



## Down a less complicated path

When we travel, we plan carefully, look at maps, compare prices, download directions, make restaurant reservations in advance and often rely heavily on GPS. Unless we are looking to go completely off the grid for a few days, we tend to stick to well-traveled routes and well-marked paths. We want to make our travel as enjoyable and successful as possible.

At Photonics Media, we know you plan at least as carefully for your marketing spend, and we're pleased to present a broad selection of maps, tools and data to help you do that in the 2015 Media Planner, which should be in your hands very soon.

In this latest edition, a chart on page 3 called "Uncomplicate the Path to Your Marketing Objective" is the clearest visual yet for helping you sort out which of our strong products will help you find success with a particular marketing goal or challenge. Introducing a new product in 2015? Our path shows you how you can use our key products to get it seen. Looking to drive more traffic to your website? Follow a path that starts with print and guides you to the rest of our most powerful traffic builders.

On page 2 in the Media Planner, you'll find our "By the Numbers" page, updated with the latest audience data. You won't find a stronger photonics industry audience anywhere else for your important marketing messages. Some of the big numbers to look at are the 223,880 opt-in newsletter subscriptions and 750,000 annual page views for the *Photonics Buyers' Guide* online. And how about



the 95,000 print and online circulation of *Photonics Spectra* with almost as many print copies as the competitor has print and digital combined. Lastly, our Web traffic number – 91,867 unique monthly website visits – beats the nearest competitor by more than 30,000.

Speaking of newsletters, we have given more space to this very popular line of products, clearly describing every option and opportunity to reach our highly qualified and engaged audience. All the options are there, from editorial e-newsletters to trade show sneak previews to the custom technology e-newsletters for which you can choose your own topic and be the sole sponsor.

Last year, we started down the path of refining our ad pricing, creating opportunities for you to "do more, reach more, grow more." Our 2015 rate structure is designed to let you optimize the strength of the entire Photonics

Media ecosystem through multimedia advertising. You'll also find that we have taken our refinements even further, simplifying our rates and tables to make your job even easier. New this year: For those of you who have an in-house agency, all rates listed are net. You no longer have to get out the calculator to figure out just what you are paying.

Finally, there is one more tool created to uncomplicate your planning. Using the recently launched "Ad Stats," you can better monitor your Web traffic to see where visitors are clicking from, and more. You can access Ad Stats 24/7. Advertisers we've heard from say they like this new tool.

Spend some time with the 2015 Media Planner from Photonics Media, and talk soon with your regional account manager to get started building a less complicated, more effective path to marketing success.

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**DON'T MISS OUT!**  
Corporate Capabilities Section  
*Photonics Spectra* December

## From the Vice President



### Put Our Experts to Work

We know that you are looking to maximize the return on your marketing investment. It's no secret that every marketing initiative consumes countless hours of research, preparation and execution. Choosing the wrong marketing mix not only negates your investment with your publication of choice, but also wastes *dollars that could be better spent on the correct marketing path.*

We're all too well aware of this situation, and we know that the seemingly endless marketing options out there can be daunting. Because planning can be so complex, I recommend without reservation that you put one of our Photonics Media account managers to work for you.

Each of our talented account managers has many years of experience helping advertisers get on the right path. I hope you've read their bios as they came out in this newsletter over the past few months, because if anyone knows what works – and, more importantly, what doesn't – it's your Photonics Media representative. Please think of them as unpaid consultants, because not one of them will recommend anything that isn't the right fit for your marketing plan.

Laurin Publishing wasn't founded in 1954 on the premise of making a quick buck. In fact, a number of advertisers in the pages of those early issues – including *Edmund Optics*, *United Lens* and *LaCroix Optical* – are still in the magazines today, due, we believe, in no small part to the advice they continue to receive from our account management team.

We've seen the results of wasted marketing investments, and they can be disastrous for a company. If you ever need a second opinion on the direction you are taking, please feel free to call us.

