Covering the Optical Communications Industry at the Speed Of Light
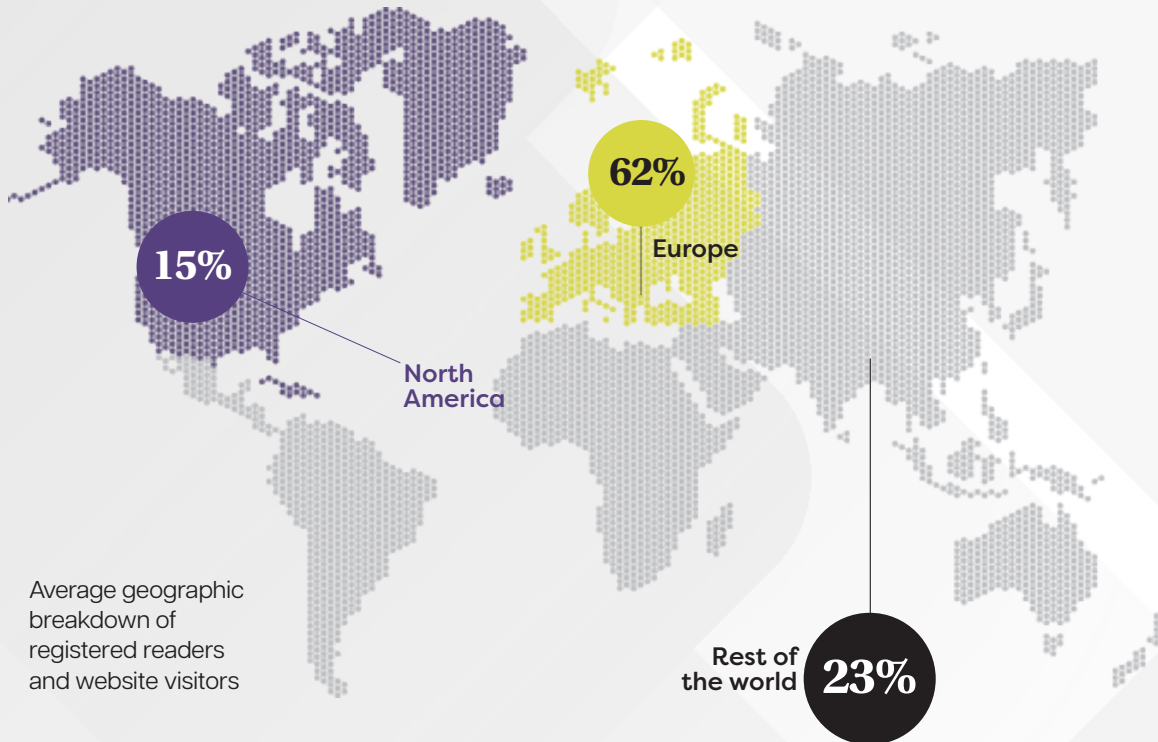
2026

FiBRE SYSTEMS

Audience Insights

14K
Registered users

Audience types

- Telecommunications
- Data centres
- Internet service providers
- Broadband providers
- Network equipment manufacturers
- Fibre optic manufacturing
- Research
- Government/Public Sector

62% Europe

15% North America

23% Rest of the world

Average geographic breakdown of registered readers and website visitors

Companies that engage

BT

verizon

Virgin media

O₂

AT&T

xfinity

Editorial Topics

Keely Portway | Editor
More than a decade of industry experience.
Email: keely.portway@europascience.com

Area	Related Topics
Network Design	Network automation, 5G fronthaul/backhaul, Submarine networking, AI-ML, Switches and routers, High-performance computing
Optical Components/ Subsystems	Lasers, Pluggable optics, Photonic integrated circuits, Silicon photonics, DSPs, Optical transceivers, Co-packaged optics
FTTx	Access network optics, MDU broadband technology, Broadband
Test	Network troubleshooting and monitoring, Installation and verification testing, Lab/R&D testing, Production and manufacturing testing, Test automation
Data Centre	Data centre transceivers, Cabling and connectivity, Data centre interconnect, Active optical cables
DWDM/ROADM	Packet-optical transport & OTN
PON	EPON/GPON/10G-PON/25G PON, Passive optical LAN
Cabling	Fibre and cable, Cable hardware and enclosures

