



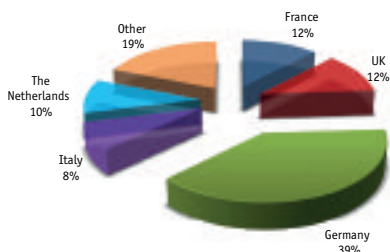
Media Kit 2012

The journal **Laser+Photonik** predominantly targets developers of optical, optoelectronic and laser systems as well as decision-makers equipment purchases in the target markets of photonics, telecommunications, laser-based production technology, medical technology, machine and device engineering and in the automotive industry.

Laser+Photonik keeps you informed on laser and light sources, on optical and optoelectronic materials, components and assemblies, as well as on measuring technology and CAD/CAM tools.

Distribution of **Laser+Photonik**: Addressing your customers in Germany and in Europe

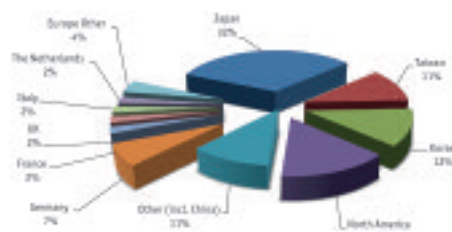
Photonics European Production Volume by Country



Germany & Europe

- Germany generates close to 40% of the total european photonics trade.
- Europe represents around 20% of the worldwide market.
- Germany is a leader in R&D and in industry, is home to a large number of world leading concerns and also the location for many of the recognized leading trade fairs in the branch.
- Germany thus plays a major role within the european photonics industry.
- **Laser+Photonik** is distributed to many of leading international trade events throughout Germany.

Photonics Production Volume by Country



Advertisement Pricelist No. 11 Valid from 1 October 2011

Audited distribution



1 Circulation

Print run national: **13.000**
international: **1.469**

2 Magazine format

DIN A4, 210 x 297 mm (width x height)
Type area: 175 x 250 mm (width x height)
4 columns à 41 mm width

3 Printing method

Offset / adhesive bond

4 Publication

5 issues per year in German
Advertising deadline: see Editorial schedule

5 Publishing house

Carl Hanser Verlag GmbH & Co. KG
Kolbergerstrasse 22, 81679 Munich/Germany

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6 Terms of payment

30 days net. 2% discount for payments made within 8 days of receipt of invoice.
Place of payment: Munich.

Bank details: Postbank Munich
Acct no. 77 97 46 800, bank code 700 100 80

7 Advertisement rates and formats in 4c (in € / Euro)

Format	Width x Height (in mm)	1 advert	2 adverts 10 %	4 adverts 15 %	5 adverts 20 %
Title page	153 x 216 <small>(incl. 3mm bleech on the right side)</small>	Fixed Price			4 900.--
1/1 page	175 x 250	4 450.--	4 005.--	3 782,50	3 560.--
1/2 page	85 x 250 175 x 122	2 240.--	2 016.--	1 904.--	1 792.--
Junior page	122 x 175	2 590.--	2 331.--	2 201,50	2 072.--
1/3 page	55 x 250 175 x 80	1 660.--	1 494.--	1 411.--	1 328.--
1/4 page	85 x 122 41 x 250 175 x 58	1 140.--	1 026.--	969.--	912.--
1/8 page	85 x 58 175 x 28	675.--	607,50	573,75	540.--

8 Surcharges

Charged on the format rates

8.1 Position surcharges

2nd, 3rd and 4th cover page (1/1, 4c) and fixed placements **10%**

8.2 Color surcharge

Spot color on request

8.3 Special size surcharge

Special sizes on request

9 Classified ads

Buyer's Guide
Per line and catchword **€ 14.--**

10 Ad specials

On request

11 Special discounts

Repeat placements
for bookings within a 12-month period:

2 adverts	4 adverts	6 adverts
5%	15%	20%

12 Combination discounts

For advertising placements covering several technical journals from the publisher, a special discount rate will be granted. Rates are available on request.

13 Fixed inserts

2 pages € 3 450.-- } paper weight
4 pages € 4 300.-- } up to 130 g/m²

14 Loose inserts

On request

15 Insert stickers

On request

16 Technical details / handling

ask for our fact sheet
"electronically transmitted materials for printing"

All advertising transactions are governed by our terms and conditions.

