Title: 'photonik'

Brief outline: 'photonik' is the official voice of Spectaris, DGaO (German Branch of the European Optical Society), VDI (section Optical Technologies), OptecNet Deutschland (all nine regional German photonics clusters) and WLT (German Scientific Laser Society). 'photonik' is a German-language trade journal published 6 times a year, covering the high-tech areas of optical technologies (opto-electronics, laser technology, image processing, optical communication, optical metrology etc.). In this area, 'photonik' provides the highest circulation in the German-speaking marketplace. 'photonik' publishes technical articles, reports on new products and business news. The magazine is targeted at development engineers and industrial users of such products.

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<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
<th>Events/Trade Fairs</th>
</tr>
</thead>
</table>
| laser+photonics       | **January**                        | 'laser+photonics' is the best-of special issue of the German magazine, 'photonik' with a wide selection of articles translated into English providing a broad overview of current knowledge in Optical Technologies worldwide. | BiOS (Expo)  
San Francisco, USA  
02 Feb–03 Feb, 2019  
Photons West (Expo)  
San Francisco, USA  
05 Feb–07 Feb, 2019 |
| 1                     | **February**                       | - Special: biophotonics  
- Image Capturing and Processing, Hyperspectral Imaging  
- Optical Spectroscopy  
- Optical Components  
- Optical Metrology | HMI Hannover Messe  
Hanover  
01 Apr–05 Apr, 2019  
CLEO  
San Jose, USA  
05 May–10 May, 2019  
Control  
Stuttgart  
07 May–09 May, 2019 |
| 2                     | **April**                          | - Additive Manufacturing  
- Image Capturing and Processing, Hyperspectral Imaging  
- Optics Production, Freeform Optics  
- Optical Sensor Technology  
- Software for Optics  
- Optical Components  
- Optical Metrology | Laser World of Photonics  
Munich  
24 June–27 June, 2019  
Sensor + Test  
Nuremberg  
25 June–27 June, 2019 |
| 3                     | **June**                           | - Special: biophotonics  
- Optical Sensor Technology  
- Laser Sources, Laser Technology  
- Image Capturing and Processing, Hyperspectral Imaging  
- Fiber Optics  
- Additive Manufacturing  
- Optical Components  
- Optical Metrology |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
<th>Events/Trade Fairs</th>
</tr>
</thead>
</table>
| 4     | September              | Date of publication: 03 Sep 2019  
Advertising Deadline: 08 Aug 2019  
- Fiber Optics and Optical Communication  
- Coating Technologies  
- Incoherent Light Sources, LED Technology  
- Software for Optics  
- Optical Components and Microoptical Systems  
- Optical Metrology | ECOC  
Dublin, IRL  
22 Sept–26 Sept, 2019 |
| 5     | October                | Date of publication: 15 Oct 2019  
Advertising Deadline: 23 Sep 2019  
- Special: biophotonics *  
- Optical Sensor Technology  
- Display Technology  
- Optics Production, Freeform Optics  
- Optical Components  
- Optical Metrology | MEDICA / COMPAMED  
Düsseldorf  
18 Nov–21 Nov, 2019 |
| 6     | December               | Date of publication: 05 Dec 2019  
Advertising Deadline: 12 Nov 2019  
- Laser Sources, Laser Technology  
- Additive Manufacturing  
- Image Capturing and Processing, Hyperspectral Imaging  
- Optical Components and Microoptical Systems  
- Optical Metrology |  |
|       | January 2020          | Date of publication: 15 Jan 2020  
Advertising Deadline: 06 Dec 2019  
- Laser+photonics' is the best-of special issue of the German magazine 'photonik' with a wide selection of articles translated into English providing a broad overview of current knowledge in Optical Technologies worldwide. | BiOS (Expo)  
San Francisco, USA  
Photronics West (Expo)  
San Francisco, USA |

