

FULL PAGE

Trim (Page size)
213mm (W) x 282mm (H)

Bleed (+3mm all around)
219mm (W) x 288mm (H)

Non bleed ad
189 (W) x 258mm (H)



QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)

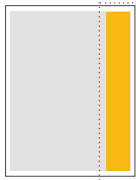
Bleed ad not available



1/2 PAGE ISLAND

Non bleed ad
140mm (W) x 195mm (H)

Bleed ad not available

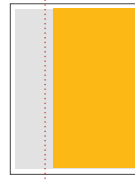


QUARTER PAGE STRIP

Trim
55mm (W) x 282mm (H)

Bleed (+3mm all around)
61mm (W) x 288mm (H)

Non bleed ad
42mm (W) x 258mm (H)

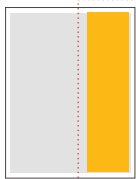


2/3 PAGE VERTICAL

Trim
136mm (W) x 282mm (H)

Bleed (+3mm all around)
142mm (W) x 288mm (H)

Non bleed ad
124mm (W) x 258mm (H)



1/3 PAGE VERTICAL

Trim
71mm (W) x 282mm (H)

Bleed (+3mm all around)
74mm (W) x 288mm (H)

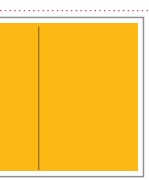
Non bleed ad
59mm (W) x 258mm (H)



1/3 PAGE SQUARE

Non bleed ad
125mm (W) x 125mm (H)

Bleed ad not available

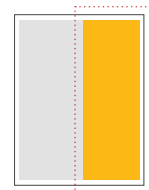


DOUBLE PAGE SPREAD

Trim (Page size)
426mm (W) x 282mm (H)

Bleed (+3mm all around)
432mm (W) x 288mm (H)

Non bleed ad
402 (W) x 258mm (H)

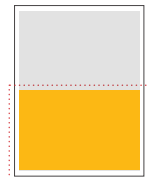


HALF PAGE VERTICAL

Trim
104mm (W) x 282mm (H)

Bleed (+3mm all around)
110mm (W) x 288mm (H)

Non bleed ad
92 (W) x 258mm (H)

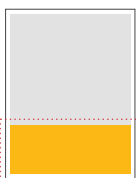


HALF PAGE HORIZONTAL

Trim
213mm (W) x 141mm (H)

Bleed (+3mm all around)
219mm (W) x 147mm (H)

Non bleed ad
189 (W) x 129mm (H)



1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed (+3mm all around)
219mm (W) x 100mm (H)

