

FiBRE SYSTEMS

MEDIA KIT 2024

Exploring Networks, Empowering Operators

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WHO WE ARE

Fibre Systems is a multi-platform resource covering developments in the optical communications supply chain, with a particular focus on how these impact a European Network Operator audience.

With our opt-in, GDPR-compliant registered readers as our core audience, marketers can be sure of reaching individuals engaged in planning, specifying, deploying and maintaining optical communications networks across long-haul, short-haul and FTTH sectors.

21,100*

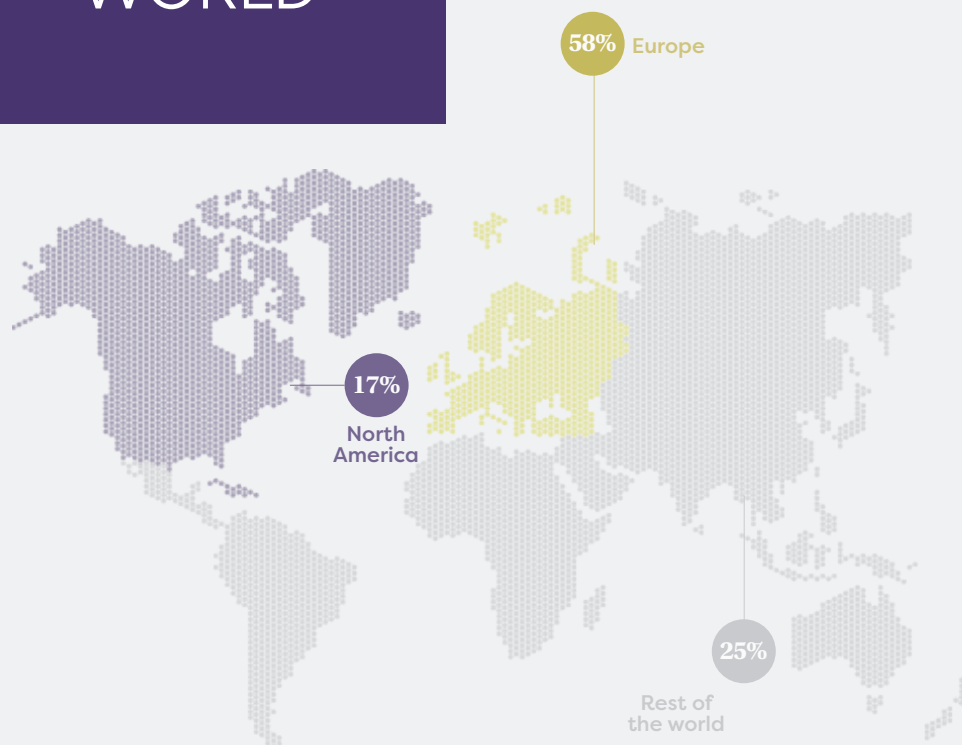
Average monthly audience

* Calculated by opt-in email audience (delivered)
+ unique magazine recipients
+ 85% of web traffic per month.

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CREATING CONTENT FOR A CONNECTED WORLD



Average geographic breakdown
of registered readers and website visitors



Focusing on the the bustling fibre forefront of **Europe**, our coverage also spans the developed **US market** and emerging markets in **Africa** and **Asia**. Your global connectivity journey begins here!

17.5k

Average Monthly Page Views

10.5k

Average Monthly Visitors

87h40m

Average Monthly Engaged Minutes*

* monthly engaged minutes calculated from GA4

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DO YOU
WANT TO
REACH THESE
PEOPLE...



**Chief
Executive
Officer (CEO)**



**Chief
Technology
Officer
(CTO)**



**Head of
Engineering**



**Head of
Research &
Development**



**Head of
Training**



**Technical
Director**

In these sectors:

Network Operators/
Owners

Network providers

ISPs

Start-up businesses

OEMs

Academia

5,403

Email subscribers

9,179

Social Followers

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CONTENT PILLARS

The Fibre Systems content pillars have been carefully selected according to the main applications that provide opportunities to network owners, operators and providers. These are:

FIBRE-TO-THE-HOME (FTTH)

FTTH involves the installation and use of optical fibre from a central point to bring high-speed connectivity to individual buildings. With a target of 2030 for all EU households to have access to a gigabit network, FTTH deployment is taking place at pace.

LONG-HAUL NETWORKS

Including subsea and terrestrial backbone networks; operators in this vertical keep the world connected at an international level.

SHORT-HAUL NETWORKS

Including data-centre, enterprise and metro networks. Short-haul networks have evolved over the past few years, with many data centres in particular shifting infrastructure from on-premises physical servers to virtual networks.

