



Trusted, Time-Tested Resource *Still* at Buyers' Fingertips

Yes, the landscape has changed, but buyers still appreciate industry directories, and successful publishers produce them in formats buyers demand, with options designed for smart marketers.

It should come as no surprise that not a month after the first commercial telephone exchange was up and running in New Haven, Conn., in early 1878, the first telephone directory was issued in the same town. It reportedly listed 50 businesses and individuals on a single sheet of paper.

Today, our phones are "smart," and we "surf" for information as often as we lick a finger and turn a page – maybe more for some of us – but the need for a business to be found by its customers and prospects hasn't changed one bit.

More than a century after that first telephone directory was published, B2B buyers have an unprecedented number of ways by which to find your company and learn about its products and services. They all have benefits, and savvy marketers know that. The trick is finding the balance that will best help you meet your marketing goals.

Trusted Resource

Directory listings and advertising may have found a second home on the Internet, but an industry's first home often is a directory published by someone in the community who sees a need to gather relevant suppliers into an easy-to-use reference volume – a buyers' guide – and by doing so helps define the

industry. That buyer's guide publisher has a vested interest in the growth and success of the industry.

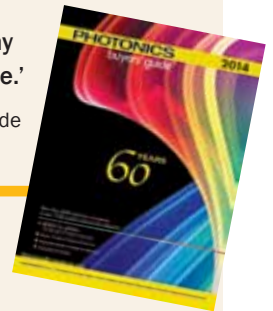
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97%

Surveyed buyers who said they are more trusting of companies listed in the *Photonics Buyers' Guide* compared to other information sources

'I like to have it on my shelf readily available.'

– Photonics Buyers' Guide User Survey 2014



Can't Argue with Success

Make no mistake about it, the *Photonics Buyers' Guide* is not your grandfather's industry directory. And after 60 years of publication, this old dog has learned some pretty amazing new tricks. You want to advertise on the Internet? Your ad in the *Photonics Buyers' Guide* puts you into the industry's first and most-trusted resource, AND gives you great visibility on the Internet.

A single media buy gives you powerful visibility in the industry's original and largest directory in print, online and mobile editions. Have a customer who swears by the print edition? Check. Another customer does all his research and buying from his desktop? Got it covered. And for the buyer who always has phone in hand – the mobile edition of the *Buyers' Guide* makes searching and finding your products and services easy, without the middleman.

What's more, in a recent survey of *Photonics Buyers' Guide* recipients, 86% of buyers who use it took action after seeing an ad. In addition, 89% of the surveyed buyers still use the print edition, either alone or in conjunction with the online edition:

27% of the responders said they **ONLY** use the print edition

40% said they primarily use print and occasionally use the online edition

22% primarily use online and occasionally use the print edition

Ask your Regional Manager about the 2015 Photonics Buyers' Guide.

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BOOK
August Ad Action
Survey Now!

From the Vice President



Partnering for Success

Few of us would willingly part with our cherished smartphones due to our need for access to information. Inventions such as Google Glass make it easy to stay wired to society, and we post pictures of our latest meals to Facebook on the fly. We joke about the day when devices can be implanted in our brains, giving us 24/7 access to the Internet, but science fiction is quickly becoming fact, thanks to technology advances in photonics and other disciplines.

As fiction gives way to reality, Photonics Media will eagerly employ the latest technologies to read and gauge reader reactions to your print ads. Did they go straight to your website after seeing your ad or Google your company's name after recalling it? We can't do that yet, but don't despair. Until that day comes, you still have the *Photonics Spectra* August issue and the included annual Ad Action Survey to give you a good sense of how your ad is perceived and acted upon.

Your display ad in the August issue automatically puts you into the survey at no additional charge. Your ad will be ranked for attention-getting, believability, information value and overall effectiveness, and ranked amongst other advertisers in the same issue. It's a great way to understand the behavior of the *Photonics Spectra* audience and the actions taken upon seeing your ad. Sampling the behavior of the industry's largest qualified audience – 95,000 strong – can give you a good idea of who you're reaching and how well you're doing it. As always, we will keep you informed of any new media avenues we pursue – including mind control – and how we can partner to make them work for you.

