Covering the Optical Communications Industry at the Speed Of Light

2027

FIBRE SYSTEMS



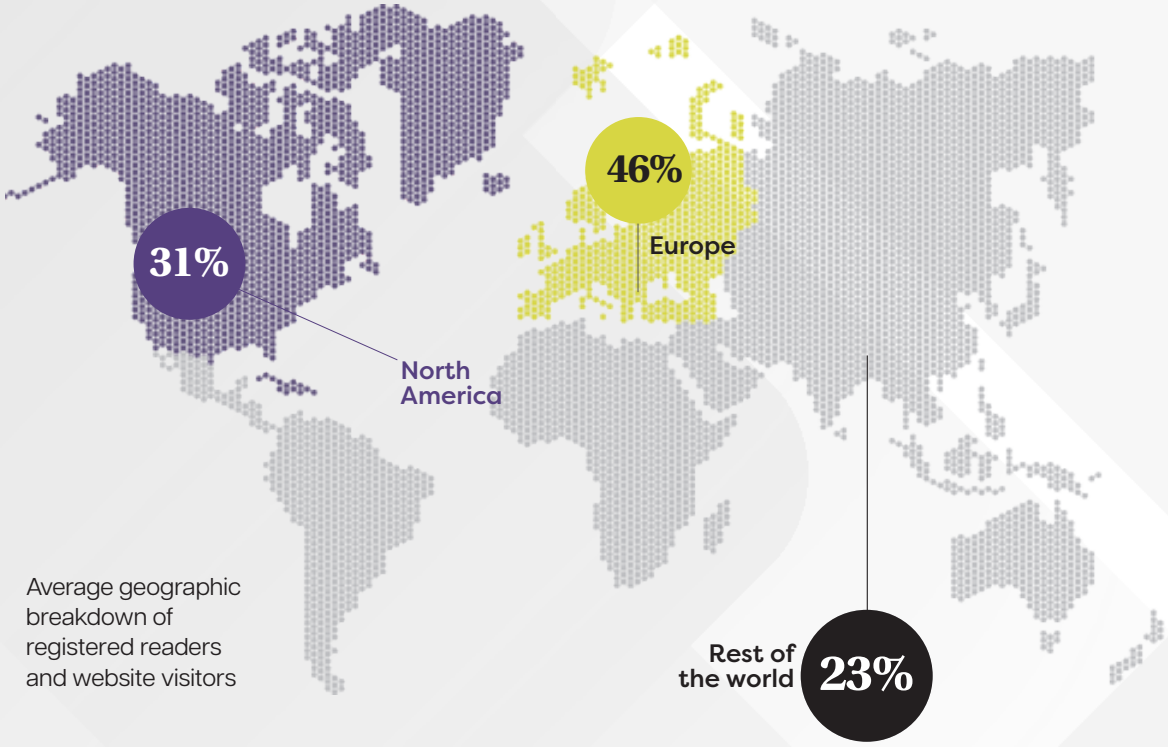
Audience Insights

14K

Registered users

Audience types

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



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 Centres	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

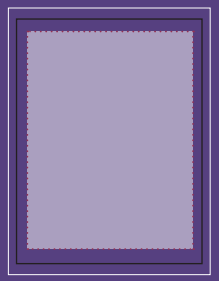
Issue	Related Topics	Ad Close	Show Coverage
Issue 1	Data centre networks - 800G/AI; Subsea - capacity growth; **Inside the AI Data Centre: Power, Thermal and Interconnect at the Rack Edge;** PON's Next Move: Inside the Real-World Push to 25G/50G; **OFC show preview**	15 January 2027	Data Centre World London (10-11 March) OFC 2027 (9-11 March) FTTH Europe (17-18 March) Data Center World (24-27 May) Fiber Connect (13-16 June) Anga.com (1-3 June)
Issue 2	Beyond 1.6T: The Pluggable and Co-Packaged Optics Endgame; **Subsea Meets Hyperscale: Capacity, Ownership and the AI Data-Gravity Shift**; Inside the Optics: What's Actually Changing in Transceiver and Coherent DSP Design; **Connected Britain show preview**; ECOC show preview; **Data Centre World show preview**	13 August 2027	Connected Britain (Fall/Autumn) CIOE (Fall/Autumn) ECOC (Fall/Autumn) SCTE (Fall/Autumn) APC/PECC (Fall/Autumn) Super Compute (Fall/Autumn)

