

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)



QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)

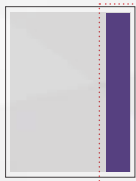
Bleed ad not available



1/2 PAGE ISLAND

Non bleed ad
140mm (W) x 195mm (H)

Bleed ad not available

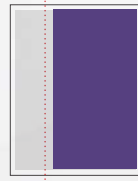


QUARTER PAGE STRIP

Trim
55mm (W) x 282mm (H)

Bleed (+3mm all around)
61mm (W) x 288mm (H)

Non bleed ad
42mm (W) x 258mm (H)

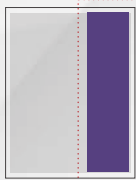


2/3 PAGE VERTICAL

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 VERTICAL

Trim
71mm (W) x 282mm (H)

Bleed (+3mm all around)
74mm (W) x 288mm (H)

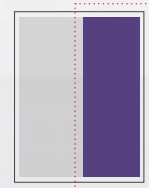
Non bleed ad
59mm (W) x 258mm (H)



1/3 PAGE SQUARE

Non bleed ad
125mm (W) x 125mm (H)

Bleed ad not available

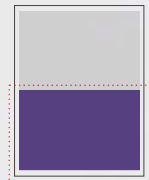


HALF PAGE VERTICAL

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)



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

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 at the printers.

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.

Production team

Zoe Andrews or David Houghton
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Editor

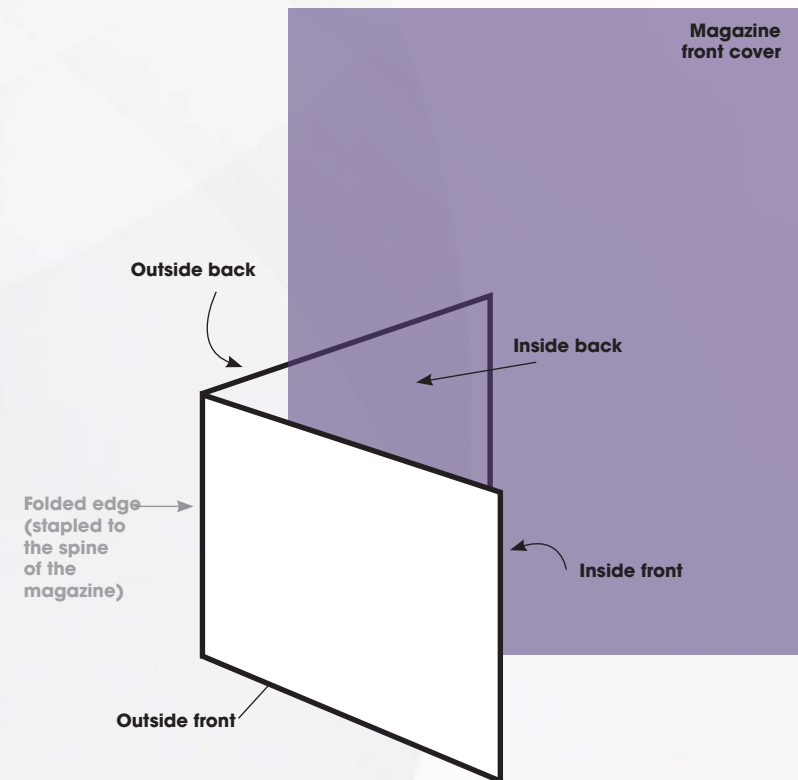
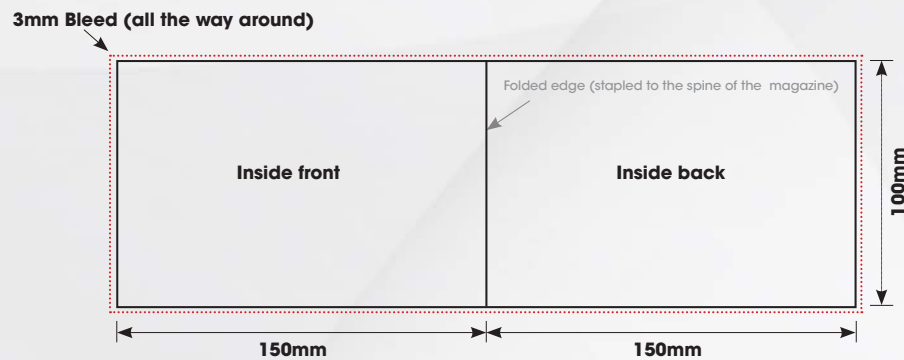
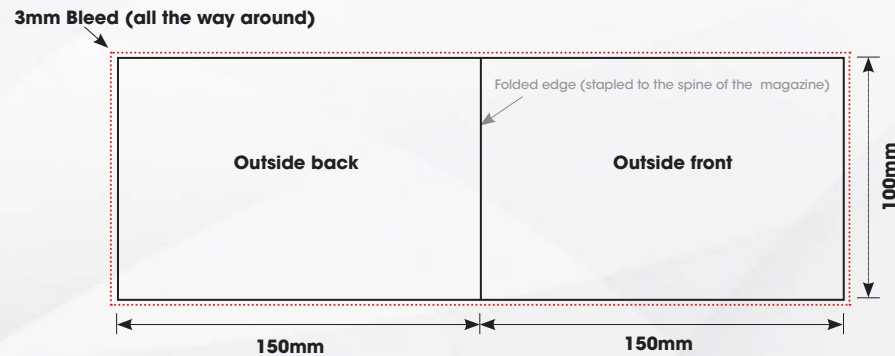
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Head of business development

