IMAGING & MACHINE VISION EUROPE

The industry's multi-platform resource for suppliers, integrators and OEMs using machine vision

Media information 2023

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Products

Why Imaging and Machine Vision Europe?

IMAGING & MACHINE VISION EUROPE

Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering the vision market all the time, **making your brand stand out** and influencing change is a real challenge.

Imaging and Machine Vision Europe is a hub of analysis, feature content, lively debate, technical updates and industry news, making it an **essential platform to support your marketing campaigns**.

Our profile in the industry – paired with our detailed understanding of your ongoing challenges and our expert knowledge – provides a strong foundation for success.

Vision industry professionals rely on our content to **share insights**, **identify solutions** and **pursue partnerships** to drive their business forward.

Do you want to reach **integrators**, **OEMs, academics** and **end users**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.

Understanding the year ahead

Demand for automation remains as strong as ever as we emerge from the COVID-19 pandemic. **Growth in our sector has been slowed by the chip shortage**, but order books are full.

Two of the biggest areas that are driving this growth are the **push to automate warehouses** and **semiconductor manufacturing**, although the latter tends to be cyclical in terms of investment. For example, Cognex's revenue from the logistics sector grew 65 per cent year-on-year in 2021 – a huge jump that's being mirrored in quarterly statements from other vision suppliers.

The **vision technologies going into warehouses** range from track-and-trace scanners to vision-guided robot arms that unload totes and pallets. The more complex vision tasks in warehouses involve bin picking, and there's lots of development work going into **engineering 3D vision** and robot stations able to unload a random assortment of objects from a crate. It's currently unclear whether there will ever be a completely 'lights out' warehouse, but efforts to automate the types of processes found in warehouses are drawing on the latest vision technologies, augmented in some cases by stunning AI.

There's plenty of change happening in the more traditional machine vision markets. **Factories are becoming more connected and far more reliant on data and cloud services** to make processes efficient, while automotive factories are switching to building electric vehicles, requiring a huge investment in new manufacturing lines. All of this opens up opportunities for machine vision, which, firstly, generates a lot of data that can feed into smart factory processes, and, secondly, will have a critical role to play in factories making batteries and other components for electric vehicles.

Outside of factory automation, vision technology is finding uses in areas as diverse as farming, retail, and sports and entertainment. The growth outside of machine vision's traditional manufacturing base is down to many factors: **the proliferation of inexpensive and powerful computing hardware** is one; AI could arguably be another. These types of market – as well as factory automation to some extent – are also being served by firms outside of the traditional machine vision space, but there are opportunities here for machine vision players to sell into, especially as they have the expertise in imaging. Some machine vision companies are addressing what's known as **embedded vision**, with very specific hardware and software offerings, to try and tap into these non-traditional markets. In some

‘There’s plenty of change happening in the more traditional machine vision markets. Factories are becoming more connected and more reliant on data and cloud services’

respects, the gap between traditional machine vision and those firms selling consumer devices incorporating vision is closing, which makes the field dynamic and full of potential, but also home to some strong competition.

In terms of new technology, advances in **shortwave infrared sensors** look like one of the most promising for expanding imaging capabilities – imaging in the SWIR wavelength range opens up many new types of application. The breakthrough is thanks to SWIR image sensors based on nanomaterials such as quantum dots rather than the standard InGaAs material. InGaAs has reached its limits in terms of fabrication improvements, although Sony has seen success recently with InGaAs detectors. Where quantum dot sensors show promise is that nanomaterials can be deposited onto CMOS read-out circuits, making them compatible with CMOS fabrication. This has the potential for high-volume production for the consumer and automotive markets and, therefore, to lower the cost of manufacturing SWIR sensors significantly. Inevitably, this will eventually open up SWIR imaging for use in various applications within factory automation and surveillance – already two of the first adopters of new nanomaterial SWIR cameras.

Running through seemingly every facet of **machine vision is AI**. There is no doubt that neural networks will push vision technology to new heights but, at the moment, there are some definite areas – such as inspecting organic materials – where it is being applied successfully. These tend to be tasks where rule-based algorithms have struggled in the past. It might not infiltrate every area of machine vision, but the developments being made in AI will continue to be big news.

