"Can I connect to the people I really want to reach?"

LASER SYSTEMS \EUROPE

Media information 2022

The publication for integrators and users of laser systems

Laser Systems Europe - the resource for integrators and users of industrial laser systems

Matthew Dale Editor

Welcome to _Laser Systems Europe_, a comprehensive multi-platform resource that covers the many developments, technology trends and advances taking place in the ever-changing industrial laser systems industry.

For the past decade we've brought the latest industry information to a wide audience spanning all levels of seniority throughout industry and academia, from the engineers and CEOs of laser manufacturing firms and job shops to the students and professors of esteemed universities and research institutes.

Our coverage encompasses all topics ranging from the traditional aspects of industrial laser processing – the cutting, welding, drilling, marking, micromachining and surface treatment applications commonly used within heavy industry – to the more recent developments occurring in the field, such as laser-based additive manufacturing, connected smart factories/

Industry 4.0 and the introduction of artificial intelligence into laser processing – which together are revolutionising the fundamentals and capabilities of modern manufacturing.

We deliver content both through our quarterly print/digital publication and via our continually updated online web space (www.lasersystemseurope.com) and social media (@lasersystemsmag + LinkedIn) channels.

As you will be able to see from reading through our comprehensive media pack, we have a variety of ways you can get involved with _Laser Systems Europe_, each providing a different channel through which you will be able to share with your own valuable knowledge and experience with our audience.

Our 'Using Content' suite of products in particular enables this to be done in a way that blends seamlessly with our own

"For the past decade we've brought the latest industry information to an audience spanning the engineers and CEOs of laser manufacturing firms and job shops, to the students and professors of esteemed universities and research institutes."

editorial coverage. It has been designed to allow you more involvement in some of the content we produce, and enables you to go into more detail about the applications and potential of your latest innovations.

Our 'Native Advertising' section takes this even further, providing platforms that hugely improve the level of detail our reader can expect – while at the same time allowing you, the client, the opportunity to better frame your message within our top-class industry editorial.

I'd also recommend you take a look at our 'Content Services' offering. This will allow

you to work with our team here at *Laser Systems Europe* to create, design and polish whichever piece of content you wish to promote.

We'd like you to use our broad range of options to help us share with our audience the cutting-edge of the truly incredible manufacturing potential of high-power industrial laser systems, and help them understand which of the many forms of the technology best suit their commercial needs!

Matthew Dale
Editor
matthew.dale@europascience.com

We will continue to be supported by the Laser Institute of America (LIA), the international society for laser applications and safety, ensuring distribution of our magazines at all of the LIA's major events, and keeping our readers up to date with the latest information from the organisation. All LIA members receive a complimentary subscription to *Laser Systems Europe.*
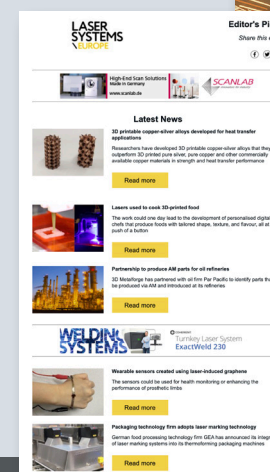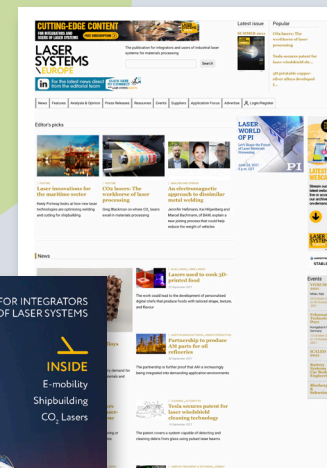
"Can I get to the people I really want to reach?"

Who are we?

Laser Systems Europe is a comprehensive multi-platform resource that covers the many developments, technology trends and advances taking place in the ever-changing industrial laser systems industry.