Ryan Laurin

ryan.laurin@photonics.com

Q&A with James Lowe, Web Managing Editor

My role: Since joining the company March 31, I have been overseeing much of Photonics Media's online presence. I assign and edit daily news for Photonics.com; engage with readers and promote our content through social media like Facebook and Twitter; and co-host the weekly video newscast, Light Matters.

A fun fact about me: In school I couldn't be bothered about quadratic equations, covalent bonds and inertia. But ever since my late 20s, I've been a voracious reader of quantum mechanics, cosmology and pure mathematics. I sometimes think formal education is wasted on the young.

One thing I love about my job: Every day I learn something new about how the world works on the smallest scale – and about how researchers all over the world are using that knowledge to solve problems in medicine, manufacturing and communications.



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'Altogether it is a very useful and nicely organized Buyers' Guide.'

– Photonics Buyers' Guide User Survey 2014

Gathered together in that way, the suppliers give shape to the growing industry and become part of a trusted resource. Advertisers in those directories similarly become trusted vendors.

Today, publishers who want your business – who have the same vested interest in the success of the industry – are deploying the latest technologies on your behalf, to help you get your products and services in front of buyers. Ads in industry directories are highly targeted and distributed to people who self-identify as buyers of products like yours. What's more, listings are much more than name, address and a list of products and services.

One approach puts your expertise squarely on display, with a profile you build with white papers, videos, new products and more. Many publishers also will push featured products, white papers and videos via e-newsletters to individuals who request them.

So, take advantage of all the modern marketing tools available to build your visibility in print and online, starting from a well-planned program in a respected industry buyers' guide.



'I have used Photonics Buyers' Guide for more than 20 years. It has evolved to remain still useful and relevant to my work.'

– Photonics Buyers' Guide User Survey 2014

'Consummately Professionally Executed!'

– Photonics Buyers' Guide User Survey 2014

Share Your Technical Expertise: Write Now!

Technical articles are one of the most popular and important features of our magazines, *Photonics Spectra*, *BioPhotonics*, *Industrial Photonics* and *EuroPhotonics*, and a great way to share your company's technical expertise with our readers.

To tell us about a technical feature you would like to contribute, please send a 100-word abstract on the topic you would like to cover to our managing editor, **Laura Marshall** (laura.marshall@photonics.com). She will let you know where it may best fit into our editorial calendar. Of course, if you already have an article written, you may send that for review.

Technical features run about 1800 words, and we need 4 to 5 high-resolution images (300 dpi or better) along with the article for publication. (Images should be sent as separate files, not embedded in the article document – but captions should be listed at the end of the article document.)

Be sure to focus your feature on technology issues and applications rather than on product promotion. It is important that the article discuss the technical issues at hand (challenges, traditional solutions, new solutions), without overmention of specific products.

Please send only new, unpublished articles for our review. Articles must be exclusive to us, as we do not reprint articles from other sources.

If your article is selected for publication, we will give you the final deadline for all text and images

at that time. Generally, the deadline falls about two and a half months before the issue date (so an article for the December issue would be due around Sept. 15).

Upon publication, we will happily provide you with a PDF of the final layout for posting on your website, reprinting for clients, etc.

Seeking Articles on These Topics

- CMOS / CCD Sensors
- Fluorescence Microscopy
- Fiber Optics
- OPSPs
- IR Imaging
- Photovoltaics
- Ultrafast Imaging
- Spectroscopy

Submitting a Technical Feature

Easy as 1-2-3

1. Send 100-word abstract or finished article for consideration
2. Write 1800-word article and include 4 to 5 300-dpi images for publication
3. Focus article on technology issues and applications – not on products

The 21st Century Photonics Buyers' Guide Is UNBOUND!



Unlock Limitless Marketing Potential!

A single media buy in the *2015 Photonics Buyers' Guide* gives you the powerful visibility you need in print, online and optimized for mobile editions – a seamless approach that ensures your advertising message reaches

- **The largest audience of photonics buyers**
- **All year long**
- **In every buyer's preferred format**

Find out what *Photonics Buyers' Guide* advertisers already know:

Advertisers get 5 times the click-throughs to their own websites as nonadvertisers!