There is other technology coming through such as **event-based vision** – a new paradigm in imaging where only changes in the scene are recorded, rather than recording everything frame by frame. And machine vision will continue to benefit from advances being made in far larger markets, such as the consumer and automotive sectors. Our sector is evolving fast, with a lot of new technology coming through, and interest from companies outside of the traditional vision industry. All this makes for an exciting year ahead.

A global audience

Are you ready for GA4?
Our client success reports will be driven by the new instance of Google Analytics soon. Speak to us about the implications for your business.

Imaging & Machine Vision Europe delivers quality content to a diverse audience across print, digital and social media. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.

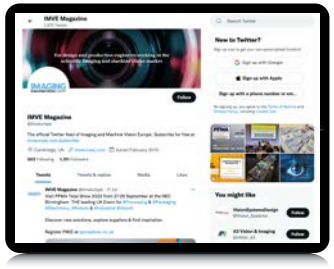
Sectors we serve:

- **Original Equipment Manufacturers**
- **Start-up businesses**
- **Machine vision suppliers**
- **Integrators**
- **Academia**

Job titles represented include:

- **Senior Researcher**
- **Vision Engineer**
- **Director of Research & Development**
- **Product Engineering Specialist**
- **Engineering Director**
- **Vision Project Engineer**
- **Chief Technology Officer**
- **Project Manager**

Monthly reach of more than 13,200



11,500 monthly page views

34% increase in web traffic in 2021

A truly engaged subscriber base boasting an average session duration of **9 mins** and average number of sessions per user of **3.17**

6,700+ email subscribers

22% Average email open-rate

9.5% click-through rate

3,100+ social media followers

4% LinkedIn engagement rate

4% Twitter engagement rate

Editorial calendar 2023/24

IMAGING & MACHINE VISION EUROPE

Issue	Features	Tech Focus
Dec/Jan	• Life sciences • Shortwave infrared imaging • Astronomy	• Optics
Feb/March	• Food and agriculture • Event-based imaging • Aid to manual inspection	• Image sensors
April/May	• Logistics • Semiconductor inspection • Web inspection	• Embedded
June/July	• Embedded vision • Robotics • Industry 4.0	• Colour imaging
IMVE Yearbook	• Market analysis • Predictions for the year ahead • Updates on latests standards and industry initiatives	
Aug/Sept	• Recycling • Automotive • Pharmaceuticals	• Illumination
Oct/Nov	• 3D vision • Packaging • Image processing	• GigE Vision

Event distribution

Recognised as a trusted publication in the sector, *Imaging & Machine Vision Europe* is distributed at events spanning key industry sectors including Traffic, Security, Defence, Medical, Pharma, Automotive and Electronics.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

Some of the global partners and events we work with include:

- Automate
- AutoSens Brussels
- AutoSens Detroit
- A3 Business Forum
- CIOE
- Control
- Embedded World
- EMVA Business Conference
- European Machine Vision Forum
- Image Sensors Europe
- Intertraffic Amsterdam
- Laser World of Photonics
- MACH
- Measurement World
- MediSens
- Motek
- PPMA Total Show
- SPIE Defense & Commercial Sensing
- SPIE - Medical Imaging
- SPIE Photonex
- SPIE - Photonics West
- The Vision Show
- UKIVA Machine Vision Conference
- VISION
- W3+
- W3 Rhine Valley

Product overview

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, machine vision professionals turn to *Imaging and Machine Vision Europe* to help drive brand engagement, reach a wider audience and **grow their business.**

Imaging and Machine Vision Europe presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

> Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

> Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

> Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

> Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

> Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.

The magazine

Key benefits

Each issue of our magazine is seen by a global audience of more than 7,000 in both print and digital

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highly-respected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
February/March	27/01/2023
April/May	10/03/2023
June/July	05/05/2023
August/September	07/07/2023
IMVE Yearbook	08/09/2023
October/November	29/09/2023
December/January	24/11/2023

See pages 22 & 23 for mechanical specifications

Price

	x1	x4
Full-page	£4,125	£3,300
Half-page	£2,585	£2,197
Third-page	£2,189	£1,859
Quarter-page	£1,458	£1,239