Written for an audience of 11,500 laser system users, we bring the latest industry information to a readership spanning all levels of seniority throughout industry and academia, from the engineers and CEOs of laser manufacturing firms and job shops to the students and professors of esteemed universities and research institutes.
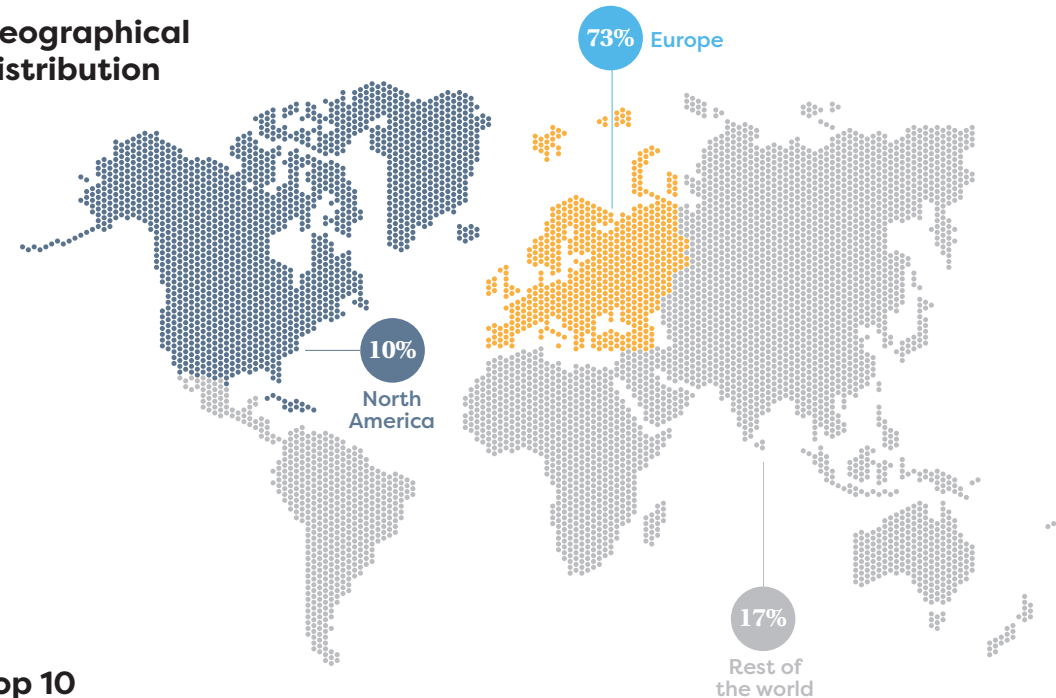
Demographic and numbers

Who could you reach?

- System integrators
- Manufacturers
- Distributors
- Key end users
- Job Shops
- OEMs

59%

are scientists and engineers
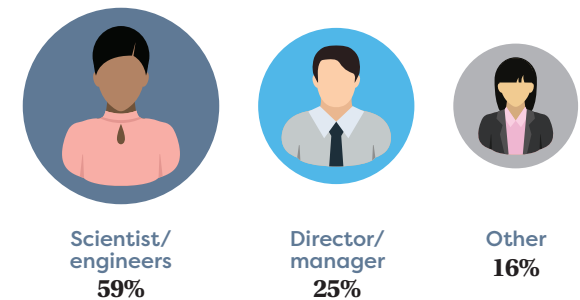
Where are they and what do they do?

Geographical distribution

73% Europe

10% North America

17% Rest of the world

Top 10 countries

Germany
United Kingdom
France
United States
Italy
Spain
Netherlands
India
Switzerland
Belgium

Job function

Scientist/ engineers
59%

Director/ manager
25%

Other
16%

Build your brand

We all know that ensuring positive brand presence is the non-negotiable foundation for any serious business. It supports the direction of your organisation and facilitates the success of everything you do throughout the year.

In theory, brand visibility is simple. Make sure you put your message in front of the right people, as often as possible.

In reality, there are pitfalls at every turn. Everything is 'the next big thing', and it becomes very easy to be positioned in the wrong place and end up throwing good money after bad.

Laser Systems Europe has brand-supporting options available across all platforms, so let us be your partner as you build your presence. Our suite of 'brand visibility' products place you alongside relevant, consistent and trusted third party content.

The goal is often to generate new engagements and attain high-quality leads, but it all starts with a base of trust in your brand.

