

OPTRONICS

Media Information

optronics.jp.com

The leading photonics magazine
in Japan



Penetrating Japan's Photonics Market Through Optronics Magazine.

As Japan's No.1 photonics journal printed in the Japanese language, OPTRONICS has a circulation of more than 12,000 (plus a significant pass-along audience).

Optronics is the best qualified publication to target the Japanese market because it reaches the most influential Japanese buyers, including design engineers, R&D supervisors, purchasing and planning personnel, and operations and management personnel.

These important people are continuously seeking information relating to photonics applications and technology and new photonics products from around the world to apply in their businesses.

OPTRONICS understands the Japanese photonics market better than anyone else!

To reach these potential customers and to complement your worldwide marketing campaign with Photonics Spectra, advertising in Optronics will reach the most effective targeted photonics buyers in Japan.

Since 1990 we have been affiliated with Photonics Spectra, one of the world most influential photonics journals published in U.S.A.

This document contains information regarding the editorial coverage of Optronics, reader profiles, advertisement costs and procedures and details of OPIE, the number one photonics event in Japan.

Editorial Coverage

Optronics magazine was first published in 1981 by Optronics Co., Ltd. to fill a need created by the considerable growth of photonics technology in Japan. Professionals needed up-to-date, high quality information on applications, technological developments, and news on the field written in Japanese. Optronics continues to meet that need by providing monthly editorial content covering the latest information, including:

Lasers and Light Sources

Arc Sources, Biotechnology, CO₂Lasers, Diode Lasers, Diode-Pumped Lasers, Dye Lasers, Excimer Lasers, Fiber Lasers, Flashlamps, Nd:YAG Lasers, HeNe Lasers, Holography, Ion Lasers, LEDs, Materials Processing, Spectroscopy, Ti:Sapphire Lasers, Tunable Lasers, VCSELs, Environmental Monitoring, etc.

Fiber Optics

Connectors/Couplers, Fiber Optic Cables, Fiber Optic Cables, Fibers, Networks Components, Optical Amplifiers, Optical Circuits, Optical Switches, Optical Transmitter/Receivers/Detectors, etc.

Optics

Coating Filters, Filters & Beamsplitters, Gratings, Infrared Optics, Lenses, Mirrors and Reflectors, Polarizing Optics, Prisms, Solar Cells, Ultraviolet Optics, etc.

Materials

Adhesives, Cements, Coating Materials, Crystals, Dyes, Epoxies, Fiber Optic Materials Glass, Infrared Materials, Ultraviolet Materials, etc.

Imaging, Cameras and displays

CCDs, CMOS, Flat Panel Displays, High-Speed Cameras, Infrared Cameras, Laser Displays, LCDs, LEDs, Organic EL Displays, Plasma Displays, Scanners, etc.

Information and Communications Equipment

Image Input Equipment, LED Printers, Laser Printers, LC Printers, Optical Transmission Equipment, Optical Memory, etc.

Measurement Applying Optoelectronics

Measurement Equipment Using Lasers, Fiber Optic Sensors, etc

Application Systems

Optical Telecommunications, CATV, Measurement & Control Systems, Video Systems, Information Systems, Analog Links, LANs, Medical Laser Systems, Industrial Laser Systems, Bar-Code Systems, WDM Transmission Systems, FTTH Networks, etc.

