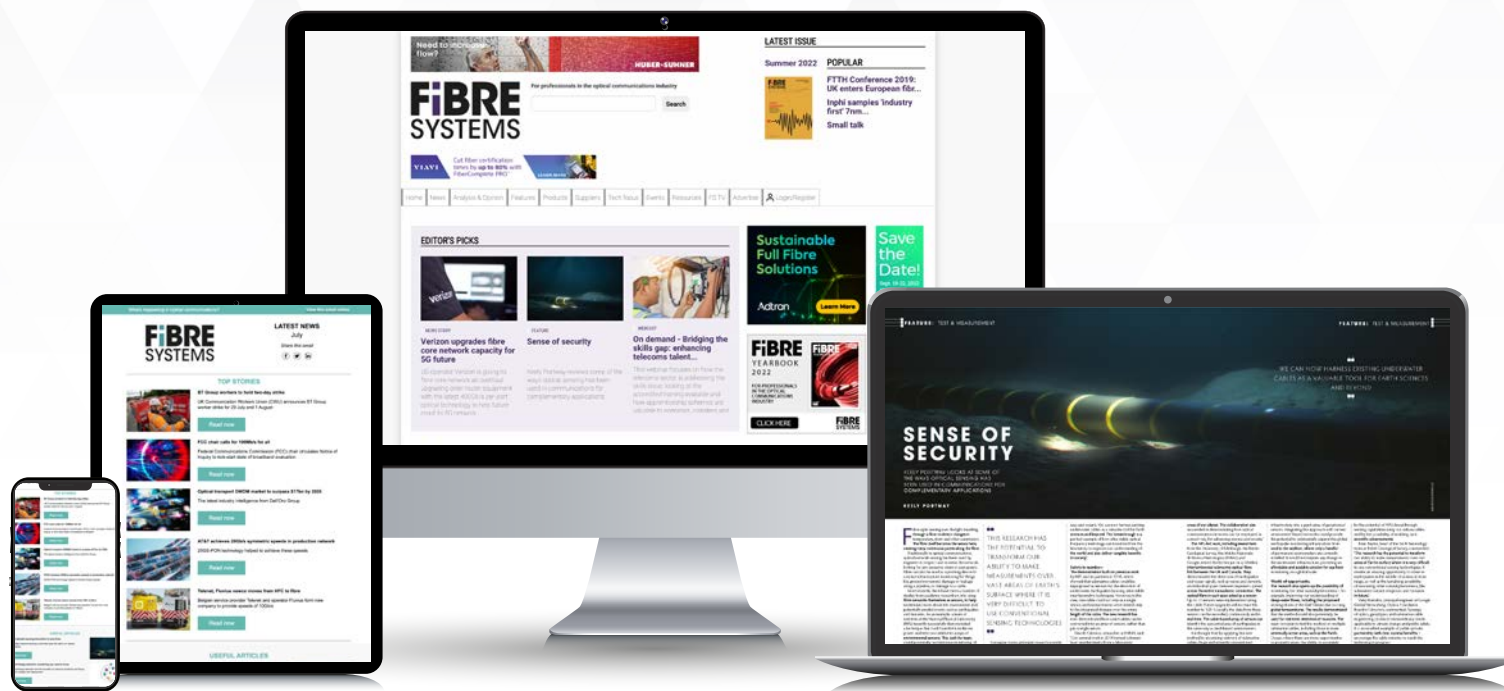
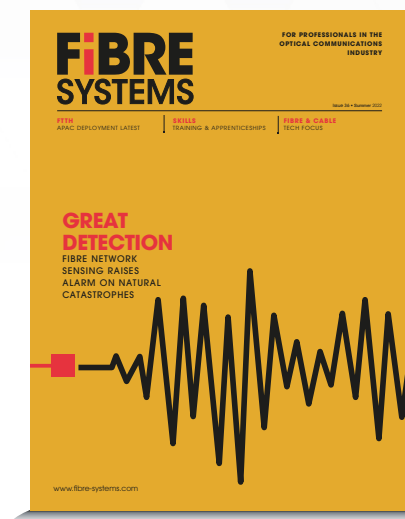


FIBRE SYSTEMS

Media information 2023

The multi-platform resource sharing optical communication innovation and insight – for manufacturers, integrators and operators of fibre networks



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Why Fibre Systems?



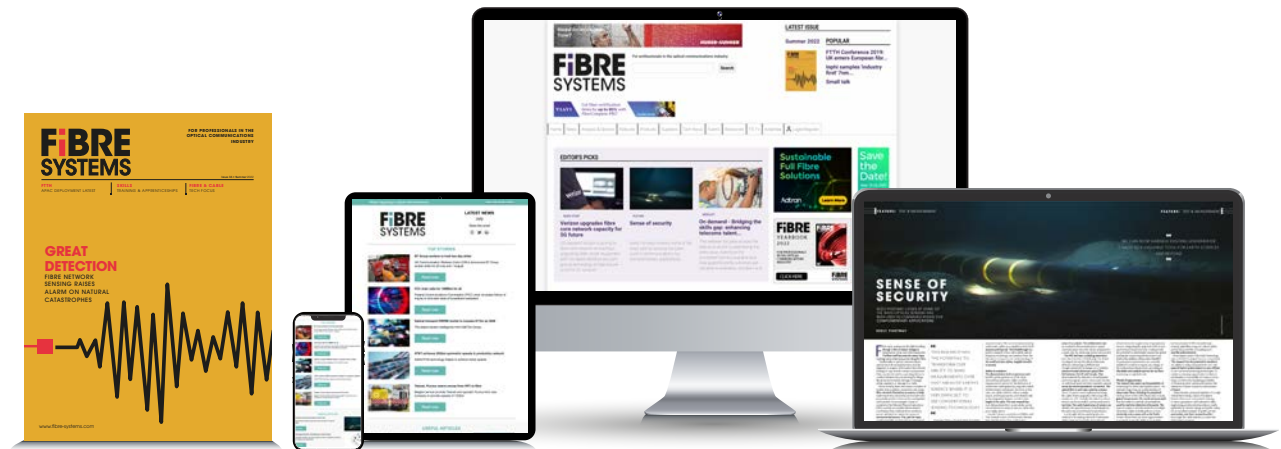
Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering this fast-growing market all the time, **making your brand stand out** and influencing change is a real challenge.