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FEATURED TECHNOLOGY – WHITE PAPER+

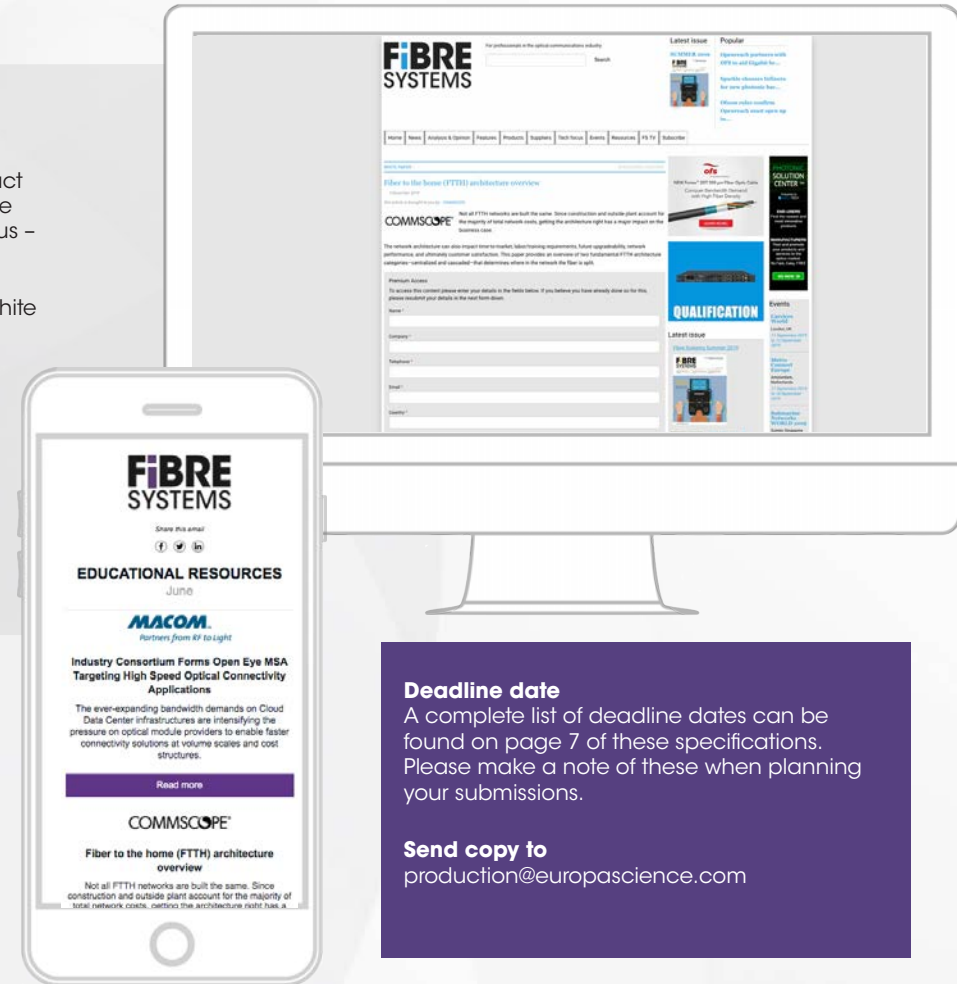
This option gives you all the benefits of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The *Fibre Systems* team will be writing the feature, so we need as much information from you as possible, as early as possible. Sell the story to us – we want to highlight genuine impact, so let us know!