* The special 'biophotonics' in the issues 1, 3 und 5/2019 covers the following key aspects:  
- Microscopy und Nanoscopy  
- Optical Coherence Tomography  
- Optogenetics  
- Biomedical Technology  
- Cytometry and Cell Analysis  
- Optical Analytic |
<table>
<thead>
<tr>
<th>ad size</th>
<th>width x height in mm</th>
<th>s/w</th>
<th>2 colours</th>
<th>3 colours</th>
<th>4 colours</th>
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<td>4,530.– €</td>
<td>4,880.– €</td>
<td>5,230.– €</td>
<td>5,580.– €</td>
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<td>3,745.– €</td>
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<td>Junior Page</td>
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<td>2,900.– €</td>
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<td>2,615.– €</td>
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<tr>
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<td>1,510.– €</td>
<td>1,810.– €</td>
<td>2,110.– €</td>
<td>2,410.– €</td>
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<tr>
<td>1/4 page</td>
<td>90 x 130 or 43 x 264 or 184 x 63</td>
<td>1,135.– €</td>
<td>1,435.– €</td>
<td>1,735.– €</td>
<td>2,035.– €</td>
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<tr>
<td>1/8 page</td>
<td>90 x 63 or 43 x 130 or 184 x 30</td>
<td>570.– €</td>
<td>770.– €</td>
<td>970.– €</td>
<td>1,170.– €</td>
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<td>Coverflap</td>
<td>on request</td>
<td></td>
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<td>7,820.– €</td>
</tr>
<tr>
<td>Inside Front cover</td>
<td>184 x 264</td>
<td></td>
<td></td>
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<td>6,486.– €</td>
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<tr>
<td>Inside Cover page</td>
<td>184 x 264</td>
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<td></td>
<td></td>
<td>6,486.– €</td>
</tr>
<tr>
<td>Back cover</td>
<td>184 x 264</td>
<td></td>
<td></td>
<td></td>
<td>6,486.– €</td>
</tr>
</tbody>
</table>

Colour charges for ads

- **Standard colours, each:**
  - 1/2 page to 2/1 page: € 350.-
  - 1/4 page to 1/3 page: € 300.-
  - 1/8 page and smaller: € 200.-

- **Special colours, each:**
  - all sizes: € 800.-

Discounts:

- **(for advertisements within 12 months)**
- **frequency discount**
  - 3 insertions: 5 %
  - 6 insertions: 10 %
  - 12 insertions: 15 %
- **volume discount**
  - 1 page: 5 %
  - 3 pages: 10 %
  - 5 pages: 15 %
  - 8 pages: 20 %
BLEED ADS: all text must be at least 10 mm inside the maximum width and height of any bleed ad.

Allow additional 3 mm trim per bleed edge and trim marks.
Overall Size: A4, 210 mm wide x 297 mm high

Printing Area: 184 mm wide x 264 mm high
4 columns, each 43 mm wide

Printing Specifications: For printing we need a print-optimized pdf-file.
Resolution: 300 dpi (CMYK)
File please send to: ute.fauck@at-fachverlag.de

Contact: Norbert Schöne (Advertising manager)
Telephone +49 711 952951-20
norbert.schoene@at-fachverlag.de
Ute Fauck-Belz (Media manager)
Telephone +49 711 952951-24
ute.fauck@at-fachverlag.de

Bound-In Inserts: 2 pages (1 sheet)
216 mm wide x 305 mm high
4 pages (double sheet, folded)
432 mm wide x 305 mm high
Please send inserts in the size stated above, not trimmed, but folded

Loose Inserts: max. size 205 mm wide x 292 mm high
Weight up to 25 g € 5,335.-
Weight up to 35 g € 5,870.-
Weight up to 45 g € 6,400.-

Classified Ads: 4 columns, each 43 mm wide
Job offer advertisement € 4.24/mm
Job wanted advertisement € 2.12/mm
Buyers' Guide

The Buyers' Guide in 'photonik' provides companies with an effective long-term opportunity to present their capabilities to a wide audience.

By listing your company under the relevant product headings, you will generate continued awareness of your potential customers and maximise the chances of success.

Prices: Entries in the Buyers' Guide are charged according to height and are a maximum width of 35 mm (single column). Per entry per year € 21.60/mm height (6 issues = minimum period)

Payment terms: Entries in the Buyers’ Guide continue to run until cancelled. The minimum period is one year (6 issues). New entries, amendments and cancellations must be received at least 5 working days before the advertising deadline for issues 1 or 4, each year.

Period: The maximum width of company listings is 35 mm. Height is as specified by you. Company logos (in grey scale) can be included.

Printing material: Manuscripts, line drawings, sketches or files. In the case of entries with logos, camera ready artwork or file of the logo is required.

Discounts: Company listing at

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>5</td>
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<tr>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

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<td>10</td>
<td>10</td>
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<tr>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
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</tbody>
</table>
'photonik' is audited by:

Audit statements are a strict independent verification of printing, distribution and circulation claims of a magazine.