Fibre Systems is a hub of analysis, feature content, lively debate, technical updates and industry news, making

it an **essential platform to support your marketing campaigns**. Our profile in the industry – paired with our understanding of your current challenges and our expert knowledge – provides a strong foundation for success.

Industry professionals rely on our content to **share insights, identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach **heads of R&D, engineering and training; technical directors, engineers and training providers**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.



Understanding the year ahead

The past two years have had a significant impact on the optical communications industry – as they have on the planet at large. The pandemic put the need for reliable connectivity at the centre of the world stage, but the non-pandemic-related industry drivers have not gone away and will become more important in 2023 and beyond. The ever-present issue of **network capacity** will continue to be a key issue, alongside increased **connectivity competition** and **keeping network data safe** from potential cyber-attacks.

As the evolution to 5G draws closer, rapidly rising demand for bandwidth, which significantly accelerated during the pandemic, continues to put pressure on **network capacity**. This is unlikely to abate anytime soon, with additional drivers such as content streaming, the internet of things (IoT), artificial and virtual reality (AR/VR) and, more

recently, the Metaverse creating extra pressures on global network capability. It is generally accepted by the industry that higher speeds and better reliability can only be achieved with full-fibre. The good news is that there has been a significant increase in funding, policy and investment to build or expand full-fibre networks and, throughout the world, targets for deployment are now largely on track.

The challenge for network owners and operators in such a rapidly evolving market will be ensuring these networks are future-proofed to meet demands that may not even exist yet, which means packing as much capacity as possible into a network footprint. **Fibre densification** is one method being used

‘The ever-present issue of network capacity will continue to be a key issue’

to do this, but this is not always possible and decisions must also be urgently made on other network technologies to deliver future capacity and speeds. As an example, today’s fibre networks are widely based on Gigabit PON (GPON) technology – and the industry is already working towards the next generation of PON technologies for evolutions beyond 10Gb/s. Operators need to decide which iteration of **PON technology** will best suit their network going forward. Other technology decisions are needed on the optical engine, frequency band, topology, transmission equipment and access equipment, to name just a few. There’s also an urgent need to conclude whether to use an **open and disaggregated model** and to consider whether to adapt to digital with the increase in intelligent and automated networks.

We’ve mentioned the impact of 5G from a capacity standpoint, but it is also

‘The challenge for network owners and operators in such a rapidly evolving market will be ensuring these networks are future-proofed’

likely to lead to **increased competition**. We know that wireless and fibre are complementary technologies and the optical communications industry is generally in agreement that there can be no 5G without fibre... but consumers remain less aware of this. Even so, faster mobile speeds, coupled with better data plans, fixed wireless connections and – more recently – satellite communications are offering greater choice for consumers when evaluating a service.

As well as continuing to educate consumers on the benefits of fibre technology, operators are also finding that increased competition is raising

customer expectation on service and products. Operators and service providers who have not done so already are considering expanding their offering to include wireless. This is already prevalent where it has not yet been possible to deploy fibre. Other operators have moved to a **wholesale business model**, removing the interaction with consumers completely and instead selling their network capacity to other operators and service providers. This is helping firms remove many operating costs and focus on network construction.

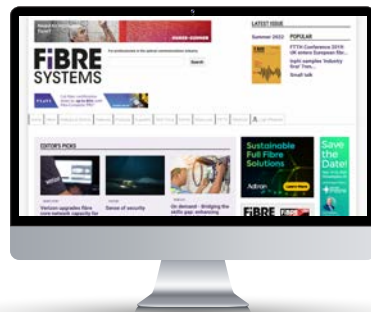
The need to ensure that **network security** is up to the challenge of foiling attempted data breaches is more important than ever. Fibre is celebrated for being more secure and more difficult to penetrate than other network technology because the way that it transmits data makes the signal trickier to intercept – but even fibre is

not impenetrable to hackers. Operators are deciding on the best strategies to protect network data, both while ‘at rest’ at the data centre or storage facility and, crucially, in the optical layer when it is in transit in the fibre itself. Encryption at the optical layer and optical steganography for data-hiding both offer a high level of protection. One way that hackers are able to gain access is via the light leakage that can occur from bends in the fibre, so the strength and bend-insensitivity of the fibre is being rigorously assessed at the density planning stage. At a time of turbulence, the **strength and security of our fibre** has never been more critical.

‘The need to ensure that network security is up to the challenge of foiling attempted data breaches is more important than ever’

A global audience

Fibre Systems delivers quality content to a diverse audience across print, digital and social media. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.