LASER SYSTEMS EUROPE

Build your brand
Magazine

Laser Systems Europe **started as a print magazine. Over the years we have introduced a digital version for those who prefer a digital format, and increased the places where it is distributed – at heart though, the magazine is the foundation of everything.**

Work with our advertising team to start your campaign here. You could focus on relevant features and events that you are attending, or perhaps you feel that you would like to be visible all year around.

Editorial calendar 2022

Issue	Content	Major show distribution
Spring	**Features** Aerospace Staff development Smart factories **Application focus** Cutting	TBC
Summer	**Features** Ultrafast lasers Artificial intelligence Additive manufacturing **Application focus** Welding	TBC
Autumn	**Features** Sheet metal processing Electronics Micromachining **Application focus** Cleaning	TBC
Winter	**Features** Medical device manufacturing Automotive Marking **Application focus** Safety	TBC

Print

Key facts

Available in print and digital formats

1000s of bonus copies distributed at industry events

Global reach

Trusted, independent content

Magazine print advertising prices

	x1	x4
Full page	£3,750	£3,000
Half page	£2,350	£1,997
Third page	£1,990	£1,690
Quarter page	£1,325	£1,126

Premium positions +20%

Bonus distribution

Make your exhibition work harder for you! By focusing on the events you attend, you can stop worrying about whether you get value from three days hard work and instead make sure your message is driven home before, during and after the show.

Of course the uncertainty around the impact of Covid-19 has made physical events less reliable. Our events team work with each organiser to make sure we distribute to those audiences whether the event is virtual or in-person.
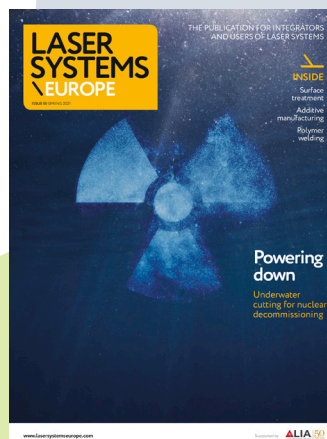
Media partner events

EuroBLECH

ILAS

ILSC

Laser world of Photonics - Munich

14th International Laser Marketplace

TCT Show

CIOE

SCHWEISSEN & SCHNEIDEN

EMO

BlechExpo

Laser Applications Conference (OSA Laser Congress)

ICALEO

LAF

Laser Symposium

"I know digital platforms are important, but how do I know I am being seen by the right people?"

Build your brand
online and via email

Reaching the digital *Laser Systems Europe* audience has never been easier. The website is a hub of analysis, feature content, technical videos and news, while our regular email newsletter, Editor's Picks, is an opt-in news and feature service delivered to inboxes every month.

Both the website and Editor's Picks are presented in a traditional desktop format and via a responsive mobile version.

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www.lasersystemseurope.com

Why use the *Laser Systems Europe* digital brand-building suite?

Relevance

You will be seen by an audience of laser systems professionals

Credibility

Our content is independent. Being alongside this content means you are associated with this third-party credibility

Platform

Being seen in a digital environment is increasingly important. Being seen by an opt-in audience on these platforms is perfect

Key facts

Average dwell time: 1m 50s per page

Monthly page views: approx 4500

Desktop and mobile presence

Online advertising prices
(Includes desktop and mobile sites)

Dropdown banner £1495 per month
(opens for four seconds as a large advert, then drops back to a smaller version)

Leaderboard £1295 per month

Top banner £1195 per month

Right button banner £495 per month

Skyscraper £1150 per month

Box ad £1150 per month

Supplier directory £500 per year

Editor's Picks

Our monthly round-up email covering the industrial laser systems industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Our responsive design ensures your branding advert is seen on both desktop and mobile devices

- Our essential content surrounds your brand

- GDPR-compliant opt-in readership (7,000+ subscribers)

- Limited availability each issue

Editor's Picks prices

Newsline banner £850
(supply 468x60 and 300x100)

Solo sponsorship £2000

LASER SYSTEMS EUROPE

Using content

'Using content' is a broad term. We hear about it all the time, and there is no doubt that the production and delivery of content is a complex area. You produce lots of marketing content and here at *Laser Systems Europe* the delivery of quality content is our lifeblood.