Ryan Laurin

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## Q&A with Kathi Simonsen

**My role:** Regional Account Manager for Northern California, the Pacific Northwest and British Columbia.

**Years with Laurin Publishing/Photonics Media:** I have been affiliated with Laurin Publishing since March 2014.

**A fun fact about me:** I am an avid hiker and backpacker in the beautiful Sierra Mountains.

**One thing I love about my job:** The people – my great customers and the helpful people at Laurin. I also love the industry; photonics has such dynamic, growing and interesting technologies. My personal sales philosophy is that if you give your customers success, that success will come back to you. I learned this many years ago from my mentor and have taught it in my business to numerous media salespeople and as a publisher to my employees. I try to always focus on what is the best way to market my customers' products.



**Coming in October**  
**Webinar: Camera Solutions to Increase the Bottom Line**  
and  
**Webinar: Man-Machine Collaboration: Sensing Safety**

To sponsor these webinars and learn more, contact your Regional Manager at **1 (413) 499-0514.**

### 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 20,000 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](http://Photonics.com/marketingnewsletter).

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

## Build your brand and drive traffic with video and commercial spots

Photonics Media makes it easy to create an informative and engaging video by providing complete services, from concept to finished product to promotion.

A video production package includes:

- Video consultation, shoot, editing and production
- Hosting on Photonics.com with rotation on our home page
- A featured spot in one of our opt-in e-newsletters (30,000+ subscribers)
- Custom video player to embed on your website for the duration of the contract
- Link in the video to your website

### Reinforce your brand

Photonics Media can produce a 15-second commercial for your company, product or process that plays before and after our popular weekly newscast, *Light Matters*. Your "spot" can further increase your visibility and brand awareness while driving traffic to your website.

**Ask about our video production package.**



We can shoot your video at an upcoming trade show. Ask for details!

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Please visit our website, [Photonics.com/mediakit](http://Photonics.com/mediakit), for all our marketing opportunities.

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## Drive Traffic – and Track ROI – with Photonics Showcase Print and Online



Advertise your products, capabilities and services in *Photonics Showcase*.

Reaching  
**53,000**

U.S. *Photonics Spectra* subscribers!

Plus

- Every print ad appears online at [PhotonicsShowcase.com](http://PhotonicsShowcase.com).
- You get global exposure all year long.
- Extend your reach by sponsoring the *Photonics Showcase* e-newsletter.

**Contact your regional sales manager today!**

**+1 (413) 499-0514**

## 2015 Marketing Success Starts Here!

# 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 12 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](http://www.prismawards.org).

For videos, photos and other information from previous years, visit [www.photonics.com/prism](http://www.photonics.com/prism). **Deadline is October 10.**

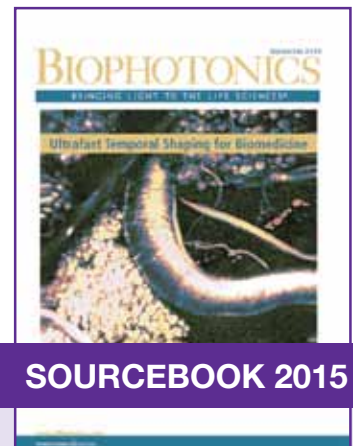
## We're making *BioPhotonics* Even Better!

How do you improve on success? *BioPhotonics* magazine stands out from its competitors with the industry's largest total circulation and eight issues in print in 2015. We're making it an even smarter choice for advertisers by turning four of those issues into super Sourcebooks. In addition to all the great content found regularly in *BioPhotonics*, each Sourcebook will offer:

- **supplier listings with additional branding opportunities**
- **contributed and house reference materials**
- **bonus circulation at key shows**

If you have business in any of these four key areas, you'll want to be in the Sourcebook:

Feb/Mar	Spectroscopy Sourcebook	Pittcon
Apr	Lasers Sourcebook	ASLMS
Jul/Aug	Imaging Sourcebook	Microscopy & Microanalysis
Nov/Dec	Microscopy Sourcebook	ASCB



**SOURCEBOOK 2015**

Ask your Photonics Media account manager for complete details.