Issue and show dates

Magazine advertising
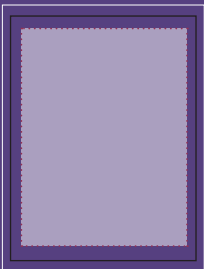
Full page
$4,950 - £3,700

Half page
$3,200 - £2,395

Quarter page
$1,980 - £1,480

Issue	Related Topics	Ad Close	Materials Due	Show Coverage
Issue 1	Data centre networks - 800G/AI; Subsea - capacity growth; FTTH/Broadband - transatlantic deployment; OFC 2026 & FTTH Europe	30 Jan 2026	06 Feb 2026	Data Centre World London (4-5 March) OFC 2026 (17-19 March) FTTH Europe (14-16 April) Data Center World (21-23 April) Fiber Connect (17-20 May) Anga.com (19-20 May)
Issue 2	Autumn/Winter	7 August 2026	14 August 2026	Connected Britain (9-10 September) CIOE (9-11 September) ECOC (21-23 September) SCTE (29 September - 1 October) APC/PECC (19-21 October) Super Compute (17-19 November)

Note: Months, themes, and topics are subject to change at the editor's discretion

Issue specifications

Full spec at www.fibre-systems.com/advertising-specifications
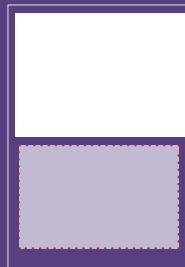**Send creative to: production@europascience.com**

Full Page

Bleed:
 219mm x 288mm

Advert size (no bleed):
213mm x 282mm

Safe area:
189mm x 258mm

Half Page

Bleed
219mm x 147mm

Advert size (no bleed)
213mm x 141mm

Safe area
189mm x 129mm

Quarter Page

Advert size (no bleed)
92mm x 129mm

File Requirements: Please send in a pdf format. All high-resolution images must be 300dpi/cmyk and fonts must be embedded in files.

Sponsored webcasts

Webcast sponsorships generate high-quality leads and are an effective way to align your brand with engaging, audience-friendly content.

On average, Fibre Systems webcasts generate 80-100 leads.

Types and pricing

Exclusive: $10,000 - £7,480
Sponsor selects the date and topic.
Our editor will moderate.

Multi-Sponsor: $6,000 - £4,485
Technology topic and date selected by the editor. Multi-sponsor (up to four companies).

- Sponsors may present, abiding by editorial criteria, and Q&A is moderated by the editor. Sponsors can also be silent.

- Sponsors will receive a full list of registrants at the close of the webcast and 30 days after.

- Webcast to be available on-demand on the Fibre Systems site for 12 months, and on our YouTube channel thereafter

- All attendees will receive a certificate of completion.

Month	Multi-sponsor opportunities
JANUARY	Subsea Networks
FEBRUARY	AI/ML Impact on Optical Networks
MARCH	DWDM Ecosystem Evolution & Network Automation
APRIL	The Photonic Switching Revolution: OCS, CPO, and the Future of Optical Networks
MAY	NEW "AI Training Clusters - Building the Optical Backbone" (was "5G Fronthaul"
JUNE	The New Era of FTTH & Fibre Access
JULY	Open Access Networks Multi-Domain Architectures
AUGUST	Metro Networks Evolution
SEPTEMBER	NEW "AI and the Optical Network - Operational Intelligence" (was "Next-Gen DSP + Rural")
OCTOBER	25G/50G and 100G PON Technologies
NOVEMBER	Fibre Optic Connectors, Connectivity & Intra-DC Solutions
DECEMBER	Pluggable Transceiver Revolution

Technology Spotlights

Technology Spotlights consist of 2-3 articles written by technology experts on one specific topic.

Sponsorship is limited to a maximum of four sponsors.

