

### 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)

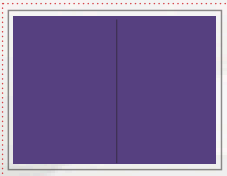
Bleed ad not available



### 1/2 PAGE ISLAND

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

Bleed ad not available

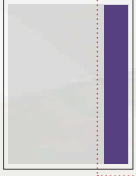


### DOUBLE PAGE SPREAD

**Trim** (Page size)  
426mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
432mm (W) x 288mm (H)

**Non bleed ad**  
402 (W) x 258mm (H)

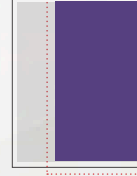


### QUARTER PAGE STRIP

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

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

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

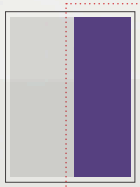


### 2/3 PAGE VERTICAL

**Trim**  
136mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
142mm (W) x 288mm (H)

**Non bleed ad**  
124mm (W) x 258mm (H)

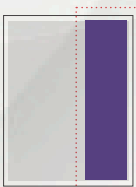


### HALF PAGE VERTICAL

**Trim**  
104mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
110mm (W) x 288mm (H)

**Non bleed ad**  
92 (W) x 258mm (H)



### 1/3 PAGE VERTICAL

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

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

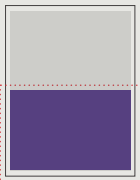
**Non bleed ad**  
59mm (W) x 258mm (H)



### 1/3 PAGE SQUARE

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

Bleed ad not available

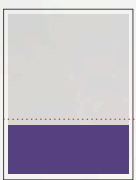


### HALF PAGE HORIZONTAL

**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/David Houghton  
[production@europascience.com](mailto:production@europascience.com)

#### Senior Account Managers

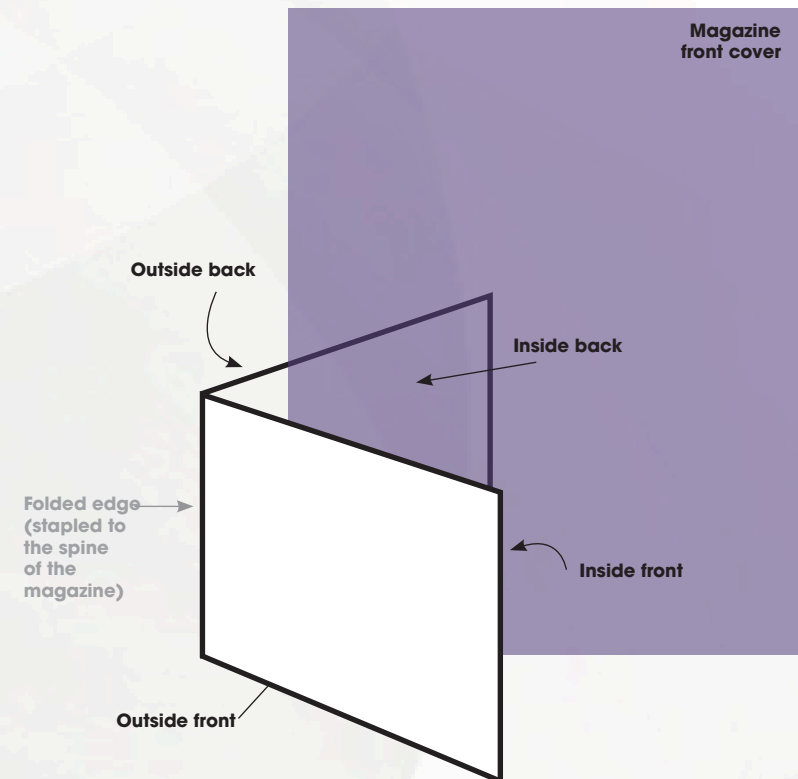
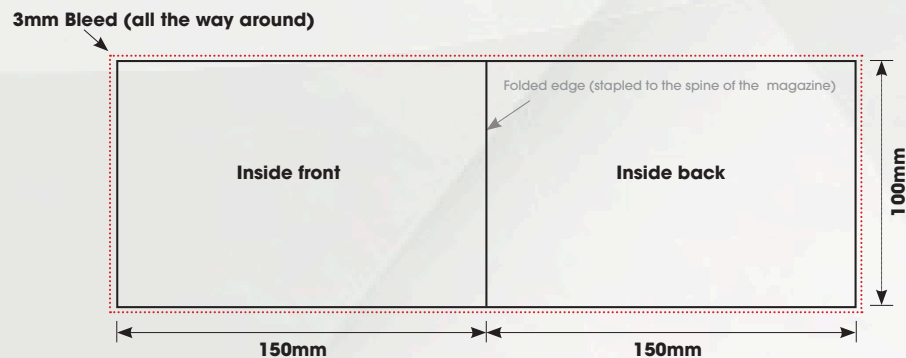
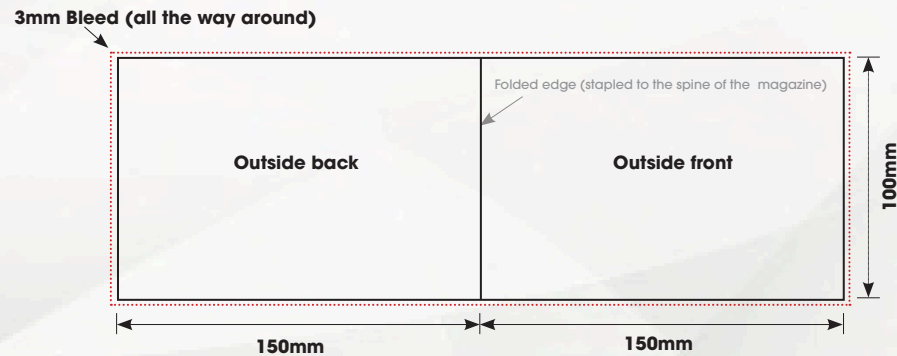
Stephen Russell/Eleanor Waters  
[stephen.russell@europascience.com](mailto:stephen.russell@europascience.com)  
[eleanor.waters@europascience.com](mailto:eleanor.waters@europascience.com)