How do we join forces to harness the value of what we collectively produce and deliver a better all-round experience for our audience?

With *Laser Systems Europe*, 'using content' means:

- Delivering your content to our audience

- Associating your organisation directly with our content

- Combining your expertise and our platforms to do a bit of both!

Our 'Using content' suite provides intelligent hosting and distribution of your:

- Technical explanations

- Visual demonstrations

- Application case studies

- Thought-leadership/opinion influence

That's not all, though!

Laser Systems Europe is always looking for ways to improve our audience experience. We have some exclusive opportunities for native advertising. This puts you directly into the main stream of *Laser Systems Europe*' editorial. Prime real estate!

LASER SYSTEMS EUROPE

"Sure, I have some solid branding in place, but how can I use the content I have worked so hard to produce?"

Content Sponsorship

The first way we can use content is for you to associate yourself with the regular *Laser Systems Europe* offerings. We have two great ways for you to do this.

A&O section sponsor

The Analysis and Opinion (A&O) section of our magazine and website is a collection of exclusive editorial columns written just for us by leading experts from throughout the world of industrial laser processing and distributed across a multitude of platforms.

Sponsoring this section is about being part of the conversation. We could be talking about political change, environmental issues, vocational development – who knows! The topics may vary, but the value for you remains – make being part of the conversation one of your core brand-values.

A&O is delivered in-print, hosted online and via a stand-alone email. You will receive:

- Logo on (A&O) page of website;
- Logo on A&O pages in magazine

A&O section sponsor price
£995 per issue

Webcasts

Following the Covid-19 pandemic, webcasts have become increasingly important as people look to become positioned as an industry thought-leader.

***Laser Systems Europe* has two ways that you can work with us on Webcast delivery:**

Sponsor a *Laser Systems Europe* Webcast

As the year goes on, our editorial team will produce webcasts that are completely editorially-led. This means that rather than a calendar of topics set out at the start of the year, the webcast will be focussed on timely industry discussion. You can sponsor these events!

What do you get as a sponsor?

- Branding on all pre-event, post-event and in-event activity and promotion (across all platforms)
- Leads – Since these webcasts are free-to-attend, delegates will have the opportunity to opt-in to your marketing lists at the point of registration.

Webcast sponsor
£1495

Sole sponsor

Here, you are in control of everything. The content is driven by you, and as sole-sponsor, you will receive all leads.

As sole-sponsor of your webcast you get:

- *Laser Systems Europe* team as host, moderator and coach (we will offer pre-event run-throughs, format coaching, as well as helping with suggestions for topics and case studies)
- 3 x pre-event promotions to the *Laser Systems Europe* database
- 1 x post-event promotion to the full database
- House ad in the magazine
- Hosting online
- Promotion via *Laser Systems Europe* social media
- MP4 of the event for your own use
- List of questions asked during event
- All lead data – 'lead data' refers to a one-time follow up from you, with permission required as part of registration. Delegates will also have the opportunity to opt-in to your marketing lists at the point of registration

Sole webcast sponsor
£8000

LASER SYSTEMS EUROPE

Using Content – Hosting your content

These products have your offerings at heart.

You work hard on creating your own innovative content - so why not partner with us to present it to a wider audience than simply your own database?

Laser Systems Europe has designed these products to focus on relevance, interactivity and ultimately the combination of your expertise and our platforms to provide our audience with a better experience.

Application Focus

Application Focus brings the focus onto a particular technology and delivers an editorial overview of this industry area, as well as the products available across that market.

Application Focus is multi-platform (print, online, email and socials), allowing you to place your content alongside our own in the full knowledge that the topic is on-point and the audience is engaged and relevant. There are two options here – look at the calendar for your area of expertise and choose either:

Application Focus Calendar

Spring: Cutting

Summer: Welding

Autumn: Cleaning

Winter: Safety

Lead sponsor
(One sponsor per topic)

- Exclusive branding on magazine and online version;
- Sole sponsor branding on the email version, including 468x60 banner;
- Top-spot 'enhanced product' in both magazine, email and online version
- 3x positions linking to your content on the Application Focus email – use your videos, app notes, stories etc here

Application Focus lead sponsor
£2950

Enhanced product entry

- 150 words plus hi-res image, highlighted and boxed-out within the magazine version
- Inclusion in email version (summary) and online (full text)

Application Focus product entry
£850

Productline

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use productline as a targeted tool to back-up your high-visibility activity.

