

imaging and machine vision

EUROPE

www.imveurope.com

Vision technology, business and applications

Your integrated media route
to the vision market

More than 50,000 regular
readers across all media*

Your number one choice for
pan-European market penetration

Reach customers in print,
online and via email

NEW options for
data capture

**MEDIA
KIT
2012**



*Publisher's statement based on monthly unique web visitors, opt-in email recipients and 4:1 pass-on readership of print magazine.

Your integrated route to the vision market



In Print

- Established title with long-standing loyal readership
- Available as digital edition worldwide
- Independently-written features by experienced editorial team



Online

- Increasingly popular website (2011 unique visitors up 13 per cent on 2010)
- Multiple banner options for all budgets
- Web-exclusive editorial content



Email

- Two regular email newsletters, with more than 10,000 opt-in email recipients
- IMVE Newsline – premium product featuring high quality, exclusive editorial content
- IMVE Productline – a low-cost, email newsletter featuring product promotions



Technology white papers

- Promote your technology, in your own words, to our online readership
- Generate named leads
- Cross-promoted online, in print and via email

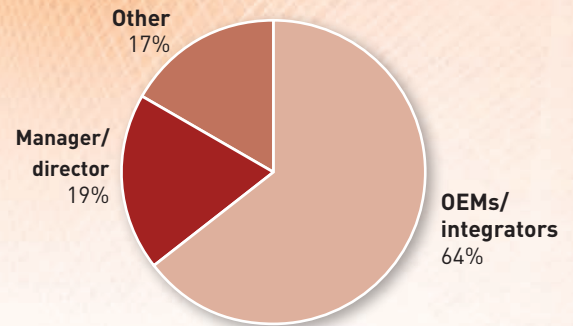


Webcast

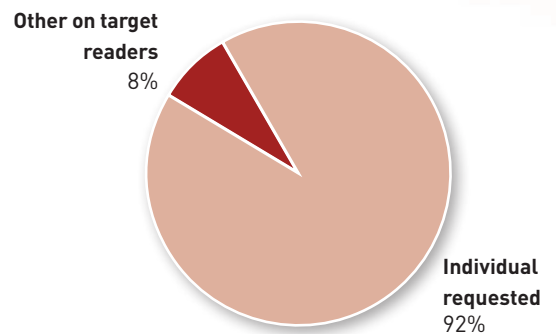
- Editorially-led, multi-presenter technology webcasts
- Generate named leads
- Exclusive sponsorship available

Circulation and reader demographics

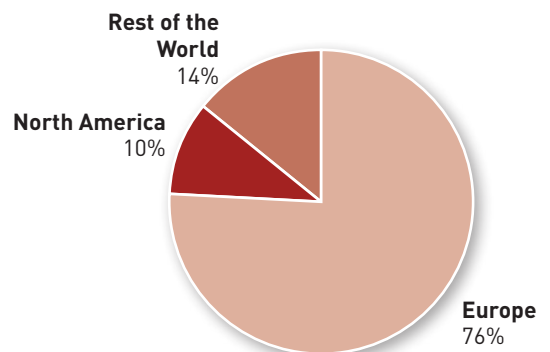
JOB FUNCTION



PURCHASING DECISIONS



GEOGRAPHICAL DISTRIBUTION



Webcast schedule

- | | |
|-----------------|--------------------------|
| February | Imaging in life sciences |
| July | High-speed imaging |
| October | Traffic and transport |

Editorial & Advertising Calendar 2012

What our existing advertisers think:

'As Europe's largest imaging technology provider of machine vision products and services, Stemmer Imaging is perfectly aligned with the aims of *Imaging and Machine Vision Europe*. We support the title, and welcome the editorial opportunities it provides.'

Peter Stiefenhöfer,
Marketing and Public
Relations Manager,
Stemmer Imaging

'We have had great responses to the IMVE Productline email newsletter, which allows us to highlight our own products in the months we need promotion.'

