



The Media Kit – A Valuable Planning Tool

A publisher's media kit should – in just a few pages – give you a good idea of the company, its resources and its ability to help you meet your marketing goals. It is a publisher's catalog of products and services, much like your own catalog or sales brochure. When you understand what you will find inside a media kit, you will see how it can be a valuable tool as you plan your marketing program for the coming year.

The Photonics Media 2014 Media Planner includes content provided by business-to-business publishers everywhere: title, editorial calendar, audience data, ad rates.

Photonics Media 2014

The Photonics Media 2014 advertising planner will be in the mail soon. Whether you want to build your brand, drive traffic to your website, generate leads or expand your multimedia marketing efforts, our Media Planner is a good place to start.

So, what will you find inside the new marketing planner from Photonics Media? First and foremost, you will see important information about each of our publications and products. This information includes a description of the publication or product, audi-

ence data, the editorial calendar – especially for our magazines – and rates.

Descriptions of our publications and products should give you a clear idea of the audience and the mission of each one, as well as an understanding of what it can do for you and how it might work with any of our other products to meet your marketing needs.

Facts and figures about our audience come from our own records, from surveys we conduct and, perhaps most importantly, from BPA audits of two of our publications: *Photonics Spectra* and *BioPhotonics*. BPA-audited data about our circulation and our audience is information you can trust. (For more information about the BPA audit and statement, see your August *P.S.* newsletter or read it online at Photonics.com/marketinnewsletter.)

Next you'll find editorial calendars for our print publications, including *Photonics Spectra*, *BioPhotonics*, *EuroPhotonics* and *Industrial Photonics*. These calendars represent the work of our editorial team to identify and curate the research and application breakthroughs happening throughout the industry to ensure that we cover the topics that are important to our readers.



They also represent an opportunity for companies to contribute feature articles about technical advances and applications. If you are interested in submitting an abstract for a proposed technical feature, see the May issue of this newsletter online at Photonics.com/marketingnewsletter. Also see the list of some of our upcoming technical features on Page 3 of this issue.

Our editorial calendars also list other scheduled opportunities, including Photonics Showcase, Sneak Preview newsletters and one of our newest lead generation opportunities – Photonics Media's Expert Briefings editorial webinars. Of course, all the important rate and scheduling information for these opportunities can be found in the Media Planner as well. Also on the editorial calendars, you will find ad closing and material closing deadlines to help you with your planning and scheduling, as well as a list of industry trade shows and conferences

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96%

– the number of media users who still read trade magazines to keep up with their industry.
American Business Media survey

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PRISM AWARDS
entries now due
www.photonicsprismaward.com



From the Sales Director

A Critical Path to Marketing Success

As you begin to develop your 2014 marketing plan, before you open even a single publisher's media kit, there are some important questions to ask yourself:

1. What are your 2014 marketing goals?
2. What were the successes and/or failures of your 2013 marketing plan?
3. Will you divide your marketing investment among multiple media partners?
4. Which marketing partner provides the best reach to your target markets?
5. How thoroughly do you read publishers' media kits?
6. Do the circulation numbers make sense, and can they be verified?
7. Can you verify the accuracy of claimed reach and distribution?
8. To maximize value, will you consider selecting one marketing partner for the majority of your marketing investment?

After you spend some time on this path, take a good look at the Photonics Media 2014 planner. Respected, targeted and complete, Photonics Media may well be the only marketing partner you need.

Ken Tyburski

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Q&A with Matt Beebe, Regional Manager

My Territory: Hawaii, Europe, Israel, Southern California, the Midwest and the Southeastern US

Years with Laurin Publishing/Photonics Media: 2

A fun fact about me: I am a major cinephile.

One thing I love about my job: It is rarely the same two days in a row.

My personal sales philosophy: You can learn a lot more from listening than you can from talking.



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at which issues of the publications will be distributed to attendees.

Our advertising rates are arranged in easy-to-read charts that clearly show the rates and frequency discounts for each ad size that we offer. Ad rates can be found on the specific publication or product page.

Watch for your Photonics Media 2014 Media Planner in the mail soon and online at Photonics.com. And plan a conversation with your Photonics Media regional manager. He or she will be happy to explain any of the information found in our media planner and will help you put together a plan for 2014 that meets your marketing goals.

Call for Papers

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

- Optical Components
- Optics for Defense Applications
- IR Imaging
- Nanophotonics
- LED Materials
- Lasers for Medical Applications
- Displays
- Embedded Lasers
- Quantum Computing
- 3-D Printing
- Camera Systems
- Deep-Tissue Imaging
- Superresolution Microscopy
- FRET Spectroscopy
- QCLs for Medicine
- In Vivo Imaging
- FRET Microscopy
- Lasers for Medical Devices
- Hyperspectral Imaging
- TIRF Microscopy
- Fluorescence Spectroscopy
- Machine Vision
- Industrial Lasers
- Sensors for Manufacturing

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 more information about contributing technical features, please see the article "Let's Get Technical," in the May 2013 issue of the P.S. marketing newsletter.

If we can't see you...
neither can your customers.

Build your presence,
your brand, your business.

Print. There's no stronger way to make a lasting impression, tell your story, and inspire your customers to buy from you. Advertising in print publications creates a visual impression and stimulates recall. And isn't that exactly what you want your customers to do when they need your products? Recall who you are, what your advantages are, and why you should be their first choice.

Keep visible. Print ads are the most effective way to inform, engage, and relate to your customer's needs.

Let the world know who you are.



Think Print.

Print+Online

Photonics Consortium. Helping Photonics Companies Grow.

Generate Leads!

Photonics Media editorial webinars

deliver speakers and content brought together by our industry experts, and they attract an engaged and responsive global audience.

Fall 2013 Webinar Sponsorship Opportunities

October

Ultrafast Fiber Lasers for Materials Processing & Research

Adaptive Optics for Microscopy

November

OCT for Industry

Your webinar sponsorship gets a second life after the event is archived – your logo stays with it as long as it is posted to our site.

Contact your Regional Manager, or call (413) 499-0514.



Photonics Media Advertising Contacts

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

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**Planning 2014 media?
Read this first!**

Hungry for Customer Information?



To make the best marketing decisions, you need to know what your customers and prospects are thinking. You won't find a more engaged or committed prospect group to survey than the 95,000 subscribers of *Photonics Spectra*. You can ask them your most pressing questions with an online survey from Photonics Media's Photonics Research.

Our customized surveys target the right people with the right questions – your questions – providing you with critical insights. Get answers to important questions first – before you make your next marketing move! Call your Photonics Media Regional Manager for details and to schedule a survey.

Put data into your 2014 ad planning with **custom research** from Photonics Media.



Our magazines are now available as **FREE** mobile apps for subscribers



Also available:



PHOTONICS MEDIA
THE PULSE OF THE INDUSTRY

