

For professionals  
in the optical  
communications  
industry

# Fibre Systems – the leading magazine for optical networking professionals



**Keely  
Portway**  
Editor

**FIBRE  
SYSTEMS**

**Fibre Systems has been successfully delivering vital business information to the optical communications industry since 2013. Many of our readers may remember even further back to FibreSystems Europe, as it was known when it originally launched in 1996.**

Our audience (including component and subsystem vendors, network equipment manufacturers, planners, installers, systems integrators, global operators and end users of fibre-optic networks) continues to place value on the independent and unbiased editorial content we provide. Feature articles are written in-house or by a member of our preferred network of specialist contributors, covering the latest technologies, applications, business opportunities and challenges that shape the fibre optic systems market.

Fibre Systems has evolved with the changing needs of its audience, and today can boast a variety of diverse channels to suit our readers.

Our magazine – complete with a fresh, modern look and feel – is produced and distributed five

times a year, in both print and digital format. We regularly update our website ([www.fibre-systems.com](http://www.fibre-systems.com)) with news, features, opinions, product launches and press releases to ensure that readers are kept informed of the latest developments as they happen. The website also hosts a useful library of resources, including viewpoints, white papers and webcasts. Meanwhile, our monthly email newsletters – FSNewsline and FSProductline – contain exclusive content that we curate and deliver directly to your inbox.

2019 looks to be even more busy and exciting for the industry, with the evolution to 5G drawing ever-closer, bringing with it greater demand on the backhaul network; emerging technologies and methods to support 5G, as well as increased security. The need for more high capacity networks shows no signs of abating, with full-fibre widely espoused as the holy grail. This in turn has a number of associated challenges, including cost, logistics, politics, associated technology, fibre supply, and installation skill requirements. Higher service levels will be required as



subscribers increase, and even more varied product ranges will be an important development. Operators will also need to be able to adapt for digital as intelligent networks emerge with software innovations.

Readers will be familiar with the increasing demand for bandwidth, driven largely by wider video consumption and streaming. Speaking of which, the past year has seen Fibre Systems introduce and develop FSTV, where industry spokespeople offer their opinion and advice in their own words. For 2019, we have a number of additional exciting products to offer our customers, all of which are in keeping with our high-quality editorial content. These include the Tech Focus, Product Focus and Feature Case Study options, as well as a brand new issue!

I'm proud to be part of the optical communications community and I hope you'll continue to keep in touch to let me know about the issues that matter to you, and what you want to see in your industry magazine in 2019 and beyond.

"Fibre Systems has evolved with the changing needs of its audience, and today can boast a variety of diverse channels to suit our readers"

# Fibre Systems profile and basic demographic information

**Fibre Systems magazine is the only global title dedicated to the optical communications industry, reaching more than 18,000 professionals across multiple platforms.**

**Our independently-written feature content provides unrivalled insight into the technologies used in the optical communications industry.**

## Reader profile

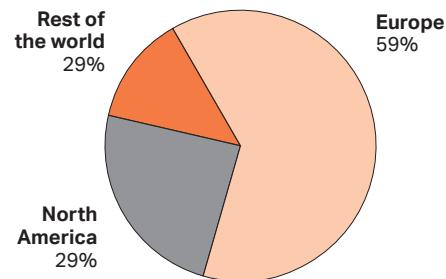
- Cloud and data operators, enterprises and businesses using fibre optics, OEMs, installers and system integrators, test and measurement suppliers.
- 83% work in a commercial environment, with the remainder in academia/government.
- Top areas of responsibility are senior management and installers/engineers.



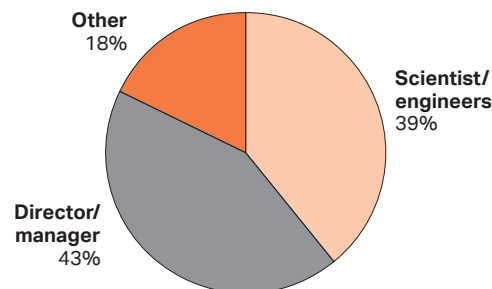
# Fibre Systems in numbers

## Demographics

### Geographical distribution



### Job function



## GDPR (General Data Protection Regulation)

As any business that deals with data will know, new rules came into force in May 2018 governing the use of personal data.