White papers have become a hugely important part of the marketer’s armoury. A well-written and interesting white paper transforms you very quickly from merely ‘involved’ in a technology, to ‘expert’.

- **Appears as two pages in the magazine, comprising a 1,200-word feature (written by us)**
- **Featured on our white papers page**
- **Also appears online as a feature, with a footer advert pointing towards your white paper,**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine, pointing towards your white paper**
- **Option to include data capture form to collect leads**

SPECIFICATIONS

- Pdf of a white paper to base the written white paper on (max 10mb)
- Hi-res images where applicable
- Available for a phone interview with the editorial team for them to write up the article
- A lead image in 3:2 ratio, 72dpi, RGB



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Send copy to
production@europascience.com

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FEATURED CASE STUDY

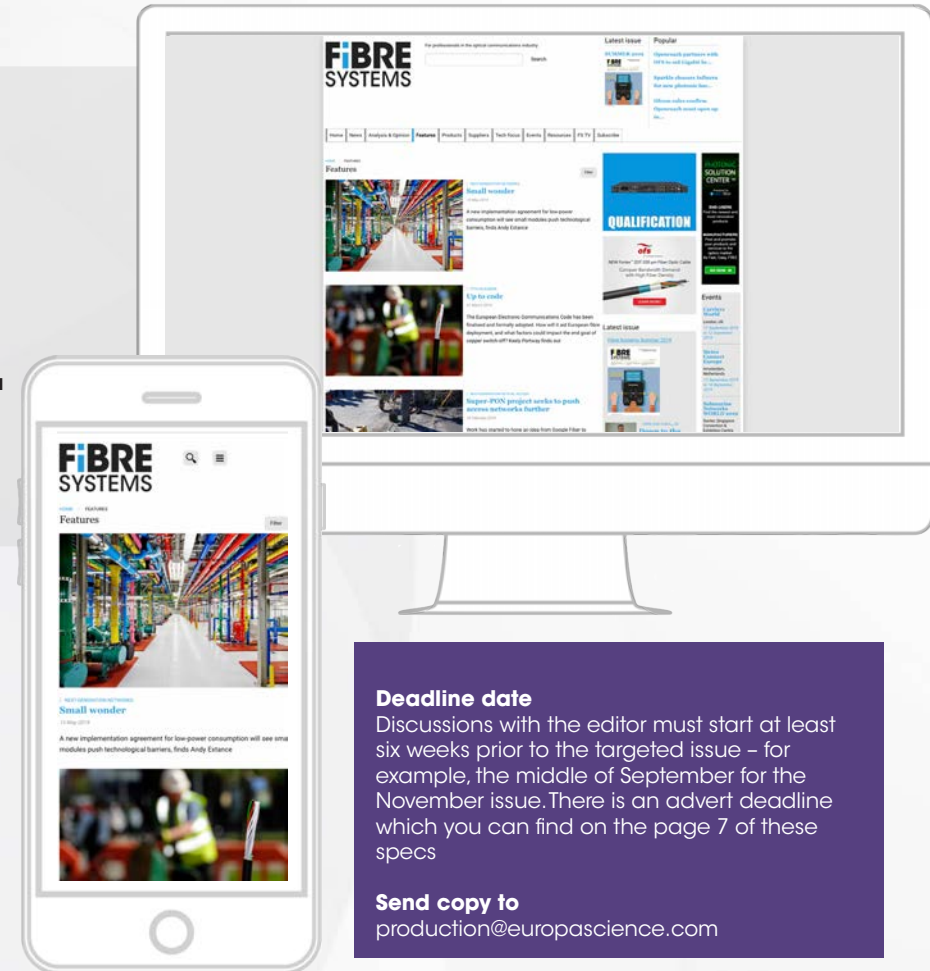
A featured case study is designed to place your real-world story alongside our existing editorial – this means that you should think hard about your submission.