- Comprises headline, 190 x 190 image, 40 words plus web link

- Sent via email (9 products per email) to opt-in database of over 7,000 industry professionals.

Productline price
£500 per issue

Featured productline price
£850 per issue

White Papers

The *Laser Systems Europe* reader is typically a high-level industry professional and as such they crave high-quality information. You should use this to your advantage.

By hosting your white paper with *Laser Systems Europe*, you place yourself as a thought-leader, reach the right audience with very specific content and of course, generate leads.

Our white paper package includes:

- Hosting online for a year (including front page promotion for minimum one month)

- Promoted via 'educational resources' email

- Highlighted via house advert in magazine

- Option to gate content and collect lead information

White paper price
£1250

LASER SYSTEMS EUROPE
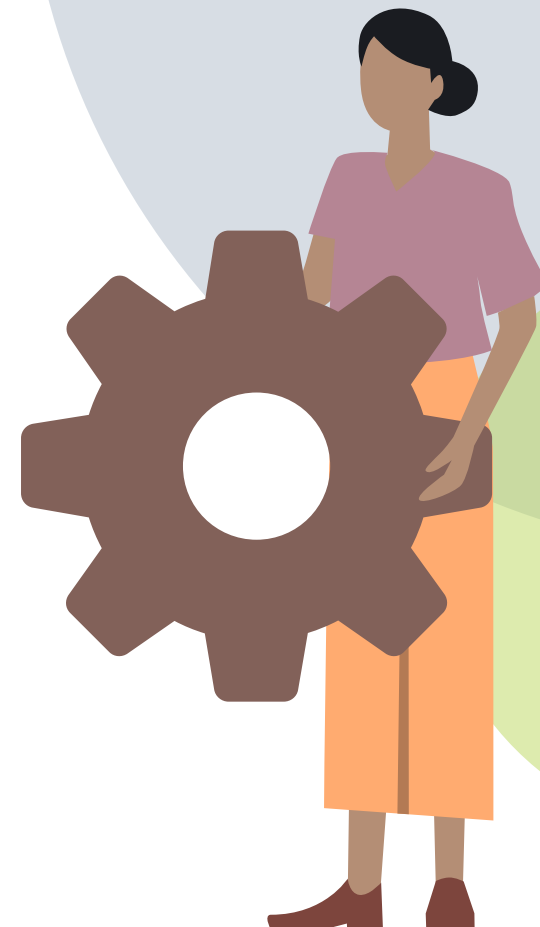
Using Content - Native Advertising

The third way of using content in partnership with *Laser Systems Europe* is through Native Advertising.

Here we look for ways that your expertise and experience can enhance and complement what our audience already receives, then place it directly into the main-stream of editorial content. Our editorial integrity is paramount here so the focus is squarely on quality – when we work together on projects we consider it a partnership and will guide you as we go.

Featured Case Study

A Featured Case Study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online.

Comprising approximately 750 words, plus an image, a Featured Case Study is a full page of content, designed to appear a part of the feature. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.

An excellent Featured Case Study frames our existing topic in a way that the reader can personally relate to.

- One Featured Case Study available per calendared feature

- PDF and copyright provided post-publication (for your ongoing marketing activity)

Featured Case Study price
£2950
(additional charges may apply if using our editing and writing services – see Content services)

Viewpoint

Viewpoint represents an opportunity for your company to demonstrate thought leadership or leading opinion. From your CEO to your technical director and beyond, you will have a broad range of experience in your company, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- Comprising approximately 750 words, plus an image, a viewpoint appears online only, but is promoted via the magazine (as part of our own house adverts), and via email.

- Can be written entirely by you, subject to our editorial standards, or with our help.

Viewpoint price
£1250
(additional charges may apply if using our editing and writing services – see Content services)

If you have a genuinely disruptive technology, we will create an article that uses the information detailed in your white paper as the catalyst.

Considering whether your technology is 'disruptive' means asking "does my technology affect the industry in a new and exciting way?"