Premium positions +20%

Outsert	£4,945
Digital edition sponsorship	£2,200

SAVE when you book an advert in multiple issues

> Boost brand awareness

> Present innovative solutions

The website

Key benefits

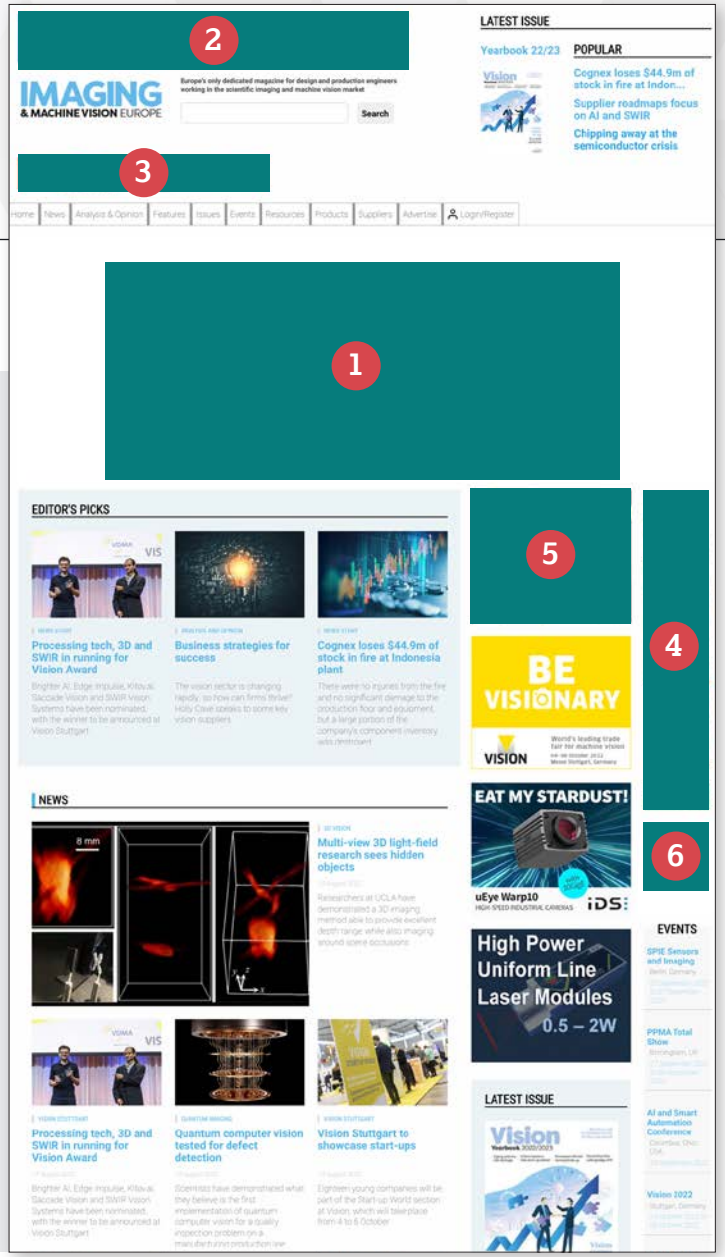
We offer an **extensive range of digital advertising** formats and imveurope.com is fully mobile-optimised.

Elevate your **brand visibility** alongside relevant and trusted machine vision content.

All digital options, sizes and price for each as shown in this example

1. **Dropdown banner: £2,530 per month**
   (opens for four seconds as a large advert, then drops back to a smaller version)
2. **Leaderboard: £2,195 per month**
   Desktop size 728 x 90 **Mobile** 300 x 100
3. **Top banner: £1,925 per month**
   Desktop size 468 x 60 **Mobile** 300 x 100
4. **Skyscraper: £1,650 per month**
   Desktop size 120 x 600 **Mobile** 300 x 100
5. **Box ad: £1,430 per month**
   Desktop size 300 x 250 **Mobile** 300 x 100
6. **Right button banner: £545 per month**
   Desktop size 120 x 120 **Mobile** 120 x 120

All measurements in pixels



> Boost brand awareness

> Present innovative solutions

Newsline

Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 22%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

