

# imaging and machine vision

EUROPE

Media information 2009

In print



Online



imve **newsline**

Welcome to Issue 6 of *IMVE Newsline*, the monthly e-newsletter from the team at *Imaging and Machine Vision Europe* magazine.

Please forward this newsletter to any colleagues you feel would find it useful, and encourage them to subscribe by visiting [our subscription page](#). You can also manage your own subscription to both *IMVE Newsline* and *Machine Vision Europe*.

#### NEWS FEATURE

##### Expanded standard for camera specification

A new module on the characterisation of linearity, and the associated test methods, has been added to the EMVA 1288 Standard, which describes how to detail the specifications of vision equipment.

#### FEATURED LISTING

##### Machine Vision for the Factory Floor

DALSA's IPD vision appliances offer advanced solutions for positioning, identification, verification, measurement, and flaw detection. Easy to set up. Quick to deploy. At Vision 2007, Stand 4D32.

Click here for more information

By email

Your integrated  
media route to the  
vision market

# Dear Advertiser,

Welcome to the *Imaging and Machine Vision Europe* media information kit 2009. Now in its 6th year of publishing, *Imaging and Machine Vision Europe* continues its superb coverage of the machine vision/image processing industry – now both online and in print. Our magazine readers, website visitors and email recipients enjoy the latest updates on industry news and products, alongside in-depth editorial features and case studies. Our editorial aim is to promote the use of imaging and machine vision products and services to those that use it – or are considering using it in the near future. As an advertiser, this means your company and your product messages are put in front of people who can buy more of your products more often.

Our application-driven editorial enables our readers to understand how your products are used in the field. Other, more technical journals may provide deep analysis of how a technology works, but that doesn't increase your sales! Our editorial remains balanced, unbiased, extremely well written and up to date with market progress and growth.

Our clean, uncluttered layout and design, both online and in print, ensures our features are well presented and easy to read, and provides the perfect platform for you to promote your marketing messages to our readership.

The magazine is supported by a regularly-updated website, [www.imveurope.com](http://www.imveurope.com), which was completely revamped during 2008, providing more coverage, improved design and a doubling of web traffic in the past 12 months. There is also a regular email newsletter, **IMVENewsline**, sent monthly to more than 5,000 opt-in recipients – a number that continues to grow month by month.

Finally, for 2009, we are introducing a new, cost-effective, year-round advertising option. Our Suppliers' Directory will provide you with a printed listing in six issues of the magazine, plus a fully-editable web page on [www.imveurope.com](http://www.imveurope.com), all for just £500 per year.

Together, **Imaging and Machine Vision Europe**, [www.imveurope.com](http://www.imveurope.com) and **IMVENewsline** provide you with a comprehensive, multimedia platform through which to promote your products and services.

## Editorial calendar & deadlines

### Dec/Jan

**Applications:** Biometrics  
**Applications:** High-speed imaging  
**Product focus:** CCD cameras  
**Technology:** CMOS sensors  
**Deadline:** 28 November

### Feb/Mar

**Applications:** Scientific research  
**Applications:** Traffic and transport  
**Product focus:** Smart cameras  
**Technology:** Line scan and area scan  
**Event focus:** VTX  
**Deadline:** 30 January

### Apr/May

**Applications:** Surface inspection/texture analysis  
**Applications:** Security  
**Product focus:** Software  
**Technology:** Connectivity  
**Event focus:** The Vision Show (US)  
**Deadline:** 27 March

### Jun/Jul

**Applications:** Food processing  
**Applications:** Automotive  
**Product focus:** Peripherals (lenses, cabling etc)  
**Technology:** 3D vision  
**Deadline:** 29 May

### Aug/Sep

**Applications:** Robot integration  
**Applications:** Medical imaging  
**Product focus:** Line scan cameras  
**Technology:** Thermal imaging  
**Event Focus:** MVIS  
**Deadline:** 31 July

### Oct/Nov

**Applications:** Military and defence  
**Applications:** Electronics  
**Product focus:** CMOS cameras  
**Technology:** Intelligent image processing  
**Event focus:** Vision show, Stuttgart Germany  
**Deadline:** 2 October

The publisher reserves the right to change the content of any issue without notice.



## Circulation

*Imaging and Machine Vision Europe* is published six times per year and circulates to approximately 6,700 technically qualified engineers and managers working in Europe's key industry areas.

**92 per cent** of readers authorise, recommend or specify product purchases as part of their job responsibility.

**BONUS DISTRIBUTION** *Imaging and Machine Vision Europe* will also be distributed at the following events:

AIA 17th Annual Business Conference; San Diego, California, USA • VTX (Vision Technology Exhibition); Birmingham, UK  
The Vision Show; Phoenix, Arizona, USA • EMVA Annual Business Conference; Dublin, Ireland  
VISION; Stuttgart, Germany • MVIS; Stoneleigh, Coventry, UK • Opto; Paris, France

# Integrated advertising opportunities

## Magazine Advertising rates

<b>Full page</b>	<b>£3,750</b> (x1)	<b>£3,375</b> (x3)	<b>£3,000</b> (x6)
<b>1/2 page</b>	<b>£2,350</b> (x1)	<b>£2,115</b> (x3)	<b>£1,880</b> (x6)
<b>1/3 page</b>	<b>£1,990</b> (x1)	<b>£1,805</b> (x3)	<b>£1,595</b> (x6)
<b>1/4 page</b>	<b>£1,325</b> (x1)	<b>£1,200</b> (x3)	<b>£1,060</b> (x6)
<b>1/8 page</b>	<b>£700</b> (x1)	<b>£630</b> (x3)	<b>£560</b> (x6)

All rates in £ Sterling and exclusive of VAT, where applicable. Recognised ad agencies: 10% discount. Special positions: +25%. All advertising carried subject to Europa Science Ltd terms and conditions ([www.imveurope.com/esl\\_terms.txt](http://www.imveurope.com/esl_terms.txt)). Mechanical specs available on request

Other sizes and frequencies are also available. In addition, we are happy to offer inserts and outserts, providing additional routes to reaching our readership.

