

P.S.



PHOTONICS MEDIA MARKETING NEWSLETTER

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BioPhotonics at 20 *Meeting the needs of a growing and vital market*



One of the main drivers of the current growth and interest in biophotonics is the world's aging population, which brings with it a growing number of patients suffering from a broad range of critical illnesses. Biophotonics applications enable faster detection and optimum treatment of many such illnesses, as is underscored in a recent report, "Global Biophotonics Market to 2016," from Dublin-based Research and Markets.

Light microscopy and other associated technologies are used to detect biological functions at cellular and subcellular levels, and biophotonics is finding application in the food sciences sector for ensuring food safety. Biophotonics-based imaging technology is now used in a number of areas, including nanobiotechnology and cell biology. One day soon, biopsies and more will be replaced by biomedical imaging, according to the report.

From live-cell imaging for research to biophotonics therapy for treating early-stage cancer and optical tomography for the diagnosis of macular degeneration and so much more, biophotonics is changing medical research and health care before our eyes.

BioPhotonics magazine was launched – as

BioPhotonics International – from the pages of *Photonics Spectra* in the fall of 1994, when the promise of biophotonic technology applications in the life sciences began to grow and it became clear that those using the technology on a daily basis needed a publication that delivered 100 percent relevant content in every issue.

The publisher at the time, Wendy A. Laurin, wrote, "As you look through this first issue, we hope you will share our sense of awe at the increasing number of ways that photonic technology is becoming an integral part of the medical and biophotonic scene." Today, that early admiration only strengthens, as biophotonics has grown into an industry some analysts expect to grow at better than 10 percent (CAGR) annually through 2016.

BioPhotonics magazine maintains 27,500 subscribers across print and digital editions – more than any of our competitors covering light-based technologies in the life sciences – and publishes 10 issues annually covering lasers, optics, imaging, lighting, microscopy and spectroscopy in every issue.

Today, important work is going on in translational research, the urgent effort to move

promising biophotonic technologies more quickly into clinical use. Our readers count on *BioPhotonics* magazine for an unmatched level of dedicated coverage, including the latest research news right along with the top industry news – and both strong technology and application articles in every issue.

And, of course, *BioPhotonics* is available in print, digital and mobile versions, reflecting both expanding reader options as well as the exciting and rapid uptake of biophotonic technologies across the life sciences.

Companion newsletters reach interested readers from Photonics Media's expansive

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BioPhotonics from Photonics Media

- More annual issues and more copies in print
- Broadest coverage of research, industry, technology and applications
- Dedicated website: www.Biophotonics.com

BioPhotonics by the numbers

- 27,500** qualified subscribers (BPA audited)
- 11,275** work with lasers/laser systems
- 10,175** work with spectroscopy
- 9,075** work with microscopy
- 20** years of publication
- 10** annual issues

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From the Group Publisher



Ready for a change?

After an especially challenging winter, I think we're all ready for something new and exciting!

The completely redesigned www.Photonics.com may be just the thing. The site is a tremendously popular resource, with news updated every business day, plus YOUR videos and white papers, and the popular *Photonics Handbook* and *Dictionary Plus*. It's also home to the online edition of the *Photonics Buyers' Guide*, now in its 60th year. The redesign brings improved speed and organization to the site, aimed at giving visitors an even better experience and a lot of good reasons to extend their visits. What's more, our editors are always working on fresh content to appeal to our broad global audience.

Photonics.com also is home to new, dedicated web pages for each of our publications, including *Industrial Photonics*, which launched this year to highlight research, business news and new products for industry – from lasers to sensors as well as machine vision and automation systems for materials processing, process control and production. It's where you'll find a growing community of specialists working to integrate the latest photonic technologies into manufacturing processes of all kinds.

Finally, how about a new way to tell your story to the 95,000-strong *Photonics Spectra* audience, and to the readers of any of our publications? In every issue of every magazine, companies just like yours contribute well-crafted technical feature articles that discuss the latest technologies propelling this industry forward. If you have a story you would like to tell in any of our magazines, get in touch directly with Managing Editor Laura Marshall – Laura.Marshall@Photonics.com – for guidelines. We welcome your contributions

Karen Newman

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Q&A with Lisa Comstock, Senior Art Director

My role: I'm actively involved in the design and production of *Photonics Spectra* and *Industrial Photonics* as well as assisting with our other publications. I'm very hands on and enjoy being involved in all aspects of a project. I love the challenge of creating and learning new things.

Years with Laurin Publishing/Photonics Media:

I will have been here for 30 years this July.

A fun fact about me: As a creative person, I need to find ways to express myself. Whether I'm whipping up a dish to share with my friends and family or planting vegetables and flowers in the garden, it allows me the time to recharge so that I can be on top of my game for whatever new projects come along.

One thing I love about my job: Working with my Graphics team! Together we do amazing things. We are dedicated to the look and feel of our publications, and we don't mind going the extra mile to put quality publications out there for our readers and advertisers. If they are happy, we are happy.



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global base, pulling them into the industry's top stories and pushing them to your website. New this year, the Spectroscopy e-newsletter is sent to 30,000 readers quarterly.

As biophotonic technologies continue to make good on their early promise, *BioPhotonics* magazine will continue to deliver the industry to readers.

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for
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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.

Published quarterly, *Industrial Photonics* is written for manufacturing, production, design and applications engineers, researchers and others involved in the integration of photonic technologies across a range of operations.

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