

**LASER FOCUS  
WORLD.**

**JAPAN**

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



2025 MEDIA KIT

 ENDEAVOR

ex.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.

## 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%

## 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%



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

# EDITORIAL CALENDAR

	Feature	Ad Close	Material Due
January 2025	Lasers for Space Communications, Waveguides, Supercontinuum Lasers, Laser Marking, Displays, Image Sensors, Fiber Lasers	12/20/2024	1/6/2025
March 2025	Annual Laser Market Review & Forecast, Hyperspectral/thermal image, Terahertz lasers, Quantum lasers, Optical coatings, 3D printing, Beam profiling	2/22/2025	3/4/2025
May 2025	Micromachining, VCSELs, Fiber lasers, Displays, CMOS sensors, Microscopy, Gratings	4/25/2025	5/8/2025
July 2025	Frequency combs, Tunable lasers, Cutting, Scientific imaging, Three-dimensional imaging, Interferometry, High energy laser weapons	6/27/2025	7/8/2025
September 2025	Laser systems, Welding, Filters, Continuous wave lasers, Waveguides, Beam analysis, Photo detectors	8/22/2025	9/2/2025
November 2025	Optical materials, Ti-Sapphire lasers, High power lasers, Low light detection and imaging, Drilling, High power lasers for fusion, Optical communications	10/24/2025	11/5/2025
January 2026	Supercontinuum lasers, Light sources, Bioimaging, Photo diodes, Surface treatment, Diffractive optics, Terahertz lasers	12/19/2025	1/6/2026

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

The screenshot shows the LASER FOCUS WORLD JAPAN website with several digital advertising placements highlighted by red lines:

- Leaderboard:** Located at the top of the page, featuring a LUMENTUM advertisement for industrial lasers.
- Push down:** A large banner for LDMblue, which is partially obscured by the push-down effect.
- Rectangle 1:** A 300x250 pixel ad for COHERENT's OPerA Solo laser system.
- Rectangle 2:** A 300x250 pixel ad for quantum approved TOPTICA laser systems.
- Skyscraper:** A 300x600 pixel ad for TOPTICA laser systems.
- Text banner:** A banner at the bottom of the page with Japanese text: "光学設計に影響を及ぼす 構造や熱要因に お困りではありませんか?" (Does optical design affect you? Structure or thermal factors? We have solutions for you.)

Other visible content on the website includes a navigation menu, a main headline about laser technology, and various news articles and product listings.

# 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

レーザーライン社米企業 WBC 株式取得  
レーザーライン社は、ボストンに本社を置く  
レーザー専門企業 WBC Photonics の株式の  
70% を取得した。この戦略

Sponsored

The screenshot shows the homepage of LASER FOCUS WORLD JAPAN. At the top, there are navigation tabs for PHOTONICS, BIO PHOTONICS, INDUSTRIAL LASER, LED, and MACHINE VISION. Below this is a banner for 'BENEFIT FROM GREEN POWER' featuring laser equipment. A main navigation bar includes links for TOP, ニュースアーカイブ, 国内レポート, ホワイトペーパー (請求書), 新製品, 広告案内, バックナンバー, and 検索. A prominent headline reads 'レーザーライン × フォトリソ = 未来型 レーザ加工' with the laserline logo. The main content area is divided into several sections: 'ヘッドライン' (Headlines) with a featured article about WBC Photonics acquisition; 'Sponsored' content; 'Pick up magazine feature' with articles on Jabil and Jaggerbot 3D; 'Science/Research' articles on Merendi Alfio & C. and Exactech; 'Whitepaper' articles on laser metrology and femtosecond lasers; and 'Exclusive article' about foldable mirrors. On the right side, there are vertical ads for Edmund Optics and TOPTICA. At the bottom, there are sections for '新着ニュース' (Latest News) and 'バックナンバー' (Back Number).

## Ad rate(US\$)

1 month	3000/Month
3 months	2100/Month