- Innovative marketing opportunities across print, web and email
- Use our multimedia approach for a coordinated campaign
- We'll work with you to get the best from your budget
- Boost your profile with alternative marketing options, such as inserts, outserts, tip-ons and more

## www.imveurope.com – website

[www.imveurope.com](http://www.imveurope.com) has increased its visitor traffic month by month in the past 12 months, and continues to evolve as the leading vision portal on the web. We offer a choice of banners on our homepage and throughout our site, linked directly to your own website.



**Box Ad**  
Page-specific  
300 x 250  
**£500 per month**

**Banner/Leaderboard**  
Top of page  
468 x 60 or 728 x 90  
**£750 per month**

**Right Button Banner**  
120 x 60  
**£400 per month**

**Right Skyscraper**  
120 x 600  
**£500 per month**

## IMVENewsline – monthly e-newsletter

Target your promotional message direct to more than 5,000 opt-in recipients, reaching the desktops of vision engineers and integrators throughout Europe. Advertising in **IMVENewsline** reinforces your print message, conveys immediacy and provides easy access for interested buyers to go directly to your company's website for more information on specific products and services.



**Right hand banner**  
Top of page  
120 x 60  
**£500**

**Newsline banner**  
468 x 60 or 120 x 60 logo/  
product image plus company  
name and 30 words, linked  
direct to your website.  
**£1,000**

**For more information** concerning advertising, please contact our sales office:

Europa Science Ltd, 8-10 Whiteladies Road, Bristol BS8 1PD, UK

**Tel:** +44 (0) 117 906 4075 **Fax:** +44 (0) 117 973 2022

**Email:** [sales.imaging@europascience.com](mailto:sales.imaging@europascience.com) **Web:** [www.europascience.com](http://www.europascience.com)

*Imaging and Machine Vision Europe* is published by Europa Science Ltd, The Spectrum Building, The Michael Young Centre, Purbeck Road, Cambridge, CB2 8PD, UK

# Suppliers' Directory

A year-round print and online presence from just £500

**NEW SERVICE**

Be seen in the marketplace for machine vision/image processing products and services – take out a year-long listing in *Imaging and Machine Vision Europe's* Suppliers' Directory, clearly arranged by product category so customers can find you quickly. You also receive a full page on our website devoted solely to your company and its products – all for an inclusive price of just £500 for one product category. Additional categories are £100 each.

- Printed listing in six issues of *Imaging and Machine Vision Europe* magazine PLUS 12 months' fully-editable online listing at [www.imveurope.com](http://www.imveurope.com)
- Reach thousands of users of and purchasers of vision products and services in every print issue
- More than 60,000 unique visitors each year to the website
- Advertise all your products all the time
- Full web page, just for you, on [www.imveurope.com](http://www.imveurope.com)
- Integrated online and print package
- Advertise for just £500 for an entire year in one product category
- Online editing facility to update your entry as often as you like

For more information, contact Jenny Warwick on +44 (0) 1223 211170 or email [jenny.warwick@europascience.com](mailto:jenny.warwick@europascience.com)

For more information concerning advertising, please contact our sales office: Europa Science Ltd, 8-10 Whiteladies Road, Bristol BS8 1PD, UK  
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**SUPPLIERS' DIRECTORY**

An at-a-glance guide to software suppliers across the machine vision market. To list your company here, from just £500+VAT per year, per category, please contact the sales team on +44 1223 211192 or email [sales.imaging@europascience.com](mailto:sales.imaging@europascience.com)

<b>DATA ANALYSIS</b>	<b>Software</b>	<b>Laboratory Data Solutions</b>
<b>Visual Numerics EMEA</b>	<b>Thermo Fisher Scientific Information</b>	<b>High-Performance Computing</b>
<b>CamSoft Software AB</b>	<b>Mass Spectrometry</b>	<b>Software</b>
<b>GD Consulting</b>	<b>CamSoft Software AB</b>	<b>Cluster Resources, Inc</b>
<b>Statistik UK Ltd</b>	<b>Visual Numerics EMEA</b>	<b>Visual Numerics EMEA</b>
<b>Unifast Ltd</b>	<b>Mathematics, Simulation and Modelling</b>	<b>Stavante Computing</b>
<b>Validation</b>	<b>OpenEye Scientific Software</b>	<b>Cluster Vision</b>
<b>Range Analysis and Processing</b>	<b>DATA MANAGEMENT</b>	
<b>DATA ACQUISITION</b>	<b>LABORATORY DATA MANAGEMENT</b>	
<b>CHARACTERIZATION AND DATA SYSTEMS</b>	<b>LIMS</b>	

<b>Agilent</b>	15, 23, 35	<b>OriginLab</b>	11
<b>CambridgeSoft</b>	52	<b>Startsoft</b>	7
<b>ID Business Solutions Ltd (IDBS)</b>	13	<b>Systal Software Inc</b>	31
<b>IQPC</b>	44	<b>The Mathworks</b>	2, 47
<b>Minilab Ltd</b>	19	<b>Thermo Fisher</b>	51
<b>National Instruments</b>	5		

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HOME NEWS PRODUCTS SUPPLIERS EVENTS FEATURES

**SUPPLIERS' INDEX**

**LATEST SUPPLIERS**

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