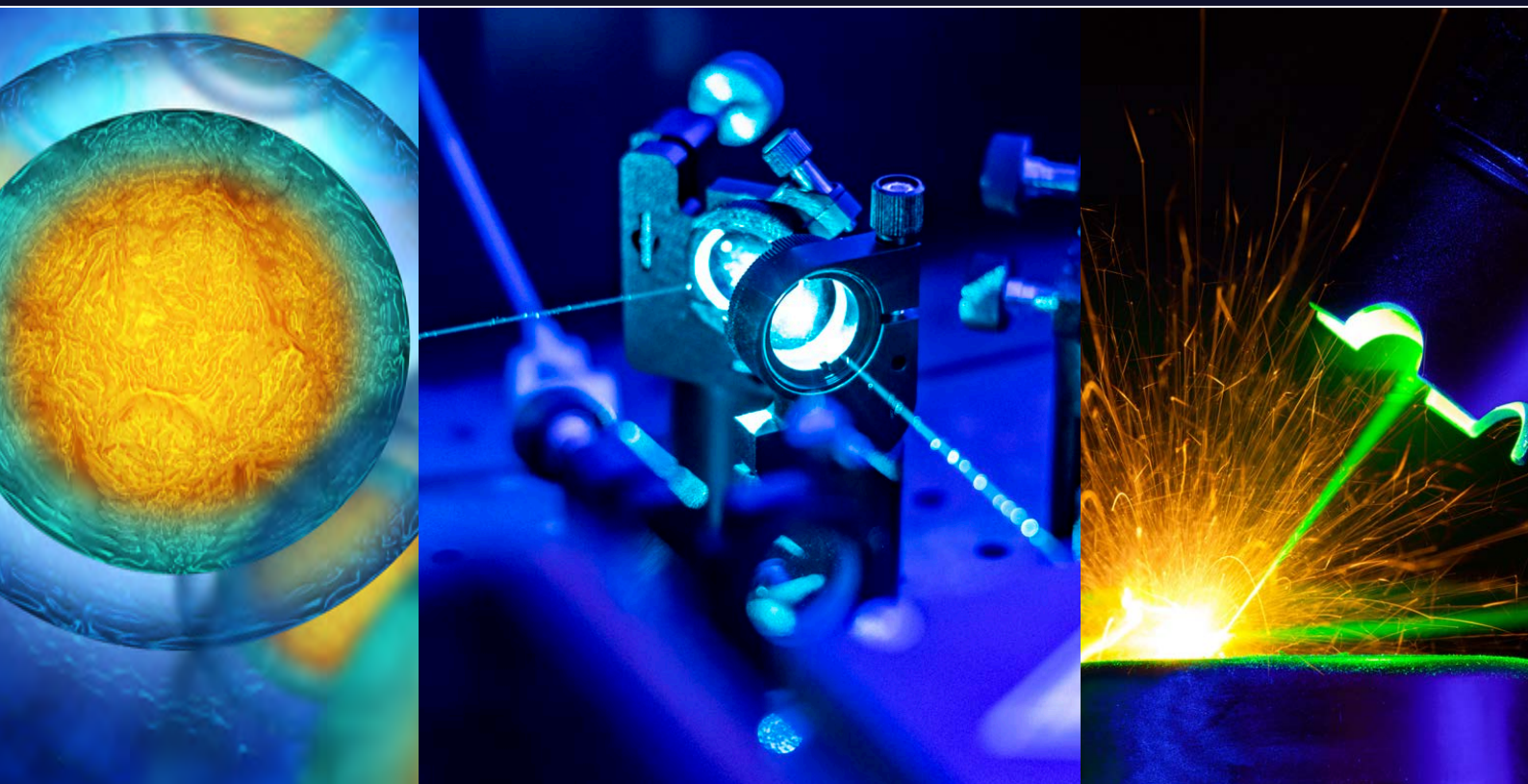


# Laser Focus World®

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International resource for technology and applications in the global photonics industry



## MEDIA KIT 2021

[ex-press.jp/lfwj/](http://ex-press.jp/lfwj/)

# Audience Reach

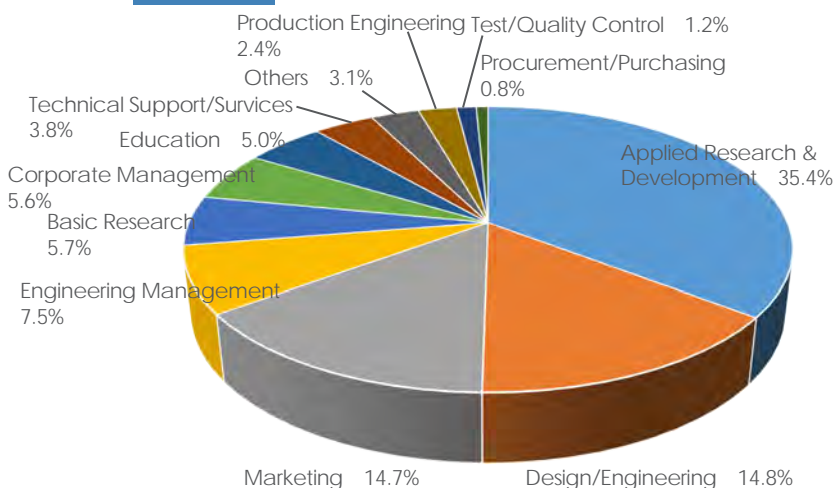
As a Japanese edition of Laser Focus World, Laser Focus World Japan's mission is to give you opportunities to expand your reach into the Japanese photonics and optics industry.