At Fibre Systems, our subscriber data capture and storage methods were already broadly compliant even before the legislation was announced, so we comfortably meet all the requirements of GDPR.

We have taken the opportunity to strengthen our commitment to our readers, so unlike certain other publications, all of our products are distributed on a 'consent' basis.

That means that every individual that receives content from us – whether that's a magazine in the post or an email to their inbox – has given us their personal consent to do so. They are in complete control of what they receive from us.

We do not buy in lists and we do not send out our content on the basis of 'legitimate interest'.

Everyone that receives our content does so because they want to learn about the industry, and trust us to deliver them content that is appropriate to their working lives.

We have also ensured that in circumstances where we pass personal data on to you, such as registrants for a webcast or a white paper, such data is collected in a GDPR-compliant manner. That means that when these personal details come to you, they have already given their consent for you to contact them.

All of this means that when you place advertising in our products, you can be sure that it will be seen by an opt-in, engaged audience.

# Brand visibility

*“When trust is high, communication is easy”*

**As a marketer, you live in a world of metrics, numbers and quantification. Of course, you have to justify every penny you spend, but by heading straight to the final numbers, is it possible to forget the factors that influence the results?**

For every click-through, every business card at a show and every name generated by a lead generation campaign, there has to be trust. The person passing on their details has to trust the brand with which they have chosen to interact, they have to trust that their information or time will not be used inappropriately and they have to believe that they will gain something by that interaction.

**But how do you influence that decision?  
How do you build the trust?**

At Fibre Systems, we have spent many years building our reputation as a reliable, independent provider of high-quality, current content within the optical communications industry. The reason our subscriber database is so extensive is simply that our readers have learned to trust us.

By using the suite of brand visibility options available with Fibre Systems, you become associated with that level of trust. There is then a knock-on effect; when you, as a company, give people the option to interact with you, the decision is much easier as there is already a base of trust.



# Bonus distribution

**Exhibiting at an industry trade show does not start on the first day or end as the last attendee leaves – an intelligent marketing strategy squeezes the maximum value out of each event each and every time.**

Fibre Systems has spent many years building relationships with organisers of key industry events around the world, working as partners with a common aim – to grow the industries in which we work and help the companies that supply that industry to prosper.

As an exhibitor you can harness these relationships and maximise your exposure before, during and after the event. Fibre Systems exhibits at many of these shows and distributes thousands of bonus copies to delegates and attendees. Make sure your marketing and PR strategy aligns with this calendar and ensure that you gain a competitive advantage where other, slower competitors lose.



## Media Partner Events

**Submarine Network EMEA**  
12-13 February

**Photoptics**  
25-27 February

**OFC**  
3-7 March

**Data Centre World**  
12-14 March

**FTTH Conference**  
12-14 March

**PIC**  
26-27 March

**Gigabit Access**  
2-3 April

**FTTH APAC**  
May TBC

**FTTH Connect**  
3-5 June

**AngaCom**  
4-6 June

**Connected Britain**  
18-19 June

**NGON & DCI World**  
25-27 June

**ECOC**  
23-25 September

**CIOE**  
September TBC

**Broadband World Forum**  
October TBC

**SCTE Cable-Tec**  
October TBC

**Photonic Integration Conference**  
TBC

**Submarine Networks World**  
TBC

**CRU Wire and Cable**  
TBC

**Digiworld Summit**  
TBC

# Brand visibility options

*Fibre Systems magazine – the foundation on which it is all built.*

**The reason the Fibre Systems universe exists is because of our magazine. The subscribers, the contribution and the reader loyalties all stem from here. The magazine is produced in print and digital versions.**

When building your campaign, you should always start here too. Assess the most relevant issues for you in terms of the editorial calendar, time of year and bonus event distribution (your advertisement manager will work through them with you) and apportion budget accordingly.

2019 is a hugely exciting year for Fibre Systems, as we are adding an issue. The industry is just too interesting to try and fit it into four anymore!

Our fifth issue will be published in November and will be called 'A Year in Fibre Systems'. As well as containing two feature articles, it will provide a platform for us (and you!) to expand on the important industry developments from the previous 12 months, as well as considering how these changes could affect the upcoming year. 'A Year in Fibre Systems' will be designed to offer content which has year-round relevance at its heart and will draw heavily on industry opinion and thought-leaders.

