

LaserFocusWorld®

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

2020 MEDIA PLANNER

ex-press.jp/lfwj/

Audience Reach

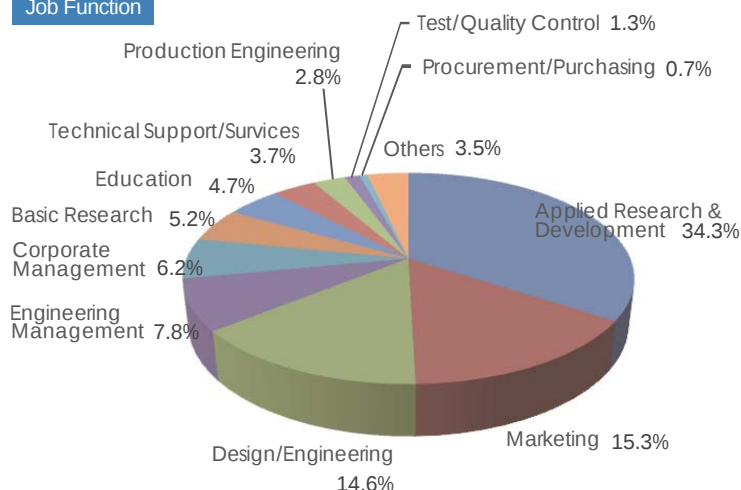
As a Japanese edition of Laser Focus World, Laser Focus World Japan's mission is to give you opportunities to expand your reach into the Japanese photonics and optics industry.

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



AUDIENCE DEMOGRAPHICS

Job Function



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%

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%

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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2020 Editorial Calendar

	● Editorial Highlights	● AD	● MAT
Jan	Laser Focus World 2019 Innovators Awards, Algorithms for Optics Advances in Optical Systems, Ultrafast Laser Machining Direct-diode Lasers Photonic Integrated Circuits Deep Tissue Imaging/Neuroscience	12/20/2019	1/9/2020
Mar	Annual Laser Market Review & Forecast, Novel Detectors VCSEL Advances, Laser Diodes 3D Sensors Nonlinear Optics Bioimaging	2/14/2020	2/21/2020
May	Infrared Imaging, Fiber Lasers Advances in Positioning Systems, Aspheres F-Theta Lenses Thin-Film Coatings Spectroscopy	4/10/2020	4/17/2020
Jul	Machine Vision, High Harmonic Generation 3D Surface Metrology, High-Power Lasers Optical Coating Design Software Metamaterials Deep learning/AI	6/19/2020	6/26/2020
Sep	Noninvasive Medical Devices, Visible Lasers 3D Printing, Semiconductor Test & Measurement IR Imaging Optical Manufacturing Neuroscience	8/21/2020	8/28/2020
Nov	THz Technologies, Novel Laser Applications Optical Fiber Components, Interferometry Pulsed Fiber Lasers Advances in Optical Systems Cytometry	10/16/2020	10/23/2020
Jan	Novel Imaging Technologies, Ultrafast Lasers Optical Fiber for Communications, Vibration Control Photon-Counting Detectors Acousto-Optics Bioimaging	12/11/2020	12/18/2020

● Photonics Products ● Photonics Applied ● BioOptics World

*The editorial calendar subject to change.

2020 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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2020 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

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