Non bleed ad
189mm (W) x 85mm

..... **Trim**

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

— **Bleed**

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

 **Non bleed ad**

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

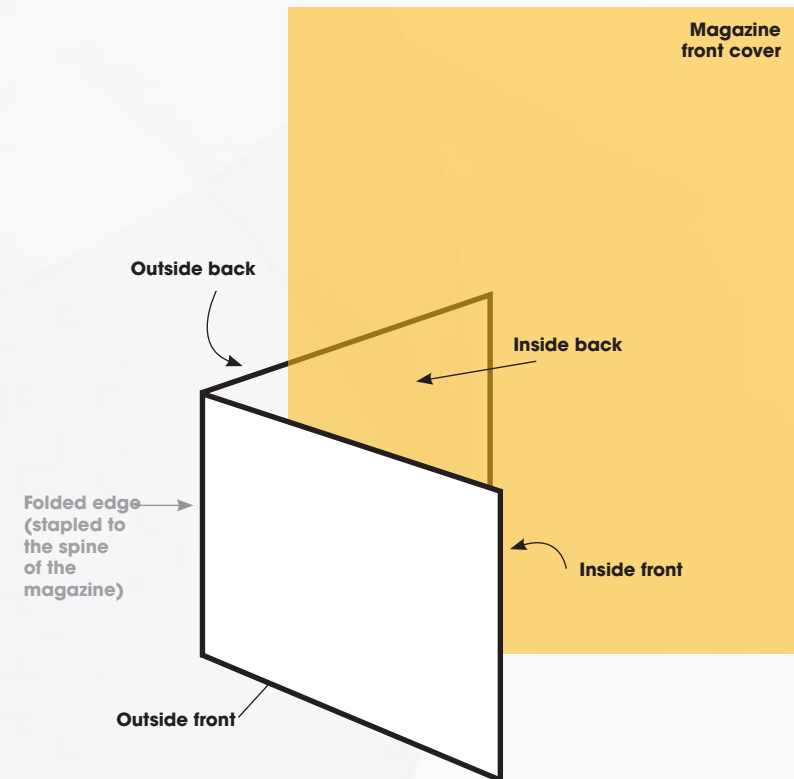
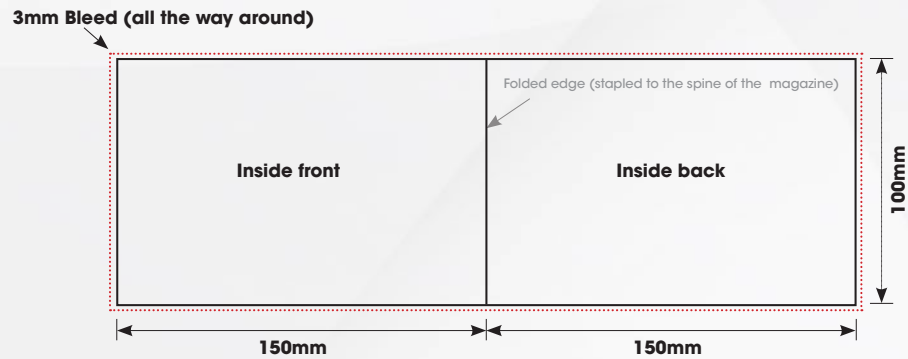
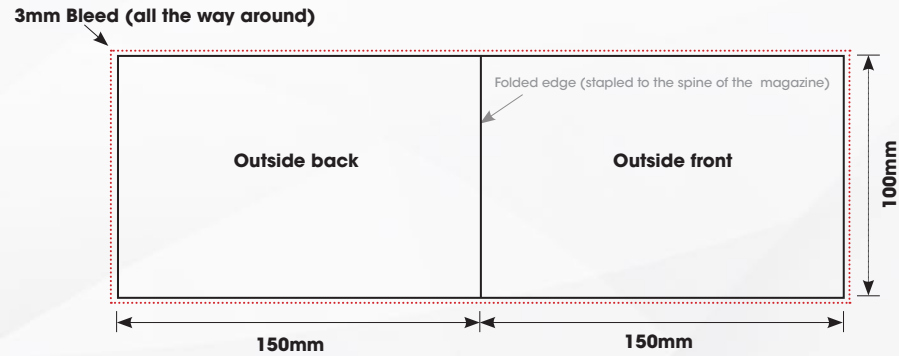
Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

Recommendation

If you are supplying a bleed ad we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed at the printers.



