

laser+ photonics

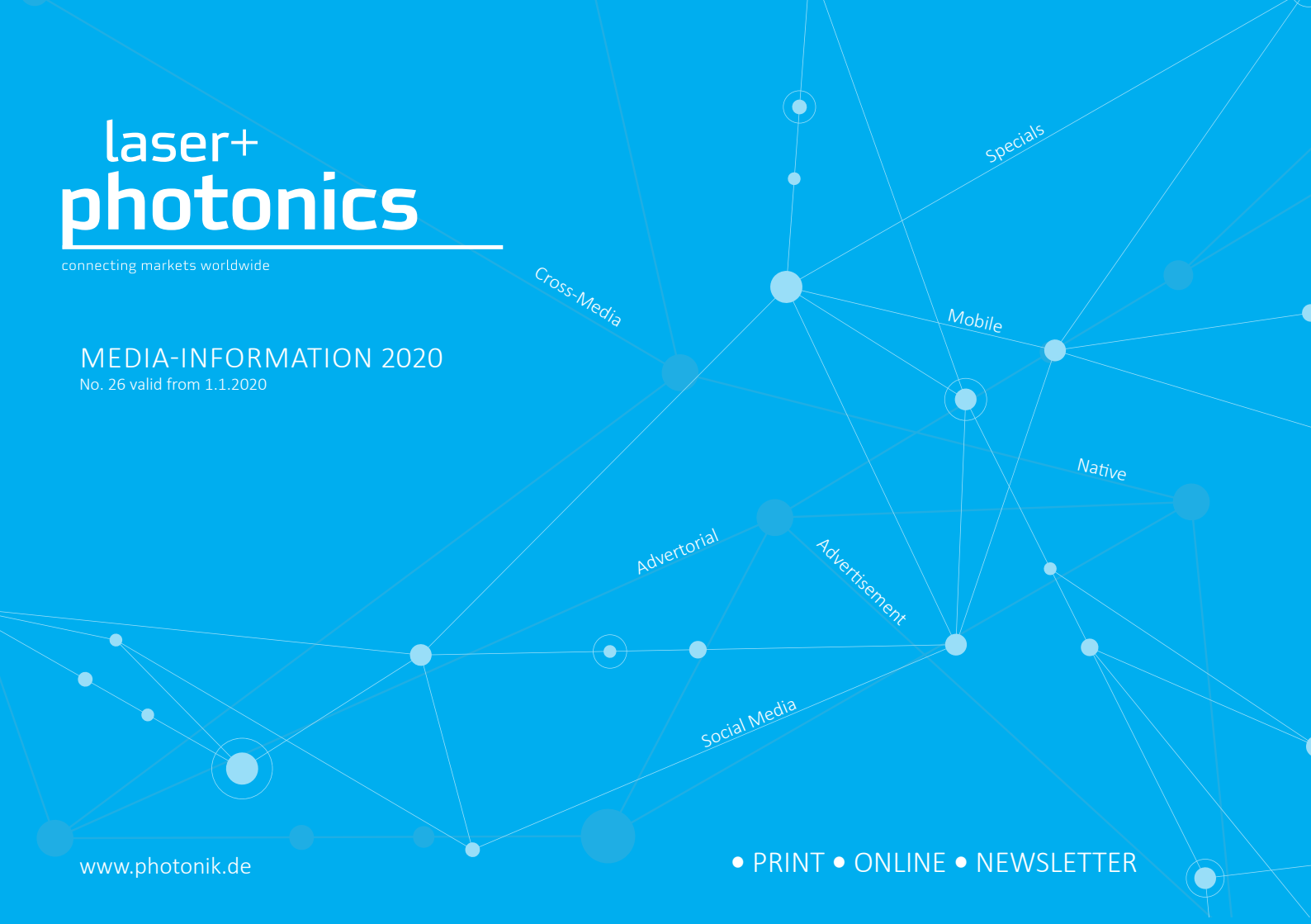
connecting markets worldwide

MEDIA-INFORMATION 2020

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www.photonik.de

• PRINT • ONLINE • NEWSLETTER



Cross-Media

Specials

Mobile

Native

Advertorial

Advertisement

Social Media

Brief characteristics

Content

'laser+photonics' is the best-of-collection of technical articles from the magazine 'photonik' reprinted in English and thus offers a broad range of worldwide up-to-date knowledge in the area of optical technologies. Reports on latest technology trends around the world and relevant industry news complete the editorial spectrum of this issue.

