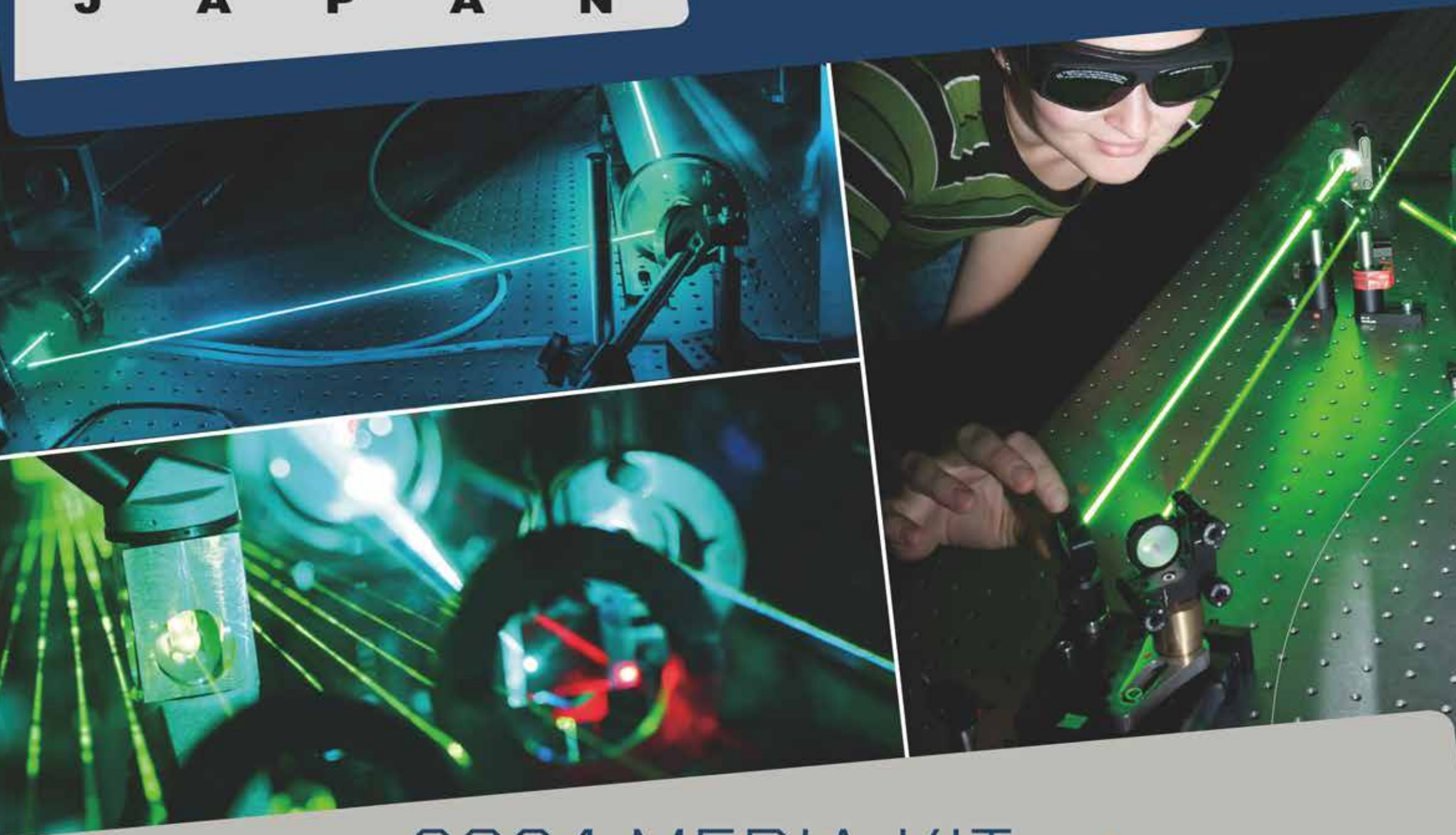


LaserFocusWorld

J A P A N

Your source for global coverage of photonics technologies, applications, and innovations



2024 MEDIA KIT

AUDIENCE REACH

LaserFocusWorld
J A P A N

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.