Projected Print Run 2018 10,000 copies
Distribution 2018 9,596 copies

Geographical Distribution 2018
Federal Republic of Germany 9,151 copies (95.36 %)
Abroad 445 copies (4.64 %)

Circulation by Business Position

<table>
<thead>
<tr>
<th>Position</th>
<th>Percent</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Management</td>
<td>11.3</td>
<td>1,086</td>
</tr>
<tr>
<td>Marketing</td>
<td>4.0</td>
<td>384</td>
</tr>
<tr>
<td>Administration</td>
<td>0.2</td>
<td>19</td>
</tr>
<tr>
<td>Purchasing</td>
<td>0.7</td>
<td>67</td>
</tr>
<tr>
<td>Sales</td>
<td>1.7</td>
<td>163</td>
</tr>
<tr>
<td>Hardware Development</td>
<td>14.3</td>
<td>1,372</td>
</tr>
<tr>
<td>Software Development</td>
<td>1.4</td>
<td>134</td>
</tr>
<tr>
<td>Application</td>
<td>1.9</td>
<td>182</td>
</tr>
<tr>
<td>Design</td>
<td>1.6</td>
<td>154</td>
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<tr>
<td>Research</td>
<td>6.7</td>
<td>643</td>
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<tr>
<td>Operations scheduling</td>
<td>0.2</td>
<td>19</td>
</tr>
<tr>
<td>Production</td>
<td>0.5</td>
<td>48</td>
</tr>
<tr>
<td>Quality control /Testing</td>
<td>1.8</td>
<td>173</td>
</tr>
<tr>
<td>Education / Training</td>
<td>1.4</td>
<td>134</td>
</tr>
<tr>
<td>Others</td>
<td>1.4</td>
<td>134</td>
</tr>
<tr>
<td>Not specified</td>
<td>50.9</td>
<td>4,884</td>
</tr>
<tr>
<td>Multiple mentions</td>
<td>100.0</td>
<td>9,596</td>
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</tbody>
</table>

Circulation by Number of Employees

<table>
<thead>
<tr>
<th>Employees</th>
<th>Percent</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 -</td>
<td>6.8</td>
<td>653</td>
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<tr>
<td>10 -</td>
<td>4.2</td>
<td>403</td>
</tr>
<tr>
<td>20 -</td>
<td>6.2</td>
<td>595</td>
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<tr>
<td>50 -</td>
<td>6.7</td>
<td>643</td>
</tr>
<tr>
<td>100 -</td>
<td>5.4</td>
<td>518</td>
</tr>
<tr>
<td>200 -</td>
<td>5.8</td>
<td>557</td>
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<tr>
<td>500 -</td>
<td>3.0</td>
<td>288</td>
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<tr>
<td>1000 +</td>
<td>9.6</td>
<td>921</td>
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<tr>
<td>Not specified</td>
<td>52.3</td>
<td>5,018</td>
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<tr>
<td>Total</td>
<td>100.0</td>
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## Circulation by Business & Industry

<table>
<thead>
<tr>
<th>Category of recipient</th>
<th>Percent of total</th>
<th>Qualified copies</th>
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</thead>
<tbody>
<tr>
<td>Chemical and petrochemical</td>
<td>0.87</td>
<td>83</td>
</tr>
<tr>
<td>Manufacture and production of glass, glass fiber</td>
<td>0.02</td>
<td>2</td>
</tr>
<tr>
<td>Metal production and metal working</td>
<td>1.04</td>
<td>100</td>
</tr>
<tr>
<td>Mechanical engineering</td>
<td>3.97</td>
<td>381</td>
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<tr>
<td>Office/IT equipment and data processing</td>
<td>0.72</td>
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<tr>
<td>Electronics/Electrical engineering</td>
<td>31.66</td>
<td>3,038</td>
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<tr>
<td>Electrical engineering</td>
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<td>Communication engineering</td>
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<tr>
<td>Controlling and control technology</td>
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<tr>
<td>Test &amp; Measurement</td>
<td>5.71</td>
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<tr>
<td>Military electronics</td>
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<tr>
<td>Medical electronics engineering</td>
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<tr>
<td>Electronic components and systems</td>
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<td>Consumer electronics</td>
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<tr>
<td>Precision engineering &amp; optics</td>
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<td>1,079</td>
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<tr>
<td>Automotive construction</td>
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<tr>
<td>Aircraft &amp; aerospace industries</td>
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<tr>
<td>Energy and water supply</td>
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<td>31</td>
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<tr>
<td>Distribution</td>
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<tr>
<td>Engineering offices, laboratories</td>
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<tr>
<td>Science, research &amp; development</td>
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<td>Universities, Education</td>
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<td>859</td>
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<tr>
<td>not known</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>Not specified</td>
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<td>1,087</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>9,596</strong></td>
</tr>
</tbody>
</table>
Super Banner
The Super Banner is positioned above the actual Website. It is the larger version of the Fullsize Banner.
Size: 728 x 90 Pixel up to max. 50 kB
File types: .SWF, GIF, .FLA and Windows Fonts (.TTF)