11,750 monthly page views

22% increase in web traffic in 2021

A truly engaged subscriber base boasting an average session duration of **11 mins 34 secs** and average number of sessions per user of **3.48**

Sectors we serve:

- Network equipment manufacturers
- Training providers
- Start-up businesses
- Original equipment manufacturers
- Academia



Monthly reach of more than 13,000

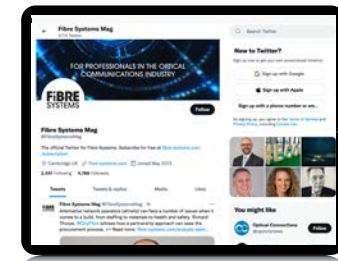
5,500+ email subscribers

21% Average email open-rate

8% click-through rate

Job titles represented include:

- Chief Executive Officer (CEO)
- Chief Technology Officer (CTO)
- Head of Engineering
- Head of Research & Development
- Head of Training
- Technical Director



8,500+ social media followers

4% LinkedIn engagement rate

4% Twitter engagement rate

Editorial calendar 2023/24



Issue	Features	Tech Focus
Winter	<ul style="list-style-type: none"> Data centre optics FTTH in the Americas Fibre and 5G networks 	<ul style="list-style-type: none"> Installation equipment
Spring	<ul style="list-style-type: none"> FTTH in Europe Cable TV networks Network automation 	<ul style="list-style-type: none"> Optical transport
Summer	<ul style="list-style-type: none"> FTTH in APAC Photonic integration Next-generation optical network 	<ul style="list-style-type: none"> Fibre and cable
Autumn	<ul style="list-style-type: none"> FTTH in MENA Submarine networks Metro networks 	<ul style="list-style-type: none"> Network access equipment
Fibre Yearbook	<ul style="list-style-type: none"> State of the industry: analyst reviews and forecasts FTTH (A global overview) Interoperability Regulations & standards OpEx Supply chains Sustainability 	

Event distribution

Recognised as a trusted publication in the optical communications sector, *Fibre Systems* is distributed at events spanning numerous industry verticals.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

Some of the global partners and events we work with include:

- ANGA COM
- Broadband World Forum
- CIOE
- Connected Germany
- Connected Britain
- Connected North
- CRU Wire and Cable
- Data Centre World
- ECOC Conference and Exhibition
- FTTH Conference
- Future of Communication Conference
- Gigabit Access 2022
- International Telecoms Week
- Metro Connect USA
- Nexttv Series Europe
- NGON & DCI World
- OFC
- Optatec
- Opticle Wireless Communication Conference
- Photoptics
- SCTE Cable-Tec Expo
- Submarine Networks World
- Total Telecom Congress
- World Optical Fibre and Cable

Product overview

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, industry professionals turn to *Fibre Systems* to help drive brand engagement, reach a wider audience and **grow their business**.

Fibre Systems presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

> Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

> Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

> Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

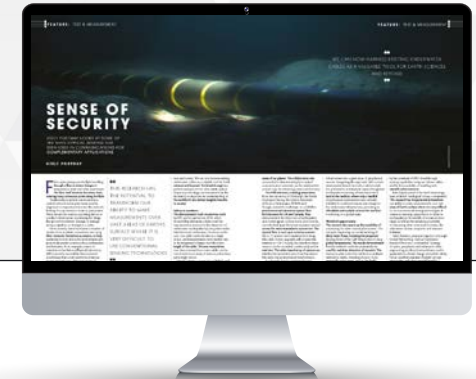
> Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

> Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.

The magazine



Key benefits

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highly-respected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Each issue of our magazine is seen by a global audience of more than 7,500 in both print and digital

Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
Winter	13/01/2023
Spring	17/03/2023
Summer	16/06/2023
Autumn	18/08/2023
Yearbook	03/11/2023

See pages 22 & 23 for mechanical specifications

Price

	x1	x4
Full-page	£4,125	£3,300
Half-page	£2,585	£2,197
Third-page	£2,189	£1,859
Quarter-page	£1,458	£1,239
Premium positions +20%		
Outsert	£4,945	
Digital edition sponsorship	£2,200	