'A Year in Fibre Systems' will be distributed throughout the following year at all of the industry events that Fibre Systems attends – giving the editorial and the adverts a 12-month shelf life.





## Editorial calendar 2019

Issue/date	Content	Event Distribution
<b>Winter</b>  Advert copy deadline: 25 January 2019	<b>Features:</b> DWDM & ROADM Technology Data Centre Networks Photonic Integration Digital Signal Processing for Optics  <b>Tech Focus:</b> Cleaning	<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>
<b>Spring</b>  Advert copy deadline: 8 February 2019	<b>Features:</b> FTTH in Europe Next Generation Optical Access FTTH – Policy & Regulation FTTH – Finance  <b>Tech Focus:</b> Installation	<i>FTTH Conference 2019</i> <i>Gigabit Access 2019</i> <i>FTTH APAC 2019</i>
<b>Summer</b>  Advert copy deadline: 3 May 2019	<b>Features:</b> Network Automation Next-Generation Cable Networks FTTH in the Americas Fibre and Fibre-Optic Cable  <b>Tech Focus:</b> Test & Measurement	<i>NGON &amp; 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>
<b>Autumn</b>  Advert copy deadline: 2 August 2019	<b>Features:</b> Terabit Networks Test & Measurement Submarine Networks Fibre in 5G Mobile Networks  <b>Tech Focus:</b> Connectivity	<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>
<b>Directory:</b> <b>A year in Fibre Systems</b>	<b>Features:</b> Annual Review Predictions for 2020 e.g. the autonomous network, serial 100G	<i>All major 2020 events</i>

### Key facts:

- Magazine sent to people's desk or the digital version to inboxes
- 1000's of bonus issue distribution at key industry events
- Premium brand positioning

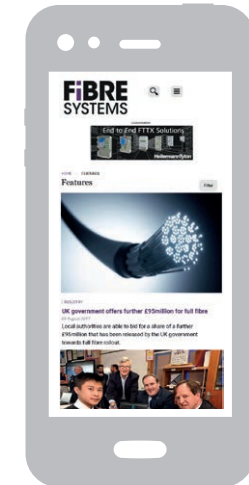
### Magazine print and digital advertising prices

	x1	x4
<b>Full page</b>	£3,750	£3,000
<b>Half page</b>	£2,350	£1,997
<b>Third page</b>	£1,990	£1,690
<b>Quarter page</b>	£1,325	£1,126

*Premium positions +20%*

# fibre-systems.com

The Fibre Systems website has grown from a simple site, associated with the magazine, into a standalone product in its own right. It is a hub of analysis, feature content, technical resource and news – all completely relevant and all in one place.



**NEW  
FOR  
2019**

We have also introduced a responsive, mobile version of the site. Your adverts are replicated on here; once again increasing the ways people can interact with you, and all available on the platforms with which people are most comfortable.

Taking one of the advert positions here places you among exactly the type of content with which you need to be associated; all within a multi-platform, digital space. If you are looking to enhance your digital presence, fibre-systems.com is for you.

## Key facts:

- Average dwell time: 1m 43s
- Monthly page views: approx 10,000
- Desktop and mobile presence

## Online advertising prices

(Includes desktop and mobile sites)

<b>Dropdown banner</b> <i>(opens for four seconds as a large advert, then drops back to a smaller version)</i>	<b>£1495 per month</b>
<b>Leaderboard</b>	<b>£1295 per month</b>
<b>Top banner</b>	<b>£1195 per month</b>
<b>Right button banner</b>	<b>£495 per month</b>
<b>Skyscraper</b>	<b>£1150 per month</b>
<b>Box ad</b>	<b>£1150 per month</b>
<b>Supplier directory</b>	<b>£500 per year</b>

## Newsline

Our flagship monthly round-up email covering the optical communications industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Newsline offers a range of branding sites, to position your message in front of the latest Fibre Systems content.

