

Laser Focus World®

J A P A N

International resource for technology and applications in the global photonics industry



- Global Audience
- Comprehensive Photonics Coverage
- Multichannel Marketing
- 100% Buying Authority

2019 MEDIA PLANNER

ex-press.jp/lfwj/

PennWell® e.x.press

Audience Reach

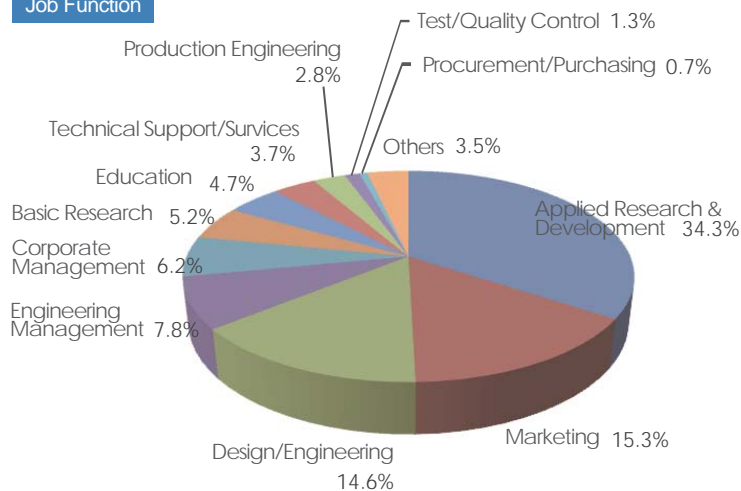
As a Japanese edition of Laser Focus World, Laser Focus World Japan's mission is to give you opportunities to expand your reach into the Japanese photonics and optics industry.

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



AUDIENCE DEMOGRAPHICS

Job Function



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%

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%

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 Sep 2017 issue.

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2019 Editorial Calendar

	● Editorial Highlights	● AD	● MAT
Jan	Photovoltaics, Vibration Control How to choose a Laser, Optical Materials Lidar Systems Noninvasive Medical Treatment Neuroscience	12/4/2018	12/11/2018
Mar	Annual Laser Market Review & Forecast, Fiber Splicing Thin Film Coatings, Spectrometers Lasers for BioScience Transportation Bioimaging	2/14/2019	2/21/2019
May	Fiber Lasers, Ultrafast Lasers Nanopositioning Systems, Nonlinear Optics Uncooled Thermal Cameras Biometric Security Microscopy	4/11/2019	4/18/2019
Jul	Laser for Lidar, Optical Manufacturing 3D Surface Metrology sCMOS Photomultiplier Tubes Quantum Communications Spectroscopy	6/20/2019	6/27/2019
Sep	VR/AR Displays, Laser Optics Fiber Sensing, Tunable Lasers Gradient-Index Lenses Industrial AR/VR/MR Advanced Imaging	8/22/2019	8/29/2019
Nov	Scientific Lasers, Imaging Optics Novel Lasers, Advances in Thin Film/Coatings Design Illumination Optical Design Software Phototherapy High-Resolution Imaging	10/17/2019	10/24/2019
Jan	Ultrafast Laser Machining, Optical Materials Advances in Optical Systems, Non-Laser Light Sources Motion Control Photonic Integrated Circuits Raman Spectroscopy	12/12/2019	12/19/2019

● Photonics Products ● Photonics Applications ● BioOptics World

*The editorial calendar subject to change.

2019 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

Online banner ad

- Leaderboard (728x90 pixels, 30K, gif/jpeg/flash) @\$2000/Month
- Page Peel (Peel 900x650 pixels, Dog ear 75x75 pixels, 100K, non animated gif/jpeg/flash) @\$2000/Month
- Push Down (Collapsed 970x66 pixels, 60K, Expanded 970x418 pixels, 110K, gif/jpeg/flash) @\$2500/Month
- Text Banner (Japanese Character 144) @\$1000/Month
- Rectangle 1 (300x250 pixels, 40K, gif/jpeg/flash) @\$1750/Month
- Sidekick 1 (Collapsed 300x250 pixels, 40K, Expanded 850x700 pixels, 110K, gif/jpeg/flash) @\$2000/Month
- Rectangle 2 (300x250 pixels, 40K, gif/jpeg/flash) @\$1500/Month
- Sidekick 2 (Collapsed 300x250 pixels, 40K, Expanded 850x700 pixels, 110K, gif/jpeg/flash) @\$2000/Month
- Skyscraper (300x600 pixels, 40K, gif/jpeg/flash) @\$1500/Month
- Microsite @\$2500/Month
- Withe Paper 3-month Sponsorship Rate @\$1500/Paper

- minimum contract term: 1 month

e-Newsletter text ad:

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

- ad spec: Japanese Character 144 + linked URL

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*

Contact

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2019 Online Specifications

Leaderboard

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

Push Down

Collapsed:970x66 pixels, 60K
Expanded:970x418 pixels, 110K
gif/jpeg/flash

Rectangle 1

300x250 pixels, 40K, gif/jpeg/flash

Side kick 1

Expanded:850x700 pixels, 110K,
gif/jpeg/flash

Text Banner

Japanese Character 144

Rectangle 2

300x250 pixels, 40K, gif/jpeg/flash

Side kick 2

Expanded:850x700 pixels, 110K,
gif/jpeg/flash

Skyscraper

300x600 pixel, 40K, gif/jpeg/flash

Microsite



Page Peel

Peel:900x650 pixels
Dog ear:75x75 pixels
Max file size:100K
non animated gif/jpeg/flash

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