Considerations to make your case study a success:

- **Is my case study in context with the associated article? Ask the editor – we can help.**
- **Is 750 words enough? If you've got a great story then make sure you let us know if you're struggling to fit it in. We could help edit, or we could increase the space. The point of this product is that between you and Fibre Systems, we give the reader a better experience – if the story is great, let's tell it!**
- **Talk to us throughout. If you have more than one idea as to potential, relevant case studies, then let us know – we could advise on which to pick.**

SPECIFICATIONS

- Comprising approximately 750 words and hi-res images where applicable
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary



Deadline date
Discussions with the editor must start at least six weeks prior to the targeted issue – for example, the middle of September for the November issue. There is an advert deadline which you can find on the page 7 of these specs

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production@europascience.com

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TECH FOCUS

Every issue, Tech Focus will concentrate on a particular technology, deliver an editorial overview of area and then outline, in more depth, the available and relevant products.

Tech Focus will be distributed across all platforms, including the magazine, online and as an email product. You are invited to contribute to Tech Focus and offer your technology information and expertise where you see fit – look through the Tech Focus calendar and see which suits you.

This means only the people who have expressed in interest in the technology will receive the email.



OPTIONS

LEAD SPONSOR

As a lead sponsor of 'Tech Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

SPECIFICATIONS

LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo

TECH FOCUS CALENDAR

Winter	Summer
Connectivity <i>Deadline 25 Jan</i>	Test & Measurement <i>Deadline 3 May</i>
Spring	Autumn
Installation <i>Deadline 8 Feb</i>	Cleaning <i>Deadline 2 August</i>

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Issue/date	Content	Event Distribution
Winter Advert copy deadline: 25 January 2019	Features: DWDM & ROADM Technology Data Centre Networks Photonic Integration Digital Signal Processing for Optics Tech Focus: Connectivity	<i>OFC 2019</i> <i>Data Centre World London 2019</i> <i>PIC International 2019</i> <i>Photoptics 2019</i> <i>Submarine Networks Europe 2019</i>
Spring Advert copy deadline: 8 February 2019	Features: FTTH in Europe Next Generation Optical Access FTTH – Policy & Regulation FTTH – Finance Tech Focus: Installation	<i>FTTH Conference 2019</i> <i>Gigabit Access 2019</i> <i>FTTH APAC 2019</i>
Summer Advert copy deadline: 3 May 2019	Features: Network Automation Next-Generation Cable Networks FTTH in the Americas Fibre and Fibre-Optic Cable Tech Focus: Test & Measurement	<i>NGON & DCI World 2019</i> <i>ANGA COM 2019</i> <i>FTTH Connect 2019</i> <i>Connected Britain 2019</i> <i>CIOE 2019</i> <i>CRU Wire and Cable 2019</i>
Autumn Advert copy deadline: 2 August 2019	Features: Terabit Networks Test & Measurement Submarine Networks Fibre in 5G Mobile Networks Tech Focus: Cleaning	<i>ECOC 2019</i> <i>Submarine Networks World 2019</i> <i>Broadband World Forum 2019</i> <i>DigiWorld Summit 2019</i> <i>SCTE Cable Tec 2019</i> <i>Photonic Integration Conference 2019</i>
Directory: A year in Fibre Systems Advert copy deadline: 25 October 2019	Features: Annual Review Predictions for 2020 e.g. the autonomous network, serial 100G	<i>All major 2020 events</i>

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