- Your own brand message
- Huge opt-in distribution
- Only five banners per Newsline – don't get lost

## Newsline prices

<b>Newsline banner</b> (468 x 60)	<b>£850</b>
<b>Box banner</b> (300 x 250)	<b>£450</b>
<b>Skyscraper</b> (120 x 600)	<b>£750</b>
<b>Solo sponsor</b>	<b>£2000</b>



# Using content

As the world of publishing evolves from traditional print magazines to a more multi-platform model, the type of content and methods of delivery that we are able to offer our readership has expanded considerably.

The same applies to our advertising clients – we can offer a fantastic range of options for maximising the potential of your existing content, and we can place that content in front of our audience in a number of ways.

## Fibre Systems has three broad areas for you to use content:

- **Content sponsorship;**
- **Hosted content;**
- **Native advertising.**

Intelligent use of content puts you at a competitive advantage across a multitude of arenas and provides the next, logical step to ensure your brand campaign reaps even more rewards. Use the Fibre System content options for:

- **Technical explanations;**
- **Visual demonstrations;**
- **Application case studies;**
- **Thought-leadership/opinion influence;**
- **Reviewing event activity.**

# Content sponsorship

This is an option if you want to associate your name with our existing editorial.

Because Fibre Systems has a reputation for high-quality editorial across many areas of the optical communication industry (often in exactly the same areas that you work), there is great prestige in associating your brand with this independent writing. Fibre Systems has introduced a number of ways for you to do this in 2019.

Your branding will appear alongside our existing content, and best of all, you barely need to lift a finger, but you do get to bask in the reflected glory of being associated with our industry-respected content!

## Sponsorship options

### A&O section sponsor

The Analysis and Opinion (A&O) section of our magazine and website is a collection of exclusive editorial columns written just for us by leading experts from throughout the world of optical communications and distributed across a multitude of platforms.

While the industry has a plethora of ways (including Fibre Systems) to access basic product information, there is more to the industry than just products – ultimately the industry is the people within it.

The Fibre Systems Analysis & Opinion section delves into the expertise and thoughts of key industry figures; framing for our readership, the important impact of technology innovation, the effect of political movement and the changes within areas of our own industry.





Each issue, we will invite this type of comment and turn it into a complete article. This article is then printed in the pages of Fibre Systems, distributed to our email subscription and placed on our website.

**As the sole sponsor of this section, you will receive:**

- Logo on (A&O) page of website;
- Logo on monthly A&O emails;
- Logo on A&O pages in magazine;

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**Price: £995 per issue**

## Webcast Sponsorship

The Fibre Systems webcasts are an editorially-driven web product, providing the industry with an interactive discussion platform.

**We produce these webcasts in two ways:**

### Co-sponsor

With this option, we have a maximum of four sponsors associated with our own webcast, generally focused on a broad subject.

### Sole sponsor

The sole sponsor option puts you in complete control. The subject and content is all yours, as are the leads generated.

All Fibre Systems webcast sponsors benefit from our extensive distribution network, a gated sign-up system that generates leads and the association with Fibre Systems' editorial prestige.

Whichever option you choose, Fibre Systems does the hard work; as a co-sponsor, we will create the webcast, distribute to our network

and provide you with a list of leads and as a sole sponsor you get all of the benefits of a co-sponsor, but you control the content. This means that we can work together to create a professional and polished finished product (without the input of those pesky competitors).

Webcasts are hosted live to allow attendee input, but will be made available as-live via our webcast section on the website.

**Co-sponsor** an existing webcast. Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- Topics announced regularly (or suggest one!)
- Promoted in magazine, online and via email.

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**Price: £2,500**

**Sole sponsor:** Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

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**Price: £8,000**

# Hosted content marketing options

With hosted content marketing, you're in complete control of the content – all we do is market it for you through our various channels. It's likely you will already have created the content for your own website, blog, email campaign or event marketing materials, and simply want to spread that message as wide as you can. Of course, if you're struggling to create something, we can lend our expertise there too.