#### Editor

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#### Sales Director

Jon Hunt  
[jon.hunt@europascience.com](mailto:jon.hunt@europascience.com)





### FEATURED TECHNOLOGY – WHITE PAPER+

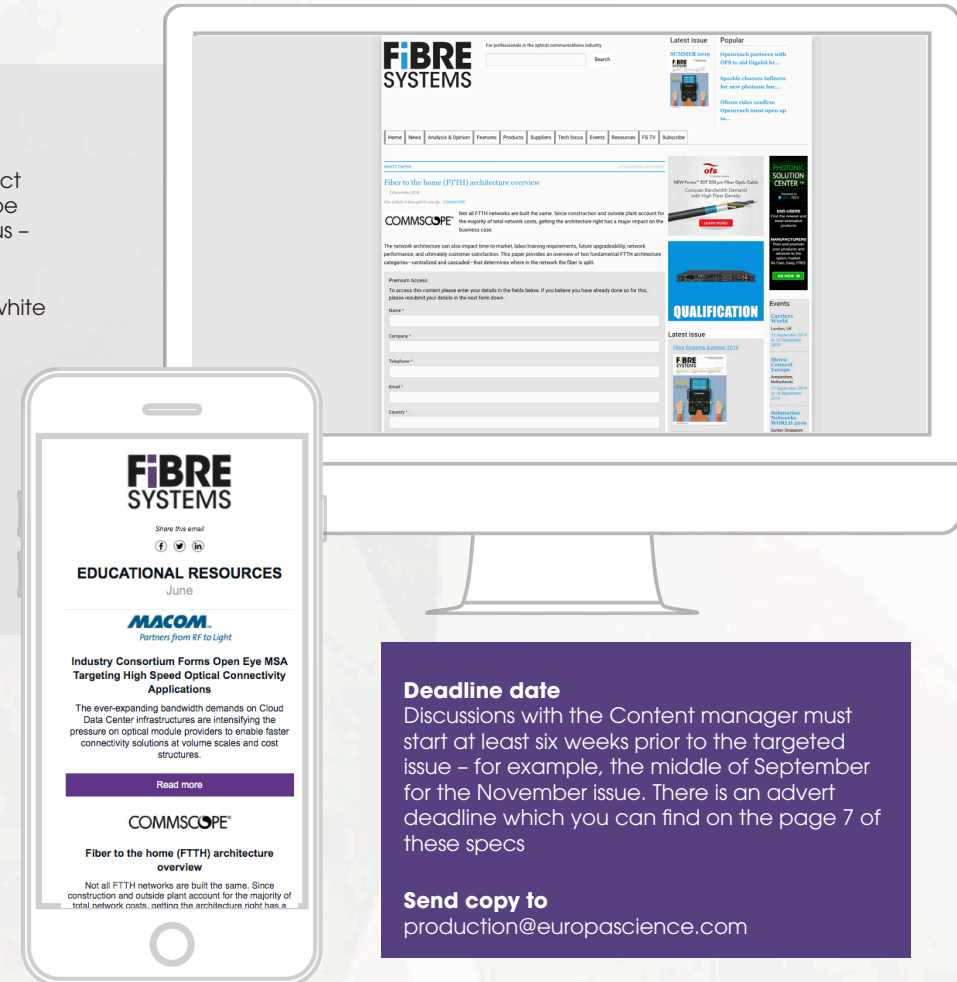
This option gives you all the benefits of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The Fibre Systems team will be writing the feature, so we need as much information from you as possible, 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