FEATURED TECHNOLOGY – WHITE PAPER+

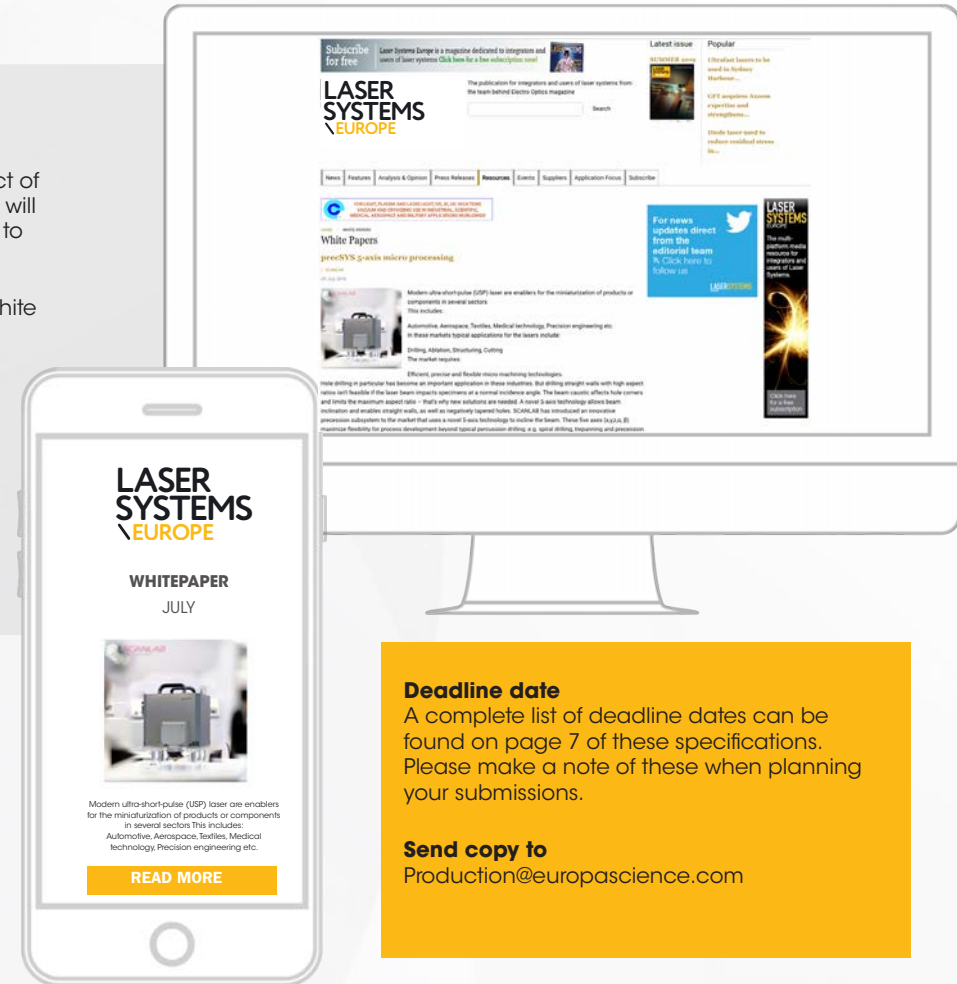
This option gives you all the benefit of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The *Laser Systems Europe* team will be writing the feature, so we need as much information from you as possible, as early as possible. Sell the story to us – we want to highlight genuine impact, so let us know!

White papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

- **Appears as two pages in the magazine, comprising a 1,200-word feature (written by us)**
- **Featured on our white papers page**
- **Also appears online as a feature, with a footer advert pointing towards your white paper.**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine, pointing towards your white paper**
- **Option to include data capture form to collect leads**

SPECIFICATIONS

- .pdf of a white paper to base the written white paper on (max 10mb)
- Hi-res images where applicable
- Available for a phone interview with the editorial team for them to write up the article
- A lead image in 3:2 ratio, 72dpi, RGB



Production team
Zoe Andrews or David Houghton
+44 (0)1223 221035
production@europascience.com

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Editor
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**EUROPA
SCIENCE**

Europa Science Ltd,
4 Signet Court, Cambridge CB5 8LA, UK.