SAVE when you book an advert in multiple issues

> Boost brand awareness

> Present innovative solutions

The website

Key benefits

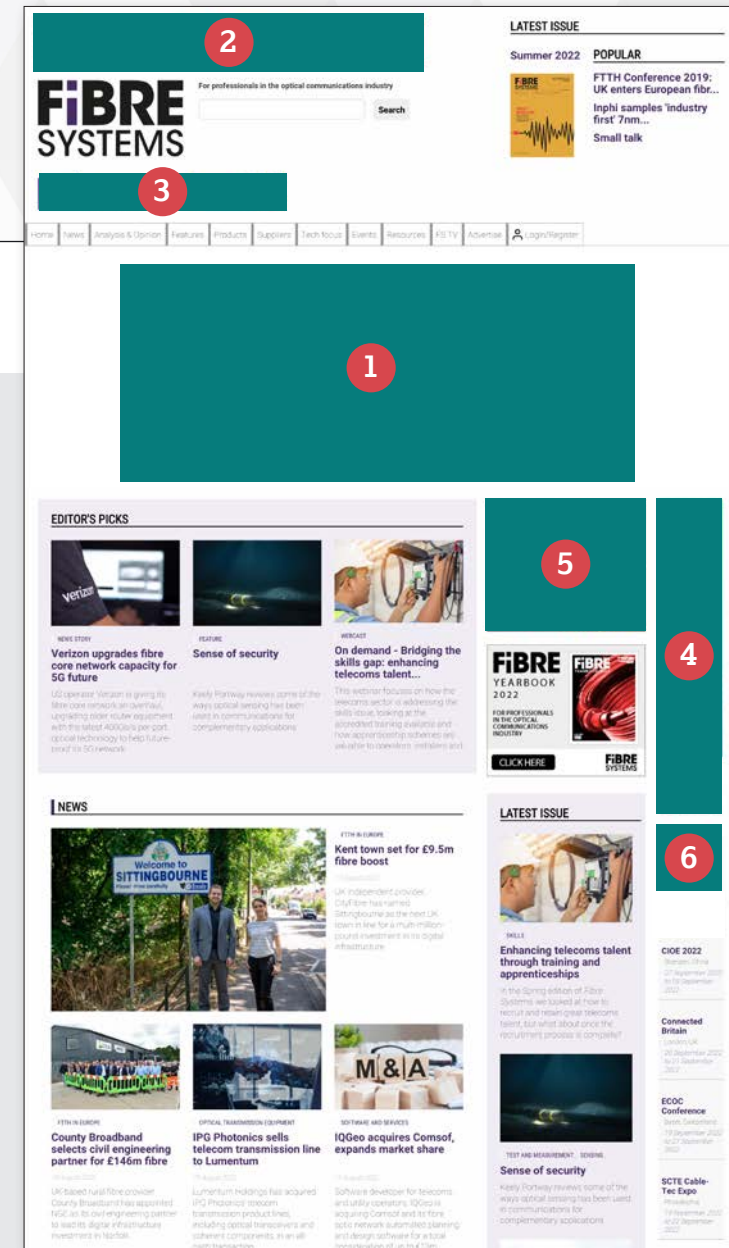
We offer an **extensive range of digital advertising formats** and fibre-systems.com is fully mobile-optimised.

Elevate your **brand visibility** alongside relevant and trusted photonics content.

All digital options, sizes and price for each as shown in this example

- 1 Dropdown banner: £2,530 per month**
(opens for four seconds as a large advert, then drops back to a smaller version)
- 2 Leaderboard: £2,195 per month**
Desktop size 728 x 90 Mobile 300 x 100
- 3 Top banner: £1,925 per month**
Desktop size 468 x 60 Mobile 300 x 100
- 4 Skyscraper: £1,650 per month**
Desktop size 120 x 600 Mobile 300 x 100
- 5 Box ad: £1,430 per month**
Desktop size 300 x 250 Mobile 300 x 100
- 6 Right button banner: £545 per month**
Desktop size 120 x 120 Mobile 120 x 120

All measurements in pixels



> Boost brand awareness

> Present innovative solutions

Newsline

Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 21%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

Production details

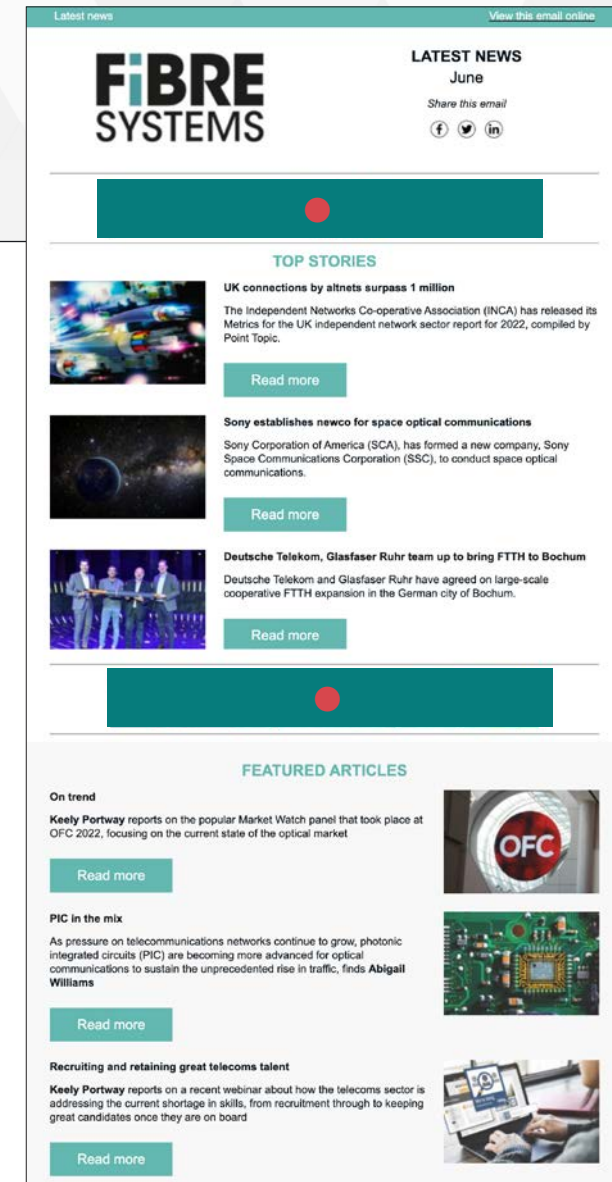
- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

Price

£1,425

Sent via email to our opt-in subscriber database of more than 5,500*

*limited to five banners per Newsline.