Production details

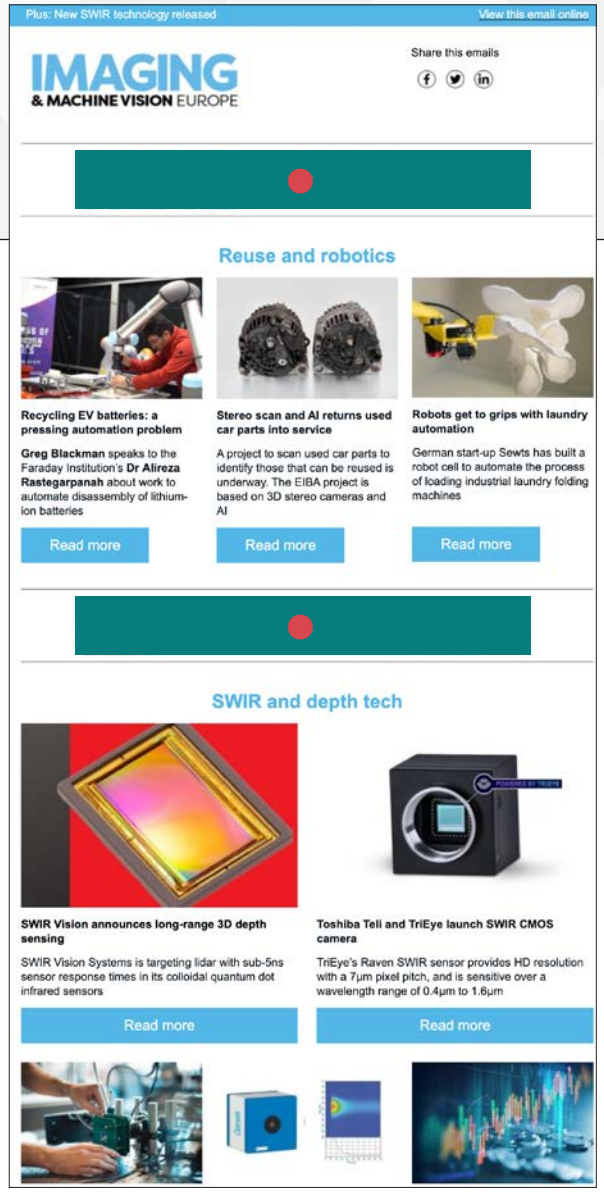
- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

