

Laser Focus World®

J A P A N

International resource for technology and applications in the global photonics industry



Media Solutions Guide 2014

Audience Reach

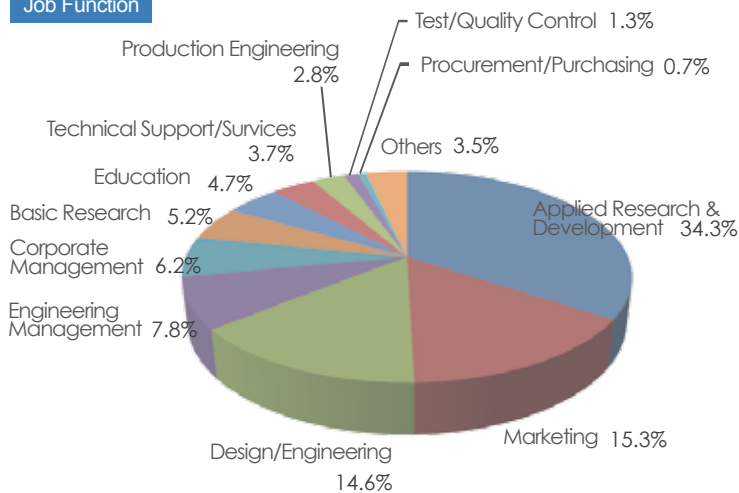
As a Japanese edition of Laser Focus World, Laser Focus World Japan's mission is to give you opportunities to expand your reach into the Japanese photonics and optics industry.

- Frequency: Bimonthly
- Language: Japanese
- Circulation: 15,000



AUDIENCE DEMOGRAPHICS

Job Function



Applications

Manufacturing Equip.	22.6%
Test & Measurement	22.4%
Communications	20.2%
Semiconductor Process	19.1%
Material Process	16.4%
Spectroscopy	15.8%
Imaging	14.4%
Consumer Electronics/AVs	13.7%
Medical/Therapeutic	11.9%
Automotive/Transportations	10.9%
Lighting	8.6%
Biotechnology	7.5%
Signal Processing/Computing	6.4%
Chemistry/Chemical Engineering	6.3%
Aviation/Aerospace	4.9%
Sensing/Monitoring	4.9%
Material Research	4.4%
Remote Sensing	4.2%
Printing	4.1%
Data Storage	4.0%
Broadcasting/Entertainment	2.2%

Business/Occupation

Lab./Univ./Gov./Hospital	13.1%
Semiconductors/ICs/Electronics	9.2%
Fiber Optic Components & Systems	9.1%
Lasers	8.6%
Optical Components	6.9%
Precisions	6.9%
Manufacturing Systems	6.4%
Test & Measurement Equipment	6.0%
Materials/Chemicals	4.7%
Distributors	4.2%
Communication Systems	3.3%
Medical/Biomedical Instruments	3.2%
Consumer Electronics/AVs	2.8%
Automotive/Transportation	2.6%
Consulting	2.0%
Computers/IT Devices	1.4%
Controls/Robotics	1.2%
Design/Engineering Services	1.2%
Utilities	0.6%
Printing	0.6%
Aviation/Aerospace	0.4%
Machine Vision	0.4%

Purchasing Influence

Lasers	48.5%
Optical Components	48.0%
Detectors & Sensors	34.6%
Fiber Optic Components & Systems	33.5%
Test & Measurement Equip.	31.8%
Laser Parts & Accessories	30.4%
Laser Systems	25.3%
Semiconductors/ICs	21.9%
Other Light Sources	21.6%
Software	20.6%
Power Supply	19.4%
Materials/Substrates	18.7%
Imaging Devices & Systems	16.6%
Manufacturing Systems	15.7%
Cooling, Vacuum & Gas Equip.	11.6%
Optical Fabrication/Services	9.9%

*Publisher's own data based on the Nov 2013 issue.