> Boost brand awareness

> Present innovative solutions

Productline

Just two exclusive Productline boost placements are available each month

Key benefits

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

fibresystems.com is a **trusted resource for decision-makers** in the photonics sector and a cost-effective solution to boost visibility and make your product stand out.

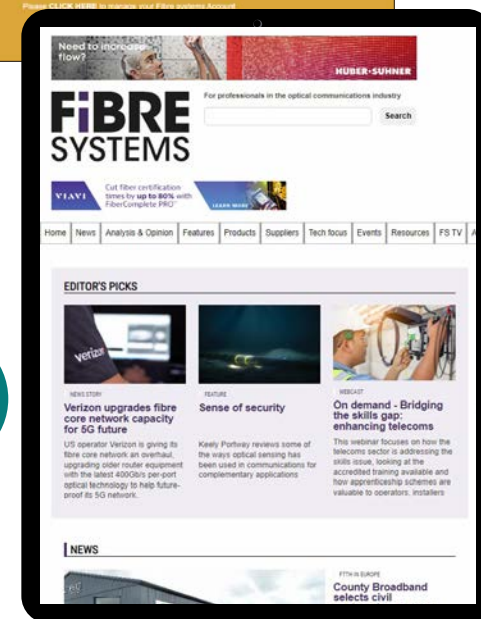
Production details

- Headline,
- 190 x190 image
- «40 words and URL

Price

For prices, see below. Sent via email to our opt-in subscriber database of more than 5,500

	Productline £550	Featured Productline £935	Productline Boost £1435
Productline email listing	✓	✓	✓
Featured Productline email listing		✓	✓
Online product listing			✓



> Present innovative solutions

> Boost brand awareness

Analysis & Opinion sponsorship

Shout about
your core
brand values

Key benefits

Analysis and Opinion (A&O) columns are written by **leading experts** from our industry.

Associating your brand with this type of high-end, opinion-forming content creates a platform for **broader influence** beyond your specific product campaigns. This represents a perfect showcase for your brand values.

Production details

- Logo placement

Price

£1,095 per issue

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email



> Boost brand awareness

Webcasts



Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

Price & options

Sole sponsorship £8,800

- Branding on all marketing promotions
- **Fibre Systems** as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

Editorial webcast sponsorship £1,645

- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion

> Generate quality leads

> Boost brand awareness

Tech Focus

Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Winter	• Installation equipment
Spring	• Optical transport
Summer	• Fibre and cable
Autumn	• Network access equipment

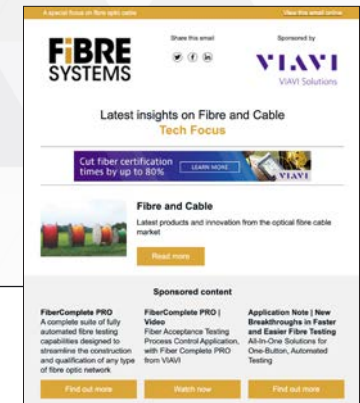
Price & options

Lead sponsorship £3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot 'enhanced product'
- Three x key positions linking to your content in the Tech Focus email

Enhanced product entry £1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online



White Papers

Key benefits

A White Paper promotion with *Fibre Systems* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

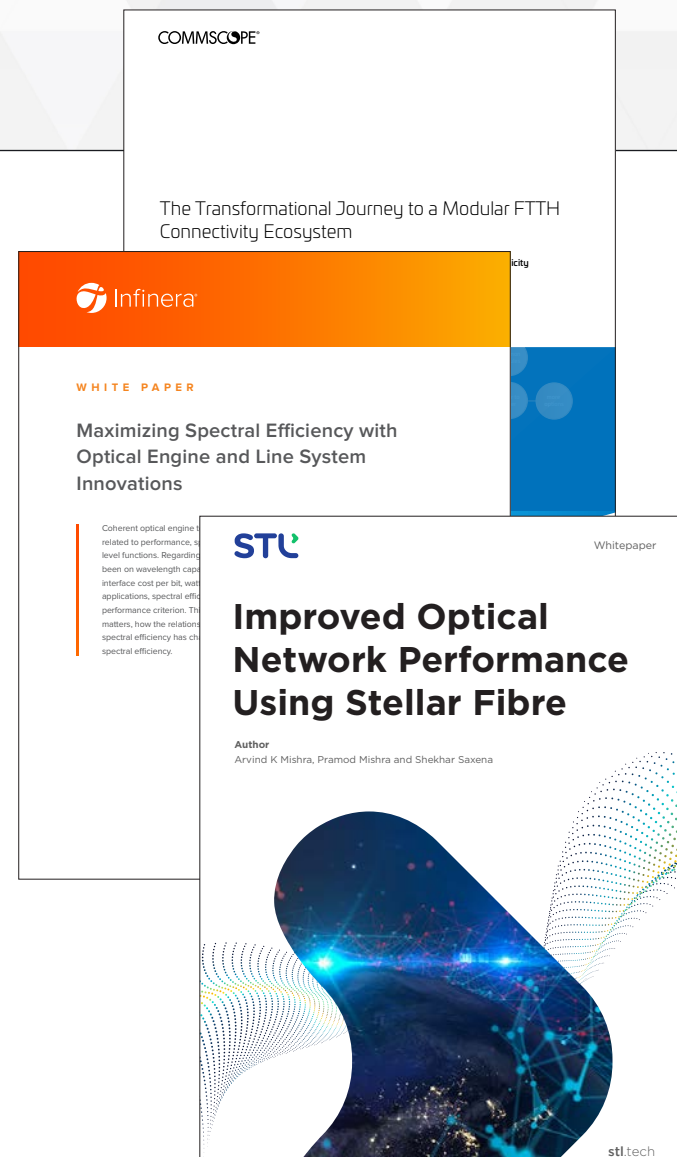
Production details

- PDF-ready version of your White Paper

Price

£1,375

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



> Making your content work harder

> Generate quality leads

Feature Case Study

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns

Key benefits

A Feature Case Study represents a unique opportunity to **present your proven solution** in the context of an editorially-relevant, independent article.