Benchmark performance:
20-30 leads by 90 days

Pricing
$6,000 - £4,485

Sponsorship Benefits

Lead generation
You receive detailed contact information (name, job function, company, email & country) for users who download the report.

Thought leadership
Showcase your position as an industry leader. Sponsors are invited to contribute an article (in compliance with editorial criteria) or provide an accompanying case study/white paper for the report.

Brand awareness
Strengthens your company image and helps define how purchase influencers perceive your company and products.

Sponsorship Inclusions
- Access to all of the leads generated
- One full-page advert supplied by sponsor
- Company description (name, short overview and URL)
- An exclusive email promoting the topic and sponsor/s, directing to the content on fibre-systems.com
- Sponsor logo on the front cover

Month	Multi-sponsor opportunities
JANUARY	The 800G Opportunity
FEBRUARY	Data Centre Network Advances
MARCH	Innovation in Optical Transceivers
APRIL	Supporting 5G Operators with Fibre
MAY	Metro Networks Evolution
JUNE	Innovation in Optical Components
JULY	Advancing Data Centre Interconnection
AUGUST	Next Gen PON
SEPTEMBER	Raising the Pluggable Transceiver Bar
OCTOBER	Fibre and Cable Trends
NOVEMBER	Cable's Fibre to the X- play
DECEMBER	Technology Forecast for 2027

Note: Months, themes, and topics are subject to change at the editor's discretion

Website advertisements

Our website adverts offer exposure across a range of topics, along with sustained visibility.

All advertising will appear across desktop and mobile devices. When rotating between creatives, adverts are allocated an equal share of impressions.
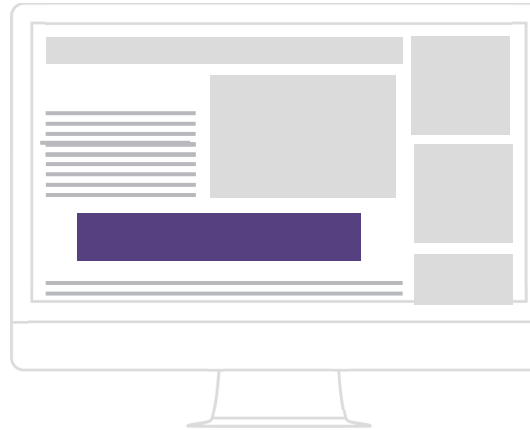
4.3K
Monthly site views*

Box advert

- (Up to 3 ads, monthly)
- Position:
  on the right hand side of all pages
- Spec requirements:
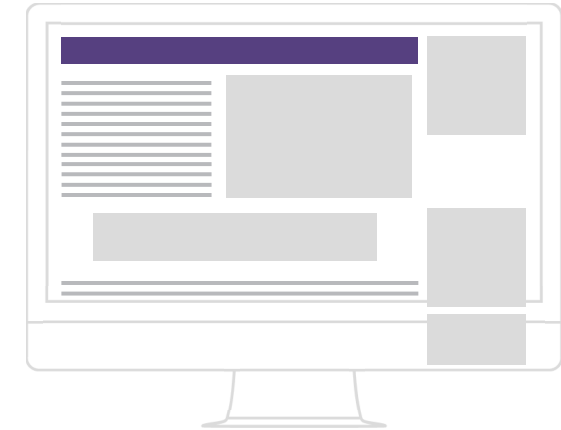 URL, 300x250px, 300x100px

Pricing - $1,790/mo - £1,340

In-content advert

- (Up to 4 ads, monthly)
- Position:
  between paragraphs on all articles
- Spec requirements:
  URL, 728x90px, 300x100px
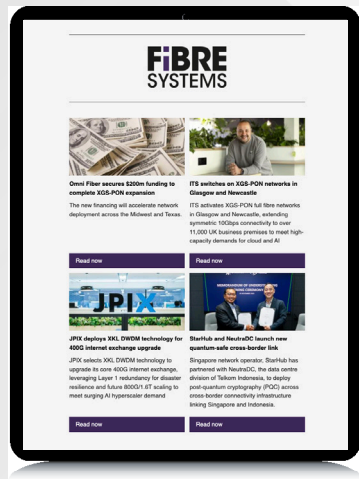
Pricing - $1,790/mo - £1,340

Leaderboard advert

- (Up to 2 ads, monthly
- Position:
  at the top of the site, on all pages
- Spec requirements:
  URL, 728x90px, 300x100px

Pricing - $2,745/mo - £2,055

*based on email list size and site traffic in November 2025

Email newsletters

Reach our engaged base of readers through a selection of topical and general content.

