

PHOTONICS MEDIA marketing solutions

Marketing advice for the photonics industry. A monthly newsletter from Photonics Media.

Use Data to Make Better Decisions

Twice each year, the audience of *Photonics Spectra* magazine is audited by BPA Worldwide, the leading auditing service for B2B publications. These independent audits serve to assure advertisers that they are reaching their target markets.

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Download BPA Brand Report

PHOTONICS SPECTRA BRAND REPORT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2020

PHOTONICS SPECTRA is a B2B brand intended for individuals with broad-based interests in light-based technologies and the photonics industry. The brand content and editorial scope of this publication includes technical and industry news and analysis, insight into new and established business and technical solutions. The readership of every issue is also available to subscribers globally via the on-line digital version.

BRAND REPORT PURPOSE
The Brand Report provides a deeper understanding and identification of all qualified (qualified) contacts with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique value for each channel of distribution across multiple media platforms. This non-regulated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

| CHANNELS | Non-Paid | Paid | Average |
|--|----------|------|---------|
| PHOTONICS SPECTRA MAGAZINE (6 issues in the period) | 100,000 | - | 166,667 |
| PHOTONICS SPECTRA NEWSLETTER (6 issues in the period) | 31,638 | - | 31,638 |
| PHOTONICS SPECTRA WEBSITE (Monthly Users with 254,434 average Pageviews) | 112,987 | - | 112,987 |

Table 1: Static Media Channel - www.photonics.com - serves both Photonics and Photonics Spectra.



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