It is promoted both in the magazine and online. We can offer advice on how to create a **high-quality piece of content** of your solution in action.

Production details

- 750 words
- Featured image

Price

£3,245

Exclusivity, with only one Feature Case Study available per article*

* Check the calendar on page 7 to pick the most relevant theme

> Lead the discussion

> Making your content work harder

SPONSORED CONTENT: FTTH IN EUROPE

CASE STUDY: ROLLING OUT END-TO-END XGS-PON TECHNOLOGY IN THE UK

UK independent fibre broadband provider, Zoomom, wanted to target market towns in the UK that it felt were underserved for broadband service options.

To be a market differentiator versus the one incumbent provider, it decided that its customers should be able to select 10G broadband services should they wish to do so. Zoomom selected Adtran for end-to-end XGS-PON full-fibre products and services to roll this out to the market quickly. This is their story.

About Zoomom
Zoomom is designing, building and operating a new full-fibre network, where the fibre runs all the way into the premises. Zoomom is building...

per second to every property, every home and every business on the network. That is quite unique in the towns we serve today. Adtran's XGS-PON solution is a really flexible technology, and the way it works is we build the network by basically putting new ducts into the ground or overhead on poles to then blow fibre to the homes and businesses, so they can get their 10Gbps broadband service, said Hare, CEO of Zoomom.

Zoomom chose Adtran because it was looking for a partner that could help with the entire active technology stack, so it could go from the OLT system in the cabinet to deliver the service to the ONT, which are the terminations you put into the home or the business and, in some cases, in some of the customer premises. Zoomom...

THE ADVANTAGE OF XGS-PON IS IT LETS ZOOMOM HAVE SYMMETRIC SERVICES, SO UP AND DOWN SPEEDS ARE EXACTLY THE SAME

without doubt really quite exciting, so it has very, very good moments and, as always, when you come across a problem, it has challenging moments, but we have a really exciting thing...

SPONSORED CONTENT: TEST & MEASUREMENT

CASE STUDY: BOOSTING EFFICIENCY IN DCI FIBRE INSTALL FOR CONTRACTORS



When it comes to installing fibre between data centres, the vast and ongoing increase in digital traffic – combined with the sheer volume of fibres-per-cable used – can present a number of challenges to engineers and installers, not least of which is the need to deploy in the quickest and most efficient way possible.

Nobody understands this better than contractors, who are the ones on the front line doing the work and delivering the projects. So, if problems should occur, if deployment is delayed, or if downtime becomes unavoidable, this issue could represent the difference between getting paid or suffering financial penalties.

Customer requirements
One contractor in the DCI market approached test and measurement specialist, Vian Solutions, for help in becoming more efficient in terms of workflow, having previously enjoyed an existing successful relationship with the company through its work in FTTH installations.

Chaffee Rous, global product line manager – fibre optics – OTDR at Vian explained: 'The contractors were deploying fibre between data centres in a campus environment. It's usually short distances at a maximum of around 1km. Between the data centres there is a lot of capacity required and, between each building, the contractor has to install cables with 5912 fibres per cable. The contractor has to test and certify these cables as they go from one meeting room (MMR) in one data centre to another MMR in a neighbouring data centre. In addition the contractor, when splicing those cables, needs to be able to confirm MPO polarity, quality the end-to-end loss and individual splice loss.'

The challenges
One of the key factors for the contractors was the amount of fibre there is to test, making it often a very time-consuming process that could take between three weeks and a month. 'The idea,' said Rous, 'was to help the team be more efficient, both in its workflow, and in the different tests that it has to perform.'

'So, we had to provide a solution that is more automated, and which could adapt to the kind of multi-fibre push-on (MPO) connectors that are commonly used in the data centre environment.'

MPO connectors are connectors with more than one fibre terminated in the ferrule – typically they have 12 fibres. This is important, said Rous, because if a more traditional tool is used, where there are separate loss and OTDR test ports, the user would have to do multiple connectors and disconnectors (24 in total) for only one 12 fibre MPO cable – leading to a very poor or disrupted test flow and an increased risk of additional measurement errors and inaccuracy.

The solution
Vian provided the contractor customer with its FiberComplete PRO test solution, which has a suite of capabilities that can actually replace up to 16 test instruments: light source, power meter, optical loss test set, OSL meter, fault finder and OTDR.

Tests range from basic uni- or bi-directional insertion loss (IL) and optical return loss (ORL) through to advanced real time bi-directional OTDR analysis (TrueBIDR), allowing corrective actions to be taken while a test is still on one to certify that fibre links are built to the required specification and networks turn up first time around.