TECHNOLOGIES
COVERED

Optical receivers

Photodetectors

Network monitoring

Data centre interconnects

Training and education

Packaged lasers

Digital signal processing

Fibre splicing

Metro networks

Network design software

Passive optical networks

Fibre optics

Submarine networks

Fibre and cable

Fibre optic ducts

Network automation

Network access equipment

Optical transmission

Switches and routers

High-capacity optics

Installation equipment

Test and measurement

Wavelength division multiplexing (WDM)

Optical line termination



FEATURE TOPICS

FTTH network design and planning

Submarine network market watch

Data centre networks: the capacity challenge

FTTH in the UK

FTTH network deployment

Submarine networks: the sustainability challenge

Sustainable data centre networks

FTTH in Belgium

FTTH network maintenance

Submarine networks: installation and maintenance

Data centre network security

FTTH in Greece

FTTH in Germany



BUILD
YOUR
BRAND

Fibre Systems unlocks a spectrum of possibilities if you are seeking to amplify your presence in the market, elevate your brand's prominence and deliver essential messages seamlessly to our engaged and expert audience.



Sponsorship
(Webinars, Premium Channels)



Display Advertising
(In Print/Online/
Via Email)



Video Content

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**FIBRE
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THOUGHT LEADERSHIP

Let us help you lead the conversation

Fibre Systems provides a platform from which you can answer the biggest questions on the minds of your target audience. Be recognised as a thought leader by covering trends and topics that influence your industry. When written in collaboration with our expert team of journalists, our thought leadership products will not only communicate your message, but ensure that it resonates with our informed and engaged audience.



White Papers



Opinion Articles



Industry Analysis



Expert Interviews



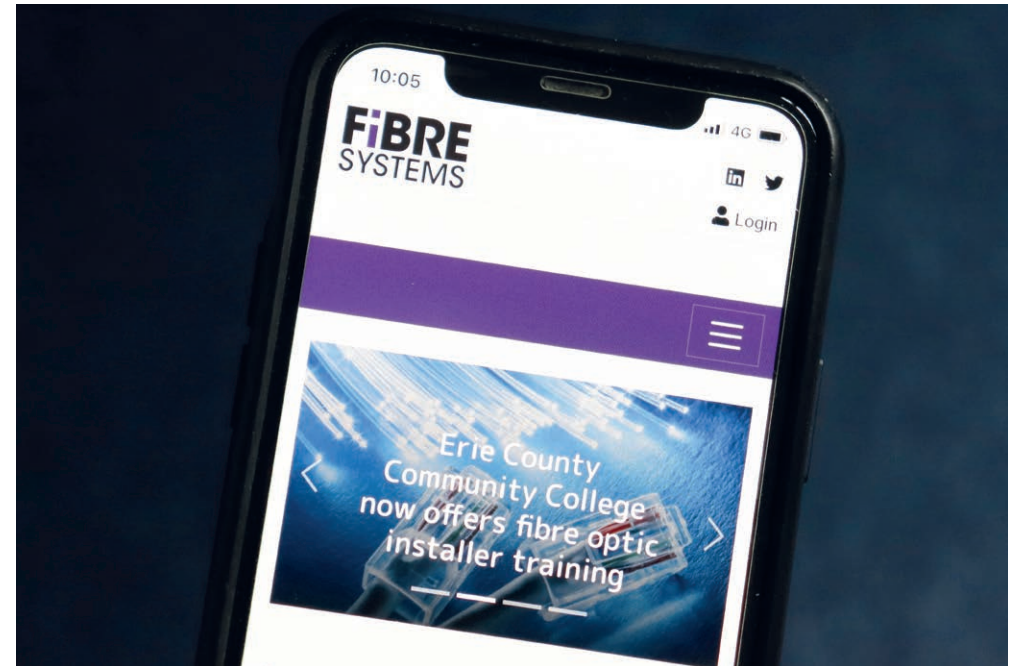
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LEAD GENERATION

Reach top decision makers


With Fibre Systems by your side, you're not just generating leads; you're crafting success stories. Our unparalleled market insight gives us the power to ignite genuine interest in your products and services. Imagine a team that knows your industry's pulse, that anticipates trends before they even emerge – that's us! Using proven methods, we transform that interest into a goldmine of qualified leads – the kind that can't wait to become your customers.



White Papers



Webinars



READY
TO
BEGIN?

Let's embark on this exciting journey together! For a deeper understanding of our marketing channels and product-specific opportunities, contact our experienced sales team to arrange a consultation. We look forward to understanding your unique marketing requirements and crafting a campaign that not only meets, but exceeds your expectations. Let's start your success story today.



sales@europascience.com



01223 221030