FEATURED CASE STUDY

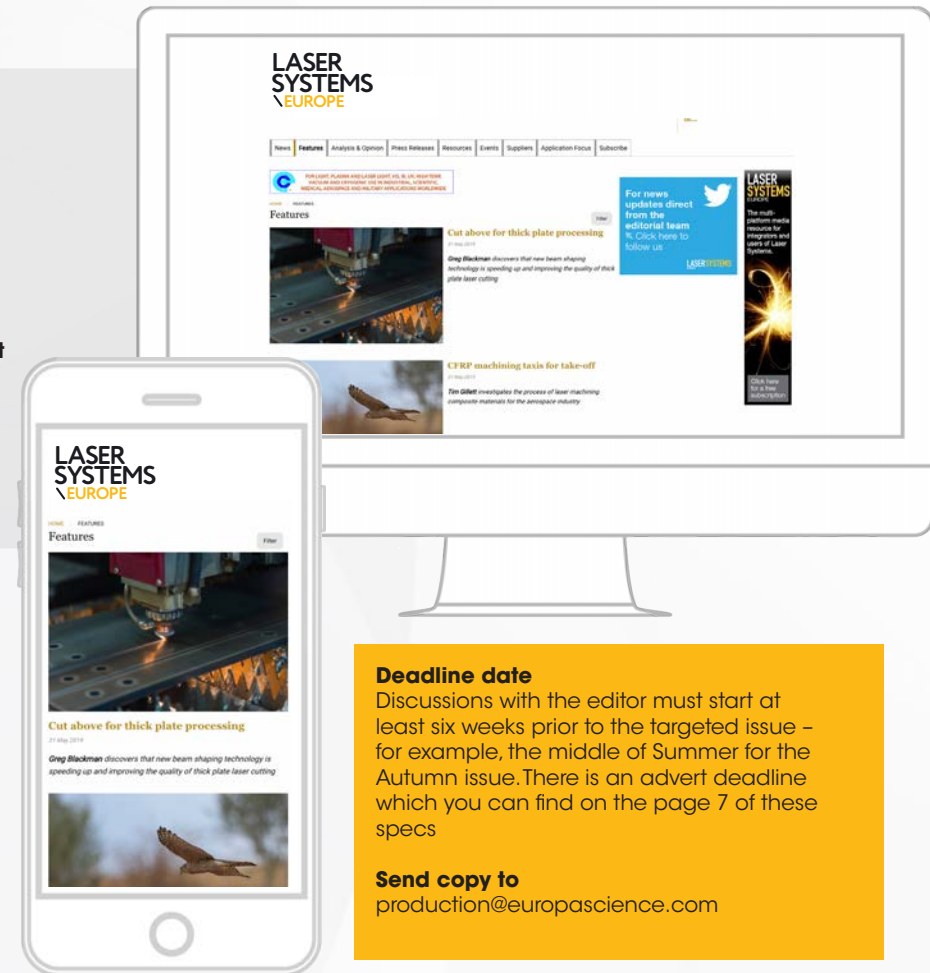
A featured case study is designed to place your real-world story alongside our existing editorial – this means that you should think hard about your submission.

Considerations to make your case study a success:

- **Is my case study in context with the associated article? Ask the editor – we can help.**
- **Is 750 words enough? If you've got a great story then make sure you let us know if you're struggling to fit it in. We could help edit, or we could increase the space. The point of this product is that between you and *Laser Systems Europe*, we give the reader a better experience – if the story is great, let's tell it!**
- **Talk to us throughout. If you have more than one idea as to potential, relevant case studies, then let us know – we could advise on which to pick.**

SPECIFICATIONS

- Comprising approximately 750 words and hi-res images where applicable
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary



Deadline date
Discussions with the editor must start at least six weeks prior to the targeted issue – for example, the middle of Summer for the Autumn issue. There is an advert deadline which you can find on the page 7 of these specs

