Photonics Showcase* – offer a proven print and online trackable one-two punch.

The *Photonics Buyers' Guide* has been printed continuously since 1954, from its start as the *Optical Industry Directory*. A listing in the print edition also appears in the online guide, with hyperlinks to your website and email. A multimedia advertising program in *Photonics Buyers' Guide* includes a comprehensive custom Storefront Profile on PhotonicsBuyersGuide.com with products, video and white papers – based on your level of investment.

When you advertise your new products in the print edition of *Photonics Showcase*, that ad will appear online at PhotonicsShowcase.com, where views can be tracked. Click-throughs to your website can also be tracked. In addition to the benefits of advertising in the print edition, sent six times a year to 53,000 US *Photonics Spectra* readers, you can extend your reach by purchasing digital enhancements that increase your ad's visibility.



Contact your regional advertising manager for more information. And don't give up the print!

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BOOK TODAY!
60th Anniversary
Photonics Buyers' Guide



From the Group Publisher

Focus on the Reader

I'm a reader. Books, newspapers, magazines – I read them all. I love the feel of them in my hands, the smell of ink on paper. But most of all, I love what's inside covering all the pages – new things to see, learn, apply – and all put together with me, the reader, in mind!

I've been involved in magazine publishing for many years and have worked closely with readers in several industries. I've observed the community that grows up around a title that truly serves its readers.

Magazine publishers such as Photonics Media serve their readers – and build powerful communities – by delivering relevant feature articles, insightful columns, carefully curated news, the latest products – to bring those readers closer to the world in which they work.

All that content comes at no small cost, developed by a dedicated editorial staff to help readers solve problems and generate new ideas, introducing them to the latest tools for getting the job done better. It is this superior content that sets our magazines apart from many other advertising options.

We start and end our workday thinking about how we can deliver an industry, a technology, a solution to our readers, and how to work with the latest communication options to help the reader move from the printed page to unlock even more information online.

At Photonics Media, our readers tell us what they want, and we do our best every day to deliver. If you focus on the reader, the metrics will take care of themselves.

Karen Newman

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Directing print ad readers to a specific website landing page means you can provide additional information about a particular product to an already-interested potential customer. Once you get a prospect to your website, be sure there is a phone number for direct contact with an expert or a form for requesting additional information – and maybe a quote! Your Web analytic software can tell you how many people arrived at that page. And remember – in digital editions of print magazines, your landing page Web address turns into a link. See samples at junaio.com and argon.com.

QR codes on your print ad are another good way to direct interested readers to an ad-specific landing page, and they couldn't be easier to create. A number of QR code generator applications are available online, and your B2B publisher should be able to create one for you and incorporate it into your existing ad.

If you want to get really fancy – and tell your story with a little action – investigate augmented reality (AR) animation. You have to invest upfront in creating the animation, but a number of AR browsers, including Junaio and Argon, let readers enjoy your products in a whole new dimension right from tablets and smartphones. See samples at junaio.com and argon.com.

For really special announcements, consider attracting attention to your ad by putting it on a belly band on the outside of the magazine, or designing a standout cover or inside page gatefold or even an insert. But don't forget to include the URL and QR code that let you track reader responses.

At the risk of sounding "old school," an ad-specific phone number on a print ad also can help you gauge response to the ad simply by tracking the calls to that number. It's still effective. It just doesn't have the bells and whistles of a print/online combo or AR.

Call for Papers

Photonics Media editors are looking for contributed technical features for upcoming issues of *Photonics Spectra*, *BioPhotonics*, *EuroPhotonics* and *Industrial Photonics* magazines.

To share your expertise with the readers of Photonics Media publications, send a brief abstract or completed unpublished article for review to Laura Marshall, managing editor, at laura.marshall@photonics.com.

For details on contributing technical features, please see the article "Let's Get Technical," in the May 2013 issue of the *P.S.* marketing newsletter available at www.photonics.com/marketing newsletter.

Q&A with Kim Abair, Regional Manager

My Territory: Central and Southern California, Hawaii, Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Wyoming. Canadian Provinces: Saskatchewan, Alberta and Northwest Territories.

Years with Laurin Publishing/Photonics Media: I have been a buyer of advertising from Laurin Publishing for more than 25 years and watched the company build its brand to what it is today. Joining the Laurin team felt like a natural transition.

A fun fact about me: I have worked in the photonics industry since I was 18 years old.

One thing I love about my job: Working with corporate marketers to identify their goals and to find the best solutions to reach those goals.

My personal sales philosophy: To do anything well, I have to believe in what I am doing. I believe in the tools that Laurin Publishing/Photonics Media provides for photonics customers to grow its business. Having been a customer of Laurin for so many years, I know the value it brings, and I am proud to be on its team.



The 21st Century Photonics Buyers' Guide is UNBOUND!



Unlock Limitless Marketing Potential!

A single media buy in the 2014 Photonics Buyers' Guide gives you the powerful visibility you need in print, online and optimized for mobile editions – a borderless approach that ensures that your advertising message reaches

- **The largest audience of photonics buyers**
- **All year long**
- **In every buyer's preferred format**

Find out what Photonics Buyers' Guide advertisers already know:
Advertisers get 5 times the click-throughs to their own websites as nonadvertisers!

Your multimedia advertising program could include a comprehensive Storefront Profile on PhotonicsBuyersGuide.com with product announcements, video and white papers, based on your level of investment. With higher ranking in all online searches and bold type treatment in print, you're sure to get buyers' attention.

**Don't miss out on the 2014 Photonics Buyers' Guide advertising.
Call your regional advertising manager today.
+1 (413) 499-0514**

Drive Traffic – and Track ROI – with Photonics Showcase Print and Online



Advertise your products, capabilities and services in *Photonics Showcase*.

Reaching

53,000

**US Photonics Spectra
subscribers!**

- Every print ad appears online on PhotonicsShowcase.com.
- You get global exposure all year long.
- Extend your reach with digital enhancements.

**Contact your regional sales manager today!
+1 (413) 499-0514**



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Please visit our website,
Photonics.com/mediakit,
for all our marketing
opportunities.

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Ask about *Photonics Buyers' Guide* Industry Time Line

INTRODUCING
INDUSTRIAL PHOTONICS™



32,500
Launch Circulation

New for 2014!

Advancing light-based technologies for manufacturing and industry

Industrial Photonics is the NEW global resource on lasers, sensors, machine vision and automation systems for materials processing, process control and production.

Premiering in January 2014, and published quarterly, *Industrial Photonics* will be written for manufacturing, production, design and applications engineers, researchers and others involved in the integration of photonic technologies across a range of operations.

Industrial Photonics will be supported by the full resources of the Photonics Media ecosystem, including dedicated Web pages, e-newsletters, webinars and more.

Speak with your regional advertising manager about the new opportunities available with *Industrial Photonics*.



Our magazines are now available as FREE mobile apps for subscribers



Ask about ad options

Also available:



PHOTONICS MEDIA
THE PULSE OF THE INDUSTRY