Show coverage

- Data Centre World London (4-5 March)
- OFC 2026 (17-19 March)
- FTTH Europe (14-16 April)
- Data Centre World (21-23 April)
- Anga.com (19-20 May)
- Fiber Connect (17-20 May)

- Connected Britain (9-10 September)
- CIOE (9-11 September)
- ECOC (21-23 September)
- SCTE (29 September-1 October)
- APC/PECC (19-21 October)
- Super Compute (17-19 November)

Weekly Digest (2x weekly)
Reach our readers on a weekly basis with our regular news update

Newsletter Banner Advertising
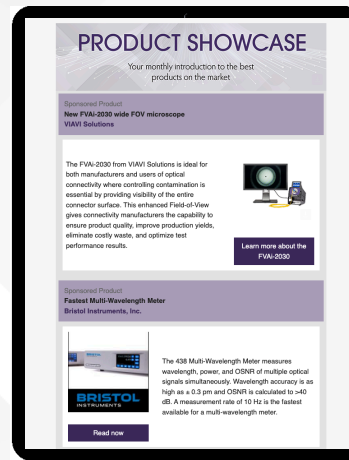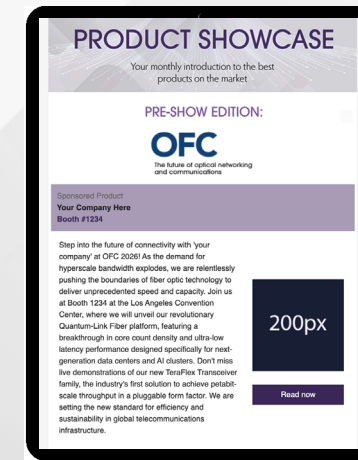Click here for specifications
Pricing - $1,600 - £1,200

Product Showcase (Monthly)
Showcase your latest product offerings in a monthly wrap-up

Product Entry Advertising
Click here for specifications
Pricing - $1,000 - £750

Pre-Show Product Showcase
Broadcast your offerings - and presence - at any of this year's biggest trade shows

Show Preview Advertising
Click here for specifications
Pricing - $1,200 - £900

All advertising will appear across desktop and mobile devices.

Full spec at: www.fibre-systems.com/advertising-specifications
Send creative to: production@europascience.com at least seven business days in advance of the advert start date.

Video Shows

BRAND NEW

Exclusive opportunities to feature in our video coverage of OFC 2026 this March.

Interviews and more, direct from your booth at the event.

OFC Video Show Daily

A 60-90 second video commercial which will be embedded into Keely Portway's editorial coverage for each day of OFC.

- Limited to a maximum of 3 sponsors per day.
- Sponsor video interviews will be filmed at their booth, using our experienced video team.
- Sponsors' logos will be included in all 3 show dailies.

Pricing: $4,000 - £2,990

OFC Exclusive Video

A 3-4 minute video, filmed at your booth.

- Videos will be deployed in their own e-newsletter in the weeks following the show.
- Only one exclusive video will be deployed each day.
- Sponsors who sign up first get their video deployed closest to the show.
- The first deployment will be the Tuesday following OFC.

Pricing: $5,000 - £3,740

Contact details

EDITORIAL ENQUIRIES

Please direct all news stories and press releases to our editorial inbox

Email: editor.fibresystems@europascience.com

For longer articles, interview and pitches, please reach out to keely.portway@europascience.com

SALES ENQUIRIES

Please direct all inquiries to Publisher Kris Collins

Email: kris.collins@europascience.com

Tel: 1-312-350-0452

LinkedIn: www.linkedin.com/in/kriscollinsfibresystems/