Send copy to
production@europascience.com

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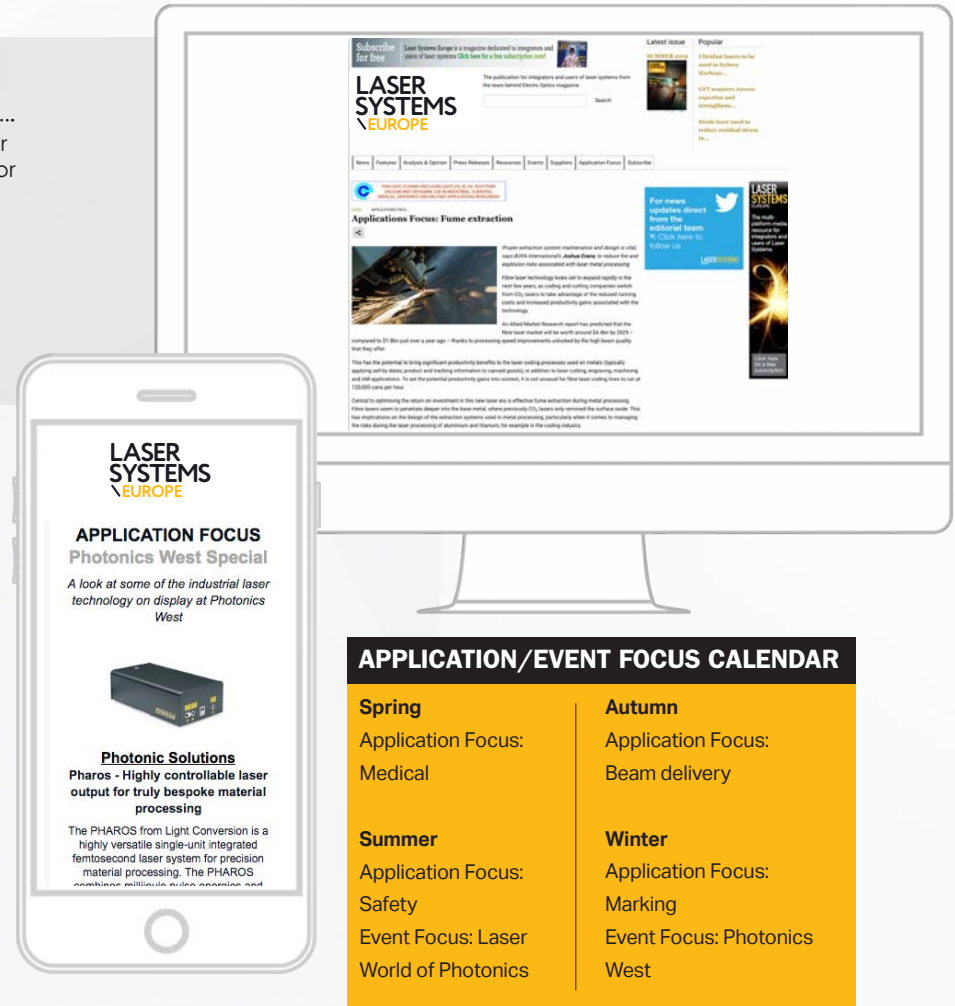
Editor
Matthew Dale
+44 (0)1223 221038
matthew.dale@europascience.com

APPLICATION/EVENT FOCUS

Every issue, Application Focus will concentrate on a particular application of industrial laser technology, deliver an editorial overview of that topic and then outline, in more depth, the available and relevant products and/or case studies for that application.

Application Focus will be distributed across all our platforms, including the magazine, online and via email. Free editorial submissions are welcome, but will be heavily edited to form part of the round-up.

To complement Application Focus, we will also run two Event Focus features, concentrating on the two most important shows in the calendar: Laser World of Photonics and Photonics West.



OPTIONS

LEAD SPONSOR

As a lead sponsor of 'Application Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One enhanced product entry in the magazine
- Top-line enhanced product on the email version.

ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

SPECIFICATIONS

LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo

APPLICATION/EVENT FOCUS CALENDAR

Spring

Application Focus:
Medical

Summer

Application Focus:
Safety
Event Focus: Laser
World of Photonics

Autumn

Application Focus:
Beam delivery

Winter

Application Focus:
Marking
Event Focus: Photonics
West

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Issue/date	Feature Content	Application Focus
Spring <i>Advert copy deadline:</i> 22 February	Additive manufacturing Automotive Welding	Medical
Summer <i>Advert copy deadline:</i> 10 May	Diode lasers Cutting Aerospace	Safety
Autumn <i>Advert copy deadline:</i> 23 August	Displays Process monitoring Ultrafast lasers	Beam delivery
Winter <i>Advert copy deadline:</i> 29 November	Fibre lasers Micromachining Surface treatment	Marking

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