		Edition	Int. Export Edition 2012	1	2	3	4	5	Int. Export Edition 2013
				Feb/March	April	June	September	Oct/Nov	
Press date		04.11.2011	09.01.2012	28.02.2012	03.04.2012	12.07.2012	31.08.2012	02.11.2012	
Advertisement deadline		25.11.2011	01.02.2012	20.03.2012	25.04.2012	02.08.2012	21.09.2012	23.11.2012	
Release date		09.01.2012	01.03.2012	24.04.2012	04.06.2012	05.09.2012	25.10.2012	08.01.2013	
Main subjects in journal: Other subjects in journal: 		TRADE FAIRS	Photronics West, San Fran/CA/USA, 22.-26.01.	Photronics West, SSan Fran/CA/USA, 22.-26.01. MEDTEC, Stuttgart, 13.-15.03.	Control, Stuttgart, 08.-11.05. AKL Aachen, 09.-11.05. Sensor+Test, Nuremberg, 22.-24.05. OPTATEC, Frankfurt, 22.-25.05.	LASYS, Stuttgart, 12.-14.06. intersolar, Munich, 13.-15.06.	ECOC, Amsterdam, 16.-20.09. PVSEC, Frankfurt, 25.-28.09. PRY/OPTO, Paris IWS Workshop, Dresden, 16.-17.10.	Vision, Stuttgart, 06.-08.11. Medica/Compamed, 14.-16.11.	Photronics West, San Fran/CA/USA
Focus of subjects & application in journal			Laser & Photonics	Biophotonics Laser technology Medical technology Spectroscopic instruments	Laser-based production technologies Optics & optical components Sensors & Instruments	Laser technology Laser-based production technologies Optics	Fiber optics & optoelectronics Photovoltaics Sensors & Instruments Telecom & Datacom	Biophotonics Medical technology Sensors & Instruments Vision technology	Lasers & Photonics
Relevant Subjects / Products & Applications									
LASERS									
LASER TECHNOLOGY									
Laser sources	Pulsed, cw and ultrafast solid objects, semiconductor, gas & hybrid lasers, incl. fiber/disc and high performance diodes/excimer lasers and MOPAs, amplifiers & OPOs		•			•	•		
Laser systems technology	Laser optic components, control technology, cooling, beam control, beam diagnostics								
LASER-BASED PRODUCTION TECHNOLOGIES									
Systems technology	Components & systems for macro & micromachining, marking			•					
	Photovoltaics and medical technology		•		•		•	•	
Prozesstechnik	Welding, cutting, marking, surface structuring, rapid prototyping								
PHOTONICS									
OPTICS & OPTICAL COMPONENTS									
Optical components	Mirrors, lenses, special & micro optics, arrays		•		•		•		
	Fiber & fiber optic components								
	Passive waveguides, filters & blinds, polarizers, holographic gratings								
	Optical glass & crystal, other materials								
Optical Design	Ray tracing, simulation			•			•		
Optoelectronic construction elements	Active electro-optical transformers, modulators, branching devices & couplers, SLMs, DLPs & PICs, photodiodes, APDS & photomultipliers								
Layering technology	Layering of semiconductors, optics, laser optics, LEDs/OLEDs & photovoltaic components								
SENSORS & INSTRUMENTS									
Optical instruments	Special systems for the geometrical, confocal & interferometric instruments for layer measurement, surface profiling, 3D procedures and vibrometrics, also 3D and dynamic						•	•	
Sensors	Compact systems & subsystems (light sources, activation, detection) for measuring tasks			•				•	
Spectroscopic instruments	Spectrometers, spectrophotometers, Ramans, color sensors. Suitable light sources, optical components, detectors and systems		•				•		
VISION TECHNOLOGY									
Image processing	CCD & CMOS line & surface sensors								
	Camera components, objectives and systems								
	photographic & image recognition procedures							•	
Lighting technology	Industrial lighting devices								
LIFE SCIENCE									
Biophotonics	Laser & optical systems as well as procedures for life science applications, incl. microscopes & components as well as ultrafast lasers & OPOs for imaging procedures		•					•	
TELE- & DATAKOM									
Communications & Data processing technology	Lasers, fiber optics, optoelectronics and PICs for communications and data processing technology						•		