It is a single test port solution that can fully automate all the fibre qualification tests required for the construction and certification of any type of fibre optic network, and was specifically designed to reduce the time and effort required for almost every aspect of the test and certification process, including test set-up and data exchange, results analysis and on-board report generation.

Rous said: 'The contractors can now directly connect MPO cables to our solutions. What's more, it automatically performs, in a sequence, the different uni- and bi-directional tests required, so they don't have to manually switch between multiple test ports or types of modules. It's all embedded into one solution, and it's one MPO tester that will automatically switch between the 12 fibres while providing a project management view so the techs have a clear picture of what has been tested... and where they need to begin after the previous day's (or shift's) work.'

The results
In terms of time saved, Vian estimates that savings of up to 80 per cent can be achieved for the end-to-end set-up, testing, bi-directional analysis and reporting.

'There are a few reasons for this,' explained Rous. 'Firstly, if you really have a very efficient test flow, while the test is testing 12 fibres, this testing time can be spent on another task such as inspection or preparing the next set of 12 fibres for splicing and testing – in that way you are optimising your workflow and saving time.'

'Another time saving comes via the OTDR measurements, particularly when it comes to the issue of analysis.'

Rous continued: 'With analysis of the bi-directional measurements for OTDR, most vendors require post-processing software to do the averaging analysis of the traces coming from both directions. With our solutions, we automatically do that on the machine itself, which removes a lot of time-consuming steps in the process. It's quite a significant amount of work that we are able to do on behalf of the contractors, plus any failures can be identified and dealt with immediately while they are on-site.'

WE HAD TO PROVIDE A SOLUTION THAT IS MORE AUTOMATED, AND WHICH COULD ADAPT TO THE KIND OF MULTI-FIBRE PUSH-ON (MPO) CONNECTORS THAT ARE COMMONLY USED IN THE DATA CENTRE ENVIRONMENT

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www.fibre-systems.com

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17

Viewpoint

Key benefits

Take this opportunity to **share experience and knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

Raise the personal profile of a key voice in your business and show how that expertise within your company places you ahead of your competitors.

Production details

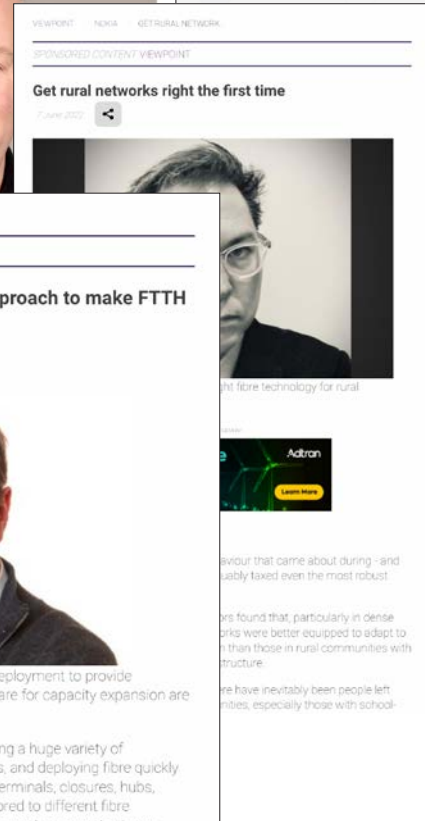
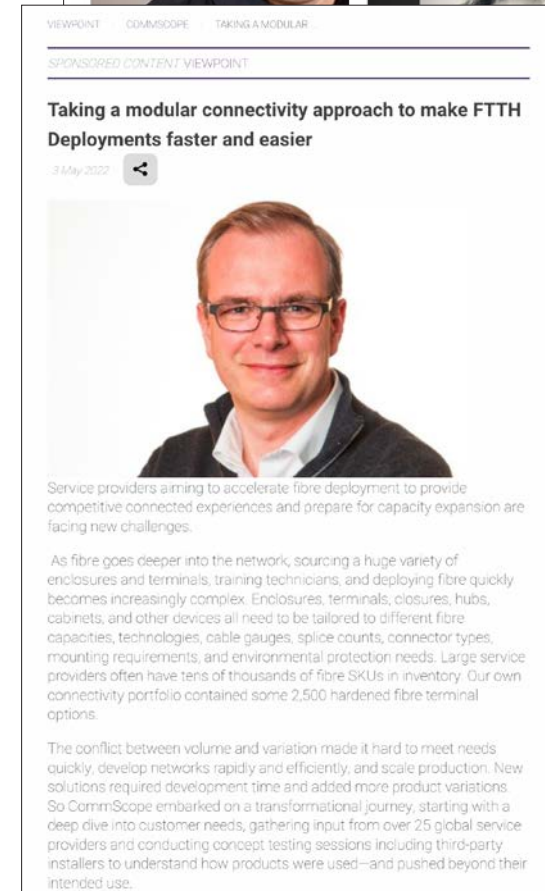
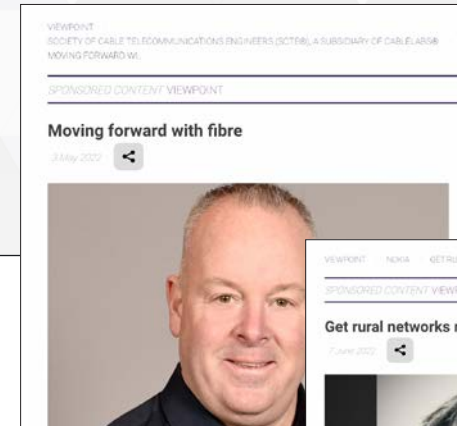
- 750 words
- Featured image

Price

£1,375*

(*additional writing and content charges may apply)

- Hosted online at fibre-systems.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



> Lead the discussion

> Making your content work harder

White Paper + Featured Technology

Key benefits

If you have a genuinely disruptive technology, **we will create an article** that uses the information detailed in your White Paper as the catalyst.