Job Function

Applied Research & Development	35.5%
Marketing	14.9%
Design/Engineering	14.8%
Engineering Management	7.3%
Corporate Management	5.7%
Basic Research	5.6%
Education	4.9%
Technical Support/Services	3.8%
Others	3.0%
Production Engineering	2/5%
Test/Quality Control	1.2%
Procurement/Purchasing	0.8%



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

Business/Occupation

Lab./Univ./Gov./Hospital	13.9%
Lasers	10.8%
Optical Components	9.8%
Semiconductors/ICs/Electronics	8.8%
Fiber Optic Components & Systems	7.2%
Manufacturing Systems	6.5%
Test & Measurement Equipment	6.1%
Precisions	5.7%
Materials/Chemicals	4.6%
Others	4.5%
Distributors	3.6%
Medical/Biomedical Instruments	3.5%
Automotive/Transportation	2.8%
Communication Systems	2.7%
Consumer Electronics/AVs	2.0%
Consulting	1.9%
Computers/IT Devices	1.3%
Controls/Robotics	1.2%
Design/Engineering Services	1.0%
Utilities	0.6%
Aviation/Aerospace	0.5%
Printing	0.5%
Machine Vision	0.4%

EDITORIAL CALENDAR

	Feature	Ad Close	Material Due
January 2024	Glass Materials for Photonics, Hyperspectral Imaging, Infrared Lasers, High-Power Optics, Quantum Communications, AI/Machine Learning, Beam Profiling/Characterization	12/20/2023	1/5/2024
March 2024	Annual Laser Market Review & Forecast, Semiconductor Lasers, Quantum Lasers, Additive/3D Printing, LiDAR, Beam Profiling, Silicon Photonics, Terahertz Lasers	2/22/2024	3/4/2024
May 2024	Chip Scale Lasers, Filters/Gratings, Lenses, Integrated Optics, Metasurfaces/Metalenses, Optical Coatings, Diffractive Optics	4/26/2024	5/8/2024
July 2024	Optical Design, High Energy Laser Weaponry, Quantum Materials, VCSELs, Photodiodes, Laser Cutting and Drilling, Tunable Lasers	6/28/2024	7/8/2024
September 2024	Optical Metrology, Sensing/Sensors, Spectroscopy, Software and Simulations, Optical Materials, Pulsed Lasers, Photonic Crystals	8/23/2024	9/2/2024
November 2024	Beam Profiling, Interferometry, Microscopy, High-power Lasers for Fusion, Photovoltaics, Micromachining, Bioimaging	10/25/2024	11/5/2024
January 2025	Fiber Lasers, Image Sensors, Scientific Imaging, Three-dimensional (3D) Imaging, High-speed Cameras, Hyperspectral/Thermal Imaging, Low Light Detection & Imaging	12/20/2024	1/6/2025

* editorial calendar subject to change

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	* Advertisers on a 12x contract prioritized to be served premium positions.		
CV2	4200	3860	● Translation (English to Japanese): \$200 per page or fractional		
Facing CV2 (Pg. 1)	4000	3680	● We prefer ad material supplied as PDFs with PDF/X-1a format option.		
CV3	3800	3500			
CV4	4500	4140			

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	
1/2 Page Horizontal	180 x 125	
1/2 Page Vertical	85 x 255	
1/3 Page Horizontal	180 x 83	
1/3 Page Vertical	55 x 255	

ONLINE and TARGET MARKETING PROGRAM

Online banner ad

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

*postal charge excluded

DIGITAL ADVERTISING

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

Rectangle 2

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

Skyscraper

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

Text banner

Japanese Character 144



NATIVE ADVERTISING

【About Native Ads】

Feature your high-performing content on our brand site through native ad placements and benefit from our highly trafficked sites that attract qualified professionals.

【Native Ad Specs】

【Native1】

Native ad deliverables include an image + text with URL that link back to your website.

■ Specs

- Image: up to W130px, H112px or text up to 62 Japanese characters
- Headline text: up to 18 Japanese characters
- Click through link

【Native2】

Sponsored Content with native advertising placements showcase your content in our channels, replicating form and function and attracting users to quality content.

■ Specs

- Image: up to W130px, H112px
- Headline: up to 18 Japanese characters
- Contents(Text, Image, Youtube, Video, Contact details)
- Logo image

トプティカの光周波数コム～究極の
トプティカフォトリソの光周波数コム製品は
差周波発生 (DFG) に基づく独自の CERO テク
ノロジー (特許番号: 10

Sponsored

Ad rate(US\$)

1 month	3000/Month
3 months	2100/Month