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2014 Editorial Calendar

	● Editorial Highlights	● AD	● MAT
Jan	Ultraviolet Lasers Optofluidics CMOS Sensors Advances in communications Materials Processing Hybrid Optical/Digital Processing	12/4/2013	12/11/2013
Mar	Market Review & Forecast, Terahertz imaging Diode Lasers, Fiber Optics Sensing Spectrometers Disk Laser	2/13/2014	2/20/2014
May	Fiber Laser Laser Diode Testing Mid-IR Lasers Ultrafast Laser Optical Material Speciality Fiber Laser Additive Manufacturing Quantum Computing	4/4/2014	4/11/2014
Jul	Spectroscopy Fiberbased Components Advances in Display VCSELs Optofluidics Terrestrial Imaging Novel Fiber Lasers	6/18/2014	6/25/2014
Sep	Optical Filter THz Instrumentation UV Lasers Spectral imaging Beampfofiling Computational Imaging Optical Materials	8/21/2014	8/28/2014
Nov	Spectrometers THz Optics CMOS Sensors Fiber for Fiber Lasers Slid-State Lasers Image Processing Energy Face Recognition	10/16/2014	10/23/2014
Jan	Laser Safety Fiber Optics Test and Measurement Tunable Lasers Mid-IR Imaging Adaptive Optics Nitride VCSELs LEDs	12/4/2014	12/11/2014

● Photonics Applied ● Photonics Frontier

*The editorial calendar subject to change.

2014 Rate Card & Ad specs

RATE CARD

		1x	6x	12x	US\$
4-Color	Full Page	3500	3300	3140	
	1/2 Page(Hor. /Ver.)	2300	2200	2090	
	1/3 Page(Hor. /Ver.)	1750	1650	1570	
2-Color	Full Page	2750	2610	2490	
	1/2 Page(Hor. /Ver.)	1800	1710	1620	
	1/3 Page(Hor. /Ver.)	1380	1310	1250	
B&W	Full Page	2100	1980	1880	
	1/2 Page(Hor. /Ver.)	1400	1320	1250	
	1/3 Page(Hor. /Ver.)	1100	1050	950	

Premium Positions*	1x	12x
CV2	4200	3860
Facing CV2 (Pg. 1)	4000	3680
CV3	3800	3500
CV4	4500	4140

*Advertisers on a 12x contract prioritized to be served premium positions.

- Translation (English to Japanese): \$200 per page or fractional
- We prefer ad material supplied as PDFs with PDF/X-1a format option.

AD SIZES

W x H	TRIM	BLEED (mm)
Full Page	180 x 255	210 x 280
2 Page Spread	388 x 255	420 x 280
CV4	180 x 255	
1/2Page Horizontal	180 x 125	
1/2Page Vertical	85 x 255	
1/3Page Horizontal	180 x 83	
1/3Page Vertical	55 x 255	

ONLINE and TARGET MARKETING PROGRAM

e-Newsletter text ad:

Weekly : Top @\$800 Middle or Bottom: @\$500

- ad spec: Japanese Character 144 + linked URL

Online banner ad:

Super banner (585x200 pixel, 40K, gif/jpeg/flash)	@\$2500/Month
Leaderboard (728x90 pixel, 30K, gif/jpeg/flash)	@\$2000/Month
Skyscraper (120x600 pixel, 30K, gif/jpeg/flash)	@\$1500/Month
Tile banner (125x125 pixel, 20K, gif/jpeg/flash)	@\$1000/Month
Text Banner (Japanese Character 144)	@\$800/Month
Microsite	@\$2500/Month

- minimum contract term: 1 month

e-List rental:

rental fee @\$1000/M segmentation +@\$100/M

- minimum charge: \$1000

List rental:

rental fee @\$1000/M* segmentation +@\$100/M *postal charge excluded

- minimum charge: \$1000*

Outsert:

rental fee @\$1000/M* segmentation +@\$100/M *material must be less than 297 x 210mm, 50g.

- minimum charge: \$1000

Contact

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2014 Online Specifications

Leaderboard

728x90 pixel, 30K, gif/jpeg/flash

Tile Banner

125x125 pixel, 20K, gif/jpeg/flash

Super Banner

585x200 pixel, 40K, gif/jpeg/flash

Skyscraper

120x600 pixel, 30K, gif/jpeg/flash

Text Banner

Japanese Character 144

Microsite



Online banner ad

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