Your multimedia advertising program includes a comprehensive Storefront Profile on PhotonicsBuyersGuide.com with product announcements, video and white papers, based on your level of investment. With higher ranking in all online searches and bold type treatment in print, you're sure to get buyers' attention.

Don't miss out on the 2015 Photonics Buyers' Guide.

Call your regional advertising manager today at +1 (413) 499-0514.

Photonics Media Advertising Contacts

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

New England & FL
Rebecca L. Pontier
Associate Director of Sales
Voice: +1 (413) 499-0514, Ext. 112
Fax: +1 (413) 443-0472
becky.pontier@photonics.com

NY, NJ & PA
Timothy A. Dupree
Regional Manager
Voice: +1 (413) 499-0514, Ext. 111
Fax: +1 (413) 443-0472
tim.dupree@photonics.com

Northern CA, AK, NV, Pacific Northwest, Yukon & British Columbia
Kathi Simonsen
Voice: +1 (530) 268-4717
Fax: +1 (413) 443-0472
k.simonsen@photonics.com

Central & Southern CA, HI, AZ, CO, ID, MT, NM, UT, WY & Western Canada
Kim Abair
Regional Manager
Voice: +1 (951) 926-4161
Fax: +1 (951) 926-4295
kim.abair@photonics.com

South Central US & Eastern Canada
Advertising Sales Department
Voice: +1 (413) 499-0514, Ext. 229
Fax: +1 (413) 443-0472
advertising@photonics.com

Southeastern US, Midwest, Europe & Israel
Matt Beebe
Regional Manager
Voice: +1 (413) 499-0514, Ext. 103
Fax: +1 (413) 443-0472
matt.beebe@photonics.com

Asia (except Japan)
Hans Zhong
Voice: +86 755 2872 6973
Fax: +86 755 8474 4362
photonicsasia@gmail.com

Japan
Scott Shibusaki
Voice: +81 3 5225 6614
Fax: +81 3 5229 7253
s_shiba@optronics.co.jp

Editorial Contacts

Karen A. Newman, Group Publisher
karen.newman@photonics.com
Laura S. Marshall, Managing Editor
laura.marshall@photonics.com

Mailing address:

Send all contracts, insertion orders and advertising copy to:
Laurin Publishing
PO Box 4949, Pittsfield, MA 01202-4949

Street address:

Laurin Publishing
100 West Street, Pittsfield, MA 01201
Voice: +1 (413) 499-0514,
Fax: +1 (413) 443-0472
advertising@photonics.com

Laurin Publishing Co.
100 West Street
Pittsfield, MA 01201

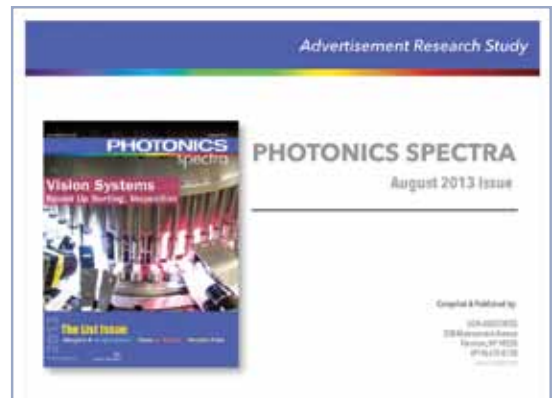
Plan now to advertise in the August issue!

No More Guessing!

Are your print ads delivering the response you need from them? Learn just how familiar *Photonics Spectra* readers are with your products and/or services by participating in the next Ad Action Study, running in our August issue. The great information you'll get from the survey will help you plan your 2015 marketing campaigns.

Your full-, half-, or one-third-page ad insertion in the August 2014 issue of *Photonics Spectra* automatically becomes part of our independent Ad Action Survey to gain critical insight into how your ad rates with readers for attention-getting ability, believability and information value.

Plan now to advertise in the August issue of *Photonics Spectra*. Results will be presented in October. Contact your advertising manager today.



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



Available at Photonics.com/apps:



PHOTONICS MEDIA
THE PULSE OF THE INDUSTRY