Kathy Vorse, Director of
Marketing, ProPhotonix

'We appreciate the blend of advertising options that *Imaging and Machine Vision Europe* provides, and have taken advantage of an integrated campaign involving both print and email advertising.'

Jean-Philippe Roman,
PR Manager, Allied Vision
Technologies

ISSUE DATE	DEADLINES	FEATURES
Dec/Jan	18 November	Applications: Recycling Sport Product focus: Illumination Developments: Line scan
Feb/Mar	27 January	Applications: Packaging Traffic and transport Product focus: Smart cameras Developments: Colour imaging
Apr/May	23 March	Applications: Service robots Security Product focus: Software Developments: Connectivity Event focus: The Vision Show (US)
Jun/Jul	18 May	Applications: Food and agriculture Heavy industry Product focus: Peripherals (lenses, cabling, etc) Developments: 3D vision
Aug/Sep	27 July	Applications: Surface inspection Photovoltaics Product focus: Frame grabbers Developments: Vision technology in the consumer world
Oct/Nov	28 September	Applications: Military and defence Traceability Medical Product focus: Sensors Developments: Image processing libraries Event focus: Vision Show (Stuttgart) Photonex

All news and product press releases should be sent to editor.imaging@europascience.com.

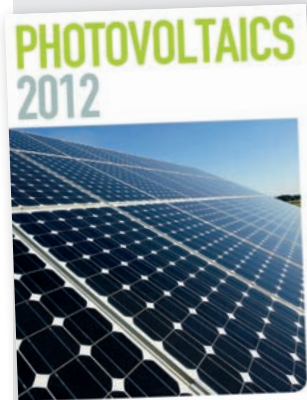
For all other editorial enquiries, please contact the editor **Greg Blackman** on +44 (0)1223 211185 or email greg.blackman@europascience.com

BONUS DISTRIBUTION

Extra copies of the magazine will be distributed at the following events:

Photonics West
 Image Sensors Europe
 The Vision Show (US)
 Photonex
 AIA Business Conference
 EMVA Business Conference
 IFSEC
 FIND
 The Vision Show 2012 (Stuttgart)
 Control

Also published: Photovoltaics 2012



- A special supplement to coincide with EUPVSEC in Frankfurt, Germany
- Co-published with *Laser Systems Europe* and *Electro Optics*

BUILD AN INTEGRATED PACKAGE TO SUIT YOUR BUDGET



PRINT

Reaching more than 10,000 readers via print and digital distribution

	1x	3x	6x
Full Page	£3750	£3375	£3000
Half Page	£2350	£2115	£1880
Third Page	£1990	£1805	£1595
Quarter Page	£1325	£1200	£1060
Suppliers' directory	£295 per year*		

Other sizes available on request

Special (cover) positions:
+25 per cent

Solus Positions:
+10 per cent

*Joint product with website

NEW

Recruitment Advertising

Using our dedicated recruitment section in the magazine, website and email newsletter, we can help you find the perfect candidate for your vacancies. To discuss in more detail how we can make your budget go further, call our recruitment specialist Sarah Ellis-Miller on +44 (0) 1223 211289 or email sarah.ellis.miller@europascience.com



WEBSITE

More than 6,000 unique visitors every month

Leaderboard (728 x 90)	£850 per month
Top banner (468 x 60)	£750 per month
Right button banner (120 x 60)	£400 per month
Box Ad (300 x 250)	£600 per month
Right Skyscraper (120 x 600)	£500 per month
Suppliers' directory	£295 per year*
Technology white paper	£795**
Webcast sponsorship	£2500

For information on sizes and placement visit www.imveurope.com/onlineadvertising

*Joint product with magazine **Joint product with IMVENEWSLINE



EMAIL

More than 10,000 opt-in recipients

IMVENEWSLINE

Right-hand top banner (120 x 60)	£500
Newsline banner (468 x 60 or 120 x 120 logo/image plus headline and 30 words of text)	£500
Technology white paper	£795 per month**

**Joint product with website

IMVEPRODUCTLINE

Product name, image (120 x 120) plus up to 50 words (max 10 products per issue) £250



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