## 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.

On top of simply submitting your Tech Focus product to our editorial team, we offer two hosted content options:

### Tech Focus Calendar

Winter	Cleaning
Spring	Installation
Summer	Test & Measurement
Autumn	Connectivity

## Lead sponsor

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

- **Exclusive branding on magazine article;**
- **Exclusive branding on website;**
- **Sole sponsor branding on email version;**
- **An enhanced product entry in magazine;**
- **Top-line enhanced product on email version;**
- **Links to your own relevant content, within the email version – think relevant white papers, YouTube videos etc.**

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**Lead Sponsor: £2,950**

## Enhanced product entry

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

- **150 words plus image in magazine**
- **Inclusion in email (summary) and online (full text)**

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**Price: £850**



# Hosted content marketing options (continued)

## Productline

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use productline as a targeted tool to back-up your high-visibility activity.

- **Comprises headline, 190 x 190 image, 40 words plus web link**
- **Sent via email (9 products per email) to opt-in database of 9,000 industry professionals.**

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**Price: £500**

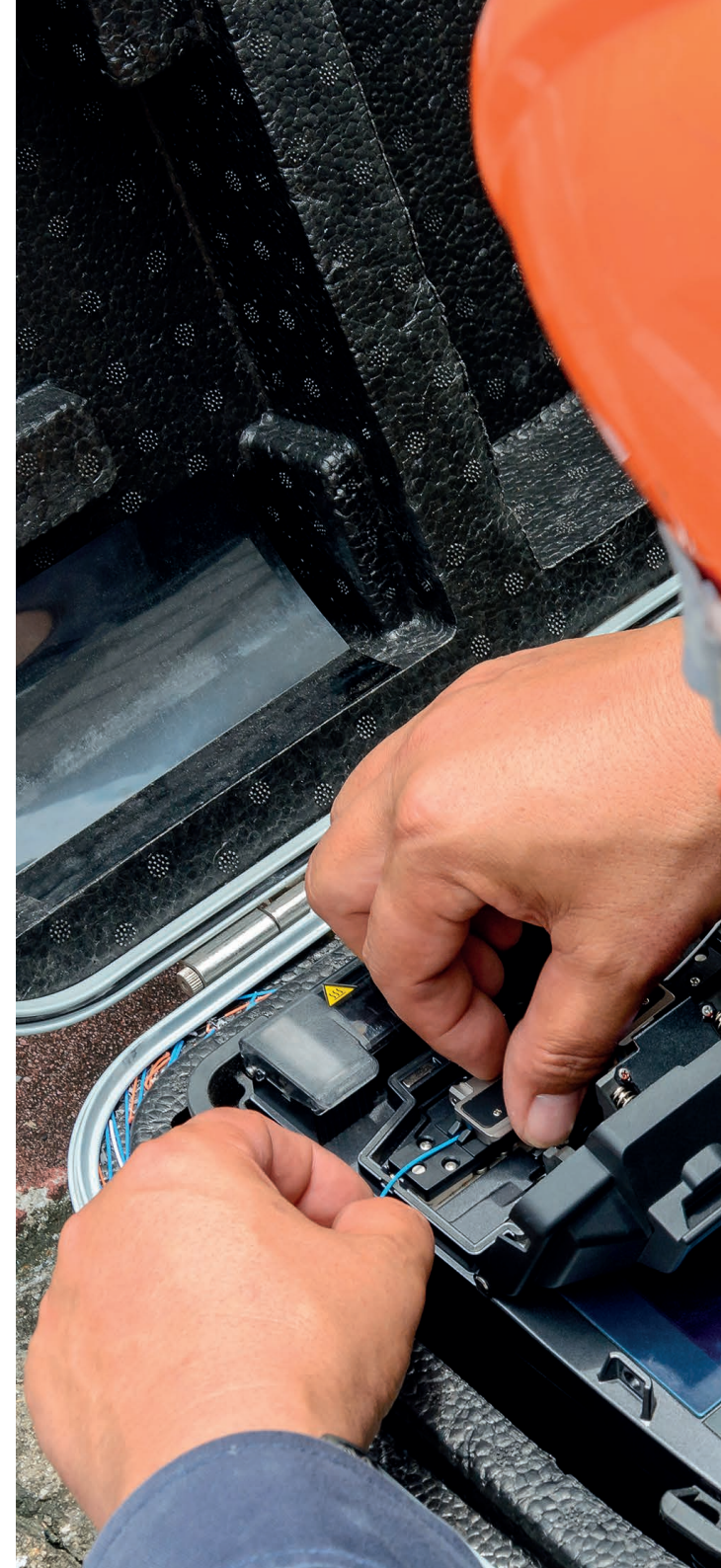
## Featured product

A premium Productline option, appears as a box-out on a Productline email and on our website.