FullAd
This is the most widely used variant on the Internet. Practically every commercial website offers this format.
Size: 468 x 60 Pixel up to 20 kB
File types: .SWF, GIF, .FLA, and Windows Scripts (.TTF)

Skyscraper
Skyscrapers are an eyecatcher for visitors to the page. Advertise sky-high with a similarly impressive effect as print advertising!
Size: 160 x 600 Pixel up to max. 50 kB
File types: .SWF, GIF, .FLA and Windows Scripts (.TTF)

Wallpaper
Positioned around the top right hand corner of the page and is a combination of the Super Banner and Skyscraper.
Size: 728 x 90 Pixel (top) und 120 x 600 or 160 x 600 Pixel (right) up to bis max. 100 kB
File types: .SWF, GIF, .FLA and Windows Scripts (.TTF)

Medium Rectangle/Content Ad
Similarly to island advertisements in print media, Rectangles are positioned directly in the editorial area of the website. This increases the users' awareness and improves response rates.
Size: 300 x 250 Pixel up to max. 50 kB
File types: .SWF, GIF, .FLA and Windows Scripts (.TTF)
Positions

The above banner formats can be positioned on the Front Page or in a Measurement Topic Channel „Optical components“.

Cost per thousand ad impressions in rotation

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost/1,000 plus VAT.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>€ 200.-</td>
</tr>
<tr>
<td>Expandable Super Banner</td>
<td>€ 240.-</td>
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<tr>
<td>FullAd</td>
<td>€ 150.-</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>€ 200.-</td>
</tr>
<tr>
<td>Expandable Skyscraper</td>
<td>€ 240.-</td>
</tr>
<tr>
<td>Rectangle</td>
<td>€ 160.-</td>
</tr>
<tr>
<td>Medium Rectangle/Content AD</td>
<td>€ 200.-</td>
</tr>
<tr>
<td>Banderole AD</td>
<td>€ 240.-</td>
</tr>
<tr>
<td>Billboard</td>
<td>€ 275.-</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>€ 400.-</td>
</tr>
</tbody>
</table>

Visits 33,483 (January 2018 up June 2018)
Page Impressions 64,699 (January 2018 up June 2018)
Super Banner
Dimensions 728 x 90 Pixel

Expandable Super Banner
Dimensions 728 x 250 Pixel

Medium Rectangle
Dimensions 300 x 250 Pixel

Skyscraper
160 x 600 Pixel
Expandable Skyscraper
420 x 600 Pixel

Billboard
940 x 250 Pixel

FireplaceAd

BanderoleAd
770 x 250 Pixel

PopUnder
400 x 300 Pixel

PopUp
200 x 300 Pixel

TandemAd/TripleAd
A combination of a LayerAd, Superbanner, Skyscraper or Medium Rectangle.

Wallpaper
A combination of Super Banner and Skyscraper.

LayerAd
400 x 400 Pixel
Lead Generation

www.photonik.de offers the facility to place many sizes of White papers, Webcasts, Videoclips, technical articles accessible only to an exclusive circle of registered readers who have agreed to transmission of their contact details to the originators of the called-up documents.

White papers (as defined by Wikipedia)
„White paper“ has come to refer to documents used by businesses as a marketing or sales tool. For example, many White papers today advertise the benefits of particular technologies and products.

These types of White papers are almost always marketing communications documents designed to promote a specific company’s solutions or products. As a marketing tool, these papers will highlight information favourable to the company authorizing or sponsoring the paper. Such White papers are often used to generate sales leads, establish thought leadership, make a business case, or to educate customers.

These are three types of commercial White papers:
- Business-benefits: Makes a business case for a certain technology or methodology
- Technical: Describes how a certain technology works
- Hybrid: Combines high-level business benefits with technical details in a single document

Prices for accepting and placing registration-required articles according to work involved on request.

Price per transmitted address/lead

Euro 40.- plus VAT.
Frequency: 2 times a month, on all even weeks
Circulation: approx. 6,000 (August 2018)
Circulation breakdown: analogous to print, see page 10
Advertising closing date: Friday before publication

Skyscraper
Maximum 2 per Newsletter. 160 x 600 Pixel up to 50 kB including link to your web page or a URL specified by you.

Cost per Newsletter € 500.- plus VAT.

FullAd
Maximum 1 Banner per category - 468 x 60 Pixel up to 25 kB including link to your web page or a URL specified by you. Positioned directly above sponsored category.

Cost per Newsletter/Week € 400.- plus VAT.

TextAd
Maximum 65 characters headline + max. 250 characters text plus one image (205 pixel wide) including link to your web page or a URL specified by you. Maximum 1 text advertisement per category.

Cost per Newsletter/Week € 600.- plus VAT.
Your contact persons

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