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



## AUDIENCE DEMOGRAPHICS

### Job Function



### Business/Occupation

Lab./Univ./Gov./Hospital	14.2%
Lasers	10.1%
Optical Components	9.8%
Semiconductors/ICs/Electronics	8.7%
Fiber Optic Components & Systems	7.0%
Manufacturing Systems	6.4%
Test & Measurement Equipment	6.3%
Precisions	5.9%
Materials/Chemicals	4.7%
Others	4.6%
Distributors	3.6%
Medical/Biomedical Instruments	3.5%
Communication Systems	2.8%
Automotive/Transportation	2.8%
Consumer Electronics/Avs	2.0%
Consulting	2.0%
Computers/IT Devices	1.4%
Controls/Robotics	1.3%
Design/Engineering Services	1.0%
Utilities	0.6%
Printing	0.5%
Aviation/Aerospace	0.5%
Machine Vision	0.4%

### Applications

Test & Measurement	26.3%
Manufacturing Equip.	25.2%
Communications	22.6%
Semiconductor Process	21.4%
Spectroscopy	20.6%
Material Process	19.3%
Imaging	15.6%
Medical/Therapeutic	14.9%
Consumer Electronics/AVs	14.1%
Automotive/Transportations	12.5%
Lighting	9.9%
Biotechnology	8.9%
Signal Processing/Computing	7.8%
Chemistry/Chemical Engineering	7.7%
Sensing/Monitoring	6.0%
Aviation/Aerospace	5.8%
Material Research	5.0%
Remote Sensing	4.9%
Others	4.7%
Printing	4.6%
Data Storage	4.3%
Holography	4.3%
Process Control	3.7%
Biometrics	2.9%
Broadcasting/Entertainment	2.6%
Chromatography	1.8%

\*Publisher's own data based on the Nov 2020 issue.

### Purchasing Influence

Lasers	64.6%
Optical Components	54.6%
Laser Parts & Accessories	43.1%
Fiber Optic Components & Systems	39.7%
Laser Systems	38.4%
Detectors & Sensors	37.0%
Test & Measurement Equip.	30.0%
Other Light Sources	20.5%
Semiconductors/lcs	18.3%
Power Supply	17.7%
Software	16.6%
Manufacturing Systems	16.2%
Imaging Devices & Systems	10.9%
Optical Fabrication/Services	10.6%
Materials/Substrates	8.7%
Cooling, Vacuum & Gas Equip.	7.3%

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# 2021 Editorial Calendar

	● Editorial Highlights	● AD	● MAT
Jan	Laser Focus World Announces 2020 Innovators Awards Photopolymer, Solar Photovoltaic, Display Ultrafast Multipass Cells Fluorescence Bioimaging/Microscopy	12/21/2020	1/7/2021
Mar	Annual Laser Market Review & Forecast Next-Generation Detectors, Security, High-Power Ultrafast Lasers for Biomedical Applications Laser Welding for Medical Device, Nanosecond Pulsed Fiber Laser, Carbon Dioxide Laser for Textile Industry Deep Learning	2/25/2021	3/4/2021
May	Optical Communications, Lasers for Lidar Autonomous Vehicles, Silicon Photonics Laser Market Report High Power Blue Laser Welding Spectroscopy	4/28/2021	5/6/2021
Jul	Optical Design Software Fiber Lasers, Artificial Intelligence Advances in USP Laser Surface Processing High Power Fiber Cutting Optical Coherence Tomography	6/30/2021	7/7/2021
Sep	High-Intensity Lasers Additive Manufacturing Advances in Displays High-Speed Cameras High-Power Fiber Lasers, Low-Power ns Laser Cutting Optical Tools	8/26/2021	9/2/2021
Nov	THz Technologies, Tunable Lasers Novel Imaging Technologies Healthcare Laser Based DED, Microwelding Glass Raman-Spectroscopy-Based Tools	10/27/2021	11/4/2021
Jan	Hyperspectral Imaging, Photovoltaics High-Power Optics, Quantum Science Very High Power USP Laser Processing Advances in Precision Drilling Bioimaging	12/20/2021	1/6/2022

● Industrial Laser Solutions ● BioOptics World

\*The editorial calendar subject to change.

# 2021 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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# 2021 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

## Online banner ad

- |               |               |                                       |               |
|---------------|---------------|---------------------------------------|---------------|
| - Leaderboard | @\$2000/Month | - Page Peel                           | @\$2000/Month |
| - Push Down   | @\$2500/Month | - Text Banner                         | @\$1000/Month |
| - Rectangle 1 | @\$1750/Month | - Sidekick 1                          | @\$2000/Month |
| - Rectangle 2 | @\$1500/Month | - Sidekick 2                          | @\$2000/Month |
| - Skyscraper  | @\$1500/Month |                                       |               |
| - Microsite   | @\$2500/Month | - With Paper 3-month Sponsorship Rate | @\$1500/Paper |

● minimum contract term: 1 month