- **Comprises headline, 300 x 300 image, 100-120 words plus web link**
- **Sent via email to opt-in database of 9,000 industry professionals.**

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**Price: £750**





## White Papers

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'.

The Fibre Systems reader is typically a high-quality industry professional and as such they crave high-quality information. You should use this to your advantage. White papers have occasionally been used to repackage simple marketing information or product brochures – **DO NOT DO THIS!**

FS White Papers are also a fantastic way to generate leads, because we can place the content behind a sign-in page. A reader will fill in some contact details in order to view the white paper. This lead data is then passed on to you (with the reader's permission).

If you already have a White Paper that you'd like to reach a wider audience, we can host and promote it for you, plus there's an option to collect leads from anyone that downloads it. We can also help you write it if you don't have the resource in-house.

- **Featured on our White Paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

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**Price: £950**

(plus editing/writing costs if required – see Content Services)

# Native advertising

Native advertising refers to the areas within the Fibre Systems editorial where the content has value to the reader, and a price-tag for the author.

With native advertising, we work with you to create content that is equal in quality and style to our own high editorial standards. The content appears in the normal flow of our own independent content (but marked as 'sponsored'), and should have the same value to the reader as anything our own editorial teams would write themselves. Importantly, our editors have the final say about whether the content makes the grade, guaranteeing that the reader will equate your content with the trust they have developed in our own brand.

A piece of native advertising could be written entirely by you – as long as it meets our editorial standards and fits in with our brand. More often, you'll be working with our editorial teams, who'll either help you convert your existing content into something that fits our platform, or can work with you from scratch to create fresh content. Either way, you'll have the rights to that content at the end of the process to distribute yourselves.



### The difference between 'content marketing' and 'native advertising'?

These terms are often confused with each other. This is primarily due to the different places a single piece of content could be seen.

Let's take a case study as an example. You commission a piece of content that highlights a particular installation that used, as part of it, your technology. This piece of content may be about the project as a whole, but also talks about your involvement. You then take that finished article and distribute it via your own platforms (website, email newsletters, social media etc). This is not just a PR piece, a press release or an extract from your product brochure – it is content that you market; content marketing!

However, you might come to us and present the same case study article that you think could be interesting to our readers. We then look at it, assess its relevance and quality and we agree that it would be a perfect fit for one of our native advertising products. What started as your own content marketing then becomes a piece of native advertising.

Most importantly, these platforms have been created with the Fibre Systems reader at the forefront of our minds. Once you become involved in Fibre Systems native advertising, think of yourself as a content ambassador. Regardless of where the content is placed, you need to be thinking: 'Can I enhance what the subscriber already receives from Fibre Systems with my own expertise, experience or opinion?'

The decision on quality and relevance will be ours. We may host content as it is received from you, or we may suggest working with us to make improvements. This will be a consultative process, but because this type of content relates to surrounding editorial, our judgement is final.



“Can I enhance what the subscriber already receives from Fibre Systems?”

# Native advertising options

## Feature Case Study

A Feature Case Study appears alongside a related feature (see our editorial calendar for our planned features for the year), both in the magazine and online. This is a unique opportunity to align your content seamlessly with ours.

An excellent Feature Case Study will add context and expertise to an existing feature. It will draw on your experiences and relate them to the interests of our audience, as well as framing the content of a feature in a real-world environment.

- **Comprising approximately 750 words, plus an image, a Feature Case Study is a full page of content, designed and laid out by our expert production team. You can supply the content yourselves, subject to it meeting our editorial standards, or we can work with you to create it.**
- **There is only one opportunity for a Feature Case Study for each planned editorial feature, so it's a highly-desirable and exclusive opportunity.**
- **Appears in the magazine as a full page, and online linked from the original editorial feature and as a standalone page. In all cases, the term 'sponsored content' will appear on the page.**
- **You will also receive a PDF of the feature for your own marketing.**

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**Price: £3,500**

(additional charges may apply if using our editing and writing services – see Content Services)