Price

£1,425

Sent via email to our opt-in subscriber database of more than 6,700*

*limited to five banners per Newsline

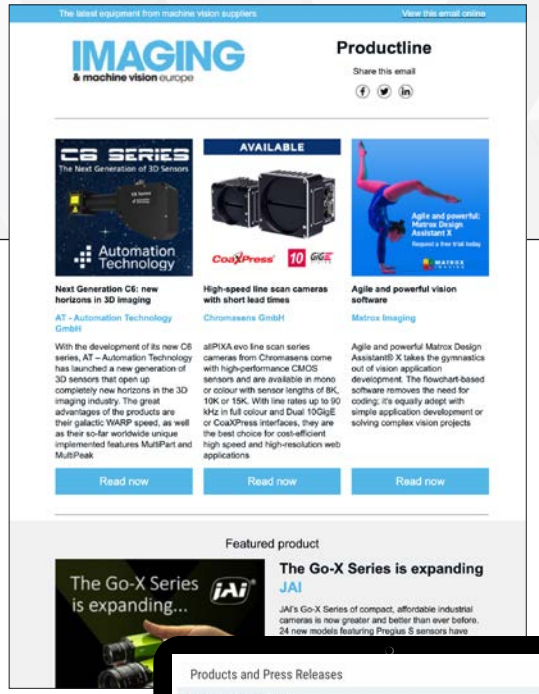


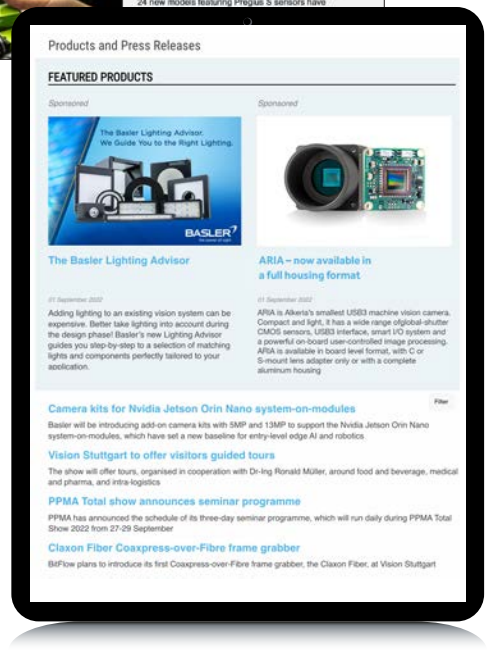
> Boost brand awareness

> Present innovative solutions

Productline

Just two exclusive Productline boost placements are available each month





Key benefits

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

imveurope.com is a **trusted resource for decision-makers** in the machine vision sector and a cost-effective solution to boost visibility and make your product stand out.

Production details

- Headline,
- 190 x190 image
- 40 words and URL

Price

For prices, see below. Sent via email to our opt-in subscriber database of more than 6,700

	Productline **£550**	Featured Productline **£935**	Productline Boost **£1435**
Productline email listing	✓	✓	✓
Featured Productline email listing		✓	✓
Online product listing			✓

New for 2023

> Present innovative solutions

> Boost brand awareness

Analysis & Opinion sponsorship

Shout about your core brand values

Key benefits

Analysis and Opinion (A&O) columns are written by **leading experts** from the world of vision.

Associating your brand with this type of high-end, opinion-forming content creates a platform for **broader influence** beyond your specific product campaigns. This represents a perfect showcase for your brand values.

Production details

- Logo

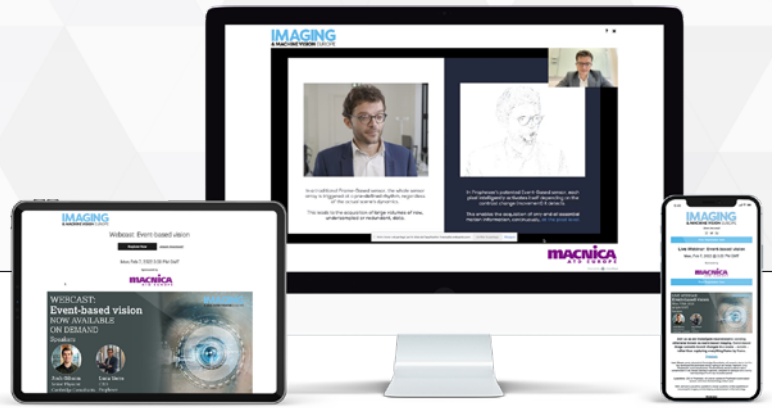
Price

£1,095 per issue

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email

> Boost brand awareness

Webcasts



Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

Price & options

Sole sponsorship
£8,800

- Branding on all marketing promotions
- Imaging and Machine Vision Europe as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

Editorial webcast sponsorship
£1,645

- Branding on all marketing promotions
- All opt-in delegate marketing leads

> Lead the discussion **> Generate quality leads** **> Boost brand awareness**

Tech Focus

Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Dec/Jan	• Optics
Feb/March	• Image Sensors
April/May	• Embedded
June/July	• Colour imaging
Aug/Sept	• Illumination
Oct/Nov	• GigE Vision

Price & options

Lead sponsorship
£3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot 'enhanced product'
- Three x key positions linking to your content in the Tech Focus email

Enhanced product entry
£1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online

> Making your content work harder

> Present innovative solutions

White Papers

Key benefits

A White Paper promotion with *Imaging and Machine Vision Europe* allows you to harness the value of your expertise by **presenting the critical principals of your technology** to an engaged, knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by key decision makers**.

Production details

- PDF-ready version of your White Paper

Price

£1,375

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads

> Making your content work harder

> Generate quality leads

Feature Case Study

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns


SPONSORED: AI IN VISUAL INSPECTION

Under control

Keely Portway finds out how combining AI with visual inspection in manufacturing can help to reduce errors and increase efficiency

SPONSORED: AI-ASSISTED IMAGING

Answering AI's imaging issues

Gemma Church looks at how finding the right AI-assisted software can benefit specific vision tasks

Different coloured licence plates

Key benefits

A Feature Case Study represents a unique opportunity to **present your proven solution** in the context of an editorially-relevant, independent article.