It could influence efficiency, cost, speed, environment etc.

Also, talk to us! We consider this a partnership and will work with you.

It is important to remember that the article is *Laser Systems Europe* content so will be written by us and will have our audience in mind. You will not be asked to write the content, but may be invited to contribute in a similar way to our usual features. Your white paper will be advertised at the end of the article.

- Appears as two pages in the magazine, comprising a 1,200 word feature (written by us), plus a half-page house advert pointing towards your white paper.

- Also appears online as a Viewpoint, pointing towards your white paper.

- Appears on the Resources tab under white paper.

- Promoted via email campaign

- Highlighted via house advert in magazine

- Option to gate the white paper online and collect lead data

Featured Technology + White Paper price
£2950

Content services

High quality writing is in short supply, and many marketing teams simply don't have the in-house resource to be able to turn out the right content frequently.

Outsourcing to a freelancer or a PR company is always an option of course, but few will have the specialist expertise to rival our own editorial team, each of whom has many years' experience in writing about industrial laser processing.

We can also help improve your existing content so that it appeals to a wider audience.

Every project will be different so we will work with you to create a finished piece that enhances your brand image and places you at the forefront of your industry.

Case Study/Viewpoint/ White Paper writing service:

Well-written content can be a hugely effective way of framing your technology, so let's work together to tell the story within the story. A member of our team will work with you to create your content, providing you with a finished product written in our style, and fitting perfectly with the 'feel' of *Laser Systems Europe.*

£500 per 1,000 words

Editing and copy improvement service:

Where your content doesn't quite meet our own high editorial standards, we can help with copy improvement and editing. We will only charge you for the time it takes to satisfy our editors.

£50 per hour standard rate

Creative artwork services

We have our own in-house design team, who have decades of experience in creating beautiful artwork and page layouts. Not only do they have the skills, but they are also used to working with clients like you and the sort of products and services you offer.

Print advertising design service

● Adverts designed for use only with Europa Science publications £595 per advert;
● Adverts design, including copyrights £1995 per advert;
● Advert amendments (as part of same campaign), £100 per amend.

Digital advertising design service

● Adverts designed for use only with Europa Science publications £595 per advert;
● Animated digital (multiple pane) advert £895;
● Advert design, including copyrights £1995 per advert (single or multiple pane).
● Amends £100 each.

LASER SYSTEMS \ EUROPE
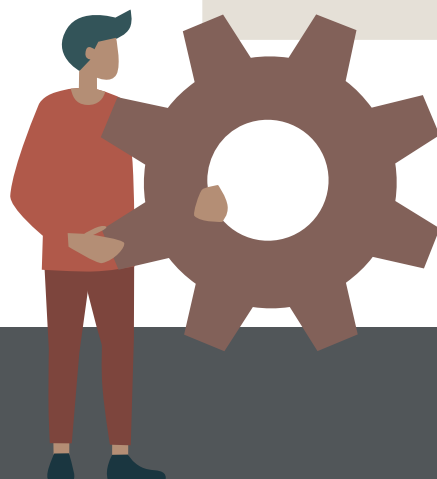
Europa Market Intelligence Ltd

Europa Market Intelligence Limited

Europa Market Intelligence (EMIL) is the sister company of Europa Science.

Launched in 2018, EMIL was created to help companies gain insight, competitive intelligence and leads within the industries that Europa Science currently operates.

EMIL provides the next logical step for those companies for whom detailed, depth of knowlege is paramount.

We focus on the identification and delivery of niche audiences, the application of data science to existing data sets and the uncovering of quality insight by taking a bespoke and qualitative approach.

Competitive Intelligence

Use EMIL to scope fresh markets, and research areas that you could be working in; or to help you understand why you should stay well away!

- "How can we find out if there is a market for our product?"

- "Is our database covering the whole market – or are we missing out on market share?"

- "We want to expand, but we don't really know the size of the market in countries outside our territories"

- "Technology change means that our products are relevant to new sectors – but which ones?"

Data Building

Everybody worries about lead generation, and rightly so – today's leads are tomorrow's business. EMIL can start a lead generation project from scratch, and build you a bespoke data package.

- "We need leads! A lot more than we're getting now."

- "How do we target a specific demographic?"

