



imaging and machine vision europe

*Y*our menu for European success



Applications and products for key
decision-makers working in Europe



Starters

For starters, let's look at how we can help you. What is important to you? Our goal at *Imaging and Machine Vision Europe* magazine is to help you achieve more business in Europe and to market your company and products effectively to our readership. We strongly believe that a consultative approach is the best way forward.

So, let's run through what may be important areas or questions...

Are you involved in machine vision or image processing?

Are you looking to target European customers?

Do you want to reach Europe's most influential senior management, procurement managers, design engineers, systems integrators, and consultants?

Does your company want presence and support around key shows?

Is highly targeted circulation important to you?

Are Germany, the United Kingdom, and France important markets for you?

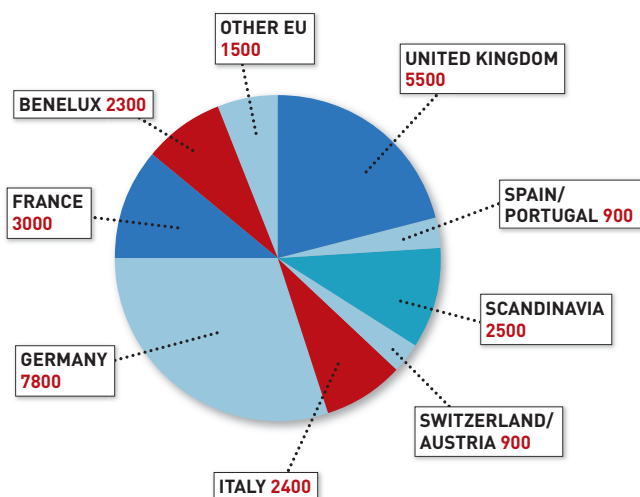
Would you like to achieve a marketing synergy of print and e-media?

Hungry for European success? Read on...



Main Courses

Imaging and Machine Vision Europe has been serving the European market for three years. We put your company's messages in front of people working in machine vision who have real power to purchase, or influence purchasing decisions.



*Based on the publisher's own analysis and a pass-on readership of 4 per copy

Imaging and Machine Vision Europe has a great relationship with all of the major trade show organisers. We understand the important link between exhibition presence and magazine advertising. Our show distribution helps maximise your presence at these key events – enabling your marketing budget to stretch further.

Our application-driven editorial enables our readership to understand how your products are used in the field. Other, more technical, journals may provide deep analysis of how a technology works, but they won't help you sell more products.

The *Imaging and Machine Vision Europe* design team ensures your advertisements are seen in the best possible light, by being surrounded by high-quality layout and presentation of editorial material.

IMVNewsline

New in 2007 is *IMVNewsline*, a monthly newsletter emailed to more than 10,000 highly targeted subscribers. Offering a digest of the key news stories of the month, *IMVNewsline* provides the perfect vehicle for those wanting to deliver promotional messages direct to the inbox of relevant purchasers and specifiers.



Main Courses

We continue our commitment to helping you do more business in Europe. We understand the financial pressures on your marketing budget and, as a result, we are delighted to help further by keeping our advertising rates constant for the third successive year.

ADVERTISING RATES

Full page	Colour	£3750 (x1)	£3000 (x6)	Mono	£2800 (x1)	£2250 (x6)
Half page	Colour	£2350 (x1)	£1880 (x6)	Mono	£1765 (x1)	£1410 (x6)
Third page	Colour	£1990 (x1)	£1595 (x6)	Mono	£1500 (x1)	£1200 (x6)
Quarter page	Colour	£1325 (x1)	£1060 (x6)	Mono	£995 (x1)	£795 (x6)

CATALOGUE UPDATE: Front cover image, weblink, contact telephone number £500 per issue.
All prices in £ sterling and exclusive of VAT, where applicable.

SPECIAL RATES: Recognised ad agencies: 10 per cent discount. Special positions: +25 per cent.
Rates effective: October 2006. All advertising carried subject to Europa Science Ltd Terms and Conditions.