We **showcase your technology and demonstrate its critical impact** in a wider context and stimulate debate through this unique editorial approach.

Production details

- 1,200-word feature (written by us)

Price

£3,245

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on fibre-systems.com



White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Present innovative solutions

> Making your content work harder

> Generate quality leads

Marketing services

Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

● **Enquire for prices**



Need wider support?

Europa Science can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

● **Price on application**
warren.clark@europascience.com

Client success team

Jon Hunt
Sales Manager

jon.hunt@europascience.com
Tel: +44 (0)1354 610188

Eleanor Waters
Senior Account Manager,
Photonics division

eleanor.waters@europascience.com
Tel: +44 (0)1223 221041

Stephen Russell
Senior Account Manager,
Photonics division

stephen.russell@europascience.com
Tel: +44 (0)1223 221044

Keely Portway
Head of Collaborative Content,
Editor

keely.portway@europascience.com
Tel: +44 (0)1223 221048

Matt Vann
Business Development Manager

matt.vann@europascience.com
Tel: +44 (0)1223 221037

Nick Clark
Junior Production Controller

nick.clark@europascience.com
Tel: +44 (0)1223 221034

Mark Elliott
Chief Operating Officer

mark.elliott@europascience.com
Tel: +44 (0)7803 565092

Kate Risdon
Marketing Manager

kate.risdon@europascience.com
Tel: +44 (0)1223 221033

Josh Warner
Data Manager

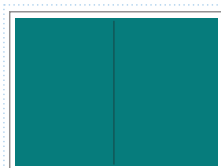
josh.warner@europascience.com
Tel: +44 (0)1223 221045

Print specifications



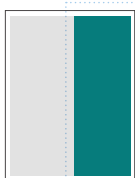
FULL PAGE

Trim (Page size)
213mm (W) x 282mm (H)
Bleed (+3mm all around)
219mm (W) x 288mm (H)
Non bleed ad
189 (W) x 258mm (H)



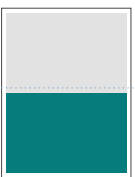
DOUBLE PAGE SPREAD

Trim (Page size)
426mm (W) x 282mm (H)
Bleed (+3mm all around)
432mm (W) x 288mm (H)
Non bleed ad
402 (W) x 258mm (H)



HALF PAGE VERTICAL

Trim
104mm (W) x 282mm (H)
Bleed (+3mm all around)
110mm (W) x 288mm (H)
Non bleed ad
92 (W) x 258mm (H)



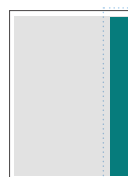
HALF PAGE HORIZONTAL

Trim
213mm (W) x 141mm (H)
Bleed (+3mm all around)
219mm (W) x 147mm (H)
Non bleed ad
189 (W) x 129mm (H)



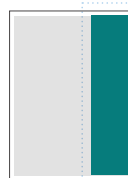
QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)
Bleed ad not available



QUARTER PAGE STRIP

Trim
55mm (W) x 282mm (H)
Bleed (+3mm all around)
61mm (W) x 288mm (H)
Non bleed ad
42mm (W) x 258mm (H)



1/3 PAGE VERTICAL

Trim
71mm (W) x 282mm (H)
Bleed (+3mm all around)
74mm (W) x 288mm (H)
Non bleed ad
59mm (W) x 258mm (H)



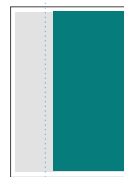
1/3 PAGE HORIZONTAL

Trim
213 (W) x 94mm (H)
Bleed (+3mm all around)
219mm (W) x 100mm (H)
Non bleed ad
189mm (W) x 85mm



1/2 PAGE ISLAND

Non bleed ad
140mm (W) x 195mm (H)
Bleed ad not available



2/3 PAGE VERTICAL

Trim
136mm (W) x 282mm (H)
Bleed (+3mm all around)
142mm (W) x 288mm (H)
Non bleed ad
124mm (W) x 258mm (H)



1/3 PAGE SQUARE

Non bleed ad
125mm (W) x 125mm (H)
Bleed ad not available

Recommendation

If you are supplying a bleed ad, we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed by the printer.

Trim

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

Bleed

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

Non bleed ad

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk.

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

Digital specifications

LEADERBOARD

Desktop
728px wide x 90px high

Mobile
300px wide x 100px high

Plus
URL click-through link



SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link



TOP

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link



DROPDOWN

Desktop – expanded
960px wide x 400px high

Desktop – contracted
960px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link



BOX

Desktop
300px wide x 250px high

Mobile
300px wide x 100px high

Plus
URL click-through link



MEDIA & BUTTON

Desktop
120px wide x 120px high

Mobile
120px wide x 120px high

Plus
URL click-through link



- Mobile banners are on rotation
- Please supply both desktop and mobile versions

File type

.jpeg
.png
.gif
Google DFP tag
html 5
Flash files are not accepted.

Deadline date

A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

Send copy to:

production@europascience.com

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4 Signet Court,
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