It is promoted both in the magazine and online. We can offer advice on how to create **a high-quality piece of content** of your solution in action.

Production details

- 750 words
- Featured image

Price

£3,245

Exclusivity, with only one Feature Case Study available per article*

* Check the calendar on page 7 to pick the most relevant theme

> Lead the discussion

> Making your content work harder

Viewpoint

Key benefits

Take this opportunity to **share experience and knowledge** to present an opinion on industry-wide matters that others will be interested to hear.

Raise the personal profile of a key voice in your business and show how that expertise within your company places you ahead of your competitors.

Production details

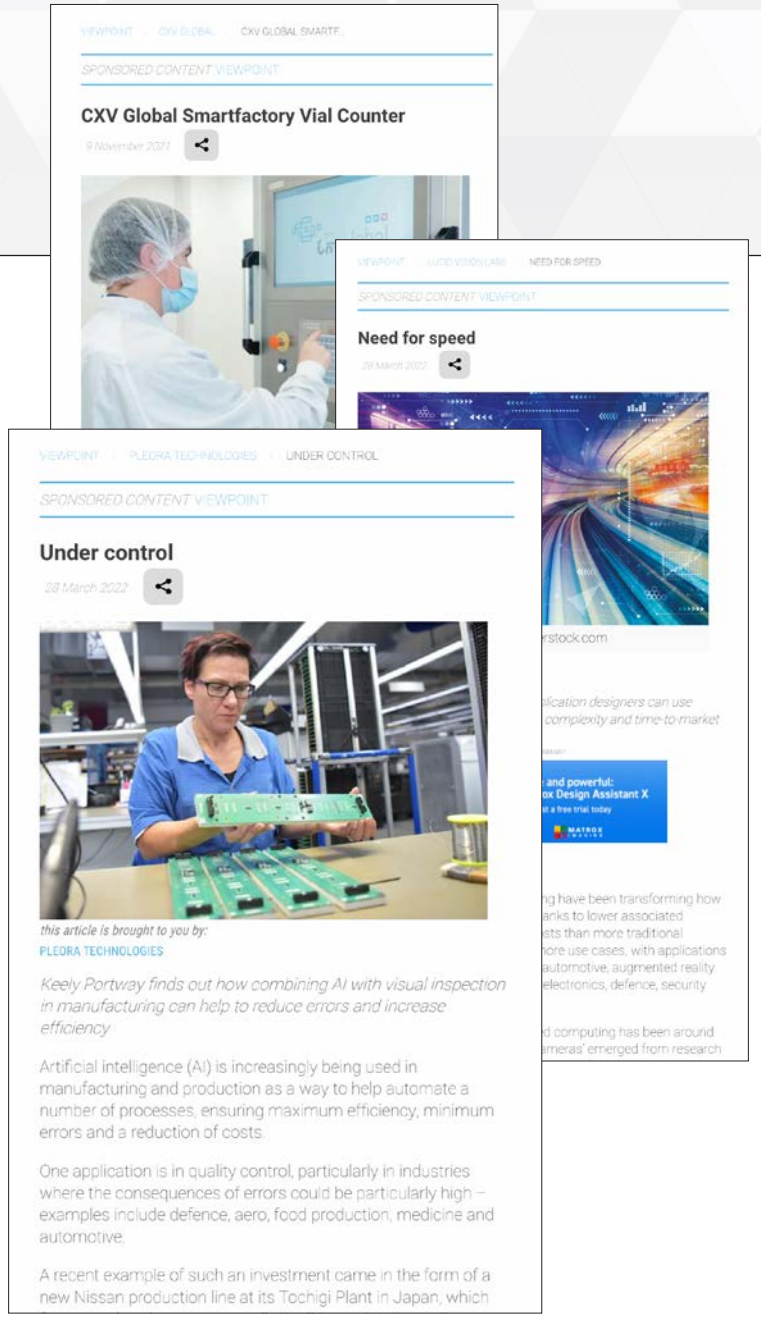
- 750 words
- Featured image

Price

£1,375*

(*additional writing and content charges may apply)

- Hosted online at imveurope.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



> Lead the discussion

> Making your content work harder

White Paper + Featured Technology

Key benefits

If you have a genuinely disruptive technology, **we will create an article** that uses the information detailed in your White Paper as the catalyst.