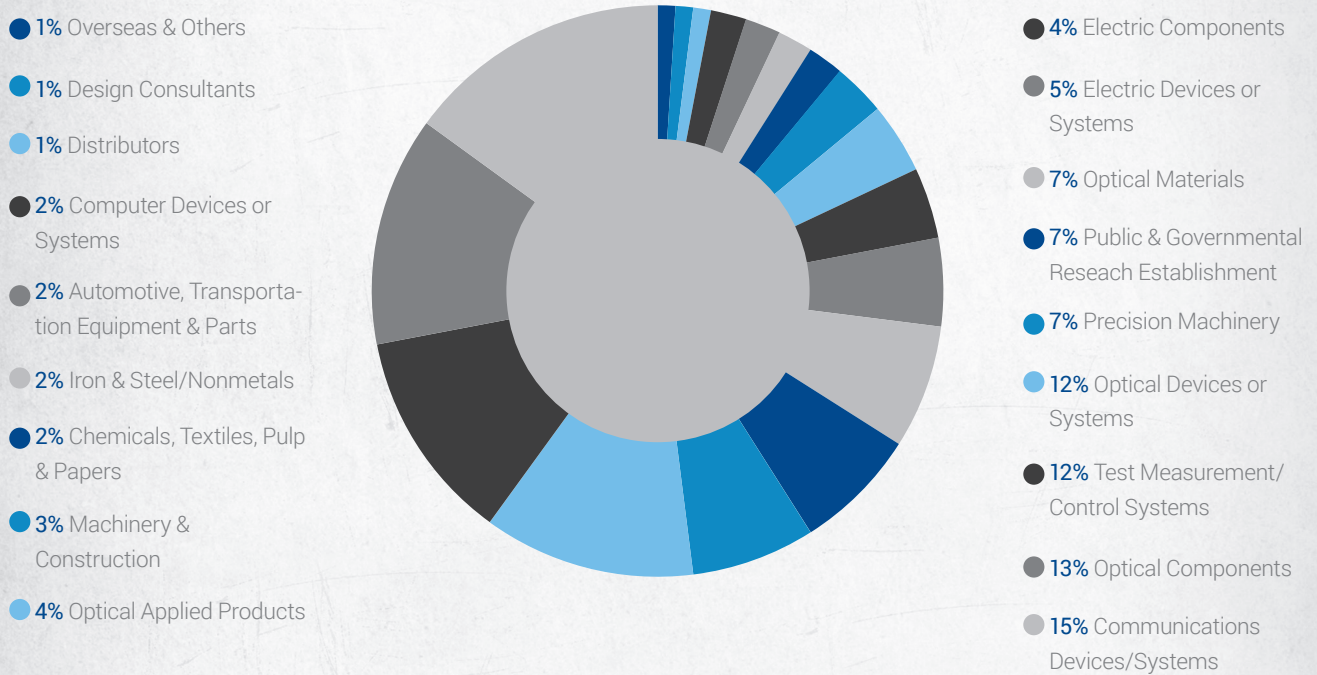
Supporting Equipment for the Photonics Industry

Cleanroom Equipment, Coating Equipment, Laser Safety Equipment, Other Manufacturing Equipment, Polishing Equipment, Positioning Equipment, Power Supplies, Test & Measurement Equipment, Vacuum Equipment, Vibration, Isolators, etc.

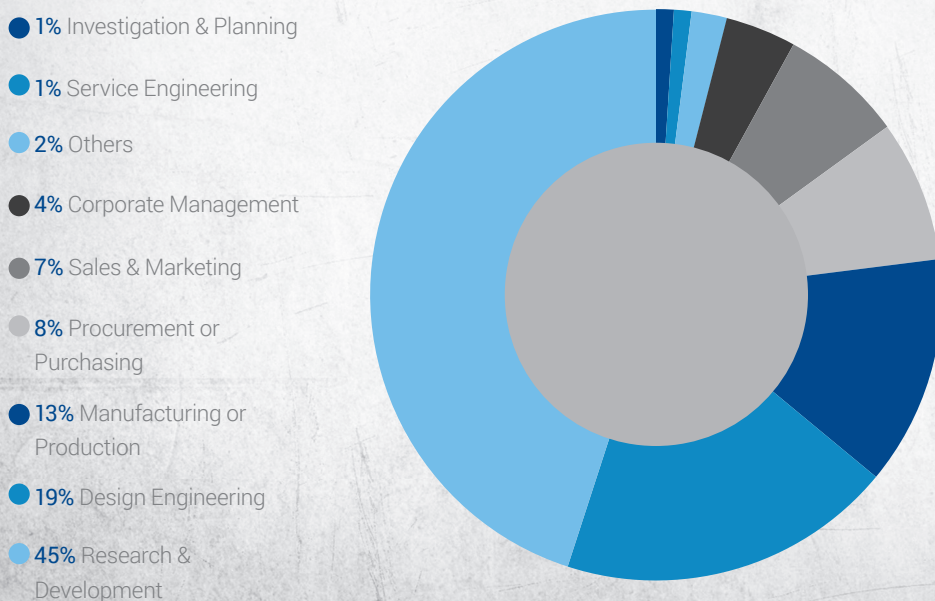
Profile of Readers

Optronics Magazine features a paid special distribution of more than 12,000 monthly. Reader profiles are summarized as follows.