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

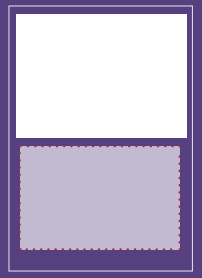


Bleed:
219mm x 288mm

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

Safe area:
189mm x 258mm

Half Page

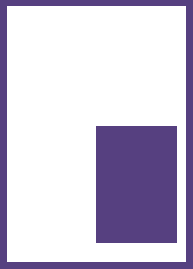


Bleed
219mm x 147mm

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 150+ 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
January	1.6T and Beyond: Scaling the AI Optical Backbone
February	The Photonics Switching Revolution: OCS, CPO and the Future of Optical Networks
March	Metro Meets AI: Coherent Optics from Core to Edge
April	25G/50G/100G PON: From Lab to Field
May	Scaling AI Infrastructure: High-Fibre-Count Cabling for Data Centre & Campus Networks
June	DWDM Open Standards and Interoperability
July	Can Fibre Keep Up with AI? Rethinking Data Centre Interconnect
August	Scaling Subsea Capacity and Beyond
September	AI and the Optical Network: Operational Intelligence (Research Roundtable)
October	Fibre Optic Connectors, Connectivity & Intra-DC Solutions
November	Powering and Cooling the AI Data Centre
December	Pluggable Transceiver Revolution: 800G to 1.6T in the Field

AI and the Optical Network: Operational Intelligence Roundtable

Date: September

Platinum sponsor benefits:

Platinum sponsors are limited to a maximum of four.

- Able to ask up to two proprietary questions in the survey
- Early access to survey data
- Seat on the webcast roundtable panel discussion
- Company logo listed on all promotional materials to build audience and leads for the webcast and the executive summary report
- Logo on the executive summary report
- Leads generated from webbcast and the executive summary report

Cost: $17,500 - £13,000

Gold sponsor benefits:

Gold sponsors are limited to a maximum of four.

- Company logo listed on all promotional materials to build audience and leads for the webcast and the executive summary report
- Logo on the executive summary report
- Leads generated from the webcast and executive summary report

Cost: $12,000 - £8,970

Please note:

- No competitors allowed on the panel without consent from sponsoring companies



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:
70+ leads by 90 days

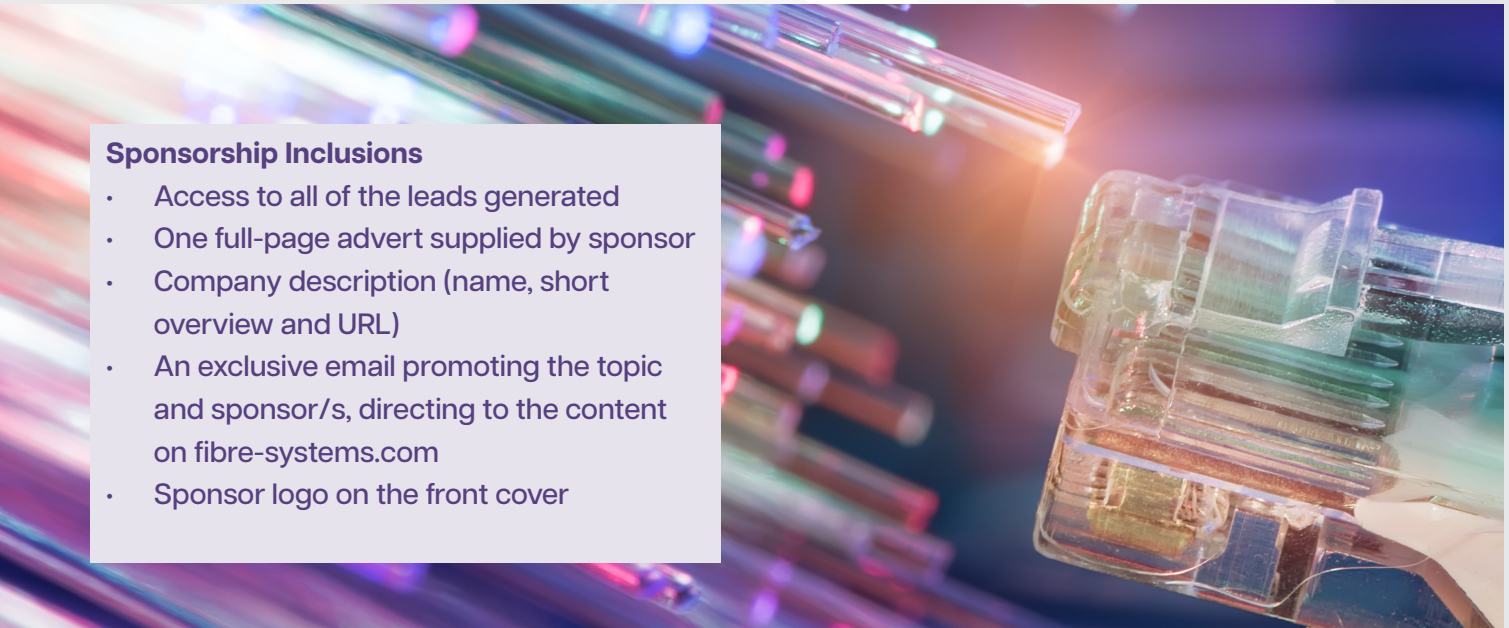
Pricing
$6,000 - £4,485

Sponsorship Benefits

Lead generation
You receive detailed contact information (name, job function, company, email & country) for users who download the report after 45 and 90 days.

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 1.6T Opportunity
FEBRUARY	How Inference is changing the AI Network Topology
MARCH	Innovation in Optical Transceivers
APRIL	Subsea Systems & Cable Innovation
MAY	Metro Networks Evolution
JUNE	Innovation in Optical Components
JULY	Advancing Data Centre Interconnection
AUGUST	Next Gen PON: Inside The Technology
SEPTEMBER	Raising the Pluggable Transceiver Bar
OCTOBER	Fibre & Cable Innovation for the AI Data Centre
NOVEMBER	Powering and Cooling the AI Data Centre
DECEMBER	Technology Forecast for 2028

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

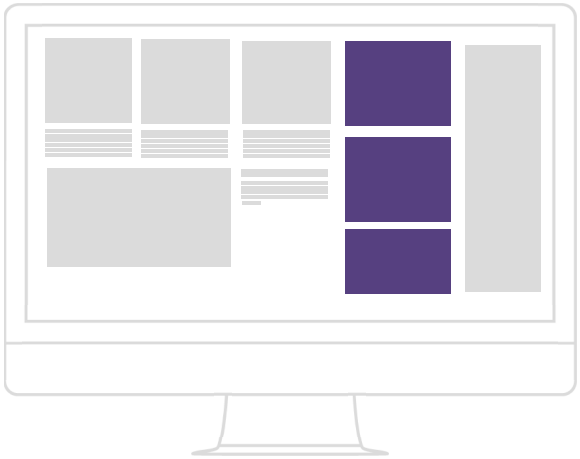
Website advertisements

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

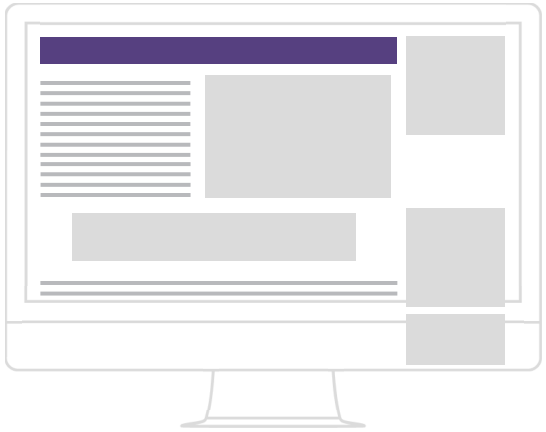
Pricing - $1,790/mo - £,1,340



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

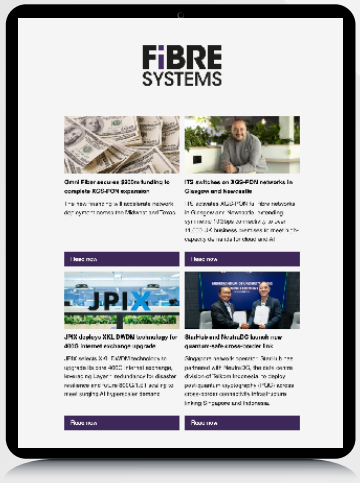
*based on email list size and site traffic in November 2025

Email newsletters

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

Show coverage

- OFC 2027 (9-11 March)
- Data Centre World London (10-11 March)
- Fibre Horizons/FTTH Europe (17-18 March)
- Data Centre World (24-27 May)
- Anga.com (1-3 June)
- Fiber Connect (13-16 June)
- Laser World of Photonics (22-25 June)
- Connected America (21-22 July)
- CIOE (Fall/Autumn)
- ECOC (Fall/Autumn)
- SCTE (Fall/Autumn)
- APC/PECC (Fall/Autumn)
- Super Compute (Fall/Autumn)



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

All advertising will appear across desktop and mobile devices.

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 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 three sponsors per day.
- Sponsor video interviews will be filmed at their booth, using our experienced video team.
- Sponsors' logos will be included in all three 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

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



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