We **showcase your technology and demonstrate its critical impact** in a wider context and stimulate debate through this unique editorial approach.

Production details

- 1,200-word feature (written by us)

Price

£3,245

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on imveurope.com

White Paper

- Promoted via an email campaign
- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Present innovative solutions

> Making your content work harder

> Generate quality leads

Marketing services

Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

Enquire for prices

EUROPA SCIENCE

Need wider support?

Europa Science can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

Price on application
warren.clark@europascience.com

Client success team

Warren Clark
Chief Executive Officer
warren.clark@europascience.com

Eleanor Waters
Senior Account Manager, Photonics division
eleanor.waters@europascience.com
Tel: +44 (0)1223 221041

Stephen Russell
Senior Account Manager, Photonics division
stephen.russell@europascience.com
Tel: +44 (0)1223 221044

Keely Portway
Head of Collaborative Content, Photonics division
keely.portway@europascience.com
Tel: +44 (0)1223 221048

Matt Vann
Business Development Manager
matt.vann@europascience.com
Tel: +44 (0)1223 221037

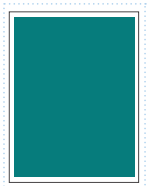
Nick Clark
Junior Production Controller
nick.clark@europascience.com
Tel: +44 (0)1223 221034

Mark Elliott
Chief Operating Officer
mark.elliott@europascience.com
Tel: +44 (0)7803 565092

Kate Risdon
Marketing Manager
kate.risdon@europascience.com
Tel: +44 (0)1223 221033

Josh Warner
Data Manager
josh.warner@europascience.com
Tel: +44 (0)1223 221045

Print specifications



FULL PAGE

Trim *(Page size)*
213mm (W) x 282mm (H)

Bleed *(+3mm all around)*
219mm (W) x 288mm (H)

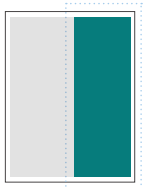
Non bleed ad
189 (W) x 258mm (H)

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)

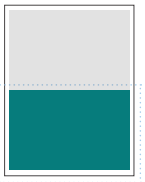


HALF PAGE VERTICAL

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

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

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



HALF PAGE HORIZONTAL

Trim
213mm (W) x 141mm (H)

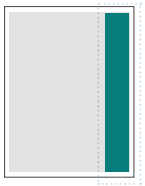
Bleed *(+3mm all around)*
219mm (W) x 147mm (H)

Non bleed ad
189 (W) x 129mm (H)

QUARTER PAGE

Non bleed ad
92mm (W) x 129mm (H)

Bleed ad not available

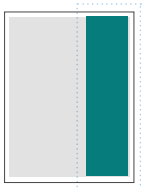


QUARTER PAGE STRIP

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

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

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

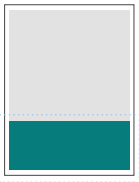


1/3 PAGE VERTICAL

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 HORIZONTAL

Trim
213 (W) x 94mm (H)

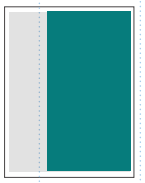
Bleed *(+3mm all around)*
219mm (W) x100mm (H)

Non bleed ad
189mm (W) x 85mm

1/2 PAGE ISLAND

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

Bleed ad not available



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)

1/3 PAGE SQUARE

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

Bleed ad not available

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 by the printer.

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.

Digital specifications

LEADERBOARD

Desktop
728px wide x 90px high

Mobile
300px wide x 100px high

Plus
URL click-through link

SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link

TOP

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link

DROPDOWN

Desktop – expanded
960px wide x 400px high

Desktop – contracted
960px wide x 60 px high

Mobile
300px wide x 100px high

Plus
URL click-through link

BOX

Desktop
300px wide x 250px high

Mobile
300px wide x 100px high

Plus
URL click-through link

MEDIA & BUTTON

Desktop
120px wide x 120px high

Mobile
120px wide x 120px high

Plus
URL click-through link

- **Mobile banners are on rotation**

- **Please supply both desktop and mobile versions**

File type
.jpeg
.png
.gif
Googe DFP tag
html 5
Flash files are not accepted.

Deadline date
A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

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4 Signet Court,
Cambridge CB5 8LA, UK.