- "Bought-in lists are just not working. The data are too broad, they don't have the specific information we need."

- "How can we get leads for a brand new technology – there are no lists, no events and no publications covering this development"

Data Science

A database of names and addresses is not data – it's a mailing list. As well as assessing the quality and accuracy of your lists, EMIL will use data science methods to analyse your current set and identify where you can detect weakness, logically build in improvements and make your data work harder for you.

- "We've used the same database for years – how can we make it relevant for the technology changes that affect our markets?"

- "What can my existing customer base tell me about how to approach new markets?"

- "I worry that 80 per cent of our list seems to be focused on 20 per cent of our products. What can I do about this?"

LASER SYSTEMS EUROPE

Print specifications
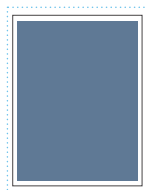
FULL PAGE

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

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

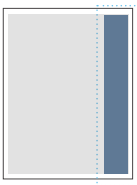**Non bleed ad**
189 (W) x 258mm (H)

DOUBLE PAGE SPREAD

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

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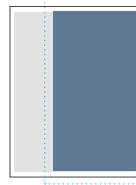432mm (W) x 288mm (H)

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)

QUARTER PAGE

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

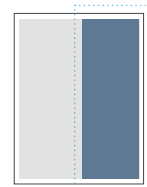## 1/3 PAGE VERTICAL

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

Bleed *(+3mm all around)*
74mm (W) x 288mm (H)
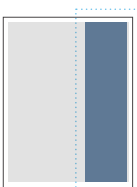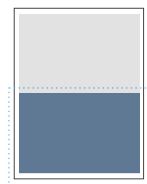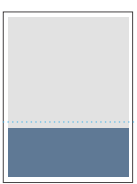
Non bleed ad
59mm (W) x 258mm (H)

1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)

Bleed *(+3mm all around)*
219mm (W) x100mm (H)

Non bleed ad
189mm (W) x 85mm

1/2 PAGE ISLAND

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

Bleed ad not available

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 SQUARE

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

Bleed ad not available

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.

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.

Digital specifications

LEADERBOARD

Desktop
728px wide x 90px high

Mobile
300px wide x 100px high
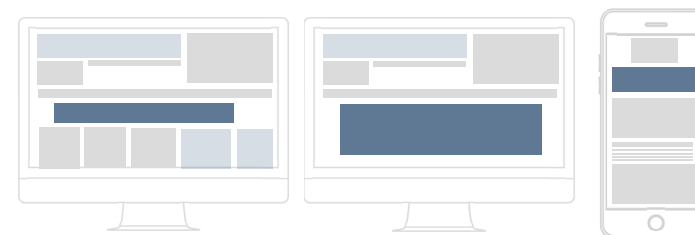
Plus
URL click-through link

DROPDOWN

Desktop – expanded
960px wide x 400px high

Desktop – contracted
960px wide x 60 px high

Mobile
300px wide x 100px high

Plus
URL click-through link

SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link

BOX

Desktop
300px wide x 250px high

Mobile
300px wide x 100px high

Plus
URL click-through link

TOP

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link

MEDIA & BUTTON

Desktop
120px wide x 120px high

Mobile
120px wide x 120px high

Plus
URL click-through link

Mobile banners are on rotation

Please supply both desktop and mobile version

File type
- .jpeg
- .png
- .gif
- Googe DFP tag
- html 5

Flash files are not accepted.

Deadline date
A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

Send copy to
production@europascience.com

LASER SYSTEMS EUROPE

Meet the team

Matthew Dale
Editor
matthew.dale@europascience.com
Tel: +44 (0)1223 221047

Jon Hunt
Head of business development
jon.hunt@europascience.com
Tel: +44 (0)1354 610188

Zöe Andrews
Senior designer
zoe.andrews@europascience.com
Tel: +44 (0)1223 221035

David Houghton
Design and production manager
david.houghton@europascience.com
Tel: +44 (0)1223 221034

Tim Gillett
Head of content
tim.gillett@europascience.com
Tel: +44 (0)1223 221048

Warren Clark
Publisher
warren.clark@europascience.com
Tel: +44 (0)1223 221030

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