#### Deadline date

Discussions with the Content manager 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

#### Send copy to

production@europascience.com

#### Production team

Zoe Andrews/David Houghton  
production@europascience.com

#### Senior Account Managers

Stephen Russell/Eleanor Waters  
stephen.russell@europascience.com  
eleanor.waters@europascience.com

#### Editor

Keely Portway  
keely.portway@europascience.com

#### Sales Director

Jon Hunt  
jon.hunt@europascience.com

### FEATURED CASE STUDY

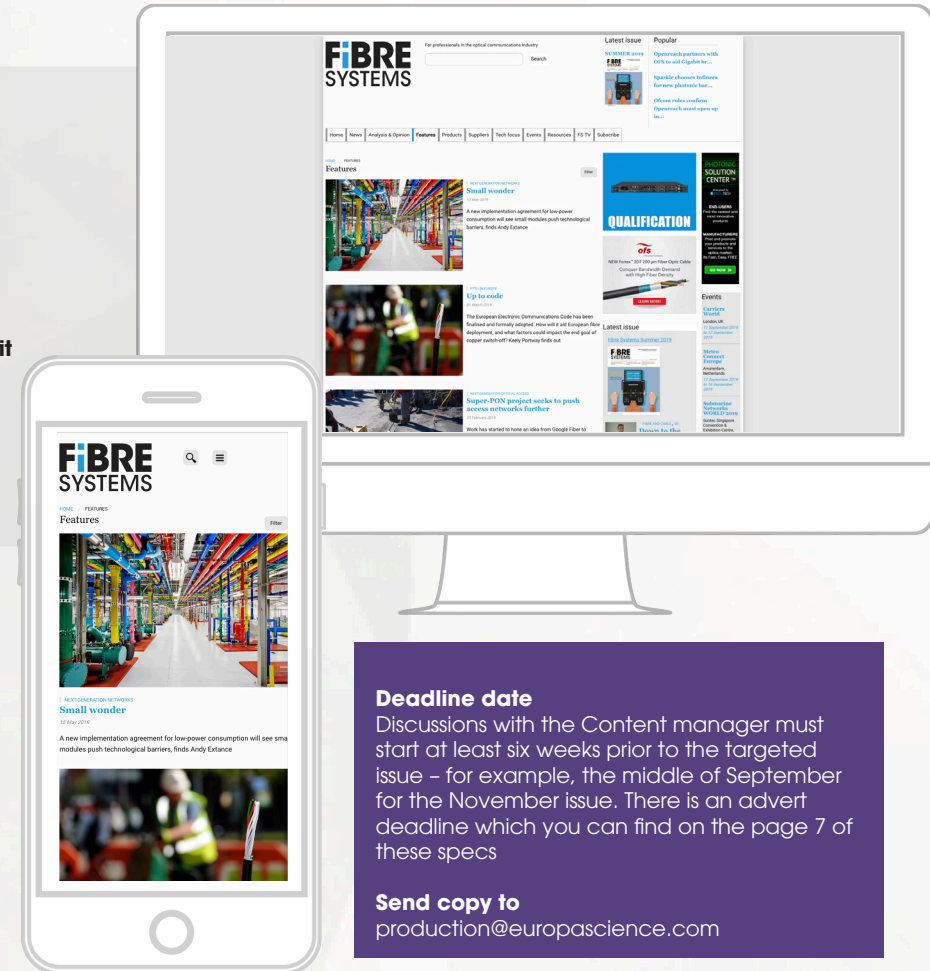
A featured case study is designed to place your real-world story alongside our existing editorial – this means that you should think hard about your submission.

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

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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
- Banners - 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study) with 190px x 190px image and url with each

#### ENHANCED PRODUCT

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



#### Deadline date

Please send 2 weeks before advert deadline, list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

#### Send copy to

production@europascience.com

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Month	Advert copy deadline
Winter	14th January 2022
Spring	18th February 2022
Summer	17th June 2022
Autumn	19th August 2022
Yearbook	4th November 2022

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