## Viewpoint

Viewpoint represents an opportunity for your company to demonstrate thought leadership or leading opinion. From your CEO to your technical director and beyond, you will have more expertise in your company than you realise, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- **Comprising approximately 750 words, plus an image, a Viewpoint appears online only, but is promoted via the magazine (as part of our own house adverts), and via email.**
- **Can be written entirely by you, subject to our editorial standards, or with our help.**

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**Price: £1,250**

(additional charges may apply if using our editing and writing services – see Content Services)

## Featured Technology + White Paper

If you have a genuinely disruptive technology, we can work with you to create a complementary editorial feature that will sit alongside (and point towards) your own White Paper. We agree the topic of the feature together, our editorial team writes the feature independently, and when it appears, we highlight the existence of your White Paper that will delve into the topic of that feature in more depth – and from your point of view. Again, our editorial teams have the final say on whether they feel the topic will be of interest to the readers – and whether they are able to write a suitable feature on it. For the White Paper, you can either write this yourselves, or we can help.

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

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**Price: £2,000**

(plus white paper editing and writing charges if required)

# Fibre Systems TV

Carefully created to complement the existing suite of industry-leading products from Fibre Systems magazine, Fibre Systems TV (FSTV) is our platform for high-quality and up-to-date video content. Hosted and promoted across all of our respected media, FSTV provides unique, relevant information – presented by our professional team to a qualified and established audience.

Work with FSTV to distribute your own existing content, or create brand new videos – working with a team of industry experts.





## FSTV Audience

The FSTV audience is a primarily European selection of opt-in, highly skilled, optical communication industry professionals... including:

- **Service providers;**
- **Cloud and data centre operators;**
- **Enterprises and businesses using fibre optics;**
- **OEMs, component and subsystem vendors;**
- **Installers and system integrators;**
- **Test and measurement suppliers.**

## FSTV Distribution

FSTV is hosted on fibre-systems.com and Youtube, with all finished video content promoted across all of our various platforms. Recipients engage with our content via:

- **Fibre Systems magazine;**
- **Fibre-systems.com;**
- **Various Fibre Systems email products;**
- **Social media channels.**

We are able to provide filming at strategic European events as well as offering an

opportunity to create content from your own offices.

- **Create your own corporate video (Price POA)**
- **Present your event activity via video (Price POA)**
- **All video is hosted and promoted by us, but available to, and owned by you.**
- **Promoted across all our media channels**

We welcome a consultative approach to our FSTV platform. While there are many opportunities to simply host your content, we also have a number of bespoke options that can considerably improve your brand position and corporate identity.

# Content services

High quality writing is in short supply, and many marketing teams simply don't have the in-house resource to be able to turn out the right content frequently.

Outsourcing to a freelancer or a PR company is always an option of course, but few will have the specialist expertise to rival our own editorial team, each of whom has many years' experience in writing about the optical communications industry.

We can also help improve your existing content so that it appeals to a wider audience.

Every project will be different so we will work with you to create a finished piece that enhances your brand image and places you at the forefront of your industry.



*"It's not what you say,  
it's the way that you say it"*

#### **Case Study/Viewpoint/ White Paper writing service:**

Well-written content can be a hugely effective way of framing your technology, so let's work together to tell the story within the story. A member of our team will work with you to create your content, providing you with a finished product written in our style, and fitting perfectly with the 'feel' of Fibre Systems.

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**£500 per 1,000 words**

#### **Editing and copy improvement service:**

Where your content doesn't quite meet our own high editorial standards, we can help with copy improvement and editing. We will only charge you for the time it takes to satisfy our editors.

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**£50 per hour standard rate**

### **Creative artwork services**

We have our own in-house design team, who have decades of experience in creating beautiful artwork and page layouts. Not only do they have the skills, but they are also used to working with clients like you and the sort of products and services you offer.

#### **Print advertising design service**

- Adverts designed for use only with Europa Science publications £595 per advert;
- Adverts design, including copyrights £1995 per advert;
- Advert amendments (as part of same campaign), £100 per amend.

#### **Digital advertising design service**

- Adverts designed for use only with Europa Science publications £595 per advert;
- Animated digital (multiple pane) advert £895;
- Adverts design, including copyrights £1995 per advert (single or multiple pane).
- Amends £100 each.

# Meet the team



**Keely Portway**  
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