

Covering the Optical  
Communications  
Industry at the  
Speed Of Light

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2026

**FiBRE**  
SYSTEMS

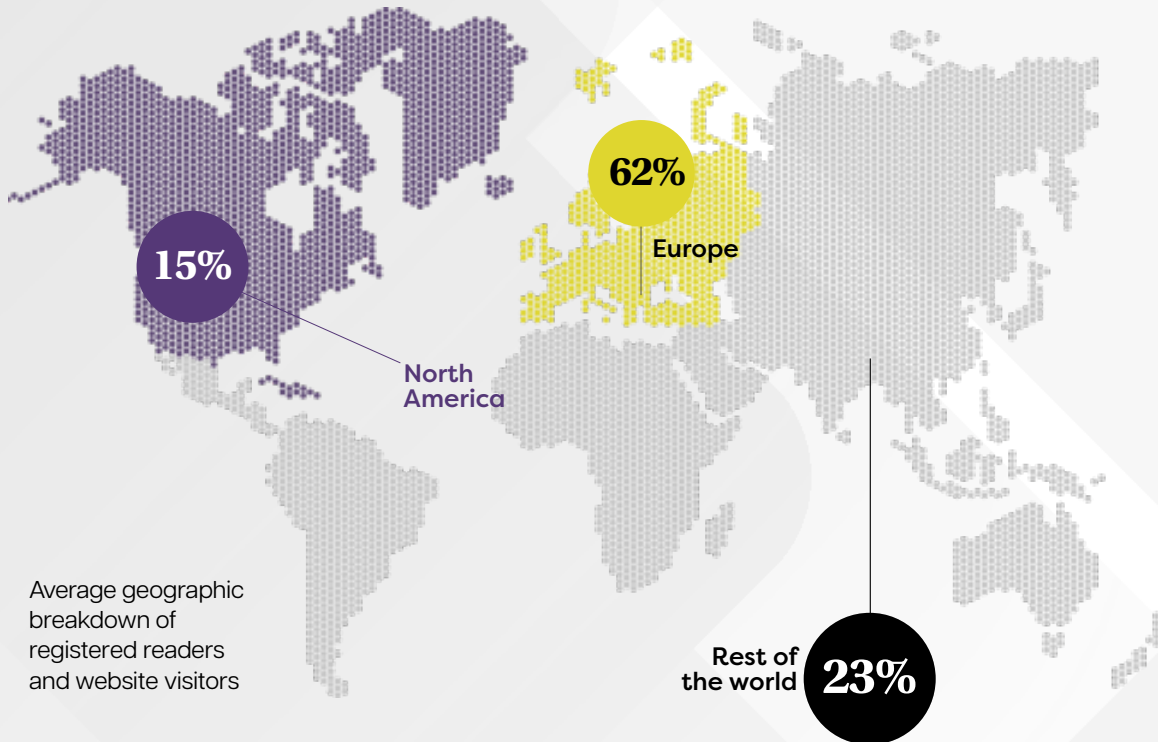


# Audience Insights



# 14K

Registered users



Average geographic breakdown of registered readers and website visitors

## Audience types

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

## 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](mailto:keely.portway@europascience.com)



Area	Related Topics
<b>Network Design</b>	Network automation, 5G fronthaul/backhaul, Submarine networking, AI-ML, Switches and routers, High-performance computing
<b>Optical Components/ Subsystems</b>	Lasers, Pluggable optics, Photonic integrated circuits, Silicon photonics, DSPs, Optical transceivers, Co-packaged optics
<b>FTTx</b>	Access network optics, MDU broadband technology, Broadband
<b>Test</b>	Network troubleshooting and monitoring, Installation and verification testing, Lab/R&D testing, Production and manufacturing testing, Test automation
<b>Data Centre</b>	Data centre transceivers, Cabling and connectivity, Data centre interconnect, Active optical cables
<b>DWDM/ROADM</b>	Packet-optical transport & OTN
<b>PON</b>	EPON/GPON/10G-PON/25G PON, Passive optical LAN
<b>Cabling</b>	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
<b>Issue 1</b>	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)
<b>Issue 2</b>	1.6T and beyond - The race to scale AI infrastructure Coherent optics everywhere - From core to edge Next-generation PON - 25G/50G moves from lab to field Connected Britain show preview ECOC show preview Data Centre World show preview	7 August 2026	14 August 2026	Connected Britain (17-18 September) CIOE (9-11 September) ECOC (22-25 September) SCTE (29 September - 1 October) Data Centre World - 1-2 October APC/PECC (19-21 October) Super Compute (17-19 November)

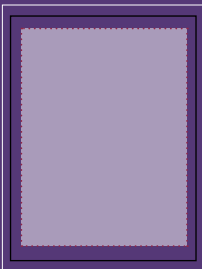
Note: Months, themes, and topics are subject to change at the editor's discretion

## Issue specifications

Full spec at [www.fibre-systems.com/advertising-specifications](http://www.fibre-systems.com/advertising-specifications)

Send creative to: [production@europascience.com](mailto:production@europascience.com)

### Full Page

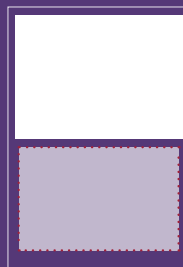


**Bleed:**  
219mm x 288mm

**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.



Date	Multi-sponsor opportunities
May 14th	The Photonics Switching Revolution
May 27th	AI Training Clusters - Building the Optical Backbone
June 10th	DWDM Ecosystem Evolution & Network Automation
June 24th	The New Era of FTTH & Fibre Access
July 29th	Open Access Networks Multi-Domain Architectures
August 26th	Metro Networks Evolution
September 2nd	Subsea networks
September 30th	<b>Research Roundtable</b> AI and the Optical Network - Operational Intelligence
October 28th	25G/50G and 100G PON Technologies
November 11th	Fibre Optic Connectors, Connectivity & Intra-DC Solutions
December 9th	Pluggable Transceiver Revolution

# Technology Spotlights

Technology Spotlights consist of 3-4 articles written by technology experts on one specific topic.

Sponsorship is limited to a maximum of four sponsors.

## Benchmark performance:

60+ 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**

# Email newsletters

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



## Weekly Digest (2x weekly)

Reach our readers on a weekly basis with our regular news update

Newsletter Banner Advertising  
Pricing - \$1,600 - £1,200



## Product Showcase (Monthly)

Showcase your latest product offerings in a monthly wrap-up

Product Entry Advertising  
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  
Pricing - \$1,200 - £900

## 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)

All advertising will appear across desktop and mobile devices.

Send creative to: [production@europascience.com](mailto: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 the shows this year. 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/ECOC 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 first week following the show.

**Pricing: \$5,000 - £3,740**



# Sponsored article

**Increase your brand visibility with search-engine-optimised content created in a unique article published online.**

Contributed, hosted article cost is  
**\$1,950**

The wordcount will be 1,000 words, with a 50-word summary.

We will promote it in our newsletters, emails, and social channel to deliver a minimum of 3,000 content views.

Branded (written by us) article is  
**\$3,250**

We will promote it in our newsletters, emails, and social channel to deliver a minimum of 4,000 content views.

**Here's a link to an example on our sister title:**

<https://www.electrooptics.com/article/rethinking-spectroscopy-software-see-beyond->



# Contact details



## EDITORIAL ENQUIRIES

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

**Email:** [editor.fibresystems@europascience.com](mailto:editor.fibresystems@europascience.com)

For longer articles, interview and pitches, please reach out to [keely.portway@europascience.com](mailto:keely.portway@europascience.com)



## SALES ENQUIRIES

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