Business and Industry



Job Function

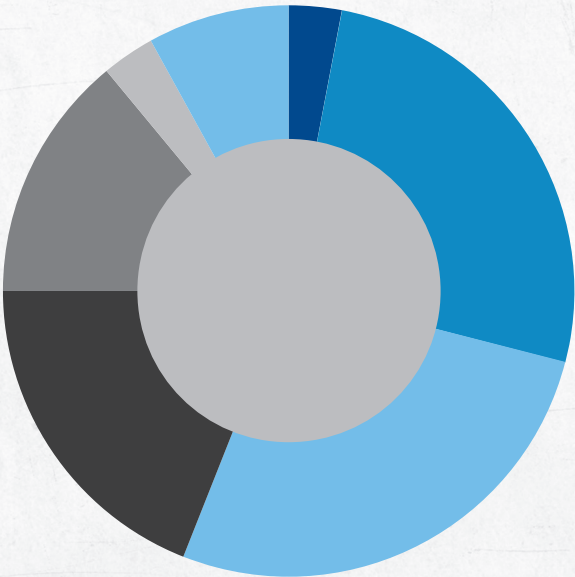


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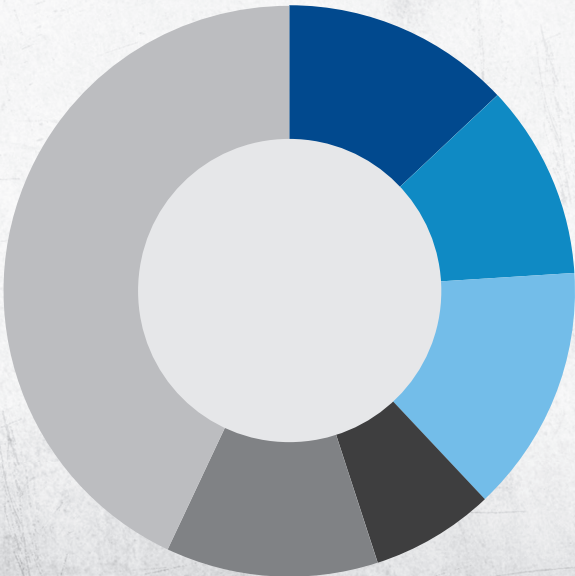
Age of Readers

- 3% 24 & younger
- 26% 25 - 29
- 27% 30 - 34
- 19% 35 - 39
- 14% 40 - 44
- 3% 45-49
- 8% 50 & older



Company Size

- 13% Under 50
- 11% 50-101
- 14% 101-200
- 7% 201-500
- 12% 501-1000
- 43% Over 1001



Closing Dates and Mechanical Requirements

Optronics is published monthly. Insertion orders and advertisement steps or changes are due the 25th of the second month preceding the month of issue. Finished materials (digital ads) are due the first of the month preceding the month of issue. Advertising cannot be canceled after the closing date for insertion orders. Translation of your ad copy into Japanese is available. Please contact us for detail, at below mentioned.

Rates (In Japanese Yen)

Rate per insertion based on series discount offer during 12 month periods.

Full Page	1x	6x	12x
B&W	129,600	118,800	108,000
2 Color*	162,000	151,200	140,400
4 Color	280,800	264,600	248,400
1/2 Page	75,600	70,200	64,800
2 Page Spread			
B&W	248,400	226,800	205,200
2 Color*	313,200	291,600	270,000
4 Color	540,000	513,000	486,000

* Standard second color: magenta, cyan and black

Dimensions

Full page trim size = 210mm[w] x 280mm[h] Bleed size = 216mm[w] x 286mm[h]

Type area = 180mm[w] x 255mm[h] 1/2page = 180mm[w] x 120mm[h]

OPTRONICS

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