	1/1 page	Junior page	1/2 page, portrait	1/2 page, landscape	1/3 page, portrait	1/3 page, landscape
Type area format:	175 x 250	122 x 175	85 x 250	175 x 122	55 x 250	175 x 80
Trimmed format:*	210 x 297	137 x 197	101 x 297	210 x 145	70 x 297	210 x 105

	1/4 page, portrait	1/4 page, 2 columns	1/4 page, landscape	1/8 page, 2 columns	1/8 page, landscape
Type area format:	41 x 250	85 x 122	175 x 58	85 x 58	175 x 28
Trimmed format:*	55 x 297	101 x 145	210 x 85	101 x 85	210 x 52

All "trimmed" formats have plus 3 mm trim per edge and/or 4 mm header trim.

All measurements in mm (width x height)

www.laser-photonik.de is the portal for comprehensive expert information on subjects such as optical, optoelectronic and laser technology related systems and sources of radiation, materials, components and assemblies. It is here that the visitor finds up to date sector news and dates as well as expert information for the discriminating reader of the journal **Laser+Photonik** and from the time-proven Hanser reference book program.

INFONLINE
Der Standard der Online-Messung!
audited



Half size banner 234 x 60 pixels (W x H)

Size: max. 50 KB, resolution 72 dpi

Format: JPG or GIF, SWF, AdServer-tags

Other formats upon request: 137 x 60 and 468 x 60 pixels

Placement	Homepage / Archive	all other headings
	€ 350,- per month	€ 250,- per month

Sky banner 120 x 400-600 pixels (W x H)

Size: max. 50 KB, resolution 72 dpi

Format: JPG or GIF, SWF, AdServer-tags

Placement	Homepage / archive	all other headings
	€ 450,- per month	€ 375,- per month

Premium entry »Who is offering what?«

The premium entry includes your company's profile, logo and the link to your website, focusing on the key words of your choice. Minimum contract period 12 months, Payment is required annually in advance

Logo: Width max. 150 pixels max. 12 KB, Resolution 72 dpi, JPG or GIF

Number of entries	up to 3	up to 6	up to 10	up to 11
	€ 300,- per year	€ 480,- per year	€ 600,- per year	upon request

Other advertising forms

Sponsoring/branding, product highlighted on the homepage, white paper, article sponsoring, keyword advertising, text display in Newsletter etc.

We will be pleased to advise you.

Contact

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Readership Analysis

Audited distribution



Circulation analysis

Average number of copies per issue (01 July 2010 - 30 June 2011)	
Print run	13 000
Number of distributed copies	12 729

Analysis of geographical distribution

Regions	Proportion of total circulation	
	%	Copies
Germany	88.5	11 260
Other countries	11.5	1 469
Number of distributed copies	100.0	12 729

Position in Organisation

	Proportion of total circulation	
	%	Copies
Company management	27.6	3 645
Technical management	18.0	2 371
Research/development, design, software development	41.9	5 535
Technical purchasing	6.7	886
Marketing / PR	4.8	631
Other	1.0	132
Number of distributed copies	100.0	13 200

Trade & industry sectors

No. of basic systems Recipient groups (classified by industry/trade)	Proportion of total circulation	
	%	Copies
28 Machine manufacture	11.1	1 465
26.1/26.2/26.3 Electrical engineering/electronics/ office machines/data processing machines	15.9	2 104
26.51.1 Measuring, control and regulating systems	20.6	2 710
26.6/32.5 Medical systems	11.0	1 453
26.7/27.4 Production of optical and photographic instruments	15.6	2 053
29/30 Production of motor vehicles and motor vehicle components	9.0	1 188
72/85.42 Research & development, teaching	9.5	1 259
71.2. Technical, physical and chemical research	5.9	779
Miscellaneous	1.4	189
Number of distributed copies	100.0	13 200

Size of Organisation

	Proportion of total circulation	
	%	Copies
Up to 49 employees	43.1	5 687
50 - 99 employees	14.2	1 875
100 - 199 employees	15.3	2 027
200 - 499 employees	11.4	1 503
More than 500 employees	13.1	1 734
Other	2.9	380
Number of distributed copies	100.0	13 200

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