



B2B Media: *Putting the Reader First*

Successful B2B publishers know the importance of a strong readership and they invest heavily in serving those readers and keeping them engaged, from building relevant editorial content to delivering it in exciting products and on the platforms readers prefer. Helping marketers understand who the readers of a publication are and how they may be important to a marketer is the job of account management.

Before any discussion of bonus distribution, click-throughs, frequency or ad rates, a B2B marketer considering a media partner for some or all of its annual spend should consider the brand's readers and content. The most important reasons for choosing a media partner are the audience it reaches, how it serves that audience, and how that audience aligns with a marketer's goals.

Facts and figures about a publisher's audience – generally found in the annual media kit – are pulled from a number of sources, including in-house records and surveys, as well as from BPA statements (if a publication is audited). Available audience data beyond the important total circulation may include number of readers by technology or application category, purchasing influence and time spent with an issue. All of these numbers should add up to an audience that is a prime target for your marketing message. You can read more about the importance of media kits and BPA audits in the September and August 2013 P.S. newsletters, respectively.

Armed with audience data, you can now determine whether a publisher is serving that audience well through the content it prints,

posts and delivers live. To do that, your next stop should be the editorial calendar in the media kit. Is the publisher's audience mix well represented? And do you see content there that likely would appeal to your key customer demographics?

How is content delivered? When it comes to balancing the latest platforms for content delivery, a B2B publisher faces the same, sometimes bewildering array of options as its advertisers. What it chooses to do with

all those options can say a lot about how it is serving its readers. A publisher delivering content in novel ways will hold interest and build a community.

Finally, keeping things fresh should not be underrated. Magazine and website redesigns, new publications designed to serve growing segments, and continuous exploration of new media are signs that a publisher is investing in keeping readers engaged and building for the future.

Readers First at PHOTONICS MEDIA



Photonics.com redesign brings improved search, dedicated magazine brand pages, new Forum sites.



Digital editions and apps put choices in readers' hands. Photonics Spectra digital edition exceeds 58K annual visits.



Light Matters Weekly Newscast enters its fourth year.

Industrial Photonics addresses specific reader group.



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ASK ABOUT
Corporate Capabilities Section
Photonics Spectra December

From the Vice President



Big Leads, No Travel

Hard choices are inevitable when attending a photonics industry conference. Time-consuming and expensive travel is just the tip of the iceberg! For those who appreciate the early lecture in lieu of a cup of coffee and the newspaper, the 8 a.m. session on advances in display technology is appealing, but you'll surely miss the 8:30 solid-state laser demo. And don't forget to spend some time at the trade show to see what's new, before your dinner meeting.

Between the travel and the scheduling conflicts and the expense of attending a live event, it's no wonder that Photonics Media webinars are so popular with attendees'. We average 588 registrants for our editorial webinars and get great attendance for the live events. Our editorial team works diligently to line up compelling speakers on interesting and relevant topics. And there's no travel involved!

As a marketer, you're looking for good ways to get great leads, and webinars bring together some of the most qualified attendees around. Photonics Media webinar sponsors receive contact information for all the pre-registered attendees, as well as follow-up leads for those who view the archived version. In addition to offering sponsorship opportunities for our editorial webinars, we open the floor to you to host your own custom webinar for our highly qualified audience. A custom webinar is a great way to promote your brand, gather leads and establish yourself as a resource; you supply the speaker, and we'll take care of the rest.

The only thing we won't do is brew the coffee in the morning to make sure everyone's awake.

Ryan Laurin

ryan.laurin@photonics.com

Q&A with Peggy Dysard

My role: District Account Representative – Eastern Canada. I also assist Tim Dupree in upstate NY and Becky Pontier in New England with *Photonics Buyer's Guide* and digital products.

Years with Laurin Publishing/Photonics Media: I have been affiliated with Laurin Publishing since 1984.

A fun fact about me: I love old cars and going to car shows. On my bucket list – 1955 Chevy!

One thing I love about my job: The excitement and expertise that each department brings to the photonics products that we publish.



Content Marketing Opportunities from Photonics Media

Photonics Media offers a number of effective ways to present your content to the industry's largest global audience.