Distribution

Direct shipment to ~ 5,000 personalised company addresses in Europe (mainly outside of Germany), USA and Asia, as well as ~ 3,000 copies that are distributed via international fairs and congresses.

Networks of partners

'photonik' is the official voice of the leading German optical associations, such as Spectaris, DGaO, WLT, VDI- The Association of Engineers /OT, and OptecNet Deutschland, representing all nine regional German photonics clusters.

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Ad size	Width x height in mm	b/w	2 colours	3 colours	4 colours
1/1 page	185 x 264	4,620.– €	4,970.– €	5,320.– €	5,670.– €
3/4 page	136 x 264 or 185 x 197	3,465.– €	3,815.– €	4,165.– €	4,515.– €
2/3 page	120 x 264 or 185 x 175	3,080.– €	3,430.– €	3,780.– €	4,130.– €
Junior page	135 x 190	2,600.– €	2,950.– €	3,300.– €	3,650.– €
1/2 page	90 x 264 or 184 x 130	2,310.– €	2,660.– €	3,010.– €	3,360.– €
1/3 page	58 x 264 or 184 x 88	1,540.– €	1,840.– €	2,140.– €	2,440.– €
1/4 page	90 x 130 or 43 x 264 or 184 x 63	1,155.– €	1,455.– €	1,755.– €	2,055.– €
1/8 page	90 x 63 or 43 x 130 or 184 x 30	575.– €	775.– €	975.– €	1,175.– €
Coverflap	on request				7,940.– €
Front cover (coverstory)	on request				7,050.– €
Inside front cover	184 x 264				6,594.– €
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Colour charges for ads

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	1/4 page to 1/3 page	€ 300.-
	1/8 page and smaller	€ 200.-

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(for advertisements within 12 months)
frequency discount

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6 insertions	10 %
12 insertions	15 %

volume discount

1 page	5 %
3 pages	10 %
5 pages	15 %
8 pages	20 %

Advertisement rates

Overall size:	A4, 210 mm wide x 297 mm high	Bound-in inserts:	2 pages (1 sheet) 216 mm wide x 305 mm high	€ 5,075.-
Printing area:	184 mm wide x 264 mm high 4 columns, each 43 mm wide		4 pages (double sheet, folded) 432 mm wide x 305 mm high	€ 5,825.-
Printing specifications:	For printing we need a print-optimized pdf-file. Resolution: 300 dpi (CMYK) File please send to: disposition@at-fachverlag.de		Please send inserts in the size stated above, not trimmed, but folded	
Contact:	Norbert Schöne (advertising director) Phone +49 711 952951-20 norbert.schoene@at-fachverlag.de Ute Fauck-Belz (media disposition) Phone +49 711 952951-24 ute.fauck@at-fachverlag.de	Loose Inserts:	Max. size 205 mm wide x 292 mm high Weight up to 25 g Weight up to 35 g Weight up to 45 g	€ 5,335.- € 5,870.- € 6,400.-
		Classified Ads:	4 columns, each 43 mm wide Job offer advertisement Job wanted advertisement	€ 4.32/mm € 2.16/mm

Full page company profile € 3,100.-
(185 mm wide x 265 mm high)

Basic scheme: 2 columns á 70 mm + 1 columns 35 mm,
logo, adress, QR-Code

Font: MinionPro-Regular, 9,5 pt

For your company profile please submit your text in English as well as your company logo and images (both a resolution of 300 dpi), the complete address, QR-Code.

<< **SAMPLE full page company profile**

Features approx. 3,560 characters including blanks + single-line headline (max. 44 characters including blanks) + images as shown + address including company logo and QR-Code.



Company Profile 19

Solutions from Optics Balzers

Optics Balzers is the innovative and independent industry partner for the development and production of coated optical components and subassemblies. The company possesses a broad and in-depth know-how in optical thin-film coating processes, complemented by sophisticated patterning, glass bonding and sealing, and further processing capabilities necessary for producing optical thin-film coated components up to optical subassemblies. Highly experienced and skilled development and engineering teams closely collaborate with customers to develop innovative solutions meeting their requirements and design robust processes to manufacture the customer specific components.

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Half page company profile € 1,600.-
(185 mm wide x 130 mm high)

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Font: MinionPro-Regular, 9,5 pt

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<< **SAMPLE half page company profile**

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18 Company Profile

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Company Profile

OEM optical solutions from concept to volume

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