IMVNEWSLINE

Distributed monthly, *IMVNewsline* delivers headline news and your promotional messages direct to 10,000 inboxes.

Newsline sponsor £1,000	120 x 50 pixel logo – top right hand position. High impact at a great price. Link direct through to your own website.
Company profile £1,000	120 x 50 pixel logo, plus company name and 30-word lead-in. Users can click from the introduction to a full-length 500-word piece with up to four images.
Featured product £750	Company name, product image, headline and 30-word lead-in. Users click through to full product information (approximately 150 words), product image and weblink to your site.

To receive a copy, please register at www.imveurope.com/subscribe.html



Desserts

For a balanced diet, *Imaging and Machine Vision Europe* can also offer a range of supplementary services to enhance your standing in the marketplace:

PDF reprints of feature articles ~ if you would like to host articles featuring your company on your own website, we can reproduce them in PDF format.

Inserts, loose or bound-in ~ an ideal method for highly targeted campaigns.

Contract publishing ~ take advantage of our editorial and design team to produce your own publications or literature.

Advertisement design service ~ we can help create your advertising artwork.

Imaging and Machine Vision Europe magazine will be distributed at the following industry events.

VISION, Stuttgart ~•~ Photonics West, San Jose ~•~ IPOT, Birmingham

Photonex/Imaging Science, Stoneleigh Park ~•~ Semicon West, San Francisco

International Robots & Vision Show, Chicago ~•~ AIA Business Conference, Florida



We are the official media partner to Europe's largest machine vision event. No other magazine is better positioned to help you do more business around the show.



Wine List

EDITORIAL

Our editorial features offer you plenty of opportunity to contribute, as well as providing the perfect complement to your display advertising.

Product focus ~ A showcase of currently available products in key sectors.

Applications ~ The mainstay of our editorial structure, these case-study led features show your products in everyday use, enabling readers to understand how they integrate with a broad range of fields.

Industry report ~ Here, we canvass opinion on an industry-wide issue, giving manufacturers and suppliers a platform to share their expertise.

Show preview ~ Alongside our media partner status with many leading shows, we provide extensive editorial coverage of the most relevant conferences and exhibitions.

Other regular features ~ include our Company Profile, focusing on a key market player, and Q&A, offering individual opinions from industry figures.



EDITORIAL CALENDAR 2006-7

DECEMBER 2006/JANUARY 2007

APPLICATIONS: Transport
APPLICATIONS: Surface inspection/texture analysis
INDUSTRY REPORT: Communication protocols
PRODUCT FOCUS: CCD Cameras
SHOW PREVIEW: IPOT

FEBRUARY/MARCH 2007

APPLICATIONS: Electronics
APPLICATIONS: Vision in the lab
INDUSTRY REPORT: Machine vision lighting
PRODUCT FOCUS: Thermal imaging

APRIL/MAY 2007

APPLICATIONS: Bottling and canning
APPLICATIONS: Security
INDUSTRY REPORT: Standards
PRODUCT FOCUS: CMOS cameras
SHOW PREVIEW: International Robots and Vision

JUNE/JULY 2007

APPLICATIONS: Automotive
APPLICATIONS: Food processing
INDUSTRY REPORT: Partnership programmes
PRODUCT FOCUS: Peripherals

AUGUST/SEPTEMBER 2007

APPLICATIONS: Medicine
APPLICATIONS: Robot integration
INDUSTRY REPORT: Emerging markets
PRODUCT FOCUS: Linescan cameras

OCTOBER/NOVEMBER 2007

APPLICATIONS: Packaging
APPLICATIONS: Military and defence
INDUSTRY REPORT: Infrared applications
PRODUCT FOCUS: Software
SHOW PREVIEW: Vision Show

CONTACT DETAILS

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Imaging and Machine Vision Europe is published by
Europa Science Ltd, 275 Newmarket Road, Cambridge, CB5 8JE, UK