Contribute content to technology e-newsletters – Stand out as an industry authority by becoming the sole sponsor of a technology e-newsletter. Editors will theme the newsletter articles to your technology, and you can contribute your own content, too. Target up to 30,000 opt-in subscribers and selected Photonics Media readers who are interested in the technology you're presenting.

Generate strong leads with sponsored and custom webinars – Best-in-class companies understand the power of qualified leads acquired from webinars – recognized as one of the top tools for lead generation, lead nurturing and customer retention. Photonics Media webinars attract qualified registrants and deliver great leads.

Reinforce your brand with a custom video or commercial spot – We talked at length about custom video in the June 2013 issue of *P.S.*, but did you know that Photonics Media can produce a 15-second commercial for your product or process that plays before and after our popular weekly newscast, "Light Matters" – further increasing visibility and brand awareness while driving traffic to your website?

Get guaranteed ROI, leads from your white papers – Read about the role and value of white papers in the brief article on page 3 of the July 2013 issue of *P.S.*, available online at Photonics.com/marketingnewsletter.

Ask your regional manager about these and other great opportunities from Photonics Media.

Coming in August Webinar: New Directions in Microscopy Illumination

To sponsor this webinar and
to learn more, contact your
Regional Manager

1 (413) 499-0514

E-newsletters target success!

Enhance your print and online advertising and drive more traffic to your website with push marketing in targeted e-newsletters.

Custom Technology Newsletter		Total Distribution	Print Advertiser Rates**	
Editors theme the newsletter to your chosen technology, and you are the sole sponsor . Includes leaderboard, medium rectangle and a featured content item.		10,000	\$5215	**This targeted program is limited to print advertisers who invest a minimum of \$20,000 in Photonics Media publications. Limit 2 newsletters per advertiser per year.
		15,000	7430	
		20,000	9385	
Choose from the following technologies, plus request a specific focus for some of the articles:				
Lasers	Microscopy	Biophotonics	Materials, Chemicals & Coatings	
Optics	Spectroscopy	Sensors & Detectors	Light Sources	
Imaging	Fiber Optics	Test & Measurement	Industrial Photonics	

Custom Webinars

*Be the sole sponsor of your own webinar.
You choose the topic – we supply the audience.*

As a webinar sponsor, you:

- Receive contact information for all registrants, including those who register later to view the archived webinar on Photonics.com
- Have the option to use custom polling and surveys during and after the webinar to learn the attendees' important buying needs and interests
- Benefit from appearing in print and online promotional material in our leading magazines, newsletters and online

Best-in-class companies understand the power of qualified leads acquired from webinars – recognized as one of the top tools for lead generation, lead nurturing and customer retention.

Photonics Media webinars – both editorial and custom – consistently beat the registration-to-attendance industry average of 33% and **deliver hundreds of superqualified leads.**

Custom Webinar Sponsor Rate

Print Advertiser Rate	Standard Rate
8895	11,860

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

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2015 Media Planner Coming Soon!

20 15 PRISM AWARDS

Prism Awards for Photonics Innovation

Photonics Media is pleased once again to partner with SPIE, the international society for optics and photonics, to sponsor the prestigious Prism Awards for Photonics Innovation. The program recognizes innovative products and technology in twelve categories:

- ◆ additive manufacturing ◆ detectors and sensors ◆ industrial lasers
- ◆ alternative lighting ◆ other metrology instrumentation ◆ materials and coatings
- ◆ biomedical instrumentation ◆ imaging cameras ◆ optical communications
- ◆ optics and optical components ◆ displays ◆ industrial lasers

For more information and to enter, visit www.prismawards.org.

For videos, photos and other information from previous years, visit www.photonics.com/prism.

INDUSTRIAL PHOTONICS™

32,500
Circulation



Advancing light-based technologies for manufacturing and industry

Published quarterly, *Industrial Photonics* is written for manufacturing, production, design and applications engineers, researchers and others involved in the integration of photonic technologies across a range of operations.

Industrial Photonics is the NEW global resource on lasers, sensors, machine vision and automation systems for materials processing, process control and production.

***Industrial Photonics* is supported by the full resources of the Photonics Media ecosystem, including dedicated Web pages, e-newsletters, webinars and more.**

Speak with your regional advertising manager about the new opportunities available with *Industrial Photonics*.